National Association of County Agricultural Agents

It's Finer in South Carolina!

Proceedings

97th Annual Meeting and
Professional Improvement Conference

July 15-19, 2012 **Charleston, South Carolina**

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2012 NACAA REPORT TO THE MEMBERSHIP

NACAA President
Paul Wigley, Georgia

The time is rapidly drawing near when we will gather for the 97th Annual Meeting and Professional Improvement of the National Association of County Agricultural Agents in Charleston, South Carolina. I hope you are making your plans to be with us July 15 – 19, 2012. It promises to be a meeting to remember. Last year in Kansas the membership was informed of a new futuring survey that would be conducted. The results have been compiled and the futuring committee chaired by Jim Ochterski of New York has performed the sizable task of taking the data and giving a report to the board of directors. We will share the findings of the survey at this year's delegate session. During my remarks to the membership last year I stated that NACAA would evaluate the current committee structure and see if any changes needed to be made. This is one of the areas addressed by the futuring committee report. Vice President Dorough is heading the effort to evaluate our committee structure and make recommendations for change. These were two items that were addressed at last year's AM/PIC that your board of directors had worked on during the past year. Projects this big cannot be completed in a short period of time but we are diligently working to better our organization.

Another item that was brought forward from the futuring committee was an idea for "Fireside Chats". This would be informal gatherings where members could discuss issues of common importance. I have included four of these chats in this years' program. We will have two on Sunday night and two on Monday night. The topics will include Smart Phones and Tablets and their applications for Extension work, The NACAA Scholarship Process Simplified, Social Media and its use in Extension work, and Leadership opportunities in NACAA. I hope you will attend these sessions to not only learn but to share your ideas and thoughts.

During my remarks to the membership last year I mentioned that I thought we needed to re-emphasize the value of on-farm demonstrations and trials as a teaching tool to our clientele. About the same time at the administrator's breakfast this point was brought forward as an area that needed addressing by NACAA. I am proud to say that on Sunday afternoon we will have four hours of programming dedicated to on-farm demonstrations and trials. We have speakers coming that have extensive expertise in this field. It has tentatively been titled "The Do's and Don'ts of On-Farm Demonstrations and Trials". Once again NACAA is striving to stay relevant to the needs of its members by providing timely and useful seminars to make us better professionals.

The speakers we have lined up for our meeting are and impressive group. On Sunday night the opening session inspirational speaker will be Mr. Frank McGill. Mr. McGill is the retired peanut agronomist for the University of Georgia. During his career Mr. McGill saw production go from mules to large modern equipment and saw yields increase three fold. His experiences in life and his speaking ability make him an entertaining, enlightening, and educational speaker. I know that you will enjoy him. Our keynote speaker for the Monday morning general session is, Dr. Cathie Woteki, Under Secretary of Agriculture for Research, Education, and Economics. When I first met Dr. Woteki during the 2011 PILD conference in Washington and was impressed by her knowledge of Extension and agriculture. She had some very good and challenging questions for the NACAA leadership during our meeting. I look forward to hearing her remarks. Our capstone speaker for this year's AM/PIC will be Gary Black, Commissioner of Agriculture for the state of Georgia. Mr. Black is well versed in agriculture and its importance to the economy and the people of our great country. His son is a product of our 4-H program. Mr. Black is a true friend of extension in Georgia and I know you will enjoy meeting him.

If you have registered for the meeting and reviewed the schedule you have noticed that the annual banquet will be on Wednesday and the tours on Thursday. At the conclusion of the tours this year we will have a final session. This will be the official closing of our 2012 conference. The South Carolina Farm Bureau will provide the meal as well as a speaker for the session. Also, you will hear from the Pennsylvania delegation concerning the Galaxy conference to be held in 2013. There will be some live entertainment for your listening pleasure during dinner and after the program.

All in all it promises to be a great meeting. I hope you have already made your plans to join us there for a great week of learning, sharing, and southern hospitality.

NACAA President-Elect
Paul Craig, Pennsylvania

Sponsors and Donors are invaluable contributors to your national association. Without the funding from our supporters many of our professional improvement programs and program recognition would not be possible. Many of our supporters are longtime friends of NACAA. Others have been contributing for short periods. This year NACAA is pleased to have two new sponsors, the National Pork Board and National Crop Insurance Services. Unfortunately two other sponsors have indicated that they could not provide financial support in 2012. Still the fact that over $140,000 was provided to NACAA is a welcome fact. Sponsors and Donors is a responsibility of the President-elect, however NACAA Executive Director Scott Hawbaker provides an invaluable, consistent linkage to the companies and the marketing agencies used by most companies. Members can also assist to maintain the support from our donors. If you attend a sponsored activity at our AM/PIC or if you are fortunate to receive program recognition I would encourage you to send a note of thanks to the sponsor. In addition many sponsorships have originated for NACAA through personal contacts by members. I would encourage you to investigate sponsorship opportunities with any contacts you may have. Check out the NACAA website for additional information.

As President-elect I participated in the JCEP Leadership Conference in San Antonio. Working with the leaders of our complimentary Extension professional associations has been a rewarding personal experience for me. In Texas I was able to share some leadership experiences with NACAA State officers. Following my presentation, one of my best memories was guiding these leaders in the singing of the PA County Agent Song, We are, we are, we are: The County Agent Bunch! The smiles on everyone's faces will be with me for a long time.

In April I attended the PILD conference in Washington DC. While there the leadership of NACAA was able to meet with 3 leaders in USDA: Dr. Kathleen Merrigan, Deputy Secretary; Meryl Brossard, Deputy Director for Agriculture and Natural Resources in the National Institute of Food and Agriculture (NIFA) and Rod Hedberg, SARE Director. These highly productive visits would not have been possible without the assistance of Bill Hoffman who works directly in the NIFA Office of the Director as a Program and Analysis Officer and a true friend of NACAA.

The members of the PA Association of County Agricultural Agents and the Northeast Region have been working hard in preparation for the 2013 Galaxy Conference in Pittsburgh, PA, September 15 – 20th. These men and women are proud to welcome NACAA to PA in 2013. We hope to see you there.

In January 2012 PACAA members celebrated the dedication of a roadside historical marker to commemorate the hiring of A. B. Ross who started work as the first county agent in Bedford County, PA in 1910. The dedication was held during the 2012 PA Farm Show and was attended by the Dean of PSU College of Ag Sciences; the Director of Penn State Extension and the PA Secretary of Agriculture.

Finally, I would like to express my sincere appreciation to the men and women of your board of directors, the council chairs and committee leaders for NACAA. These individuals take time from their busy programming efforts to provide you with outstanding professional opportunities. You can be sure that your organization is in great hands of dedicated professionals. It has been a career highlight of mine to have the opportunity to work with them for NACAA. I look forward to the opportunity to follow the many outstanding leaders of NACAA in the role of President of NACAA. I ask for your support in this endeavor for the betterment of your organization.

NACAA Vice President
Henry Dorough, Alabama

My year serving as your vice president has almost concluded and I can barely believe it has passed so quickly. Looking through NACAA Policy, it is easy to determine the majority of the vice president's time is spent working with the three council chairs to oversee all committee activities throughout the year. Having served previously as southern region director and secretary for NACAA, I thought I knew a lot about committee work. Well, I found out quickly that what I knew was only a part of the picture. I can attest the NACAA committee volunteers enthusiastically devote their time and talent to serve you and to ensure the bulk of the Annual Meeting & Professional Improvement Conference is an enriching and worthwhile experience. I tip my hat to the 21 National Committee Chairs and 73 Regional Committee Vice-Chairs for their eagerness, dedication and excellent leadership provided this year. It has been a great pleasure to work with you.

The vice president chairs the Executive Program Committee which is made up of the three council chairs. This year,

Professional Improvement Council chair Mary Sobba, Program Recognition Council chair JJ Jones and Extension Development Council chair Dan Kluchinski have greatly impressed me with their dedication and leadership provided to their respective committees. Every challenge I presented them was handled with professional ease. Working with these three leaders has been an honor and a personally rewarding experience. Thank you Mary, JJ and Dan!

The bulk of committee work revolves around achieving three clear aspects of NACAA's mission: (1) Providing first-class professional development opportunities tailored specifically for agricultural Extension agents, (2) Recognize and reward professional excellence among our peers and (3) Provide leadership development opportunities. All of these are vitally important for our members to develop relevant programs in their assigned field and to successfully climb the career ladder. More and more, these types of professional opportunities are becoming difficult to find, with the exception of those provided through our committees; not only at the AM/PIC, but also through various webinars during the course of the year. This year, the Extension Development Council committees collectively produced several excellent webinars that are archived on the NACAA website. Other committees are planning webinars to be offered after the AM/PIC in Charleston. Taking advantage of these opportunities has been a positive career changing experience for me, just as they can be for each of you if you take full advantage of everything NACAA has to offer.

During my time serving on your board, I have stressed the importance of communication through all levels of NACAA. This is especially imperative within the committee structure. Like my predecessors, I asked that all national committee chairs and regional vice-chairs communicate on a regular basis with state committee leaders. I was very delighted to receive copies of numerous emails throughout the year between committee leaders at all levels, especially communication engaging state leadership. We should all continuously endeavor to improve communication among all of our leaders and members to ensure we remain relevant and informed.

I would like to express my appreciation to everyone involved with recruiting committee leadership for the ensuing year; especially the council chairs and regional directors for their tireless efforts to guarantee all of our vital committee positions are filled. NACAA committees are the lifeblood of our organization and account for the bulk of the work the national association does on behalf of the membership. With the continued reduction in our workforce across the country and subsequent decline in membership, these positions are becoming all the more important to the mission of our organization. Committee positions offer excellent leadership opportunities for our members. I encourage all members to seriously consider the various leadership opportunities offered each year within the organization. This includes national leadership positions on the Board of Directors, which are open to ALL members. You don't have to be an "old-timer" or fit any stereotype to serve your national organization. Feel free to call on me anytime if you are considering a future leadership position in NACAA and I will do all I can to assist you.

In addition to the work described above, I had the privilege of participating in the various board meetings throughout the year and working on numerous presidential assignments. I also attended the JCEP Leadership Conference in San Antonio, TX, and the PILD Conference in Alexandria, VA; two outstanding conferences hosted by JCEP. During the PILD conference, I, along with President Paul Wigley, President-Elect Paul Craig and Past President Stan Moore, had the honor of visiting with USDA Deputy Secretary Kathleen Merrigan along with other leaders of NIFA and SARE.

This has been a year of personal growth and awesome opportunities to interact with and learn from many dedicated leaders within NACAA. I would be remiss if I did not note my deep gratitude to my Alabama colleagues and the ACES leadership team for their support of my service to NACAA. Thank you all for an outstanding experience serving as your NACAA Vice President.

NACAA Secretary
Richard Fechter, Kansas

As one that is always looking for challenges, my first year as NACAA Secretary has been all of that and more. Although nothing can totally prepare you for a position on the NACAA Board, serving as 2011 AM/PIC Chair was a good start. Whenever, you start a new job or task, you may think you know what you are getting yourself into, but you never know for sure until you actually start doing the job or task. This is the situation that happened to me this year. However, I wouldn't trade this years' experience for anything.

During this first year as your secretary, I devoted a significant amount of time to familiarizing myself with the duties and responsibilities of the position. Fortunately, former NACAA Secretary Henry Dorough is currently serving on the Board, and has been a big asset to me. He has provided

advice and assistance whenever I have asked for it. Yet he has let me do the job.

Many colleagues have asked me why I wanted to be NACAA Secretary because it sounded like a lot of work. Yes it is, but there is not a better way to learn everything about an organization than to be the secretary. As secretary, my primary job is to maintain accurate records of board and association activities and to keep the membership informed. Board meeting minutes are approved and posted on the NACAA website as soon as Policy review requirements are met. Also, there is a linking of all board meeting documents, with the exception of financial reports, as attachments to the minutes posted online. Financial security with the internet is of major concern so the board agreed in March 2010 to classify all financial documents and withhold them from the website. However, all members are entitled to a copy of association fiscal reports and may receive a copy by submitting a request to the NACAA Treasurer.

The NACAA Secretary serves as chair of the internal Publications Committee which provides oversight for content of the NACAA website, The County Agent magazine, the e-County Agent blog and the Journal of NACAA. Stephen Brown of Alaska is the Journal of NACAA Chair and has done an excellent job. With Stephen's leadership, the Journal is now publishing two volumes on June 1 and December 1 of each year. The Journal is a great place for members to publish peer reviewed articles. For more information about the Journal of NACAA, refer to Stephen's report or contact him directly.

The history of any organization is very important for many reasons and NACAA is no different. The secretary is charged with collecting annual historically significant documents for storage at the USDA Agricultural Library. Currently our records are not up to date, but the groundwork has been laid to bring the records up to date. That is one item that I want to work at getting accomplished during my second year.

Electronic communication tools have made the job of the Secretary easier in some ways. However, a big thanks goes to Scott Hawbaker, NACAA Executive Director. Without all of his work and efforts, my job would be much harder.

The many hours that have been reviewing recordings and proofing the write up of minutes prior to posting to the NACAA website has taught me a lot about our association, but also about each of the individuals that make up the Board. The passion and dedication that each of them has for NACAA is truly amazing. What a great group of people to have the privilege of working with this past year.

Thank you for the opportunity to serve as your NACAA Secretary this past year. I look forward to another challenging and rewarding year. See you in Charleston!

NACAA Treasurer
Parman Green, Missouri

I am humbled to have had the honor of serving the members of the NACAA in the capacity of treasurer for the last three years. As I complete my final year as your NACAA treasurer, I am proud of what has been accomplished regarding the financial accounting, compliance, security, and reporting for our organization.

The financial condition of the NACAA is extremely sound. The conservative and frugal management of your current board and prior boards set the stage for substantial growth of the organization's assets. Even during 2008 and 2009 when the market value of the equity investments were decreasing, the overall net worth of NACAA increased. In fact, from the end of 2007 to the end of 2011, total assets increased from $454,170 to $850,656.

Maintenance of a good set of financial records is not identified in the mission statement of NACAA. However, relevant, accurate, and timely financial records can greatly facilitate the board's actions in fulfilling the mission of our organization. My primary pledge as a candidate for treasurer was to expend the necessary time to provide accurate, timely, and practical records for the NACAA members and leadership.

An important convention in accounting is consistency. During my term as treasurer, I focused on simplifying and restructuring various facets of our accounting system. The chart of accounts has been simplified and reduced from 14 pages to 7 pages. In this restructuring process I have striven to provide increased simplicity and improved comparability of our financial data. These changes have also greatly facilitated the consistency and efficiency of the reporting process.

Additionally, income and expense transactions are being "classed" or tagged for report filtering by function such as: Operations, AM/PIC, JCEP, PILD, Spring Board, and Winter Board. The real value of a good set of accounting records is the information that can be "mined" from the data – improving the understanding and utilization of our financial records.

Again, I want to express my sincere appreciation for the

cooperation and support I have received from the members of this organization – allowing me to serve as your treasurer for three years. This experience has truly been one of the highlights of my extension career. While the work load has been somewhat greater than I anticipated, the rewards "personally and professionally" have been profoundly greater than I anticipated.

Interesting Financial Tidbits:

- AM/PIC expenditures are typically 63.7% of total expenditures.
- JCEP and PILD expenditures are typically 4.3% of total expenditures.
- AM/PIC receipts are typically 62.1% of our total receipts.
- Membership dues are typically 31.8% of total receipts.

NACAA Past-President
Stan Moore, Michigan

NACAA members, it has been a privilege to serve you over the last four years. I cannot sufficiently express my gratitude for this opportunity and for what I have gained both professionally and personally through my involvement in NACAA. Serving in this role has given me an even greater appreciation for the great work that each of you is doing within Extension in your home state. It has also enabled me to develop close friendships with great people.

In my Past President's role I was responsible for representing NACAA on the Outstanding Young Farmers selection committee and traveled to their Awards Congress in Springdale, Arkansas. Stephen Komar, Chair of the NACAA Agricultural Issues and Public Relations Committee also represented NACAA at the Awards Congress. Stephen and I worked with the new leadership of this program, the Outstanding Farmers of America Fraternity, to build stronger relationships and build an even better OYF congress for the future. In addition to the OFA fraternity, the U.S. Jaycees are important partners in this program, and John Deere is the National Sponsor. John Deere has been the national sponsor for the OYF program since 1976.

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.

I want to encourage you to nominate one of your outstanding young farmers to this program. Each of you has deserving individuals in your county/parish or region that deserves to be recognized for their contributions and achievements. The deadline for nominations is August 1st of each year, so you still have time to work with that young producers to get their nominations in. I have found that past national winners from your state can provide some great input to new nominees. The nomination form can be found on the OFA fraternity's website at www.ofafraternity.org. NACAA members that nominate a national winner are eligible for reimbursement of registration fees for the next year's NACAA Annual Meeting and Professional Improvement Conference.

As Past President I have also had the opportunity to represent NACAA on the Joint Council of Extension Professionals (JCEP) national Board of Directors. This past year I have served as President for JCEP. JCEP is comprised of the six Extension professional associations; NACAA, ANREP, NAE4-HA, NEAFCS, NACDEP, and ESP. JCEP's Board is composed of the Presidents Elect, Presidents, and Past Presidents of each of these associations. JCEP also has representatives from 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). Paul Wigley will be serving as JCEP President next year.

JCEP sponsors three signature educational events. The two annual events are the JCEP Leadership Conference and the Public Issues Leadership Development Conference. These two conferences provide excellent opportunities for you to learn and grow in your Extension career. We received great feedback on this year's programs, and I would encourage you to take advantage of these opportunities in 2013. The third signature conference is the Galaxy Conference. JCEP holds a Galaxy Conference every 5 years, and the next meeting (Galaxy IV) is being held in Pittsburgh, Pennsylvania on September 16-20, 2013. This meeting will also serve as our NACAA Annual Meeting and Professional Improvement Conference for 2013. As chair of the fiscal committee for NACAA, we have been working diligently to ensure that NACAA is prepared for the Galaxy IV/NACAA AMPIC meeting.

Finally I want to take this opportunity to thank Michigan State University, Michigan State University Extension and the members of the Michigan Association of Extension Agents for all of their support over the past four years. It would have been nearly impossible to serve in this role and also develop educational programs back home without all of their support. They truly have made this a wonderful,

memorable experience for me. I am sure that it will positively impact my Extension work in the years to come. I also want to thank my wife Gayle, and my children for their incredible support and for the sacrifices that they willingly made in order to make this possible.

It has been great serving you over the past four years, and I would encourage you to look for ways that you can be more involved in the leadership of NACAA. You truly do get back even more than you give. I am confident that with your help, NACAA will continue to be the premiere professional development association for agricultural agents/educators in the USA.

NACAA North Central Region Director
Larry Howard, Nebraska

I am proud to have the opportunity to represent the North Central Region and its membership as their Regional Director. As I conclude my first year, I want to share that it has been a great experience. Several past regional directors have shared with me that they felt this is one of the best positions on the NACAA Board. I would agree. I have been an NACAA member for twenty-seven years and am making plans to attend my 20th NACAA Annual Meeting and Professional Improvement Conference (AM/PIC). I have served in several leadership roles at the state and regional levels and been involved in the NACAA awards program but this past years' experience has been most rewarding.

This past year I was able to attend ten of the state meetings in person, one by conference call, while Brad Brummond (Vice Director) attended his home state. We have been impressed with the accomplishments in each state and were very appreciative of the great hospitality shown while at the conferences. Budgets continue to be an issue in several states but I was glad to see the positive attitudes of the members to move forward to continue to make Extension remain relevant. The dedication of the membership is making for a strong organization. I have enjoyed the professional improvement sessions and the tours in some of the states.

As Brad and I met with the states we encouraged members to become more involved in NACAA. As committee chair positions become available consider an application. All states need to be represented. Take time to apply for awards, presentations, posters, or submitting an article to the Journal of NACAA as a way to showcase the great work you are doing. This is your NACAA so we challenge you to be involved.

NACAA members can be very proud of the leadership and dedication of the entire National Board and our Executive Director Scott Hawbaker. The work of this group on behalf of the members is extraordinary as we look for ways to improve our association. They are an outstanding group to work with.

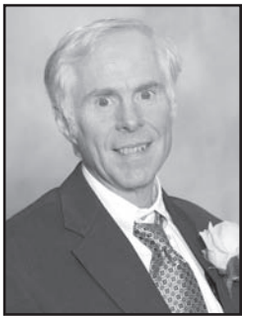
In addition to the state meetings, I had the opportunity to attend the Winter and Spring Board meetings, the monthly conference calls, as well as the JCEP Leadership Workshop. I am amazed at how much work gets done in a very efficient manner.

South Dakota will be hosting the 2015 AM/PIC in Sioux Falls. They are getting their committees formed and the planning is well on its way. They have faced some cuts to their Extension staff but they are moving forward in a positive manner. Steven Munk, Annual Meeting Chair, will have them organized very well. I encourage every state in the region to be making plans to assist South Dakota when they call on your state.

I want to thank my fellow Nebraska membership for giving me this opportunity to serve NACAA. It comes around every 24 years so it is a once-in-a-career opportunity. Also thanks to the Nebraska Extension Administration for the support needed to fulfill this assignment. Thanks to the Cuming County Extension staff and volunteers as I had to miss most of last year's county fair due to AM/PIC. Our advance planning paid off. And finally, thanks to my wife, Mary, who has covered at home while I have been away. She has been able to participate in some of the functions and has enjoyed the friends we have made.

I look forward to serving and completing my term as North Central Regional Director this next year.

NACAA North East Region Director
Stephen Hadcock, New York



In wrapping up my first year on the Board, I am reminded of what some previous Northeast Directors have said about this opportunity to serve as Director. That is that you learn and receive so much in gaining friendships and knowledge throughout the region in this position. This has been true for me as well this year. In attending state meetings and talking to members throughout the Northeast, I have

learned so much. For example, at the Maine state meeting I learned some information about poultry production that I was able to take back and use. I was also able to strengthen and make new contacts about assisting Beginning Farmers in the Northeast. At the New Jersey meeting, learned that deer damage in an urban/suburban area can be devastating as well.

The climate for membership and participation by agricultural Extension Educators in our national organization seems brighter in the Northeast. Membership in the Northeast remained fairly stable for the year. New Hampshire Extension has gone through reorganization and the Educators there are working to congregate and meet as an Agricultural Agent Association. Delaware Educators have made a commitment to support the national association as well. A special thank you to Scott Hawbaker and President Paul Wigley for their efforts to foster Delaware to be part of the association once again.
The Northeast Host Committee for Galaxy IV has been regularly meeting to make plans for NACAA participation in this event in 2013. Plans are starting to come together for Professional Improvement Tours just prior to the start of the Galaxy Conference on September 16. We hope to see you in Pittsburgh next year from September 15 – 20. Look for more information about Galaxy IV and Pittsburgh at this year's AM/PIC in Charleston.

I have had the opportunity to serve on the Public Issues Leadership Development Conference Planning Committee for the past two years as one of your representatives. Serving on this committee was a great opportunity to work with representatives from sister organizations and Educators from across the country. One of the main themes of this year was the recognition of the 150th Anniversary of the Morrill Act. Several of the general session speakers referenced this achievement. In particular, was the capstone speaker who was Steve Stark from South Dakota. Dressed in period clothes, Mr. Stark talked about and drew a picture of the history of the Morrill Act. With my time done on the planning committee, our Association is now represented by Director Jerry Clemons and Vice Director Pete Nitzsche.

I would like to also express my appreciation to the Officers and Board members of NACAA. The composition of the Board changes each year as Officers and Directors retire and new ones come in to take their place. I have been impressed and pleased with how as a collective group we have come together and have worked thoughtfully for the betterment of our professional organization.

NACAA Southern Region Director
Jerry Clemons, Arkansas

When I assumed the role of Southern Region Junior Director this year, I knew that it would be an outstanding opportunity to give back to our organization. As I have attended state meetings, I always make the point that this is our organization – yours and mine. It seems like the world today is all about "What's in it for me?" I was taught from an early age that you get out of life what you put into it. Some agents have asked "What has the association ever done for me?" I always ask in turn, "What have you done for the association?"

I know there are many opportunities for each of us to serve within the organization. Whether you have one of the leadership positions at the state or national level or attending the AM/PIC and presenting at one of the many educational sessions, you are helping give back to our association. This association will be only as strong as we make it, so when the opportunity presents itself to you be ready and jump in whole hog.

This past year I have had a chance to meet a large number of outstanding County Extension Agents, not only from the Southern Region but from all over the United States. We all have some of the same concerns that have been going on for the past couple of years. Budget constraints remain a major issue. Although it seems some of the cuts have leveled off, everyone I have talked to still has a concern about funding.

We are in the middle of making the state meetings in the Southern Region and looking forward to the National Meeting in Charleston, South Carolina. I have had the opportunity to attend both the JCEP meeting in San Antonio, Texas and PILD meeting in Washington, DC. Being part of the planning committee for PILD and working with our sister organization has been a real honor and very rewarding.

This past year has been very enjoyable to meet and discuss issues that are important to each of you. Remember that your National Board is here to assist you with your questions. Membership concerns have and will always remain a top priority for the board. They are always looking for ways to improve the association that will be a benefit to the membership.

I hope that many of you are planning on attending the

AM/PIC this summer. The South Carolina Association has been working very hard and they have put together an outstanding meeting. I would like to thank the Arkansas Extension Administration, the office staff in Clark County, the county residents and of course, my family for allowing me this opportunity to serve you and our association.

NACAA Southern Region Director
Tim Varnedore, Georgia

One never knows what each day is going to bring but you can bet there will be some type of Change. I am so thankful that one of those days brought me the opportunity to serve as your Southern Region Director; it's been a life changing experience. In the last two years I have traveled many miles down many different roads, met a lot of amazing people, shared some awesome experiences and learned the true value of listening. As I visited with you at your state meetings, I listened to what you had to say, however; I learned that sometimes what you did not say carried a greater message. As they say, actions often speak louder than words. By listening, I discovered just how deep your commitment really is to your clientele, your state organizations and to your NACAA. I have learned that not only are you dedicated NACAA members but you are also masters of positive thinking. Even in these hard economic times I have seen the true spirit of Extension rise to the fore front as you plan for the future while respecting the past. You have worked tirelessly to serve your constitutes while facing budget cuts, limited resources and general fear of what may be coming in the days ahead. Not once have I heard anyone say, I just want to quit. For this I applaud you.

When I was elected as your Southern Region Director, I felt it was my duty to help make decisions and implement changes that would positively impact not only NACAA but your state organizations as well. It has been my personal goal for you to feel that you have a voice in the future of these organizations. I hope that you see a little of yourself reflected as changes are implemented while some things are kept the same. I can truly say that your NACAA Officers and Board of Directors work tirelessly to make NACAA a stronger more unified organization. I know I came in not realizing that meetings really lasted till all hours of the night, conference calls were really that important and how dedicated the officers and board of directors are to you and the organization. Very quickly, I came to understand and appreciate what it means to serve in a leadership role with NACAA. It is an awesome opportunity that I encourage you to work toward. You can start by volunteering for a committee assignment at the state level or running for an office. There are countless ways to get involved. I know you will be rewarded for your service. NACAA offers more professional development opportunities than any other extension professional organization. Posters and oral presentations are just a couple of great ways to showcase the work you have done back at home and to share ideas with co-workers across the country. Also, please do not forget about our scholarship program. It's your money, put it to good use.

I have no doubt that good times are ahead and that NACAA will once again see growth and continue to prosper as we are an organization that respects the past, lives in the present, and looks forward to the future. While the road has not always been straight or smooth I am honored that you have allowed me the opportunity to travel it with you while serving as your Southern Region Director.

I would like to take this opportunity to thank my fellow GACAA members for putting their trust in me to represent Georgia and the Southern Region at the National level. My appreciation goes to The University of Georgia Extension administration for allowing me the time away from my regular duties. Also, special thanks to my co-workers in Jeff Davis and surrounding counties as well as our state specialists. Your assistance to the clients of Jeff Davis County afforded me the opportunity to fulfill my duties to the members of NACAA.

In closing, I would like to thank my wife Karen for supporting me as I undertook this opportunity of a lifetime. Karen, along with our daughter Jaimie and son Ryan have kept the home fire burning over the last 2 years while I have been traveling for NACAA. I look forward to see you in Charleston, SC for the 2012 NACAA AM/PIC. Thanks to all of you, It's been a Blast.

NACAA Western Region Director
Mary Small, Colorado

As this year's AMPIC comes to a close, so does my term as Western Region Director. It has been a wonderful two years, meeting the Western membership, learning about research and educational programs, visiting states and making new friends. I encourage anyone to consider this position when the opportunity rotates to your state. It was inspiring to have worked alongside such a fine group of men and women.

Here are some random, closing thoughts to consider:

- Be proud of our national board as it conducts the business of the association. They are looking out for our best interests in terms of managing finances, planning useful and relevant training sessions and peering into our future.
- The Futuring Committee did a tremendous amount of work in just a few short months analyzing our recent member survey. They wrestled with some pretty difficult issues. But through their leadership, cooperation and thinking this group developed a document that will help guide our association several years into the future.
- Just like our association, we have a beautiful, wonderfully diverse country! Sometimes we get so wrapped up in our local concerns, we fail to see, or even think about, the big picture!
- Leadership abounds in our organization. It's there at state meetings, in committees, in local programs, on the board. Agents jump in where needed to get the job done.
- You can always count on your friendly neighborhood agriculture agent! Need advice with an employee problem? Want to bounce around program ideas? Need help calculating through a pesticide application problem? Having a bad day? I know whom I'm going to call…

To quote President Elect Paul Craig from a few years ago: "To the many friends and acquaintances that I've gained during my extension career, I say thank you. I am a better county agent because of you."

Program Recognition Council
Council Chair
JJ Jones, Oklahoma

It is the responsibility of the Program Recognition Council to oversee and conduct the numerous award programs offered by NACAA for its members. There are seven committees that make up the Program Recognition Council. Without these committees and the members that have stepped up to participate in the committee leadership, it would be impossible for the NACAA to offer such an award program.

In 2011-2012 these seven committees were chaired by: 4-H and Youth, Chris Penrose, OH; Communications, Sherri Sanders, AR; Professional Excellence, Gary Zoubek, NE; Public Relations, Keith Mickler, GA; Recognition and Awards, Cynthia Gregg, VA; Scholarship, Rick Ensley, GA; and Search for Excellence, Dick Brzozowski, ME. These seven individuals along with the regional vice chairs and state chairs have put forth a lot of effort and time to make sure that the NACAA membership are recognized for their outstanding educational programming. These committees have made my second year as Program Recognition Council Chair an easy task. Keith Mickler and Gary Zoubek have completed their terms as national chairs. I would like to thank them for all of the hard work that they have done. Cynthia Gregg has chosen to remain the Recognition and Awards committee national chair for one more term.

These committees help the NACAA recognize the outstanding work that our members do for their respective states. Each year the committees go through hundreds of submitted entries to determine regional and national winners. Without these members willing to take the time to perform these tasks the NACAA would not be able to have such a program.

Each year it is a challenge to fill vacancies within the national committees. Members should take a look at becoming a committee member. If any member is interested or curious about being a committee member and the time commitment, I encourage them to speak to the current committee members or attend the committee meetings during the AM/PIC. I think that they will find that the fulfillment of the committee work far outweighs the time commitment.

There are several categories of awards for which members can apply. Recognition is provided to those selected at the state, regional and national levels. Most awards carry a cash award as well as certificate and plaques. Members need to become familiar with these awards and apply. There is outstanding extension programming being conducted all over the U.S. Our membership needs to be encouraged to apply for these awards and be recognized for their effort.

I want to thank the NACAA national board for allowing me this opportunity to play this major role in the committee structure. My first two years have been both educational and worthwhile and I look forward to the next year's work.

Communications
Sherri Sanders, Arkansas

The communications committee is pleased to report that Bayer has continued sponsorship of the Communications Awards Program for 2012. Our committee has worked diligently to expedite the judging of all entries in a timely fashion. We attribute this success largely to

the fact that all entries are submitted electronically.

We continue to see large numbers of entries in the fourteen communication award categories. The caliber of award entries is outstanding. Our members are producing excellent materials and are to be commended for the quality of their submissions. Drop by the poster display while in Charleston to see what the winning entries look like. The abstracts of the national winners, national finalists and regional finalists for all 14 categories will be published in the proceedings. These can provide further opportunities to gain ideas and to improve our extension programming.

I am appreciative to the regional vice-chairs for the communication committee. The regional vice chairs are: North Central Region Chair Margaret Zoglmann (Indiana), North East Region Chair Lee Stivers (Pennsylvania), Southern Region Chair Tracy Robertson (Mississippi), and Western Region Chair Kurt Jones (Colorado).

The current Search for Excellence (SFE) committee is

Search for Excellence
Richard Brzozowski, Maine

comprised of four regional vice chairs and me. The regional chairs include Stanley McKee or Pennsylvania; Jesse Clark of Arkansas; Thomas Dorn or Nebraska and Ronald Patterson of Utah.

To get things underway for the 2012 SFE awards, our team held a meeting via a conference call in January. We discussed procedures for promoting SFE entry submissions and for scoring the entries to be received. A description of the criteria was posted on the awards section of the NACAA website for consistency in judging entries. We also confirmed the division of responsibilities as to the SFE categories each would lead. The responsibilities were as follows for 2012:

Landscape Horticulture – Jesse Clark, jclark@uaex.edu

Livestock Production – Ronald Patterson ronald.patterson@usu.edu

Crop Production – Thomas Dorn tdorn@unlnotes.unl.edu

Young, Beginning or Small Farmer/Rancher – Stanley McKee sam36@psu.edu

Remote Sensing & Precision Agriculture – Stanley McKee sam36@psu.edu

Farm & Ranch Financial Management – Ronald Patterson ronald.patterson@usu.edu

Farm Health & Safety - tdorn@unlnotes.unl.edu

Sustainable Agriculture – Richard Brzozowski richard.brzozowski@maine.edu

We checked in as a team again in March. Each regional chair was responsible for organizing the team of judges for their respective category(s); judging the entries and submitting scores to me by May 1, 2012.

An organizational approach for state contacts developed in 2011 by North Central Regional Vice Chair, Thomas Dorn was revised for 2012. Tom copied a message to the other 3 regional vice chairs and to me that he had sent to his state contacts as a way to make sure everything was in order. This message has become a model for others to use in their own region.

All entries received and screened by the states were judged by early May and national and state winners were notified by mid-May. The number of entries per category was as follows:

Landscape Horticulture	8 completed entries
Livestock Production	14 completed entries
Crop Production	12 completed entries
Young, Beginning or Small Farmer/Rancher	8 completed entries
Remote Sensing & Precision Agriculture	4 completed entries; 1 unsuitable
Farm & Ranch Financial Management	5 completed entries; 2 unsuitable
Farm Health & Safety	4 completed entries;
Sustainable Agriculture	4 completed entries;

It is apparent that several categories are low in the number of entries again this year. The Search for Excellence program is an important vehicle for individual and team recognition and an effective way for Extension colleagues to obtain new programming ideas for possible application in their respective counties and states. We owe it to ourselves and our sponsors to have a robust and meaningful representation of programming for consideration and recognition. The SFE Committee will continue to promote the awards program in coming years with the intent of enhancing participation

among NACAA members.

During the judging process, there were a few entries that were not judged for national recognition as they either didn't fit the category in which they were submitted or didn't meet the criteria for the SFE award.

Suggestions for 2013:

- In order to increase award entries for each of the eight categories, emphasis should be placed on promoting the SFE program and recruiting members to enter projects and programs. Submitting a SFE entry is a fairly easy process and is comparable to many reports members are already writing for their accomplishments and work. Future promotion of the SFE awards program should include a targeted approach of articles, special email messages, setting state targets, etc.

- Enhanced communications with SFE State Chairs will also be essential in the future growth of the SFE awards program. One possible method may be to have additional conference calls or webinars with SFE State chairs on the process involved with reviewing and approving applications. Emphasis could also be placed on how to score entries in the judging process at the state level.

Thanks:

- Each of the Regional Chairs is to be commended for performing effectively this past year. This was not an easy task for them especially during one of the busiest times of their year in Extension work.
- Thanks to Program Recognition Council Chair, JJ Jones of OK for his support and encouragement during the process. JJ always had thoughtful and accurate answers to the questions I posed.
- Thanks to NACAA Executive Director, Scott Hawbaker for his support and encouragement to me with problems and situations that arose with entries and other related situations.

Everyone with whom I have dealt has been supportive in this process.

4-H & Youth
Chris Penrose, Ohio

Almost all agricultural agents conduct some 4-H and youth programs. The purpose of the Excellence in 4-H Youth Programming Committee is to recognize those that have developed exceptional programs. This year was no exception. We had eight entries for awards. Another charge of the committee was initiated three years ago when the committee proposed, and the board approved, the establishment of the Excellence in 4-H Program Workshop. Applications for the workshop continue to grow with 16 entries this year. This is a chance for agents to share unique and innovative 4-H and youth programs to NACAA members that can be adapted for local programs. This year's presentations include: Master Gardener programs to reach at-risk youth; the Science of Maryland Agriculture; Beef Camp; 4-H horse day camp; Americorps vista program; 4-H GPS/GIS Natural Resource projects; high desert youth range camp; how to get excited about science; and 4-H leader livestock project online learning modules.

One task the committee is working on is to increase the number of entries for awards. Many of the applications for presentations would have been eligible for awards if the presenters had applied.

Finally, I want to thank Sherry Beaty, the past Chair for 4-H Youth Recognition, for her efforts in making this committee grow with the addition of the workshop; and to Craig Williams, North East Vice-Chair and Mark Nelson, Western Vice Chair for their assistance during my first year as chair.

Professional Excellence
Gary Zoubek, Nebraska

The Professional Excellence committee is responsible for organizing the poster session at the AM/PIC. The poster abstracts are reviewed by the Vice Chairs and Chair, numerous 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. Syngenta Crop Protection is again the primary sponsor for 2012 and is sponsoring the awards breakfast.

All abstracts were completed on-line this past year. All lead authors were contacted and informed that their abstracts were accepted and asked to inform co-authors of the same! After fewer emails and phone calls than last year, this was accomplished by early May!

Poster abstracts are peer reviewed at the state level by state chairs and at the regional level by Regional Vice-Chairs. Thanks for a job well done! The current regional Vice Chairs are Ron Meyer, Western Region; Brian Cresswell,

Southern Region; Virginia Rosenkranz, North East Region; and Jefferson McCutcheon, North Central Region.

This year, we had an all-time high of 161 abstracts accepted for the meeting in Charleston, SC; 50 entries in the Applied Research category and 111 entries in Extension Education programs. Summary sheets listing poster authors and titles will be prepared and distributed to NACAA members at the entrance of the poster session so that they can more easily find posters that they're interested in. The times for "Meet the Author" sessions are planned for morning and afternoon breaks. Hopefully this change will increase member participation in the "Meet the Author" sessions.

A goal of the Professional Excellence Committee has been to improve the quality of the abstracts and poster entries. We've continued to see improvement over the past few years. Copies of the judging score sheets and criteria are posted on the website for participants to consider prior to preparing abstracts and posters. Judges' scores will also be shared with participants in an effort to improve future posters.

The Professional Excellence Committee continues to utilize more judges to reduce the amount of time it takes for judging. Each judge will be asked to evaluate 10-15 posters. The top three or four posters from each group will then be evaluated by additional judges to select the top poster recipients in each category! Awards will be presented at the AM/PIC Poster Session Breakfast on Tuesday morning. The top three posters in each category received cash awards and plaques, the regional winners received a certificate and the remaining top 20% received finalist recognition ribbons.

I want to thank the volunteers that will be helping judge poster this year. Without your help, we could not get this task accomplished. I also want to thank the state Professional Excellence Committee Chairs and 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 Vice Chairs of this committee, it would not happen.

Public Relations
Keith Mickler, Georgia

The Public Relations committee is responsible for conducting the Agriculture Awareness and Appreciation Awards (A4) program formally known as PRIDE (Public Relations in Daily Efforts) program. The A4 program is a great way for NACAA members to highlight educational programs that demonstrate the public relations side of extension work, as well as enhance the understanding of agriculture in our communities.

The A4 program had 10 entries this year, a downward turn from last year's entries of 16. As always the entries were of outstanding quality and examples of the public relations work we all do in our roles as extension agents. There is a tremendous amount of work that many are all doing, some of which would make excellent entries in the A4 program. We challenge all of you to make an effort to enter the A4 Awards program in 2013.

Congratulations to Joan S. Petzen from New York, who is the A4 program National winner. Joan presented her winning entry titled "Wyoming County Agri-Palooza" Agriculture during the A4 awards recognition luncheon. Congratulations also go national finalists Robert C. Goodling, Jr. from Pennsylvania, and Mike Donahoe from Florida. Regional finalists were Amy Simpson from Arkansas and Chad R. Reid from Utah.

An enormous thank you goes to all of the Public Relations Committee regional and state chairs; these are the folks who get the work done.

The Public Relations committee is looking forward to next year's challenge of even having more participation. The Public Relations committee challenges each of you to submit an entry in the NACAA awards programs especially A4. This is a great opportunity; all of you make great strides in the public relations arena each day, so why not submit your work, We are certain many of you have efforts worthy of winning.

The Public Relations committee especially wants to thank Dow AgroSciences for sponsoring of the A4. If not for their sponsorship this award and luncheon would not be possible. Please show your appreciation to Dow AgroSciences and our sponsors when the opportunity presents itself.

Scholarship
Ricky Ensley, Georgia

The scholarship committee wants to recognize the following members for reaching designated giving levels to the NACAA Scholarship Fund.

$100 - $249
Scott Hawbaker, Robert C. Bellm, Elizabeth Wahle, Margaret Zoglmann, Eugene Matzat, Denise Schwab, Ben Allen, David V. Key, Amy Jordan, Allen Baker, R. Scott (Bronc) Barrows, Melvin Brees, Larry Howard, Ron Seymour, Jennifer Rees, Willie Huot, Chet Hill, Carol Schurman, Rick LeVitre, Bruce M. Loyd, Timothy D. Reed, Jimmy "Jim" G. Todd, Edward Ayers, John Dorner, IV, Nathan Anderson, Mike Weber, Mike Loveless, Brian Beer, L. Warren Thigpen, Jr., Charles K. Curry, Gerald Marks, Kevin Heaton, Larry Sagers, Steve M. Van Vleet, and Sandra Frost.

$250-499
Gary Hall, John H. Beckman, Chris L. Bruynis, PhD., Chris Zdorovtsov, Daniel Kluchinski, Stephen E. Hadcock, Charles C. Mitchell, Jr., Ricky Ensley, Wes Smith, Laura Griffeth, Tim Varnedore, Eddie McGriff, and Rob L. Grumbles.

$500 - $999
John Stannard, Kurt Werth, Paul H. Craig, Jeff Carter, and Eric Eberly.

$1,000 - $2,499
Johnny Whiddon and John C. Campbell

$10,000 and over
Eddie R. Holland

The scholarship committee has been working with state scholarship chairs to encourage donations to the scholarship fund. NACAA members and friends have donated $15,612.50 to the scholarship fund form July 1, 2011 through May 31, 2012. The majority of this money was from the silent auction and special drawing sales during the 2011 NACAA Annual Meeting.

Scholarship committee members continued to work on the accuracy of members' donation records and recording donations into the data base. We have been working with state scholarship donation levels. The new scholarship criteria states:

- Members need to be vested at $40 in the scholarship fund to be eligible for up to $1,000 in scholarship awards.
- Members need to be vested at $100 in the scholarship fund to be eligible for up to $2,000 in scholarship awards. No more than $1,000 can be awarded within any year.

This year eight scholarship applications were submitted to the Scholarship Committee that will be reviewed at the annual meeting.

Recognition & Awards
Cynthia Gregg, Virginia

I would first like to say thank you to the NACAA Board and Membership for the honor and privilege of serving as the National Chair of the Recognition and Awards Committee for the past 2 years. I would like to say Thank you to the members of the Recognition and Awards Committee: Ted Wiseman, North Central Region Vice-Chair; Ronnie Helmondollar, Northeast Region Vice-Chair; Sid Mullis, Southern Region Vice-Chair; Kurt Nolte, Western Region Vice-Chair and all of the State Chairs. You did a fantastic job this year! I would like to say Thank you and Express much appreciation to all of the State Chairs and Presidents, who help make the Achievement Awards, Distinguished Service Awards, and the Hall of Fame Awards maintain such a strong foundation for these prestigious awards from our Association. Thank you for all you do for your respective states and NACAA.

This year in Charleston, the Committee is responsible in the awarding of the Hall of Fame Awards for the seventh year. The four outstanding Hall of Fame winners will receive their awards on Monday during the General Session. The recipients achieved many things during their careers and beyond in assisting their clientele, along with fellow agents and specialists of the Extension Programs in their respective states and regions of the country. They have extensive achievements professional organizations and humanitarian service. This year's inductees make one proud to be a member of NACAA.

On Tuesday Morning, 64 Achievement Award recipients will receive their respective awards at a Breakfast in their honor. This is the thirty-ninth year that NACAA has presented this award with this year's recipients joining 1,813 fellow Achievement Awards winners. This year's winners were based on two percent of the Membership of their respective states as of February 15. This is new this year. The 2012 Achievement award winners have provided quality programming for their clientele, have respect of co-workers and have accomplished this in less than 10 years. A special thank you goes to NACAA President Paul Wigley and American Income Life's Bill Viar for assisting with the awards presentation on Tuesday morning.

This year was the seventy-fifth year to present the Distinguished Service Award. Thursday evening at the Annual Banquet the Distinguished Service Award will be presented to 58 NACAA members from across the country.

These members were chosen by their respective states to receive one of the highest awards presented by the NACAA and joined 6,975 past recipients in 2012. The members represent two percent of their state membership, providing outstanding educational programming, are respected by their clientele and co-workers, and have worked for more than ten years.

The Committee wishes a special thank you to the sponsors of the Awards given this week. Thank you to John Deere and Company for their sponsorship of the Hall of Fame award for the seventh year. We also want to express our appreciation for the continued support of the Achievement Awards Breakfast By American Income Life Insurance Company for the thirty-ninth year and they have provided sponsorship for forty-four years overall to NACAA programs. Philip Morris USA was the once again the sponsor of the Awards Booklet and the committee wishes to say thank you for their continued support and recognized at the Annual Banquet.

I would like to express the Recognition and Awards Committee's Congratulations to all of the Achievement Award, Distinguished Service Award and Hall of Fame Award winners this year.

It has been a busy year for the Recognition and Awards Committee. We have continued to work on electronic submission of all three awards: Achievement Award, Distinguished Service Award, and Hall of Fame.

I would be remised if I also did not thank the NACAA Board, President Paul Wigley and the Regional Directors along with Program Recognition Council Chair JJ Jones and Executive Director Scott Hawbaker for your assistance to the Recognition and Awards Committee this year. Alan Galloway's work on getting the plaques and certificate frames completed is very much appreciated by the Recognition and Awards Committee. Thank you also goes to the South Carolina Agents for a wonderful meeting, along with a special thank you to Grady Sampson, Carrie Trebil, and Frank FitzSimmons for all of your assistance with the three awards programs!

To our membership the Recognition and Awards Committee National Chair, Regional Vice-Chairs, and State Chairs would like to encourage you to continue providing recognition for some of the outstanding extension educators in your respective states. In your state association you have members who you can nominate for the Achievement Award and Distinguished Service Award. There are also some agents both active and retired who would be outstanding nominees for the Hall of Fame.

It has been truly a pleasure to serve as the Recognition and Awards Committee National Chair this year. To all NACAA members keep up the great work you do as you do make a difference in your communities, counties, parishes, areas, states, and regions.

Extension Development Council
Council Chair
Daniel Kluchinski, New Jersey

My "freshman year" as Extension Development Council Chair has been a period of personal learning about and enhanced appreciation of the excellent work our committees accomplish. As you may know, the Extension Development Council (EDC) strives to enhance the professionalism of our members by providing opportunities for strengthening leadership, administrative and educational delivery skills. The focus on teaching various skills and methodologies to conduct extension work effectively makes NACAA unique from other subject specific professional organizations. The Extension Development Council's committees -- Agriculture Issues and Public Relations, Early Career Development, Administrative Skills, and Teaching and Educational Technologies – help members improve their skills related to art and science of extension practice.

The Council's efforts at the 2012 AM/PIC include hosting four concurrent sessions on Tuesday morning featuring 21 presentations. Additional educational offerings will include two excellent hands-on workshops on Sunday and Wednesday afternoon sponsored by the Teaching and Educational Technologies Committee. We hope you will join us for these informational workshops.

Over the year, educational programming was extended beyond the confines of the AM/PIC through two educational webinars: "Conducting Webinars 101" (recording available at http://tinyurl.com/NACAA-Conducting-Webinars-101) and "2012 AM/PIC First Timers Webinar" (recording available at http://tinyurl.com/NACAA-2012-AMPIC-First-Timers). The sessions were well attended and positively evaluated by participants. Our committees welcome your suggestions for future topics and speakers. Please share any ideas with your State Committee Chair and Regional Committee Vice-Chair.

Our relationship with the National Outstanding Young Farmers program, co-sponsored with Jaycees, has been strengthened and continues to develop with participation

of the NACAA Agricultural Issues and Public Relations Committee Chair and a national officer attending this group's annual meeting.

Finally, I offer my sincere thanks to our committee chairs, regional vice-chairs and state chairs as well as Vice President Dorough for their individual and collective leadership and guidance during the past year. I encourage NACAA members to increase their participation in the Extension Development Council's activities and guidance of our efforts to serve them. It is through your engagement that NACAA can better suit your needs.

Ag Issues and Public Relations
Stephen Komar, New Jersey

The AI&PRC had a productive year thanks to the efforts of the committee members including Scott Gabbard, Purdue, Mark Heitstuman and Dr. Bill Burdine, Mississippi State. Although the committee as a whole was relatively new to NACAA leadership positions, we were fortunate to have excellent leadership from Dan Kluchinski, Rutgers University.

The 2011 NACAA-AMPIC ended with an excellent professional development program focusing on a wide variety of issues facing the agricultural industry from disaster preparedness to developing value-added products to increase on-farm revenue. The 2012 NACAA-AM/PIC sessions will spotlight how our members are sharing their successes with elected officials, support agencies and the general public. In ever challenging economic times, the importance of documenting the impacts that Extension programs are having on our communities will continue to be an important role of the AI&PRC. Look for a series of webinars featuring some of these outstanding programs in the months following AM/PIC.

The OYF program continues to be one of the core programmatic responsibilities of the AI&PRC. This past year I had the privilege of joining Mr. Stan Moore, past-president, Michigan, at the OYF congress in Springdale Arkansas. We were both proud to represent NACAA at this event and were extremely impressed with the outstanding candidates from all across the United States. This year was extra special as a farmer from my home county was named as one of the national winners. The OYF is coordinated by the United States Chamber of Commerce, The Outstanding Young Farmers of America Fraternity and the NACAA with corporate sponsorship provided by John Deere. The leadership of this committee will continue to investigate ways that our organization can The AI&PRC would like to challenge Extension professionals from every state to submit at least one candidate from their state for this honor.

In the future, the AI&PRC will continue to support the OYF program and will continue to seek new and innovative ways to share the outstanding Extension programs from across the United States with our clientele. It has truly been an honor to serve as National Committee Chair for this outstanding organization. Scott Gabbard, Purdue, will assume this position following the 2012 AM/PIC. I look forward to continuing my service under his leadership.

Early Career Development
Dr. Laura Griffeth, Georgia

The Early Career Development Committee has been busy during this past year thanks to the efforts of our committee members – Amber Yutzy, Pennsylvania, Nathan Winter, Minnesota, and Taun Beddes, Utah. We were also fortunate to have excellent leadership from Dan Kluchinski as Extension Development Council Chair.

The focus of the Early Career Development Committee is to develop professional improvement education programs that assist members who are early in their career to maximize and successfully complete their Extension education experiences. The Committee also helps train members in management positions, or those who are in other positions that might play a role in mentoring new professionals, to assist those who are new to Extension.

One of the educational programs developed by the Early Career Development Committee is the educational sessions at the 2012 AM/PIC in Charleston, SC. A total of ten abstracts were submitted, with three selected to present seminars on Tuesday morning, July 17, beginning at 8:30 am. These topics are applicable to all of us, not just those in the early stages of their career.

Session 1 8:30 am – 9:30 am
PLANNING AND FORMATTING A SUCCESSFUL PROMOTION AND TENURE DOSSIER
Mr. Taun Beddes, Utah

Session 2 9:30 am – 10:30 am
FIVE ESSENTIAL ELEMENTS FOR GREAT EDUCATIONAL PROGRAMS

Mr. Matt Palmer, Utah

Session 3 10:30 am – 11:30 am
PAINLESSLY PUBLISHING IN THE JOURNAL OF NACAA
Dr. Stephen C. Brown, Alaska

The other main program developed by the Early Career Development Committee was the First Timer's Webinar held on Friday, April 13, 2012 which included participation from all four Early Career Development Committee members, Dan Kluchinski, Extension Development Council Chair, Scott Hawbaker, Executive Director, and Carrie Trebil, South Carolina Association of County Agricultural Agents. The purpose of this webinar was to better prepare first time participants for their initial AM/PIC and the registration process. 24 participated during the live session, while 40 have watched the archived session in April and May.

State Early Career Development Chairs and other parties interested in early career development issues are encouraged to attend the Early Career Development Committee meeting at this year's AM/PIC. It will be Monday, July 16 at 1:30 pm. Your ideas will be useful for the development of goals for the 2012 – 2013 year and the 2013 AM/PIC. If you cannot attend, please share your thoughts and ideas with any of the committee members throughout the year.

We look forward to seeing you in Charleston!

Teaching and Educational Technologies
Jenny Carleo, New Jersey

Bring your iPads!

iPads for agricultural educators is just one of the great ideas we will be presenting on at the upcoming Annual Meeting. The TET committee has received many excellent presentation proposals from a large number of people. We have selected those that pertain the most to technology. This is a line-up of speakers and in-depth sessions that you won't want to miss!

We will begin on Sunday afternoon from 1:30 to about 5 pm with a session on the iPad. Speaker David A. Yates invites you all to "Join us as we share what the iPad offers and how University of Tennessee Extension county and state professionals are utilizing this new, emerging technology to benefit us and our programs."

Tuesday morning we will start at 8:30 with nine different presentations on blogs, evaluating program impact electronically, podcasts, E-college and other technology topics. Each presentation will be 20 minutes including the Q & A period.

At the request of our members on Wednesday afternoon from 1:30 - 5 PM the committee has invited eXtension to hold a hands-on session on eXtension as well as Moodle. You won't want to miss this opportunity to learn more about using eXtension and some of their amazing services like Moodle.

It is likely that due to our internet and hands-on needs for our seminars, they will be held away from the convention center. So if you plan on coming to one of our sessions plan to stay for the whole time. Don't forget to bring your laptops and/or iPads, we are looking to serving your technology education needs at AM/PIC 2012 in Charleston, SC!

Administrative Skills
Jim Cowden, North Carolina

In 2012, the Administrative Skills Committee continued to improve and enhance the administrative skills of all NACAA members regardless of their level of administrative responsibility. Some key program focus areas include: advocacy and working with Federal and State legislators or local government officials; general office administration such as budgets, personnel management, empowering volunteers and grant writing.

Several high quality seminars will be presented at the AM/PIC in Charleston. These will include: LEADERSHIP POSITIONING IN COUNTIES: BUILDING A COMPETITIVE ADVANTAGE, building relationships with community leaders of all kinds by Paul Westfall of North Carolina; USING A TEAM-BASED APPROACH TO FARM MANAGEMENT TO IMPROVE PROFITABILITY, a team of professionals can address issues on the farm that might not be solved by a single agricultural professional by Aerica Bjurstrom of Wisconsin; and TRANSFORMING YOUR EVERYDAY EXTENSION WORK INTO PACKAGED CURRICULUM TO ADVANCE OUR PROFESSION AND YOUR CAREER, the value of creating and sharing curriculum with other Extension Professionals by Eric Barrett and Bev Kelbaugh of Ohio.

An Administrative Skills Committee Meeting will be held Monday afternoon, and all members are invited to

attend. Members should invite their State Administrators in attendance. We will discuss the Plan of Work for 2012-2013, and develop some objectives to work on during the year.

The Administrative Skills Committee consists of Jim Cowden, National Committee Chair and Southern Region Committee Vice-Chair; Ken Balliet, Northeast Region Committee Vice Chair; Donna Cuin, Western Region Committee Vice Chair; and Chris Bruynis, North Central Region Committee Vice-Chair. Chris volunteered to complete the unexpired term of Julia Woodruff, who resigned her Extension position by the end of 2011.

Professional Improvement Council
Council Chair
Mary Sobba, Missouri

The Professional Improvement Council is one of the three Councils that make up the committee structure of NACAA. Members wanted more opportunities to present and receive specific subject matter information, therefore several years ago this Council was created and designed to better fulfill our mission: "....to further the professional improvement of our members...," as written in the NACAA mission statement.

The Professional Improvement Council consists of six committees: Ag Economics & Community Development, Agronomy & Pest Management, Animal Science, Horticulture & Turfgrass, Natural Resources/Aquaculture and Sustainable Agriculture.

There will be excellent variety of presentations in Charleston by NACAA members. Sixty-five presentations are being planned, so there will be something of interest for everyone.

Animal Science and Horticulture committees have planned educational and fun preconference tours. Sustainable Agriculture has chosen four new fellows and will have a special workshop on Tuesday for that program. Also the Sustainable Ag committee has planned hospitality for members to learn more are the SARE Fellowship program. This will be a opportunity to talk with past and current fellows.

New this year a special workshop on Sunday afternoon called "The Do's and Don'ts of on Farm Research and Trials". The Agronomy and Pest Management committee has worked with the board to offer this excellent educational opportunity. Also, the Ag Economics/Community Development committee has organized a special seminar for Wednesday afternoon titled "Managing Agricultural Risk Under the 2012 Farm Bill". These special seminars are open to all NACAA members – let's fill the rooms!

The NACAA committee structure is an excellent way that members can share their time and talents for the benefit of our organization. If you have never been involved with a committee, I encourage you to consider it. There are many opportunities and you will learn much about our organization.

Finally, a great big thank you to the committee chairs and vice chairs and state chairs. Your hard work and dedication is greatly appreciated and it truly takes each of you to make our organization successful. I am looking forward to seeing the results of our committee work in Charleston.

Agronomy and Pest Management
Johnny Whiddon, Georgia

It seems it's only been a few weeks since our last AM/PIC, but I guess that shows I am getting older. We have been busy trying to get everything together for Charleston and this year was a little difficult due to the number of presentations we received. Our committee received more than we had room for so we had to evaluate and select the top presentations.

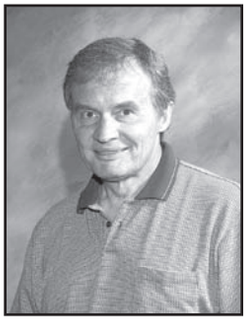
I have never had to notify anyone in the past that they were rejected. I called each of them and gave them advice on trying next year and to let them know our space limitation was the main reason for rejection. Everyone was very professional and took it well. I encourage everyone to go the extra length on abstracts for next year, to make them the best they can, because I hope the trend of increasing applications continues. For 2013, our committee is planning on promoting presentations on Precision Ag and Pesticide Resistance. Either category will improve your chance of being accepted. We will decide on 2014 topics at this year's AM/PIC.

Our President, Paul Wigley, and Vice President, Henry Dorough allowed me to assist them in putting together a special seminar for Sunday, July 15th. This seminar will consist of 2 main speakers, Chad Lee and Ed Lentz. They will present information on "The Do's and Don'ts of on

Farm Research and Trials". They will be followed by 3 presenters of on farm research that will be evaluated by Lee and Lentz as well as input from the audience. I encourage you to join us for this special event and invite someone to come with you. Experienced agents will pick up ideas that will fine tune their research and young agents will receive a good foundation of knowledge to get them on the right track.

This is my last year as National Chair. It has been a very rewarding time and I have made many new friends. The knowledge and experiences that I have received from everyone has made me a better man and a better agent. I encourage everyone to step up when you get the chance to be a committee member or run for a Board position. NACAA is only as strong as its membership. The more you put in, the more you get back. Joni Harper will step up and do a great job and I look forward to working with her as Vice Chair for Southern Region next year.

Ag Economics & Community Development
Willie Huot, North Dakota



Committee Members:
North Central Region Vice Chair and National Chair – Willie Huot, ND
Western Region Vice Chair - Del Jimenez – NM
North East Region Vice Chair – Sandra Buxton, NY
Southern Region Vice Chair – Alice J. Rhea - TN

When the Agricultural Economics and Community Development committee met last July in Overland Park, KS, the members identified several potential topics to consider in designing an educational program to be incorporated into the 2012 AM/PIC. Ranked highest among the suggestions was a session focusing on managing agricultural risks with the development of the 2012 farm bill.

From that recommendation our committee has organized a three hour "Super Seminar" titled "Managing Agricultural Risks Under the 2012 Farm Bill" This session is scheduled from 1:00 – 4:00 pm on Wednesday, July 18. Specific topics and presenters for this seminar include:

Dr. Joe Outlaw, Professor and Extension Economist, Texas A & M

Topic –2012 farm bill overview and extension's role educating producers about the farm bill

Dr. Laurence Crane, VP, Education and Communication, National Crop Insurance Services

Topic – Understanding the role of crop insurance in managing agricultural risks

Ruth Hambleton, Founder, Annie's Project Education for Farm Women, Woodlawn, IL

Topic – "Managing for Today and Tomorrow" educational program for farm/ranch women

This seminar is designed to provide information and resources that will strengthen the ability of extension agents to provide risk management educational programs. All extension agents involved in risk management education are urged to attend.

This seminar is made possible by the very generous sponsorship of the National Crop Insurance Services (NCIS), Overland Park, KS.

Our committee hopes to be able to continue providing educational opportunities targeting risk management education. This will hopefully include future "Super Seminars" at the AM/PIC as well as other pertinent educational programs throughout the year.

This year a total of 12 abstracts for presentation proposals were received. Topics varied considerably. Due to limited space for professional development sessions at the conference facilities, our committee had to narrow our selection to six presentations. This was difficult as most of the proposals were of very high quality. Sessions selected include marketing, economic development, tourism, and improving record keeping skills. We invite you to attend any or all of these sessions.

A very special thanks to the National Vice Chairs and to the NCIS for all the work and support that has made it possible to include the "Super Seminar" as part of the AM/PIC in Charleston.

Animal Science
Ron Graber, Kansas

Committee Members:
National Chair – Ron Graber, KS
Northeast Region Vice-Chair - Richard Smith, PA
Western Region Vice-Chair – Cory Parsons, OR
North Central Region Vice-Chair – Eldon Cole, MO
Southern Region Vice-Chair – Brian Beer, SC

Each year the Animal Science Committee is responsible for planning and conducting the two-day Pre-AM/PIC Animal Science Seminar and Tour. This is a tremendous professional improvement opportunity for our members

and a great way to network with colleagues from across the country having similar interests. This year South Carolina agents Brian Beer (Lancaster), Jay Crouch (Newberry) and Lee Van Vlake (Florence) organized the tour and will serve as our tour hosts.

This year the tour will begin in Charleston with some of the highlights including: Edisto Research and Education Center - alternative grazing species including forage peanuts, feral hog management; Yon Family Farm – 2009 NCBA National Environmental Stewardship winner; Bush River Dairy; Stezler Farm – diversified cattle and poultry farm; Clemson University - forage finishing research and fescue effects on reproduction; Joe Davis Farm – marketing calf crop through retained ownership; Black Crest Farm – Angus and balancer seedstock producer.

We have great interest in the tour this year with 33 participants from 13 states planning to participate. Each year the committee seeks sponsorship for the tour with participants funding the remainder. This year we want to express appreciation to our sponsors: Monsanto, Dow AgroScience, Merck Animal Health, Certified Angus Beef, local meal sponsors and each of the tour stops.

Cory Parsons, Animal Science West Region Vice-chair, took the lead on the professional improvement seminars. Six of our co-workers will be sharing the results of successful research and extension programs during the Tuesday afternoon seminars. Topics will focus on beef reproduction, nutrition and marketing, a forage calculator, animal welfare and care and dairy genetic selection tools.

The Animal Science committee has made arrangements with the American Registry of Professional Animal Scientists (ARPAS) to offer certification exams during the AM/PIC on Wednesday afternoon. Contact any member of the animal science committee for more information. In addition, continuing education unit's (CEU's) will be available for those who participate in the Tuesday seminars.

The committee has worked hard to offer other professional improvement opportunities throughout the year. One method has been to develop electronic training via webinars in collaboration with other professional organizations, i.e. the DAIReXNET webinars.

Another goal of the animal science committee was to update the promotional poster utilized at AM/PIC. Former Animal Science Committee Chair and Vice-Chair, Randy Mills from Oregon, volunteered to complete this task. As a result of his hard work, the committee will have a new poster promoting participation and highlighting past committee activities. The committee offers a big thanks to Randy!

Please join us Monday afternoon for a full committee meeting. We will introduce the new committee leadership and begin planning next year's committee activities.

Thank you to each of the vice-chairs! Each of you contributed great suggestions and ideas and willingly provided leadership, time and lots of effort over this past year. Also a special thank you goes to outgoing Northeast Region Vice-chair, Richard Smith (PA) and Western Region Vice-Chair, Cory Parsons (OR), for their contributions.

Natural Resources Aquaculture/SeaGrant
Steven Patrick, Georgia

Committee members include :
Dan Downing – North Central Region - Vice Chair – University of Missouri
Matt Palmer – Western Region - Vice Chair – Utah State University
Steven Patrick – Southern Region - Vice Chair – University of Georgia
Laurel R Gailor – Northeast Region - Vice Chair – Cornell University

Committee members communicated throughout the year with several teleconferences and numerous emails. During our calls we discussed the vast diversity of our committee in terms of the many fields our committee covers. Our hope is to develop concurrent sessions at upcoming AM/PIC conferences to focus that diversity for county agents hoping to learn more about Natural Resources topics such as: Wildlife Management & Damage Control, Aquaculture, Forestry, Water Quality, Watershed Partnerships, Pond Management, Environmental Education, etc. In Charleston we look forward to hosting the following presentations: INTERSEEDING FORAGE KOCHIA IN ESTABLISHED RANGELAND GRASS STANDS by Jeffrey E Banks, NATURAL CHANNEL DESIGN STREAMBANK RESTORATION by Steven Patrick, POTENTIAL RISK OF WESTERN JUNIPER-INDUCED ABORTION IN BEEF CATTLE by Cory Parsons, CROSS-DISCIPLINARY FIELD WORKSHOP ON THE PERDIDO RIVER by Carrie Stevenson, and URBAN STREAM PROCESSES EDUCATION by Laura M Miller.

We would also like to congratulate Dan Downing as he rises to National Chair for the AM/PIC in 2013.

Horticulture & Turfgrass
Nick Polanin, New Jersey

2011-12 Committee Members:
Bill Sciarappa, Northeast Region Vice-Chair, New Jersey
Sarah Denkler, North Central Region Vice-Chair, Missouri
Stacey Bealmear, Western Region Vice-Chair, Arizona
Brian Jervis, Southern Region Vice-Chair, Oklahoma

The Horticulture and Turfgrass Committee provides all members with excellent professional improvement opportunities, but especially to those with expertise or responsibilities in all areas of horticulture, from landscaping and variety trials to production techniques and Master Gardeners, and so much more. Whether your responsibilities in horticulture are full or part time, we believe you'll find valuable education and networking opportunities at this and every AM/PIC.

Our goal is to attract existing and new members of NACAA to attend, participate, network, and share expertise and experiences at the AM/PIC. One way we reach this goal is through our annual Pre-Conference tour, which features in-depth and "behind-the-scenes" experiences at many local venues not experienced during the AM/PIC's tour day. Once again this year we are offering a two-day tour for 25 winning applications from all across the nation. Thanks to Cory Tanner, our 'man on the ground,' we have a great variety of horticultural venues to visit throughout the Columbia and Charleston areas.

Tour highlights for Friday in Columbia include The Riverbanks Zoo and Botanical Garden www.riverbanks.org and the Fort Jackson Golf Course, one of our most unique golf course visits as it is located on an active military installation. Saturday will feature a visit to the Magnolia Plantation, www.magnoliaplantation.com, one of the oldest and most historic gardens in the US, along with a tour of a fertilizer operation just north of Charleston where Scotts Osmocote® is developed.

The Committee, with Board approval, has also moved the pre-conference tour application deadline to April 15, giving any members who meet the March 15 general application deadline to consider applying for the tour if their presentations were accepted. If you missed joining the tour this year, make sure to remember these dates for any future tours.

There was an overwhelming response from the membership to present in diverse areas of horticulture, and attending members will be pleased to choose from 4 separate sessions – yes, there are 24 presentations highlighting horticulture research and outreach efforts from all across the nation at the Charleston conference. We have grouped them into commercial horticulture, consumer horticulture, and Master Gardener programs. Our newest category is "Healthy Horticulture" which features community gardening efforts and promoting healthy fresh appetites in horticulture from across the nation.

In addition, and again with Board approval, our Committee leadership is now comprised of five members, a National Chair and four Regional Vice Chairs, rather than the National Chair also serving as a Vice Chair in their region. This was done to better accommodate the responsibilities of these positions, and to assure that the Chair would have ample opportunity to complete pre-conference and Committee responsibilities at the AM/PIC.

On a personal note, I want to shout a loud "Thank You!" to a great committee – Sarah, Brian, Stacey, and Bill. I will be completing my term as National Chair and Brian will conclude his term as Southern Region Vice Chair at the conclusion of this AM/PIC. Congratulations to Stacey who will be stepping up as the new National Chair, and "Welcome" to Annette Heisdorffer from Kentucky as the new Southern Region Vice Chair and Ron Patterson from Utah as the new Western Region Vice Chair.

Sustainable Agriculture
Adam Hady, Wisconsin

The Sustainable Agriculture Committee was again 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 2012, one from each of the four NACAA regions. They are:
Nathan Winter (MN) - North Central
John Porter (WV) – Northeast
Lara Worden (NC) – Southern
Maud Powell (OR) – West

The 2012 SARE Fellows have been notified and will receive recognition at the NACAA AM/PIC in Charleston, South Carolina. Each group of Fellows participates in four sustainable agriculture seminars over a two year period. The four seminar tours will be rotated in the four regions. Travel costs to all four seminar 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 two 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.

The third round of SARE Fellows that were selected 2009 will be giving a presentation of their experiences at the SARE Fellows Brown Bag lunch presentation on Tuesday, of the NACAA AM/PIC in South Carolina . The new round of SARE Fellows will also be recognized at this event. This event is sponsored by USDA SARE. The SARE Fellows also be hosting a hospitality room in South Carolina.

The SARE Fellows program is not our only task. Our committee has spent much time in reviewing abstracts that will be presented at the sustainable agriculture professional improvement seminars on Tuesday afternoon. The topics this year a more varied this year and should capture something for everyone interested in sustainable agriculture and I think you will enjoy them. This is our fourth year in providing these professional improvement seminars under the topic of "Sustainable Agriculture."

It has been a pleasure serving as the National Chair for the Sustainable Agriculture committee this past year. The regional vice-chairs on the committee have been instrumental in getting things done. I want to thank them. Without the work and insight they have provided this committee would not have functioned in the smooth manner it has.

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, and the folks in Wyoming in particular, Joleen Pantier, for the tremendous support we have had and look forward to continuing for many years to come.

Life Member
Duane Duncan, Pennsylvania

It is the hope of the NACAA Life Member Committee that each state will name a Life Member Committee Chair that will update the NACAA Life Member data base and provide names of Life Members who passed away since our last NACAA Meeting for the Memorial Service that will be held at the 2012 Life Member Business Meeting on Monday at Charleston. It seems to be getting more and more difficult to get responses from state life member chairs. We urge state presidents to select individuals who are interested in Life Member activities. Just as membership is declining among active educators, the same holds true for the number of Life Members attending the AM/PIC.

Our program would not be successful without all the help of our four dedicated Vice Chairs. Tom Benton - Borger, Texas, Southern Region; Don Fretts - Swoope, VA, Northeast Region; Doug Warnock, Prescott, WA, Western Region; and Jim Lindquist - Manhattan, KS, North Central Region.

Also we would like to thank Howard Hiller and Morris Warner from South Carolina for all the hard work they have put into providing an excellent Life Member Program for us in Charleston.

Lee Miller, Life Member Committee Chair elect and I hope that you have made plans to attend our 2012 NACAA Annual Meeting that will be held July 15-19, 2012 at Charleston.

Hopefully our Historical Marker will be erected the afternoon of June 7, 2012, in the town of Schellsburg, Pennsylvania - the site of the location of where Mr. A. B. Ross officially assumed the duties of County agent on March 1, 1910 for Bedford County and adjoining counties. A. B. Ross was appointed as a County Agricultural Agent by the Office of Farm Management Bureau of Plant Industry - United States Department of Agriculture.

A.B. Ross was the first of many County Agricultural Agents that assisted America's Farmers and Rural Communities to be successful. Today County Agricultural Agents work in almost every county in the United States.

In closing I want to thank the NACAA Board for the support of the Life Member Program. We appreciate all you do for us and as retired agents we are always ready to assist in any way that we can.

Journal of Extension
Keith Mickler, Georgia

Never miss an opportunity to thank the NACAA officers and board for allowing my continued service to represent NACAA on the Journal of Extension Board (JOE).

I am currently serving my third years as treasurer on the Journal of Extension Board. Just like Cooperative Extension one of the most important elements for all of us is marketing of who we are. We want to make sure you are aware that JOE is not average but is a scholarly online journal representing the best of Cooperative Extension across the nation.

With that said, publishing in JOE is not a tranquil task nor should it be. All JOE submissions are double blind peer reviewed with high editorial standards and scholarly rigor expected from all papers submitted and from those who review them. Should your paper be published in JOE consider that an immense achievement towards tenure and/or promotion.

As of April 16, 2012 83 submissions were received for 2012 and reviewed with 12% being rejected as unsuitable for JOE, 49% returned to author for revision and 38% accepted for publication. Currently there are 113 accepted submissions waiting to be published. JOE is published six times per year.

Another function of JOE is the National Job Bank http://jobs.joe.org/ . The National Job Bank provides access to a broad range of faculty positions across teaching, research, extension and outreach along with other professional positions involving education, research and/or outreach missions.

Check it the JOE website at http://joe.org .

The National Job Bank website allows the job seeker to post resumes and cover letters for potential employers to search through and find key individuals for positions they wish to fill.

Don't forget to visit JOE http://www.joe.org and National Job Bank http://jobs.joe.org websites, you just might stumble upon a new educational tool or find that dream job you have been longing for.

Journal of NACAA
Stephen Brown, Alaska

The past year has been a very exciting time for the Journal of the National Association of County Agricultural Agents. Because of the "How to Get Published in the Journal of NACAA" workshops at last year's AM/PIC in Kansas City, the journal received a record number of submissions for its December 1st, 2011 and June 1st, 2012 publications. Perhaps more exciting is the number of County Agents who have submitted and had articles published in our journal. Few things can do more for your resume than being published in a peer reviewed journal. To learn more, attend the "How to Get Published in the Journal of NACAA" workshop this summer at the AM/PIC in Charleston.

Equally exciting is the record number of NACAA members who have volunteered to serve as Journal of NACAA National Peer Reviewers. These individuals provide an invaluable service to submitting authors. Being a Journal of NACAA National Peer Reviewer counts as national service and that can be important for individuals hoping to be promoted at their university. To qualify to be a National Peer Reviewer, you have to have at least one published peer reviewed article or bulletin. Watch for the call for 2012/2013 National Peer Reviewers following the AM/PIC.

The purpose of the journal is to give NACAA members the opportunity to publish in a peer reviewed journal and thereby advance their credentials. Because the Journal of the NACAA does not focus exclusively on research, it is an opportunity for county based Agents to publish articles on innovative activities, case studies or emerging opportunities. Finally, the journal is an opportunity for first time authors to gain experience and confidence in publishing. As the editor, I am committed to helping any first time author successfully navigate the process.

Executive Director
Scott Hawbaker, Illinois

It has once again been a pleasure serving as the NACAA Executive Director this past year. An outstanding program has been developed for this years AM/PIC and I have thoroughly enjoyed working with YOUR Board of Directors and National Committee leadership.

Throughout the year I have continued to develop relationships with National Donors and Sponsors and share with them the excitement and dedication that each of you holds for your profession. Although our economy is not in the greatest shape, financial support from National Donors/Sponsors continues from many agribusiness organizations that find value in NACAA. This within itself is encouraging.

One of the highlights of each years activities is the opportunity I have to personally meet many of you that I speak on the phone and email with on a daily basis, while attending the AM/PIC. This organization has allowed me the opportunity to make many professional acquaintances and hundreds of friends across the country.

If at any time you have questions or concerns about your NACAA membership, updating your personal data within our member database, award application processes, navigating the NACAA website, or ways to become more involved, please don't hesitate to contact the NACAA office and discuss these needs with me. I'm more than willing to assist you.

97th ANNUAL MEETING
and
PROFESSIONAL IMPROVEMENT CONFERENCE
of the
NATIONAL ASSOCIATION OF
COUNTY AGRICULTURAL AGENTS
Charleston, South Carolina
July 15-19, 2012

FRIDAY, JULY 13

6:30 am - **ANIMAL SCIENCE COMMITTEE PRE-CONFERENCE TOUR**
Place: Fairfield Inn & Suites Charleston Airport/ Convention Center
Presiding: Ron Graber, Chair, Animal Science Committee
Sponsors: Monsanto, Merck Animal Health, Dow AgroScience, Pennington Seed, Certified Angus Beef, Black Crest Farm,
Bush River Jerseys, Newberry Feed, Oconee County Cattlemen's Association and Pickens County Cattlemen's Association.

7:00 am - **HORTICULTURE COMMITTEE PRE-CONFERENCE TOUR**
Place: Embassy Suites North Charleston - Airport/Hotel Convention Center
Presiding: Nick Polanin, Chair, Horticulture Committee
Sponsor: Scotts MiracleGro Company

8:00 am - **NACAA Board Meeting**
5:00 pm **Place:** Ideation - Embassy

SATURDAY, JULY 14

6:30 am - **ANIMAL SCIENCE COMMITTEE PRE-CONFERENCE TOUR**
Place: ON TOUR

7:00 am - **HORTICULTURE COMMITTEE PRE-CONFERENCE TOUR**
Place: ON TOUR

8:00 am - **NACAA Board Meeting**
Place: Ideation, Embassy

12:00 pm - **Registration**
8:00 pm **Place:** Exhibit Hall Foyer

5:00 pm **Load Buses VIP Supper**
Place: Convention Center
Sponsor: USDA AFRI Conference Grant

SUNDAY, JULY 15

7:30 am - **4-H Talent Review, Rehearsal and Meal**
Noon **Place:** Ballroom C-3, CC

8:00 am - **REGISTRATION**
7:00 pm **Place:** Exhibit Hall Foyer

9:00 am - **Regional Directors and Vice Directors Workshop**
Noon **Place:** Wando, Embassy
Presiding: Mary Small, West Region Director

9:00 am - **Commercial Exhibits & NACAA**
1:00 pm **Educational Exhibits Set Up**
Place: Exhibit Hall A & B

9:00 am - **Scholarship Selection Committee**
5:00 pm **Place:** Ideation, Embassy

9:00 am - **Nominating Committee Meeting**
Noon **Place:** Executive Board Room, Embassy
Presiding: Stan Moore, NACAA Past President

12:00 pm - **Past National Officers and Board**
2:00 pm **Luncheon (Dutch treat)**
Place: Meeting Room 4, CC
Coordinator: Stan Moore, NACAA Past President

Noon - **National Committee Chairs and Vice**
2:00 pm **Chairs Luncheon and Workshop**
(For all Present and Incoming Committee Members)
Place: Ballroom C 1, CC
Presiding: Henry Dorough, NACAA Vice President
Courtesy: United Soybean Board

1:00 pm - **Life Member and Spouses Hospitality**
5:00 pm **Place:** Convention Center Exhibit Hall

1:30 pm - **Teaching and Educational Technologies**
5:00 pm **Hands-on Teaching Session**
iExtension: How Specialists and Agents are Utilizing the iPadTM.
(Participants are encouraged to bring their iPads to the session.)

Place: Hilton Garden Inn - Palmetto/Carolina Ballroom
Presiding: Jenny Carleo, Chair
Presenter: Jenny Carleo, NJ and Mark Blevins, NC

1:00 pm - 6:00 pm **Set Up NACAA Posters**
Place: Exhibit Hall A & B
Coordinator: Gary Zoubek, Professional Excellence Committee Chair

1:00 pm - 6:00 pm **Commercial Exhibit Trade Show**
Place: Exhibit Hall A & B

1:30 pm - 3:00 pm **State Officers Workshop**
Place: Meeting Room 12 & 13, CC
Presiding: Tim Varnedore, NACAA South Region Director

1:45 pm - 4:45 pm **Essentials For Conducting Successful On- Farm Research**
Place: Meeting Rooms 6 & 7, CC
Presiding: Johnny Whiddon, Chair, Agronomy & Pest Management Committee

- 1:45 pm - Creating Successful Farmer Relationships with On-Farm Research
  Presenter: Dr. Chad Lee, University of Kentucky
- 2:15 pm - Considerations for Successful On-Farm Research
  Presenter: Dr. Edwin Lentz, Ohio
- 2:45 pm - Extension Education through On-Farm Trials
  Presenter: Mark Licht, Iowa
- 3:15 pm - Ohio Pasture Measurement Project
  Presenter: Jeff McCutcheon, Ohio
- 3:45 pm - A New Approach to Control of Glyphosate-Resistant Palmer Amaranth in Cotton
  Presenter: Ray Hicks, Georgia
- 4:15 pm - Summary and Evaluations

2:00 pm - 5:00 pm **Program Recognition Council Workshop**
Place: Meeting Room 11 CC
Presiding: J.J. Jones, Council Chair

2:00 pm - 5:00 pm **Extension Development Council Workshop**
Place: Meeting Room 9 CC
Presiding: Dan Kluchinski, Council Chair

2:00 pm - 5:00 pm **Professional Improvement Council Workshop**
Place: Meeting Room 10 CC
Presiding: Mary Sobba, Council Chair

2:00 pm - 3:00 pm **Life Member Committee Meeting**
Place: Executive Board Room, Embassy
Presiding: Duane Duncan, Life Member Chair

2:30 pm - 3:00 pm **Break**
Place: Exhibit Hall

2:00 pm - 5:00 pm **NACAA Educational Foundation Annual Meeting and Board of Directors Meeting**
Place: Meeting Room 2, CC
Presiding: Frank FitzSimons, Educational Foundation President

3:00 pm - 4:00 pm **First Timer Orientation and Reception**
Place: Coliseum Club North
Presiding: Mary Small, NACAA Western Region Director
Presenters: Stan Moore, NACAA Past President & Frank FitzSimons, Chair NACAA AM/PIC
(All first time attendees and spouses invited)

4:30 pm - 6:30 pm **Welcome to South Carolina Dinner**
Place: Exhibit Hall A
Courtesy: Southern Region States

5:30 pm - **State President Rehearsal for Flag Ceremony**
Place: Ballroom A, B + C4
Presiding: Russell Duncan

6:00 pm - 6:15 pm **National Leadership Rehearsal**
Place: Ballroom A & B
Presiding: Paul Wigley, NACAA President

6:00 pm - 6:45 pm **Parents Orientation for Sons and Daughters Program**
Place: Ballroom C1
Presiding: SCACAA

6:45pm- 8:30 pm **Sons & Daughters Get Acquainted Party**
Place: Ballroom C2

7:00 pm - 8:30 pm **Opening Session & Inspirational Program**
Place: Ballroom A & B
Presiding: Paul Wigley , NACAA President
Introduction of NACAA Board: Paul Wigley, NACAA President
Invocation: Ken Lewis, Retired University of Georgia District Extension Director
Presentation of Colors : Military Magnet Academy Color Guard, SFC Hernandez
Pledge: Ted Williams, SCACAA
National Anthem : 4-H Members Michael Woods, Georgia & Hayley Hall, North Carolina
Presentation of State Flags: Dr. Robert Polomski, Clemson University
Remarks and Welcome: Keith Summey, Mayor of the City of North Charleston
Inspirational Address: Frank McGill, Retired UGA Peanut Agronomist
Closing Announcements: Russell Duncan, AM/PIC Co-Chair

8:30 pm - 11:00 pm **Ice Cream Social**
Place: Exhibit Hall A
Courtesy: SC Guernsey Association, SC Holstein Association & SC Jersey Association

8:30 pm - 11:00 pm **State Pictures** (See schedule in back of program)
Place: Ballroom Foyer

9:00 pm - 10:00 pm **Fireside Chats**
Place: Meeting Room 12, CC
Topic: Smart Phones and Tablets. Their use and programs for extension.
Discussion Leader: Steve Hadcock, NACAA Northeast Regional Director

Place: Meeting Room 13, CC
Topic: NACAA Scholarships- Simplified
Discussion Leader: Rickey Ensley, Scholarship Committee Chair

9:30 pm - 11:30 pm **Hospitality Rooms**
Place: Embassy Suites

10:00 pm **South Carolina Meeting**
Place: Meeting Room 1, CC "Tiger Den"

MONDAY, JULY 16

6:30 am - 7:45 am **Voting Delegates Breakfast**
(Meal by invitation only)
Place: Ballroom C2
Presiding: Richard Fechter, NACAA Secretary
Courtesy: NACAA

6:30 am- 7:45 am **Scotts Miracle-Gro Breakfast**
Whats new at Scotts Miracle-Gro: New technologies, New products, New innovations
Place: Ballroom C1, CC
Presiding: Nick Polanin
Presenting: Jim Hruskoci
Courtesy: Scotts Miracle-Gro

8:00 am - 5:00 pm **Registration**
Place: Exhibit Hall Foyer

8:00 am - 5:00 pm **Life Member and Spouses Hospitality**
Place: Convention Center Exhibit Hall

8:00 am - Noon **NACAA Poster Judging**
Place: Exhibit Hall A & B

8:00 am - 10:00 am **General Session**
Place: Ballroom A, B + C4
Presiding: Paul Wigley, NACAA President
Call to Order and Welcome
Welcome to SC: Honorable Harry B. "Chip" Limehouse, Representative District 110, SC State Legislature
Introductions: National Committee and Council Chairs, Special Assignments, and Executive Director
Report to the Association: Paul Wigley, NACAA President
Recognition of Donors and Introduction of New Programs: Paul Craig, NACAA President Elect
Presentation by Bidding States for 2016 AM/PIC: Paul Wigley, NACAA President
National Outstanding Young Farmer Recipient - Rich Norz, NJ
Hall of Fame Awards Presentation
NASS Presentation: Renee Picanso. Census and Survey Director, NASS
Comments and Introduction of Keynote Speaker: Paul Wigley, NACAA President
Keynote Address: Dr. Cathy Woteki, Under Secretary of Agriculture for Research, Education & Economics
Closing Comments: Russell Duncan, AM/PIC Chair

10:30 am - 11:30 am **Lessons Learned from the National Marketing Research**
Place: Wando Meeting Room, Embassy Suites
Presiding: Liz Felter

8:30 am - 4:30 pm **4-H Talent Revue Rehearsal**
Place: Ballroom C3 morning, Ballroom AB

9:00 am - 5:00 pm **Commercial and NACAA Educational Exhibits Open**
Place: Exhibit Hall A & B

10:00 am - 10:30 am **Break**
Place: Exhibit Hall

10:30 am - 11:40 am **Trade Talk Concurrent Sessions:**
Horticulture
Place: Meeting Rooms 12 & 13, CC
Participants: Bayer Advanced, Central Garden & Pet
Crop Science/Animal Science
Place: Meeting Rooms 10 & 11, CC
Participants: Monsanto, Agrotain, National Pork Board, SFP

11:45 am - 1:15 pm **Agriculture Awareness & Appreciation Award Luncheon** (By Invitation)
Place: Cooper Meeting Room, Embassy
Presiding: Keith Mickler, Public Relations Committee Chair
Speaker: Joan Petzen, NY
Topic: Wyoming County Agri-Palooza
Courtesy: Dow AgroSciences

11:45 am - 1:15 pm **First Time Attendee Luncheon**
(Tickets Required)
Place: Ballroom C2
Presiding: Steve Hadcock, Northeast Region Director
Speaker: Eddie Holland, 2002 NACAA President
Courtesy: NASCO

11:45 am - 1:15 pm **Professional Improvement and Search for Excellence Luncheons**
(Tickets Required)

Crop Production
Place: Meeting Room 3, CC
Presiding: Thomas Dorn
Program: Impacts of the Alabama Vegetable IPM Program
Presenter: Ayanava Majumdar
Courtesy: Pioneer

Farm and Ranch Management
Place: Ballroom C1
Presiding: Ronald Patterson
Program: Ag Marketing Clubs: Incorporating an Online Market Simulation Game
Presenter: Steven D. Johnson
Courtesy: NACAA

Landscape Horticulture
Place: Coliseum Club North
Presiding: Jesse Clark
Program: Designing a Basic PVC Home Garden Drip Irrigation System
Presenter: Jeffery E. Banks
Courtesy: TruGreen

11:45 am - 1:15 pm **Excellence in 4-H Programming Luncheon**
(Tickets Required)
Place: Meeting Room 4, CC

Presiding: Chris Penrose
Presenter: Kristen Wilson
Program: AGsploration: The Science of Maryland Agriculture
Courtesy: Syngenta

11:45 am - 1:15 pm **Educational Luncheon Seminars** (Tickets Required)
United Soybean Board - Soybean Update Educational Luncheon
Place: Meeting Rooms 10 & 11, CC
Courtesy: United Soybean Board

Agrotain - Maximizing Nitrogen Efficiency
Place: Meeting Rooms 6 & 7, CC
Courtesy: Agrotain

1:30 pm - 2:30 pm **Committee Workshops for all NACAA Members**
"How to Host an AM/PIC"
Place: Meeting Room 14, CC
Presiding: Frank FitzSimons & Russell Duncan

Communications
Place: Meeting Room 2, CC
Presiding: Sherri Sanders

Search for Excellence
Place: Meeting Room 3, CC
Presiding: Richard Brzozowski

4-H & Youth
Place: Meeting Room 4, CC
Presiding: Chris Penrose

Professional Excellence
Place: Meeting Room 5, CC
Presiding: Gary Zoubek

Public Relations
Place: Meeting Room 6, CC
Presiding: Kieth Mickler

Recognition & Awards
Place: Meeting Room 7, CC
Presiding: Cynthia Gregg

Scholarship
Place: Meeting Room 8, CC
Presiding: Rick Ensley

Agronomy & Pest Management
Place: Coliseum Club South
Presiding: Johnny Whiddon

Agricultural Economics & Community Development
Place: Ballroom C2
Presiding: Willie Huot

Animal Science
Place: Coliseum Club North
Presiding: Ronald Graber

Natural Resources/Aquaculture
Place: Meeting Room 12, CC
Presiding: Stephen Patrick

Horticulture and Turf Grass
Place: Ballroom C1
Presiding: Nicholas Polanin

Sustainable Agriculture Committee
Place: Cooper Meeting Room, Embassy
Presiding: Adam Hady

Agricultural Issues and Public Relations
Place: Wando Meeting Room, Embassy
Presiding: Stephen Komar, Chair

Early Career Development
Place: Meeting Room 9, CC
Presiding: Laura Griffeth, Chair

Administrative Skills
Place: Meeting Room 10, CC
Presiding: James Cowden, Chair

Teaching and Educational Technologies
Place: Ideation Meeting Room, Embassy
Presiding: Jenny Carleo, Chair

1:30 pm - 3:00 pm **Life Members Business Meeting**
Place: Ballroom C3
Presiding: Duane Duncan

1:30 pm - 5:00 pm **Agriculture and Natural Resources Program Leaders Meeting**
Place: Executive Boardroom
Presiding: Dr. Steve, Meadows, Associate Dean of Field Operations, Clemson University Cooperative Extension Service

2:00 pm - 3:00 pm **SERA 38 Biobased Energy Research**
Place: Meeting Room 2, CC
Presiding: Mark Hall

2:30 pm - 3:00 pm **Break**
Place: Exhibit Hall

2:30 pm - 3:00 pm **Meet the Authors Poster Session**
Place: Exhibit Hall A & B

3:00 pm - 5:00 pm **Regional Meetings and Candidate Presentations**
Southern Region
Place: Ballroom C1 & C2
North Central Region
Place: Ballroom C3
Northeast Region
Place: Coliseum Club South
Western Region
Place: Coliseum Club North

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

7:30 pm - 9:00 pm **4-H Talent Revue**
Place: Ballroom AB+C4
Courtesy: Farm Credit

9:00 pm - 10:00 pm **Ice Cream Social**
Place: Exhibit Hall
Courtesy: Tri-County Master Gardeners

9:30 pm - 10:00 pm **Fireside Chats**
Place: Meeting Room 4, CC
Topic: Social Media and its Application for Extension Professionals
Discussion Leader: Tim Varnedore, NACAA Southern Region Director

Place: Meeting Room 5, CC
Topic: Leadership Opportunities in NACAA
Discussion Leader: Larry Howard, NACAA North Central Regional Director

9:30 pm - 11:30 pm **Hospitality Rooms**
Place: Embassy Suites

9:00 pm - 11:00 pm **State Pictures**
(See schedule in back of program)
Place: Ballroom Foyer

10:00 pm - **South Carolina Meeting**
Place: Meeting Room 1, CC "Tiger Den"

TUESDAY, JULY 17

6:30 am - 7:45 am **Administrators' Breakfast**
(By invitation)
Place: Meeting Room 4, CC
Presiding: Stan Moore, NACAA Past President

6:30 am - 7:45 am **Poster Session Breakfast**
Place: Ballroom C2, CC
Presiding: Gary Zoubek, Chair Professional Excellence Committee
Courtesy: Syngenta
Host: Carol Somody, Senior Stewardship Manager, Sygenta Crop Protection

7:00 am - 8:00 am **Achievement Award Recognition Breakfast**
Place: Ballroom C1, CC
Presiding: Cynthia Gregg, Chair Recognition & Awards Committee
Courtesy: American Income Life Insurance Company
Host: Bill Viar

7:00 am - 8:30 am **Life Members Breakfast and Program**
Place: Ballroom C3, CC

8:00 am - 5:00 pm **Life Member and Spouses Hospitality**
Place: Convention Center Exhibit Hall

8:00 am - 5:00 pm **Registration**
Place: Exhibit Hall Foyer

8:30 am- 11:30 am **Delegate Session**
Place: Ballroom B
Presiding: Paul Wigley, NACAA President
Invocation: Stan Moore, NACAA Past Predident
Delegate Roll Call: Richard Fechter, NACAA Secretary
Nominating Committee Report: Stan Moore, Past President
Election of Officers
Selection of 2016 AM/PIC Site
Special Presentation
NACAA Foundation Report
Scholarship Committee Report
NACAA Futuring Committee Report
Treasurer's Report and Adoption of Budget: Parman Green, NACAA Treasurer
Confirmation of Committee Appointments: Henry Dorough, NACAA Vice President
New Business
Remarks: Paul Craig, NACAA President-Elect

8:30 am - 11:30 am **Excellence in 4-H Program Workshop**
Place: Cooper Meeting Room,Embassy
Presiding: Chris Penrose
Presentation: Linking with County Master Gardener Programs to Reach At-Risk Youth
Presenter: Mrs. Christina Yoder Becker

Presentation: Agsploration: The Science of Maryland Agriculture
Presenter: Kristen Wilson

Presentation: Okeechobee 4-H Horse Day Camp
Presenter: Courtney Davis

Presentation: Americorps Vista- A Great Way to Build Capacity in Your Extension Program
Presenter: Laura Johnson

Presentation: Youth Make an Impact with 4-H GPS/GIS Natural Resource Projects-
Presenter: Ty Petty

Presentation: Beef Camp Educates Youth Beef Producers About End Product Quality in Idaho
Presenter: Sara D. Baker

Presentation: High Desert Youth Range Camp
Presenter: Anna-Marie Chamberlin

Presentation: How to Get Youth Excited About Science
Presenter: Mark Nelson

Presentation:4-H Leader Livestock Project Online Learning Modules
Presenter: Janet L. Schmidt

8:30 am - 11:30 am **Extension Development Council Seminars**

8:30 am - 11:30 am **Administrative Skills Seminars**
Place: Ideation Meeting Room, Embassy
Presiding: James Cowden, Chair
Presenters:
8:30 am – 9:30 am Leadership Positioning In Counties: Building A Competitive Advantage, Paul Westfall, North Carolina

9:30 am – 10:30 am Using A Team Based Approach To Farm Management To Improve Profitability, Aerica Bjurstrom, Wisconsin

10:30 am – 11:30 am Transforming Your Everyday Extension Work Into Packaged Curriculum To Advance Our Profession And Your Career, Eric Barrett and Bev Kelbaugh, Ohio

8:30 am - 11:30 am **Early Career Development Seminars**
Place: Wando Meeting Room, Embassy
Presiding: Laura Griffeth, Chair

Presenters:
8:30 am – 9:30 am Planning and Formatting a Successful Tenure Dossier, Taun Beddes, Utah, Laura Griffith, GA and Daniel Kluchinski, NJ

9:30 am – 10:30 am Five Essential Elements for Great Educational Programs, Matt Palmer, Utah

10:30 am – 11:30 am Painlessly Publishing in the Journal of NACAA, Stephen C. Brown, Alaska

8:30 am - 11:30 am **Teaching and Educational Technologies Seminars**
Place: Meeting Room 5, CC
Presiding: Jenny Carleo, Chair
Presenters:
8:30 am - 8:50 am Using Blogs to Promote Extension and Reach a New Audience, Tonya K. Ashworth, Tennessee

8:50 am - 9:10 am Documenting Program Impact with Challenging Audiences - Examples of Using Audience Response Technology, Michele Bakacs and Amy Rowe, New Jersey

9:10 am - 9:30 am Getting Online Information to Come to You, Anne Adrian, Alabama and John Dorner, IV, North Carolina

9:30 am - 9:50 am Creating Your Learning Network, Anne Adrian, Alabama, and John Dorner, IV, North Carolina

9:50 am- 10:10 am Protect U.S.© – A New Resource Designed for Use by Extension Faculty and K-12 Teachers to Teach About Invasive Species, Amanda Hodges, Florida; M. A. Draper, Washington, DC; S. T. Radcliffe, Illinois; and S. Stocks, Florida

10:10 am - 10:30 am Involving the Public in Cultivar Evaluation Research, Britney Hunter, Brent Black and Shawn Olsen, Utah

10:30 am - 10:50 am Extension Blogging – It's Easy and Effective, Susan Schoenian, Maryland

10:50 am - 11:10 am Assessing Undergraduate Education On-Line Through E-College, William Sciarappa, New Jersey

11:10 am - 11:30 am Living on the Land© Publications and Podcasts, Brian Tuck, Oregon and Susan Kerr, Washington

8:30 am - 11:30 am **Agricultural Issues and Public Relations Seminars**
Place: Meeting Room 6, CC
Presiding: Stephen Komar, Chair
Presenters:
8:30 am – 9:00 am Enhancing Community Agricultural Awareness with School Hydroponic Vegetable Production Education, James Devalerio, Florida with R. Hochmuth, Florida

9:00 am – 9:30 am "What are/ Will be the Key Issues Facing Agriculture and Extension Professionals in the Future?" Stephen Komar, New Jersey; Scott Gabbard, Indiana; Bill Burdine, Mississippi and Mark Heitstuman, Washington.

9:30 am – 10:00 Developing Scientifically-Based Consensus Food Safety Metrics for Leafy Greens and Tomatoes, Wesley Kline, New Jersey with K. L. Everts and R. L. Buchanan, Maryland

10:00 am – 10:30 State Officials and MACAA Work to Benefit Extension Budgets, Bill Burdine, Mississippi

10:30 am –11:00 Pickaway County Agricultural Development Roadmap to the Future, Michael Estadt, Ohio

11:00 am – 11:30 Reaching Out to the World Without Leaving the County, Libbie Johnson and C.T. Stevenson, Florida with P. H. Allen, D. C. Lee, A. Hinkle, E. Bolles, K. D. Brown, A. Meharg, W. Mahan, M. C. Donahoe and J. D. Atkins, Florida

9:00 am - 4:00 pm **Commercial Exhibits and NACAA Educational Exhibits Open**
Place: Exhibit Hall A & B

9:00 am- 4:00 pm **NACAA Poster Session Open**
Place: Exhibit Hall A & B

10:00 am - 10:30 am **Break**
Place: Exhibit Hall
Courtesy: Santee Cooper Electric

11:45 am - 1:15 pm **State Presidents and Vice Presidents Luncheon**
Place: Ballroom C1, CC (Ticket Required)
Presiding: Paul Craig, President Elect

11:45 am - 1:15 pm **Communication Awards Luncheon**
Place: Ballroom C2, CC (By Invitation)
Presiding: Sherri Sanders, Communications Committee Chair
Courtesy: Bayer Environmental

11:45 am - 1:15 pm **Search for Excellence in Livestock Production Luncheon and Awards Program**
Place: Coliseum Club North (Ticket Required)
Presiding: Richard Brzozowski
Program: AZ/UT Range Livestock Workshop and Tour: Educational Excellence and Collaboration
Presenter: Robert L. Grumbles
Courtesy: National Pork Board

11:45 am - 1:15 pm **Search for Excellence in Remote Sensing and Precision Agriculture Luncheon**
Place: Coliseum Club South (Ticket Required)
Presiding: Thomas Dorn
Program: Low Coast GPS/GIS Alternatives for Alabama Forestland Owners
Presenter: Arnold Beau Brodbeck IV
Courtesy: Utah State University

11:45 am - 1:15 pm **Search for Excellence in Young, Beginning or Small Farms/Rancher Program**
Place: Meeting Room 13, CC (Ticket Required)

Presiding: Stan McKee
Program: Beekeeping in the Panhandle
Presenter: Judith A. Ludlow
Courtesy: Farm Credit

11:45 am - **Educational Luncheon Seminars**
1:15 pm **SFP Educational Luncheon** (Ticket Required)
Nitrogen Efficiency
Place: Meeting Room 12, CC
Courtesy: SFP

11:45 am - **SARE Fellows Luncheon** (Ticket Required)
1:15 pm **Place:** Meeting Room 14, CC
Courtesy: SARE

1:30 pm- **Professional Improvement Council Seminars**
4:25 pm

Ag Economics I
Place: Meeting Room 10, CC
Moderator: Willie Huot and Alice Rhea

1:30 pm Garden Harvests – An Educational Bonanza
Presenter: Barbara Murphy, University of Maine Cooperative Extension

1:55 pm Tennessee's Multi-faceted Approach to Cultivating Agritourism
Presenter: Megan Bruch, University of Tennessee Extension

2:20 pm Promoting Economic Viability of Small Farms with a Regional Farm Tour
Presenter: Jennifer Smith, Kansas State University Extension

2:45 pm A Workshop to Increase Farm Managers' Recordkeeping and Management Skills with Quickbooks™ Software
Presenter: Keith Dickinson, Penn State Extension

3:10 pm **Break**
Place: Exhibit Hall

3:35 pm Growing Agricultural Businesses and Providing Locally Grown Food
Presenter: Stacey Bealmear, University of Arizona Cooperative Extension

4:00 pm Helping Farmers Create Great Signage for Direct Marketing
Presenter: Eric Barrett, The Ohio State University Extension

Agronomy and Pest Management I
Place: Meeting Room 3, CC
Moderator: Joni Ross Harper

1:30 pm The Effects of At-Planting Nitrogen Application Rates on No-Till Corn Yield
Presenter: Wayne Flanary, University of Missouri Extension
1:55 pm Skip Row Corn Planting Techniques with Cover Crops for Sustainable Grazing
Presenter: Richard Hoormann, University of Missouri Extension
2:20 pm Winter Canola – A Potential Oil Crop for Ohio
Presenter: Edwin Lentz, University of Nebraska Extension
2:45 pm Comparison of Winter Use and Crop Water Use Efficiency of Maize, Sorghum, and Soybean in Nebraska
Presenter: Jennifer Rees, University of Nebraska Extension

3:10 pm **Break**
Place: Exhibit Hall
Courtesy: Helena Chemical

3:35 pm Prionus Beetle Prionus Californicus Motschelsky Lure Evaluation and Mating Disruption Studies in Utah Sweet Cherry Orchards
Presenter: Michael Pace, Utah State University Cooperative Extension

4:00 pm Control of Buckhorn Plaintain in Irrigated Pastures
Presenter: Allan Sulser, Utah State University Cooperative Extension

Agronomy and Pest Management II
Place: Meeting Room 4, CC
Moderator: Norman Nagata

1:30 pm Management of Southern Root-Knot Nematode
Presenter: David Shane Curry, University of Georgia Cooperative Extension

2:20 pm Reducing Soil Compaction to Improve Winter Wheat Yield
Presenter: Aaron Esser, Washington State University Extension

2:45 pm Successful Treatment of Russian Olive (Elaeagnus Angustifolia) Year Round
Presenter: Ronald Patterson, Utah State University Cooperative Extension

3:10 pm **Break**

3:35 pm 2011 Survey Results of the Brown Marmorated Stink Bug in Ohio
Presenters: Jim Jasinski, The Ohio State University Extension

Agronomy and Pest Management III
Place: Meeting Room 5, CC
Moderator: John Rowehl

1:30 pm Miscanthus – Ohio's Newest Bio-fuel Crop
Presenter: David Marrison, The Ohio State University Extension

1:55 pm West-Central Missouri Hay Production Workshop
Presenter: Travis Harper, University of Missouri Extension
2:20 pm Evaluating Commercial Precision Agriculture Software for Automating On-Farm Research

Presenter: Kent Shannon, University of Missouri Extension

2:45 pm Weather Tool for Reducing Drift
Presenter: Albert Sutherland, Oklahoma State University Extension

3:10 pm **Break**

3:35 pm Using Extension Methods to Teach Improved Irrigation Methods to Farmers in Malawi
Presenter: Mark Nelson, Utah State University Cooperative Extension

4:00 pm The Use of Natural Selection to Combat Alfalfa Stem Nematode
Presenter: Trent Wilde, Utah State University Cooperative Extension

Animal Science I
Place: Meeting Room 12, CC
Moderators: Eldon Cole and Cory Parons
* 2 CEU's available for ARPAS members

1:30 pm Beef Cattle Reproductive Management School
Presenter: Sharon Fox Gamble, University of Florida IFAS Extension

1:55 pm Getting a Calf: The Nutrition/ Reproduction Interaction
Presenter: Rebekah Norman, University of Tennessee Extension

2:20 pm Gallia County Calf Pool; Small Producers Making a Big Splash
Presenter: C. Richard Stephens The Ohio State University Extension

2:45 pm Beef Cattle Winter Forage Calculator
Presenter: Joseph Walter, University of Florida IFAS Extension

3:10 pm **Break**

3:35 pm Approaching Sensitive Topics: How Nebraska Extension is Focusing on Animal Welfare and Care
Presenter: Lindsay Chichester, PhD, University of Nebraska Extension

4:00 pm Does Genetic Selection Work for Your Herd? Personalized Genetic Trend Visualization Tool for Pennsylvania Dairies
Presenter: Robert Goodling, Jr., Penn State Extension

Horticulture and Turf Grass I
Place: Meeting Room 6, CC
Moderator: Brian Jervis

1:30 pm Profitability of High Tunnel Strawberries
Presenter: Tim Baker, University of Missouri Extension
1:55 pm Productivity and Characteristics of American Elderberry in Response to Various Pruning Methods
Presenter: Patrick Byers, University of Missouri Extension

2:20 pm Commercial Pesticide Applicator Training in Gwinnett County
Presenter: Tim Daly, University of Georgia Cooperative Extension

2:45 pm Winegrape Cultivar Research at OSU South Centers
Presenter: Dr. Gary Gao, The Ohio State University Extension

3:10 pm **Break**

3:35 pm Cost Effective Solar Heating for Season Extension of Vegetable Production
Presenter: William Lantz, University of Maryland Extension

4:00 pm Long-Term Outcomes & Impacts of the Alabama Vegetable Integrated Pest Management Program
Presenter: Ayanava Majumdar, Alabama Cooperative Extension System

Horticulture and Turf Grass II
Place: Meeting Room 7, CC
Moderator: William Sciarappa

1:30 pm Trees Matter! Conducting Tree Surveys with Master Gardener Volunteers
Presenter: Pam Bennett, The Ohio State University Extension

1:55 pm Master Composter Train-the-Trainer
Presenter: Beth Clawson, Michigan State University Extension

2:20 pm Training Master Gardeners to Answer Consumer Horticulture Questions
Presenter: Edwin Lentz, The Ohio State University Extension

2:45 pm Master Gardeners as Citizen Volunteer Pest Survey Leaders
Presenter: Nicholas Polanin, Rutgers NJAES Cooperative Extension

3:10 pm **Break**

3:35 pm Determining Economic Impacts of Commercial Horticulture Extension
Presenter: Shawn Steed, University of Florida IFAS Extension

4:00 pm Needs Assessment of Greater Salt Lake Area
Presenter: Katie Wagner, Utah State University Cooperative Extension

Horticulture and Turf Grass III
Place: Meeting Room 8, CC
Moderator: Sarah Denkler
1:30 pm Earth-Wise Lawn and Landscape Care
Presenter: William Hlubik, Rutgers NJAES Cooperative Extension
1:55 pm Treesbrowser Mobile – Not Just for the Desktop Anymore

Presenter: Lyle Holmgren, Utah State University Cooperative Extension

2:45 pm Best Management Practices for Woody Ornamental Plans
Presenter: Karla Kean, University of Tennessee Extension

3:10 pm **Break**

3:35 pm Engaging Volunteers to Enhance Community Garden Efforts
Presenter: Karen Neill, North Carolina Cooperative Extension

4:00 pm Legacy Garden – A Eco-Friendly Demonstration Habitat Garden
Presenter: Kami Marsh, University of Arizona Cooperative Extension

Horticulture and Turf Grass IV
Place: Meeting Room 9, CC
Moderator: Stacey Bealmear

1:30 pm Sustainable Kids Sustainable Gardening Program: Master Gardeners Promoting Local Gardening and Healthy Eating Habits
Presenter: Mark Heitstuman, Washington State University Extension

1:55 pm School Garden 101 and 201: Two Simple Courses that Empower School Staff to Plan, Install and Effectively Use Gardens
Presenter: Marjorie Peronto, University of Maine Cooperative Extension

2:20 pm Providing Extension Programming Through Community Gardens
Presenter: John Porter, West Virginia University Extension Service

2:45 pm Local Foods Week
Presenter: Jennifer Schutter, University of Missouri Extension

3:10 pm **Break**

3:35 pm Using a Hands-On Approach to Teach Vegetable Gardening and to Encourage Healthy Eating Among Adults
Presenter: Linda Seals, University of Florida IFAS Extension

4:00 pm Community Supported Gardening in Southeast Alaska
Presenter: Darren Snyder, University of Alaska Fairbanks Cooperative Extension

Natural Resources/Aquaculture/Sea Grant
Place: Wando Meeting Room, Embassy
Moderator: Steven Patrick

1:30 pm Cross-Disciplinary Field Workshop on the Perdido River
Presenter: Carrie Stevenson, University of Florida IFAS Extension

1:55 pm Urban Stream Processes Education
Presenter: Laura Miller, Texas Agrilife Extension

2:20 pm Natural Channel Design Streambank Restoration
Presenter: Steven Patrick, University of Georgia Cooperative Extension

2:45 pm Interseeding Forage Kochia in Established Rangeland Grass Stands
Presenter: Jeffrey Banks, Utah State University Cooperative Extension

3:10 pm **Break**

3:35 pm Potential Risk of Western Juniper-Induced Abortion in Beef Cattle
Presenter: Cory Parsons, Oregon State University Extension

Sustainable Agriculture
Place: Meeting Room 14, CC
Moderator: Adam Hady

1:30 pm Production of Aronia as a Sustainable High-Value Crop for Maryland Farms
Presenter: Sudeep Matthew, University of Maryland Extension

1:55 pm Organic Grain Cropping Systems: Agronomic Response
Presenter: Alan Sundermeier, The Ohio State University Extension

2:20 pm Sustainable and Diversified Agriculture Tours Provide Education on Local Food Systems and Value-Added Enterprises in Nebraska
Presenter: Gary Lesoing, University of Nebraska Extension

2:45 pm Beekeeping in the Panhandle: A Diversified Team Effort to Educate New and Existing Beekeepers Across County and State Lines
Presenter: Libbie Johnson, University of Florida IFAS Extension

3:10 pm **Break**

3:35 pm UF and DFACS Specialty Crop Block Grant: Expanding Production Through New Ideas and Protected Structures
Presenter: M. Allison Meharg, University of Florida IFAS Extension

4:00 pm Teaching Farmers to Build Their Own Food Safety Manual
Presenter: Elena Toro, University of Florida IFAS Extension

3:00 pm - 3:30 pm **Break**
Place: Exhibit Hall

4:00 pm - 6:00 pm **Commercial Exhibits close and take down**
Place: Exhibit Hall A & B

4:30 pm **States Night Out**
Place: States make own arrangements

7:00 pm **Silent and Live Auction Preview**
Place: Ballroom B + C4

7:30 pm **SARE Hospitality**
Place: Embassy Suites Rm 721
Courtesy: USDA Sustainable Agriculture Research and Education (SARE)

8:00 pm **Live Auction**
Place: Ballroom B + C4

10:00 pm **South Carolina Meeting**
Place: Meeting Room 1, CC "Tiger Den"

7:00 am - 8:30 am **National Committee Members Breakfast**
Place: Ballroom C1
(For all Present and Incoming Committee Members)
Recognition of Retiring Committee Chairs, Vice Chairs and Special Assignments
Presiding: Henry Dorough, NACAA Vice President
Courtesy: United Soybean Board

8:00 am - 5:00 pm **Life Members and Spouses Hospitality**
Place: Exhibit Hall

9:00 am - 5:00 pm **Registration**
Place: Exhibit Hall Foyer

8:30 am - 10:00 am **NACAA Policy Meeting**
Place: Ideation Meeting Room, Embassy
Presiding: Mickey Cummings, Chair, NACAA Policy Committee

8:30 am - 10:30 am **General Session**
Place: Ballroom A,B +C4
Presiding: Paul Wigley, NACAA President
Welcome: Dr. John Kelly, Vice President for Economic Development, Clemson University
Comments and Introduction: Paul Wigley, NACAA President
Capstone Speaker: Mr. Gary Black, Commissioner of Agriculture, State of Georgia
Greetings from JCEP
Outstanding Service to American and World Agriculture Award
Presentation and Response: Dr. Don Ball, Auburn University
"Know your Farmer, Know your Food" - Kim Kroll, SARE
Recognition of Retiring Officers and Installation of Incoming
Officers, Directors and Vice Directors
Looking Ahead to the New Year: Paul Craig, NACAA President Elect
Announcements: Russell Duncan, AM/PIC Co-Chair

10:30 am - 10:45 am **Break**
Place: Exhibit Hall

10:30 am - 1:15 pm **SARE Workshop & Luncheon**
Farm to School Programs: Opportunities and Roles for Cooperative Extension
Place: Coliseum Club North
Presiding: Geoffrey Zehnder, Clemson University, SC SARE Coordinator
Courtesy: USDA-SARE

10:45 am - 12:00 pm **Search for Excellence Farm Health & Safety**
Place: Cooper Meeting Room, Embassy
Presiding; Thomas Dorn and Richard Brzozowski
Program:
Teaching Farmers to Build Their Own Food Safety Manual , Robert C Hochmuth
Agricultural Rescue Training, Paul Mariman
Roadway Safety in Amish Country, S. Dee Jepsen

11:45 am - 1:30 pm **Search for Excellence Luncheon-**
Sustainable Agriculture Research and Education (SARE)
Place: Coliseum Club South
Presiding: Richard Brzozowski
Program: Expanding Production Through New Ideas and Protected Structures
Presenter: M. Allison Meharg
Program: Third Crop Production Facilitator
Presenter: Jill L. Sackett
Courtesy: SARE

1:00 pm - 4:00 pm **Super Seminar Agricultural Economics**
"Managing Agricultural Risks Under the 2012 Farm Bill"
Place: Ballroom C3
Presenters: Dr. Joe Outlaw, Texas A&M University
Dr. Laurence Crane, National Crop Insurance Services
Ruth Hambleton, Founder of Annie's Project-Education for Farm Women
Courtesy: National Crop Insurance Services

1:30 - pm 4:00 pm **Animal Science Committee-ARPAS Exam**
Place: Ideation meeting room, Embassy
Presiding: Ron Graber

1:30 pm - 5:00 pm **Teaching and Educational Technologies Hands-on Teaching Session**
The Resources and Connections of eXtension--Enhancing Extension Education
Place: Hilton Garden Inn - Palmetto/Carolina Ballroom
Presiding: Jenny Carleo, Chair
Presenters: Larry Lippke, eXtension Moodle Coordinator; Anne Adrian, Alabama, eXtension Social Media Strategist; and John Dorner, North Carolina, Network Literacy Co-Chair
This hands-on session will explore the resources eXtension brings to Extension education and professional development. Users will learn how to access eXtension sites, find information relevant to local Extension programs, network with colleagues, contribute to eXtension Communities of Practice, answer questions from the public, develop online courses for their Extension clientele and work collaboratively with peers in other states.
(Participants should bring their own computers, and will need eXtension IDs and Moodle login IDs to fully participate. They can stop by the eXtension exhibit prior to this session for assistance in creating those accounts.)

3:30 pm - **NACAA Board in President's Room**

4:30 pm - 5:00 pm **Formal Picture Opportunity**
Place: Ballroom C3

5:00 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: Ballroom C1, C2, C3

6:30 pm - **Annual Banquet**
9:00 pm **Place:** Ballroom AB +C4

9:15 pm - **President's Reception**
11:00 pm **Place:** Exhibit Hall

10:00 pm **South Carolina Meeting & Celebration**
Place: Meeting room 1 "Tiger Den"

THURSDAY, JULY 19

6:00 am - **Breakfast**
8:00 am **Place:** Provided by each Hotel

6:30 am - Assemble for Professional Improvement Tours
9:00 am Arrive 30 minutes before tour departure time
Place: Exhibit Hall AB

8:00 am - **Professional Improvement Tours**
6:00 pm

5:00 pm - **Shuttle buses will leave Convention Center**
(for those not attending tours but attending Supper)

6:00 pm - **See Ya Next Year ! Closing Supper** - SC
7:00 pm Lowcountry Boil
Place: Exchange Park
Presiding: Paul Wigley, NACAA President and Paul Craig, President Elect
Remarks: David Winkles, President SC Farm Bureau Federation
Galaxy IV Update: Andy Londo
Entertainment: Pachitla Creek Pickers and Friends
Courtesy: Southern Farm Bureau Casualty Insurance and Southern Farm Bureau Life Insurance

6:00 pm - **Buses Bring Back Participants to the**
8:30 pm **Convention Center**

9:00 pm **South Carolina Meeting**
Place: Exchange Park

FRIDAY, JULY 20

8:00 am - **NACAA Board Meeting**
5:00 pm **Place:** Ideation Room, Embassy

9:00 am - **SC Committee Pack Up and Depart**

SATURDAY, JULY 21

8:00 am - **NACAA Board Meeting**
12:00 pm **Place:** Ideation Room, Embassy

LIFE MEMBER PROGRAM
2012 NACAA ANNUAL MEETING

SATURDAY, JULY 14

12:00 pm - **Registration**
8:00 pm **Place:** Exhibit Hall Foyer

SUNDAY, JULY 15

8:00 am - Registration
7:00 pm **Place:** Exhibit Hall Foyer

12:00 pm - **Past National Officers and Board**
2:00 pm **Luncheon (Dutch treat)**
Place: Meeting Room 4, CC
Coordinator: Stan Moore, NACAA Past President

1:00 pm - **Life Member and Spouses Hospitality**
5:00 pm **Place:** Convention Center Exhibit Hall

1:00 pm - **Commercial Exhibit Trade Show**
6:00 pm **Place:** Exhibit Hall A & B

2:00 pm - **Life Member Committee Meeting**
3:00 pm **Place:** Executive Board Room, Embassy
Presiding: Duane Duncan, Life Member Chair

4:30 pm - **Welcome to South Carolina Dinner**
6:30 pm **Place:** Exhibit Hall A
Courtesy: Southern Region States

7:00 pm - **Opening Session & Inspirational Program**
8:30 pm **Place:** Ballroom A & B

8:30 pm - **Ice Cream Social**
11:00 pm **Place:** Exhibit Hall A
Courtesy: SC Guernsey Association, SC Holstein Association & SC Jersey Association

8:30 pm - **State Pictures** (See schedule in back of program)
11:00 pm **Place:** Ballroom Foyer

9:00 pm - **Fireside Chats**
10:00 pm **Place:** Meeting Room 12, CC
Topic: Smart Phones and Tablets. Their use and programs for extension.
Discussion Leader: Steve Hadcock, NACAA Northeast Regional Director

Place: Meeting Room 13, CC
Topic: NACAA Scholarships- Simplified
Discussion Leader: Rickey Ensley, Scholarship Committee Chair

9:30 pm - **Hospitality Rooms**
11:30 pm **Place:** Embassy Suites

10:00 pm **South Carolina Meeting**
Place: Meeting Room 1, CC "Tiger Den"

SUNDAY, JULY 15

8:00 am - **Registration**
5:00 pm **Place:** Exhibit Hall Foyer

8:00 am - **General Session**

10:00 am **Place:** Ballroom A, B + C4

8:00 am - **Life Member and Spouses Hospitality**
5:00 pm **Place:** Exhibit Hall

9:00 am - **Commercial and NACAA Educational Exhibits**
5:00 pm **Open**
Place: Exhibit Hall A & B

10:00 am - **Break**
10:30 am **Place:** Exhibit Hall

2:00 pm - **Life Members Business Meeting**
3:00 pm **Place:** Ballroom C3
Presiding: Duane Duncan

2:30 pm - **Break**
3:00 pm **Place:** Exhibit Hall

2:30 am - **Meet the Authors Poster Session**
3:00 pm **Place:** Exhibit Hall A & B

3:00 pm - **Regional Meetings and Candidate Presentations**
5:00 pm Southern Region
Place: Ballroom C1 & C2
North Central Region
Place: Ballroom C3
Northeast Region
Place: Coliseum Club South
Western Region
Place: Coliseum Club North

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

7:30 pm - **4-H Talent Revue**
9:00 pm **Place:** Ballroom AB+C4
Courtesy: Farm Credit

9:00 pm - **Ice Cream Social**
10:00 pm **Place:** Exhibit Hall
Courtesy: Tri-County Master Gardeners

9:30 pm - **Fireside Chats**
10:00 pm **Place:** Meeting Room 4, CC
Topic: Social Media and its Application for Extension Professionals
Discussion Leader: Tim Varnedore, NACAA Southern Region Director
Place: Meeting Room 5, CC
Topic: Leadership Opportunities in NACAA
Discussion Leader: Larry Howard, NACAA North Central Regional Director

9:30 pm - **Hospitality Rooms**
11:30 pm **Place:** Embassy Suites

9:00 pm - **State Pictures**
11:00 pm (See schedule in back of program)
Place: Ballroom Foyer
10:00 pm - **South Carolina Meeting**
Place: Meeting Room 1, CC "Tiger Den"

MONDAY, JULY 16

7:00 am - **Life Member Breakfast** (Ticket Required)
8:30 am **Place:** Ball Room C3, CC
Presiding: Duane Duncan, Life Member Chair
Speaker: Jimmy "Big Jim" Tyler

8:00 am - **Life Member and Spouses Hospitality**
5:00 pm **Place:** Exhibit Hall

8:00 am - **Registration**
5:00 pm **Place:** Exhibit Hall Foyer

8:30 am - **Delegate Session**
11:30 am **Place:** Ballroom B

8:30 am - **Life Member and Life Member Spouses Tours**
4:30 pm Full Day tours
Gather at: Ball Room C3

9:00 am - **Commercial Exhibits and NACAA Educational**
4:00 pm **Exhibits Open**
Place: Exhibit Hall A & B

9:00 am - **NACAA Poster Session Open**
4:00 pm **Place:** Exhibit Hall A & B

4:30 pm **States Night Out**
Place: States make own arrangements

7:00 pm **Silent and Live Auction Preview**
Place: Ballroom B + C4

8:00 pm **Live Auction**
Place: Ballroom B + C4

WEDNESDAY, JULY 17

9:00 am - **Registration**
5:00 pm **Place:** Exhibit Hall Foyer

8:00 am - **Life Member and Spouses Hospitality**
5:00 pm **Place:** Exhibit Hall

8:30 am - **General Session**
10:30 am **Place:** Ballroom A,B +C4

9:00 am- **Life Member Travelouge**
11:00am **Place:** Ballroom C1, CC
Presiding: Duane Duncan
10:30 am - **Break**
10:45 am **Place:** Exhibit Hall

5:00 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: Designated Areas Ballroom C1,C2.C3

6:30 pm - **Annual Banquet**
9:00 pm **Place:** Ballroom AB +c

9:15 pm - **President's Reception**
11:00 pm **Place:** Exhibit Hall

10:00 pm **South Carolina Meeting & Celebration**
Place: Meeting Room 1, CC "Tiger Den"

THURSDAY, JULY 19

6:00 am - **Breakfast**
8:00 am **Place:** Provided by individual hotels

6:00 am - **Breakfast**
8:00 am **Place:** Provided by each Hotel

6:30 am - Assemble for Professional Improvement Tours
9:00 am Arrive 30 minutes before tour departure time
Place: Exhibit Hall AB

8:00 am - **Professional Improvement Tours**
6:00 pm

5:00 pm - **Shuttle buses will leave Convention Center**
(for those not attending tours but attending Supper)

6:00 pm - **See Ya Next Year ! Closing Supper** - SC
7:00 pm Lowcountry Boil

6:00 pm - **Buses Bring Back Participants to the**
8:30 pm **Convention Center**

9:00 pm **South Carolina Meeting**
Place: Exchange Park

SPOUSES PROGRAM

2012 NACAA ANNUAL MEETING

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

SATURDAY, JULY 14

12:00 pm - **Registration**
8:00 pm **Place:** Exhibit Hall Foyer

SUNDAY, JULY 15

8:00 am - **Registration**
7:00 pm **Place:** Exhibit Hall Foyer

1:00 am - **Life Member and Spouses Hospitality**
5:00 pm **Place:** Exhibit Hall, CC
3:00 pm - **First Timer Orientation and Reception**
4:00 pm **Place:** Coliseum Club North
Presiding: Mary Small, NACAA Western Region Director
Presenters: Stan Moore, NACAA Past President & Frank FitzSimons, Chair NACAA AM/PIC
(All first time attendees and spouses invited)

3:00 pm - **Parents Orientation for Sons and**
4:00 pm **Daughters Program**
Place: Ballroom C1 & C2, CC
Presiding: Alana West

4:30 pm - **Welcome to South Carolina Dinner**
6:30 pm **Place:** Exhibit Hall A

7:00 pm - **Opening Session & Inspirational Program**
8:30 pm **Place:** Ballroom A & B

8:30 pm - **Ice Cream Social**
11:00 pm **Place:** Exhibit Hall A
Courtesy: SC Guernsey Association, SC Holstein Association & SC Jersey Association

8:30 pm - **State Pictures** (See schedule in back of program)
11:00 pm **Place:** Ballroom Foyer

9:00 pm - **Fireside Chats**
10:00 pm **Place:** Meeting Room 12, CC
Topic: Smart Phones and Tablets. Their use and programs for extension.
Discussion Leader: Steve Hadcock, NACAA Northeast Regional Director

Place: Meeting Room 13, CC
Topic: NACAA Scholarships- Simplified
Discussion Leader: Rickey Ensley, Scholarship Committee Chair

9:30 pm - **Hospitality Rooms**
11:30 pm **Place:** Embassy Suites

10:00 pm **South Carolina Meeting**
Place: Meeting Room 1, CC "Tiger Den"

MONDAY, JULY 16

8:00 am - **Registration**
5:00 pm **Place:** Exhibit Hall Foyer

8:00 am - **Life Member and Spouses Hospitality**
5:00 pm **Place:** Exhibit Hall

8:00 am - **General Session**
10:00 am **Place:** Ballroom A, B + C4

8:00 am - **Spouses Tours**
5:00 pm **Place:** Exhibit Hall A
Full Day tours

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

7:30 pm - **4-H Talent Revue**
9:00 pm **Place:** Ballroom AB+C4
Courtesy: Farm Credit

9:00 pm - **Ice Cream Social**
10:00 pm **Place:** Exhibit Hall
Courtesy: Tri-County Master Gardeners

9:30 pm - **Fireside Chats**
10:00 pm **Place:** Meeting Room 4, CC
Topic: Social Media and its Application for Extension Professionals
Discussion Leader: Tim Varnedore, NACAA Southern Region Director

Place: Meeting Room 5, CC
Topic: Leadership Opportunities in NACAA
Discussion Leader: Larry Howard, NACAA North Central Regional Director

9:30 pm - **Hospitality Rooms**
11:30 pm **Place:** Embassy Suites

9:00 pm - **State Pictures**

11:00 pm (See schedule in back of program)
Place: Ballroom Foyer

10:00 pm - **South Carolina Meeting**
Place: Meeting Room 1, CC "Tiger Den"

TUESDAY, JULY 17

8:00 am - **Registration**
5:00 pm **Place:** Exhibit Hall Foyer

8:00 am - **Spouses Hospitality**
5:00 pm **Place:** Exhibit Hall

4:30 pm **States Night Out**
Place: States make own arrangements

7:00 pm **Silent and Live Auction Preview**
Place: Ballroom A, B + C4

8:00 pm **Live Auction**
Place: Ballroom A, B + C4

WEDNESDAY, JULY 18

9:00 am - **Registration**
5:00 pm **Place:** Exhibit Hall Foyer

8:00 am - **Life Member and Spouses Hospitality**
5:00 pm **Place:** Exhibit Hall

8:30 am - **General Session**
10:30 am **Place:** Ballroom A,B +C4

9:00am- **Spouses Workshops**
11:30am **Place:**
Workshop 1M Sweetgrass Baskets
Meeting Room 3, CC
Workshop 2M Knitting
Meeting Room 6, CC
Workshop 3M Ghosts & Legends of Charleston
Meeting Room 7, CC
Workshop 5M Local & Low Cal: Healthy Lowcountry Cooking - Exhibit Hall B, CC
Workshop 6M Embroidery Charleston Style
Meeting Room 12, CC
Workshop 9M Woodworking Demonstration
Exhibit Hall B, CC

11:45am- **Spouses Luncheon**
1:15pm **Place:** Ballroom C1, CC

2:00pm- **Spouses Workshops Repeated**
4:00pm **Place:**
Workshop 1A Sweetgrass Baskets
Meeting Room 3, CC
Workshop 3A Ghosts & Legends of Charleston
Meeting Room 7, CC
Workshop 4A Learn to Shag
Meeting Room 8, CC
Workshop 5A Local & Low Cal: Healthy Lowcountry Cooking - Exhibit Hall B, CC
Workshop 6A Embroidery Charleston Style
Meeting Room 12, CC
Workshop 7A Longer Lasting Flower Arrangements Meeting Room 13, CC
Workshop 8A Wine Pairings
Meeting Room, 14, CC

4:30 pm - **Formal Picture Opportunity**
5:00 pm **Place:** Ballroom C1, C2,

5:00 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: Designated Areas Ballroom C

6:30 pm - **Annual Banquet**
9:00 pm **Place:** Ballroom AB

9:15 pm - **President's Reception**
11:00 pm **Place:** Exhibit Hall

10:00 pm **South Carolina Meeting & Celebration**
Place: Meeting Room 1, CC "Tiger Den"

THURSDAY, JULY 19

8:00 am - **Life Member and Spouses Hospitality**
5:00 pm **Place:** Exhibit Hall

6:00 am - **Breakfast**
8:00 am **Place:** Provided by each Hotel

6:30 am - Assemble for Professional Improvement Tours
9:00 am Arrive 30 minutes before tour departure time
Place: Exhibit Hall AB

8:00 am - **Professional Improvement Tours**
6:00 pm

5:00 pm - **Shuttle buses will leave Convention Center**
(for those not attending tours but attending Supper)

6:00 pm - **See Ya Next Year ! Closing Supper** - SC
7:00 pm Lowcountry Boil
Place: Exchange Park

6:00 pm - **Buses Bring Back Participants to the**
8:30 pm **Convention Center**

9:00 pm **South Carolina Meeting**
Place: Exchange Park

SONS & DAUGHTERS PROGRAM

2012 NACAA ANNUAL MEETING

SATURDAY, JULY 14

12:00am - **Registration**
8:00 pm **Place:** Exhibit Hall Foyer

SUNDAY, JULY 15

8:00 am - **Registration**
7:00 pm **Place:** Exhibit Hall Foyer
4:30 pm - **Welcome to South Carolina Dinner**
6:30 pm **Place:** Exhibit Hall A
Courtesy: Southern Region States
6:00 pm - **Parents Orientation for Sons and**
7:00 pm **Daughters Program**
Place: Ballroom C1& C2, CC

Presiding: Alana West

7:00 pm - 8:30 pm **Get Acquainted Party**
Place: Ballroom C1 & C2, CC

8:30 pm - 11:00 pm **Ice Cream Social**
Place: Exhibit Hall A
Courtesy: SC Holstein Assoc, SC Jersey Assoc, SC Guernsey Assoc

8:30 pm - 11:00 pm **State Pictures**
(See schedule in back of program)
Place: Ballroom Foyer

MONDAY, JULY 16

8:00 am - 5:00 pm **Registration**
Place: Exhibit Hall Foyer

8:00 am **Sons and Daughters gather for Day's Activities**
Place: Exhibit Hall A, CC

4:00pm **Sons & Daughters Return**
Place: Exhibit Hall A

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

7:30 pm - 9:00 pm **4-H Talent Revue**
Place: Ballroom AB+C4
Courtesy: Farm Credit

9:00 pm - 10:00 pm **Ice Cream Social**
Place: Exhibit Hall
Courtesy: Tri-County Master Gardeners

9:00 pm - 11:00 pm **State Pictures**
(See schedule in back of program)
Place: Ballroom Foyer

TUESDAY, JULY 17

8:00 am - 5:00 pm **Registration**
Place: Exhibit Hall Foyer

9:00 am **Sons and Daughters gather for Day's Activities**
Place: Exhibit Hall A, CC

4:00pm **Sons and Daughters return to Convention Center**
Place: Exhibt Hall A, CC

4:30 pm **States Night Out**
Place: States make own arrangements

7:00 pm **Silent and Live Auction Preview**
Place: Ballroom A, B + C4

8:00 pm **Live Auction**
Place: Ballroom A, B + C4

WEDNESDAY, JULY 18

8:00 am **Sons and Daughters gather for Day's Activities**
Place: Exhibit Hall A

3:30 pm **Bus Returns**
Place: Exhibit Hall A

5:45 pm- **Gather for Farewell Party for Sons and Daughters**
Place: Meeting Rooms 6 & 7

9:15 pm - **Parents pickup Sons and Daughters**
Place: Meeting Rooms 6 & 7

6:00 am - 8:00 am **Breakfast**
Place: Provided by each Hotel

6:30 am - 9:00 am Assemble for Professional Improvement Tours
Arrive 30 minutes before tour departure time
Place: Exhibit Hall AB

8:00am **Sons & Daughters Gather and Depart for Final Event**
Place: Meeting Rooms 6 & 7, CC

8:00 am - 6:00 pm **Professional Improvement Tours**
Place: Exhibit Hall A, CC

4:00pm **Sons & Daughter Return to Meeting Rooms 6 & 7, CC**

5:00 pm - **Shuttle buses will leave Convention Center**
(for those not attending tours but attending Supper)

6:00 pm - 7:00 pm **See Ya Next Year ! Closing Supper** - SC Lowcountry Boil
Place: Exchange Park

6:00 pm - 8:30 pm **Buses Bring Back Participants to the Convention Center**

9:00 pm **South Carolina Meeting**
Place: Exchange Park

Poster Session

Applied Research

2012 NACAA

97th
Annual Meeting
and
Professional Improvement Conference

Charleston, South Carolina

EVALUATION OF INSECTICIDAL SEED TREATMENTS IN ARKANSAS RICE

Allen, C.S.[1]; Lorenz, G[2]; Plummer, A.[3]; Taillon, N[4]
[1]Extension Agent, University of Arkansas, Cooperative Extension Service, Harrisburg, AR, 72432
[2]Extension Entomologist, University Of Arkansas, Cooperative Extension Service, Lonoke, AR, 72086
[3]Program Associate, University Of Arkansas, Cooperative Extension Service, Lonoke, AR, 72086
[4]Program Associate, University Of Arkansas, Cooperative Extension Service, Lonoke, AR, 72086

It has been a struggle for rice producers in Poinsett County and surrounding areas to deal with grape colaspis and rice water weevil. Grape colaspis is especially detrimental to rice seedlings and causes stand loss, especially under adverse environmental conditions. The larval stage of these insects feed on the plants causing root pruning, girdling and potentially resulting in plant death. In conjunction with the Extension Entomologist, a protocol was developed for on-farm testing to evaluate the efficacy of three new seed treatments aimed at controlling these two pests. Large block replicated trials were established in growers fields in Poinsett County during multiple growing seasons. These fields had a history of reduced stands and yield loss caused by these pests. The three seed treatments evaluated were Dermacor, Cruiser Maxx Rice and Nipsit Inside. University of Arkansas recommendations for fertility and crop management were utilized in the trials. Control ratings were taken at standardized timings. Results of these studies indicated increased stand counts, plant height and enhanced seedling vigor. Core samples indicated a reduction in insect numbers. Yield increases of 5-11 bushels per acre were also observed. Further results of this study will be presented to fellow agents, producers, University personnel and industry associates.

REDUCING PHOSPHORUS LOADING IN TO LAKE ERIE THROUGH UTILIZATION OF MANURE ON SOFT RED WINTER WHEAT

Arnold, G.J.[1]
[1]County Extension Educator, Ohio State University Extension, Ottawa, OH, 45875

The Maumee River watershed contributes 3% of the water but more than 40% of the nutrients entering Lake Erie. Data from the Ohio Tributary Loading Program has identified increasing levels of dissolved reactive phosphorus as the prime suspect in the recurrence of harmful algal blooms within Lake Erie. Livestock manure represents approximately 25% of the phosphorus applied in the watershed and can be a source of dissolved reactive phosphorus. Ohio State University Extension conducted a three year research project on applying liquid swine manure as a spring top-dress nitrogen source for soft red winter wheat. Field-scale randomized block design replicated plots were conducted on farms. Liquid swine manure was surface applied and incorporated on all plots and compared to urea (46-0-0) fertilizer for wheat yield. Manure applications were made using a standard 5,000 gallon manure tanker in early April after the wheat had broken dormancy and field conditions were deemed suitable. A Peecon toolbar was used to both surface apply and incorporate the manure. Urea was surface applied using a fertilizer buggy. Manure was applied at rates to approximate the nitrogen amount in the urea treatments. There was no statistical yield difference between using livestock manure or purchased urea fertilizer as the top-dress nitrogen source. The potential to use liquid manure as a top-dress nitrogen source for growing wheat opens a new window of opportunity to apply manure to farming fields and also more effectively utilize the nutrients in manure and reduce phosphorus loading into Lake Erie.

SOUTHEAST MISSOURI BIOMASS STUDY

Ayers, V.H.[1]; Boessen, C.[2]; Gedikogle, H.[3]; Parcell, J.[4]; Roach, A.[5]
[1]Agriculture and Rural Development Specialist, University of Missouri Extension, Bloomfield, MO, 63825
[2]Teaching Assistant Professor, University of Missouri, Columbia, MO, 65211
[3]Assistant Professor of Research, Lincoln University, Jefferson City, MO, 65101
[4]Professor, Agriculture Economics and State Farm Management Extension, University of Missouri, Columbia, MO, 65211
[5]Consultant, Value Ag. LLC, Columbia, MO, 65211

There has been an increased interest among farmers and business personnel in developing the agriculture biomass industry in Southeast Missouri. The Stoddard County Industrial Development Authority, with cooperation from University of Missouri Extension funded a biomass study, focusing on Stoddard and adjacent Missouri counties. A survey of 1755 farmers living in Southeast Missouri was conducted. There were 68 responses included in the final report. More than half of the respondents stated they would supply field residue for a biomass enterprise. Those who were not interested stated that a biomass harvest would be bad for the soil. Farmers were more interested in supplying biomass by a contractual arrangement than in becoming member-investors in an enterprise that converts biomass into renewable products. Most farmers preferred three year contracts to supply biomass from their farms. Some respondents were familiar with energy crops. They were more familiar with sweet sorghum than other crops such as triticale or miscanthus.

A HIGH TUNNEL FOR ALL SEASONS

Clark, B.[1]
[1]Extension Educator, University of Maryland Extension, Clinton, MD, 20735

During the main summer growing season, many high tunnels are left vacant, as it is believed that unfiltered sun and air movement of traditional outdoor production will be greater than the filtered light and restricted air movement of summer high tunnel production. In addition, it is known that heat buildup in certain high tunnels can cause plant injury. However, in limited growing areas, such as urban agriculture, high tunnels must be used year round. Can the plastic remain on these high tunnels until they have degraded, or should the plastic be removed during frost free dates. Over the past 3 years, roll-up side high tunnels at the University of Maryland have out-produced adjacent outdoor plots. These high tunnel plots not only out-produced outdoor plots in the overall longevity of the plots, but also weekly harvest averages. Effects that have been mitigated by the high tunnel are rain damage, wind damage, animal damage, weed pressure, low temperatures, and even some insect pressure.

AN ANALYSIS OF SEASONAL MEAT GOAT PRICES AT A TENNESSEE GRADED AUCTION

Campbell, J.C.[1]
[1]Area Farm Management Specialist, University of Tennessee Extension, Columbia, TN, 38402

Producers of market livestock, including meat goats, can often use seasonal price data, both to target the time of year for sales and to select specific sale dates within a shorter time frame. Analysis of meat goat market data has been limited. Market price data from a twice-monthly graded goat sale was analyzed to study seasonality of prices for two weight classes of market kids in three grades. For every grade and weight class, seven-year average individual sale prices were higher than the annual average from January through the first sale in May and in both sales in December. The lowest prices generally were in June and July. Individual sale averages for Selection 1, 35 to 50 pound kids, were 105.04, 115.39, 117.47, 118.75, 114.25, 108.86, 110.49, 106.24, 103.39, 99.29, 92.75, 84.32, 86.05, 88.17, 87.85, 93.24, 89.91, 89.68, 82.99, 94.89, 94.58, 111.80, and 113.03 per cent of the annual average respectively. Sale prices above the annual average were usually during times of higher demand and shorter supply. Lower prices often corresponded with higher sale volumes. Price variation as determined by standard deviation was larger for the sales with prices above the annual average. The standard deviation for individual sale averages were 34.406, 39.632, 40.03, 25.368, 39.842, 39.953, 34.133, 20.643, 18.266, 21.545, 22.560, 18.045, 20.356, 22.003, 30.809, 32.144, 16.857, 28.460, 30.208, 17.621, 23.620, 32.683, 34.941, and 50.880 respectively. The other weight range and grades revealed similar results. This data indicates that goat producers can achieve higher sale prices by timing sales.

SOYBEAN YIELD RESPONSE IN 30 INCH ROWS AT VARYING PLANTING POPULATIONS AT LATE PLANTING

Clevenger,* W.B.[1]; Dorrance, A.E.[2]
[1]Assistant Professor and Extension Educator, Ohio State University Extension, Defiance, OH, 43512
[2]Professor and Extension Specialist, Ohio State University Extension, Wooster, OH, 44691

Farmers are presented with delayed planting decisions about soybean seeding rates because of weather delays. A 2011 plot was established in a randomized complete block design with five different planting population treatments per acre (80K, 100K, 140K, 180K, 220K). Treatments were replicated six times and planted, June 7th, using a two-row, tractor mounted, plot planter. Each treatment area was four 30-inch rows measuring 10 feet wide by 30 feet long. Stand counts were conducted when soybeans were at VE/VC growth stage on June 23 and repeated pre-harvest on October 6 at R7 growth stage. Plots were harvested with a small plot combine with an on-board calibrated scale to determine yield measurements. There was no significant difference in soybean yield of the two lower planting populations. The higher planting populations of 140,000, 180,000, 220,000 seeds per acre were significantly different than two lower planting populations; although, there was no difference in soybean yield among the three higher planting populations. Net return increased as target and actual final plant populations increased. However, caution should be given to the rising net returns above the 140,000 seeding rate because the yield responses at 180,000 and 220,000 target populations were not significantly different than the 140,000 target population yield. Overall yields for the field were very good for the late planting date and weather conditions compared to historical averages. No significant disease or insects was observed during the growing season.

ON-FARM EVALUATION OF LIBERTY LINK AND PHYTOGEN WIDESTRIKE COTTON VARIETIES MANAGED WITH IGNITE BASED HERBICIDE SYSTEMS IN GEORGIA

Cresswell,* B.L.[1]; Collins, G.D.[2]; Crawford, J.F.[3]; Curry, D.S.[4]; Harris, W.L.[5]; Lee, G.R.[6]; Tyson, C.T.[7]; Tyson, W.G.[8]; Whitaker, J.R.[9]
[1]County Agent, University of Georgia, Blakely, GA, 39823
[2]Cotton Agronomist, University of Georgia, Tifton, GA, 31794
[3]County Agent, University of Georgia, Louisville, GA, 30434
[4]County Agent, University of Georgia, Baxley, GA, 31513
[5]County Agent, University of Georgia, Statesboro, GA,

30458
[6]County Agent, University of Georgia, Cochran, GA, 31014
[7]County Agent, University of Georgia, Sylvester, GA, 31791
[8]County Agent, University of Georgia, Springfield, GA, 31329
[9]Cotton Agronomist, University of Georgia, Statesboro, GA, 30460

Due to the widespread existence of glyphosate-resistant Palmer amaranth, Cotton producers in Georgia have been forced to explore alternative herbicide systems to maintain weed control and maximize cotton yields. One alternative involves the use of residual herbicides along with topical (POST) applications of glufosinate (Ignite). These Ignite-based systems have been very effective and can be implemented on Liberty Link® cotton cultivars, which have excellent tolerance to Ignite. Cotton cultivars with the WideStrike trait also have a gene with tolerance to Ignite; however, tolerance from this trait is less consistent and cotton injury can occur. Research was conducted in 2010 and 2011 to assess variety performance of both Liberty Link and Phytogen cultivars with the WideStrike trait in on-farm variety trials where Ignite-based herbicide systems were implemented. In 2010, FM 1773 LLB2, FM1735 LLB2, FM 1845 LLB2, PHY 375 WRF, and PHY 565 WRF were evaluated in four locations. In 2011, FM 1773 LLB2, FM 1845 LLB2, ST 4145 LLB2, PHY 375 WRF, PHY 565 WRF, PHY 499 WRF, and PHY 367 WRF were evaluated in five locations. Variety performance, with respect to lint yield and fiber quality, was determined to provide producers with information to make informed decisions on variety selection when implementing an Ignite-based herbicide system.

ASSESSMENT OF EARLY EMERGENT FUNGICIDE APPLICATIONS FOR IMPROVED WHITE MOLD CONTROL IN PEANUTS

Crosby P.M.[1]
[1]Emanuel County Extension Coordinator, University of Georgia, Swainsboro, GA, 30401

Management of soilborne diseases in peanuts is a major challenge for producers across Southeast Georgia. Management strategies vary based on variety, rotation, crop and environmental conditions and Rx disease programs. Fungicide programs targeting the suppression of Southern stem rot are typically initiated 60 days after planting following the current recommendation of the University of Georgia. Extremely hot soil temperatures in May of 2010 required reexamination of the soilborne disease management strategy. Georgia 06-G peanuts were planted on May 16 that the Southeast Georgia Research and Education Center (SEREC) in Midville, Georgia. Using randomized, complete block design with 4 replications, a research protocol was established to evaluate soilborne fungicides applied at 30 and/or 45 days after planting verses the traditional 60 day window. Chemistries tested included Tebuconazole, Chlorothalonil, Prothioconizole, and Pyraclostrobin. Plots were sprayed using a tractor mounted sprayer that covered 4 rows. Plots were 4 rows wide by 40 feet long. At 60 and 90 days after planting all plots (except the untreated check) were sprayed with 18.5 ounces of Abound. Two applications of Bravo completed the fungicide program.Peanuts were inverted on October 12th and roots and pods were evaluated to determine the number of hits per 80 foot of row. The center 2 rows were harvested, bagged and weighed on October 26th. Data showed significant yield increase on treatments 1 which had Tebuconazole applied at 45 DAP. Teatment 4, which also had Tebuconazole applied at 45 DAP, was statistically significant, yet it showed an 800 pound yield increase.

MANAGEMENT OF SOUTHERN ROOT-KNOT NEMATODE

Curry, D.S.[1]; Kemerait, R.C.[2]
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Management of the plant-parasitic nematodes is of critical importance throughout Georgia and annually costs producers more than $100 million. The southern root-knot nematode (Meloidogyne incognita) is especially important in Appling County where sandy soils and long-term cotton production allow for damaging populations of this organism to develop quickly. The objective of this study was to determine appropriate management strategies for management of M. incognita with the use of a partially resistant variety (PHY 367B2RF), a seed treatment nematicide (AVICTA Complete Cotton) and Telone II. The population of M. incognita in the field used in this study was as much as 6X the economic threshold level for the southern root-knot nematode in Georgia. Little difference was noted between damage to the PHY 367 versus PHY 375. Yield for resistant PHY 367 treated with AVICTA was 191 lb/A greater than where PHY 375 was planted. Fumigation with Telone II in conjunction with either variety resulted in a numeric reduction in root-damage and an increase in yield (413 lb/A).

UNIVERSITY OF MARYLAND EXTENSION PESTICIDE PRIVATE APPLICATOR EDUCATION PROGRAM: LONG TERM SUCCESS

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For over 25 years, the University of Maryland Extension has conducted Pesticide Private Applicator education. In this time, educators have worked to bring University information and research to farmers and landowners in Maryland as well as to assist them in complying with State of Maryland regulations through workshops, recertification classes and publications. Goals of the Pesticide Private Applicator education program include increasing farm productivity, applying safety measures, decreasing environmental impacts and meeting regulatory requirements. A survey was conducted in the fall of 2011 to determine the results and impacts of the training. It was a written survey sent to a randomly selected sample size of licensed applicators. The response rate to the survey was 42%. Results include applying information learned in class for crop production (81%), pesticide safety (88%), better recordkeeping (70%) and update on regulatory issues (72%). When asked how the program has impacted their farm business 50% increased the use of integrated pest management, 62% chose appropriate pesticides, 75% applied safety precautions for themselves and 76% for the environment, 75% met regulatory requirements and 48% received timely research based information. 90% of participants report managing pesticides better and 69% report reducing the amount of pesticides used. On average participants attending the training increased their profit by $5.95 per acre.

SUMMARY OF STINK BUG EFFICACY TRIALS (2005-2011) IN IRWIN COUNTY, GEORGIA

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Stink bugs are a primary insect pest of Georgia cotton. Stink bug populations vary by year, but since the transition to transgenic Bt cotton their presence has negatively impacted cotton yield and grade. Each year from 2005 - 2011 numerous insecticides have been evaluated in Irwin County GA to determine their effectiveness in controlling stink bugs in cotton. Trials were conducted in commercial cotton fields. Plots were arranged so that each plot bordered peanuts since stink bug populations are traditionally higher in cotton nearest the peanut planting compared with more interior areas of fields. A high clearance plot sprayer was used to apply various insecticides on the four rows adjacent to the peanut planting. Stink bugs were counted by life stage and species 3 days after treatment. Pyrethriods, pyrethroid/neonic premix and OPs provided good to excellent control of southern green stink bugs. However, organophosphates such as Bidrin provided improved control of brown stink bug species.

COMMERCIAL PEACH THINNING DEMONSTRATION

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There is an increased interest in growing low-chill peach cultivars in central Florida as an alternative to citrus or as a supplemental crop. To produce market standard peaches, several labor intensive operations must be completed properly and in a timely manner. Timely thinning of fruit to a desired spacing is critical in achieving the highest grade with a minimum diameter of 2.5 inches (large fruit) and marketable fruit with a minimum diameter of 2.25 inches. In 2010, four thinning treatments, none, 4 inch, 6 inch and 9 inch spacings were established before fruit were the diameter of a dime on one tree plots of three popular low-chill peach cultivars (Flordaprince, Tropicbeauty and UFBeauty). Harvest evaluations recording the percentage of fruit in the highest grade (2.5 inch diameter and greater), marketable fruit (2.25 to 2.5 inch diameter) and small fruit (less than 2.25 inch diameter) were accomplished weekly for a three week period after each cultivar began to ripen. Results of the trial indicated the highest percentage of large and marketable fruit of Flordaprince were obtained in the 6 inch spacing, followed closely by 9 inch. Results were the same for Tropicbeauty. For UFBeauty, the highest percentage of large fruit was in the 9 inch spacing. The results of this trial proved that thinning of peaches is necessary to achieve optimum marketable yields. Results were shared with 85 growers who attended a field day at the end of harvest.

CONTROL METHODS

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Kentucky beef producers are concerned with the cost of controlling weeds on pastures. Conventional methods are costly and many times ineffective. A study was designed using meat goat females/kids <*Capra hircus*>as a weed control component co-grazing with beef cows/calves <*Bos*

taurus>. Goat browsing targeted Blackberry (BB), <*Rubus fruticosus*> and Multiflora Rose (MFR), <*Rosa multiflora*> and other weed species. This study was implemented for two consecutive years with 120 Boer-cross goats browsing 100 acres (stocking rate 1.7/ac) on mountainous terrain in Carter Co. Kentucky. The goats browsed on 3 rotated pastures with access to a plot area 4 weeks/12 week browse period. Plots were identified as Exclusion Areas (EA) and Browse Areas (BA). EA was protected by welded wire fence exclusion while BA was unprotected. Goats were given free accesses to BA and treatments were applied to EA and BA composed of 3 treatments per plots each replicated 3-times in a randomized block design (5ft x 16ft). Treatments were Mow (M), Chemical (CH) (Pasturegard 2% solution) and Control (C). A percent plant make up were assessed at the start and end of the browse period. Based on plant percentage weeds per plot EA plots M showed no change in weed reduction, CH was 95% dead BB and C increase in BB 42% during the study period. While BA, M plots were reduced 84.5%, CH had 81.6% dead BB and the C plot increased by only 1.62%. Based on this data goat browse has a positive impact on weed control measures.

MAINE HIGH TUNNEL PRODUCTION: IDENTIFYING AREAS FOR IMPROVEMENT

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In 2011 and 2012, three interviews or visits were conducted with 31 Maine high tunnel owners to identify practices, benefits, challenges, and areas for improvement. Basic data was collected on 52 tunnels and detailed production data was collected on 31 tunnels. Soil samples were collected in mid-summer and analyzed for nutrients using standard soil test methods, saturated media extract, and other measures of soil quality. Twenty-four tunnels were a year or less old at the start of the project. Eight farms were certified organic, 23 were not. The primary crop grown was tomatoes (81%), followed by greens (56%), cucumbers (47%), and peppers (44%) (n=31). We identified production challenges where additional education is warranted. Forty-eight percent of farmers reported addressing site or soil drainage either before or after construction. Existing management of pH was inadequate with 70% tunnels having soils with pH of less than the recommended minimum of 6.5 (32% had pH less than 6.0, n=37). Ninety-four percent of growers applied compost or manure prior to the cropping season. Some farmers did not wait the recommended 120 days between applying uncomposted manure and harvesting, potentially increasing food safety risks. Organic matter levels over 8% (the upper range of standard for Maine soils) were found in 54% of tunnels sampled (n=37). In addition to being an unnecessary expense, these high application rates contributed to high soil salt levels. Thirty percent of tunnels had salt levels above 2 mmohs/cm, which can be detrimental to some crops.

THE EFFECT OF SOYBEAN ROW SPACING ON YIELD WHEN PLANTING IS DELAYED

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The use of 15-inch soybean row spacing has decreased in northwest Missouri and more growers are adopting 30-inch row spacing. University of Missouri Extension recommends using narrow row spacing when soybean planting is delayed. The optimum planting date is early May in northwest Missouri. The objective of these experiments was to demonstrate soybean yield response when using 15-inch row spacing compared to 30-inch when soybean planting is delayed. Group III indeterminate soybeans were planted as single experiments in a complete randomized block design. In 2011, five varieties were planted in 30-inch and 15-inch rows on June 5. In 2010, ten varieties were planted May 25. Soybeans planted in 15-inch rows yielded greater than those planted in 30-inch rows across all varieties in both years. In 2011, the average yield increase of using 15-inch row soybeans compared to 30-inch resulted in a 15 percent yield increase averaged across the five varieties. In 2010, the average yield increase of 15-inch rows increased yields by 28 percent compared to 30-inch rows. Consideration should be given to narrow row spacing when soybean planting is delayed.

LEE AND PHILLIPS COUNTY VERIFICATION PROGRAM IN 2011

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The cotton research verification program is an interdisciplinary effort in which recommended best management practices and production technologies are applied in a timely manner. Objectives of the program are: (1) conduct on farm field trials to verify researched based recommendations with the interest of increasing profit, (2) educate producers on timely management decisions, (3)

Aid researchers in identifying area that need additional inquiry and (4) to aid Extension personnel to learn more about all aspects of cotton production. In cooperation with producers in both counties, it was decided to plant a conventional (non-transgentic) variety in Phillips County and in Lee County cotton was planted double crop behind wheat. The two issues in Phillips County was being able to grow non roundup ready cotton when all the surrounding crops were and could the lepidopteran pests be controlled on a non Bt cotton variety The issue in Lee County was would there be enough time to produce an economical cotton crop planting so late in the growing season. Success was measured on how each crop fared economically. Due to poor stand and possibly glyphosate drift the Phillips County project lost $3.79 an acre. A success on the field was that the lepidopteran pest can be controlled with new insecticides on the market. In Lee County production cost were kept low and due to a higher market price the program profited $415 an acre. The program was able to show the advantages and disadvantages of each production system to all local producers.

INSECT AND ARACHNID POPULATION DIVERSITY IN ONION COMPANION CROP

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Onion production across the United States has been impacted by *Iris Yellow Spot Virus* (IYSV) which is vectored by the onion thrips (*Thrips tabaci)*. Reducing thrips populations can sometimes help reduce infection rate of IYSV in onions. In Colorado, companion crops (living mulch) such as barley planted with onions to reduce wind and water erosion has sometimes had an effect on thrips populations. The objectives of this study are to determine 1) which thrips predators and parasites inhabit the barley companion crop; 2) what other insects/arachnids dwell in this living mulch; and 3) if there is a relationship between predator/parasite and thrips populations. Three onion field locations were sampled during 2011 that used barley as a companion crop in Weld County, Colorado. Each field location had four randomly selected areas of the field sampled with the insectavac on 6/14/2011 and 6/15/2011. Eight beneficial predator and parasite families were identified from the three fields sampled. The average of all populations of insects and arachnids at all locations revealed that ladybird beetle larva were the most numerous followed by spiders, braconid wasps, syrphid flies, big eyed bugs, ladybird beetle adults, nabids, and lacewings. Six plant feeding insect families and one phytophagous mite family were found in the field samples. Later in the season, thrips populations on 7/28/11 ranged from 0.92 to 15.4 thrips per plant. In a non-companion crop planted field, 20.5 thrips were found per onion plant. No correlation between predator/parasite and thrips populations were detected in any companion crop location.

STRIP SEEDING VS. SOLID SEEDING OF WHITE CLOVER IN TALL FESCUE PASTURES

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Planting white clover over 100% of the pasture should result in an even distribution of clover over the field, but the typical result is establishment of non-uniform stands of clover over less than 25% of the field. The objective of this study was to compare two strategies for establishing clover into dormant grass sod (1x seeding rate over the entire pasture vs. 4x seeding rate on 25% of the pasture). In February 2008, white clover was no-till planted in a fescue pasture in Van Buren County, Arkansas using these two planting strategies. Experimental pastures were divided by electric fence and rotationally grazed through 2008 and 2009. Clover establishment was assessed at monthly intervals in 2008 and 2009 by counting the number of 5”x5” squares containing clover of a 5x5 grid frame. Twenty-six percent of the field was covered with clover in the strip-seeded treatment, but the solid-seeded treatment had covered 97% of the field by October 2008. In this field and this year, solid-seeding gave more total clover by the end of the year. Continued monitoring of the project in 2009, showed that the strip-seeded area had 59% coverage of clover by the fall of 2009. Results indicate the clover was spreading into the unplanted areas between the strips. Strip-seeding clover at higher than recommended rates reduces time needed for seeding, increases percent stand of clover where planted, and requires less precision for calibration with imprecise planting equipment.

DECTES STEM BORER CONTROL IN SOYBEANS

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Dectes stem borer *Dectes texanus* is a long horned beetle that is considered a minor pest in soybeans *Glycine max* and other host plants. Dectes overwinters as larvae within the plant stem and adult beetles emerge in late June and early July. Eggs are laid on the plant and after hatching the larvae tunnels in the main stem causing yield loss in heavily infested fields. Studies were conducted over a 3 year period in Johnson County to determine levels of infestation, soybean varietal resistance, and the affect of soil, seed and foliar insecticide treatments. A field survey was conducted in the fall to determine the presence and infestation level of dectes. All of the fields surveyed had some level of infestation. Infestation levels ranged from 55 – 71% of the plants that had larvae tunnels larvae. Variety trials did not reveal any level of resistance by variety. Soil applied and seed treatments have been very effective in controlling soybean insects, but were ineffective in controlling dectes. Foliar insecticide tests based on the emergence of adult beetles were conducted and no statistical differences were noted in the treatments versus the untreated check. All trials were harvested with no significant differences in yield by variety or insecticide treatment. These studies have shown that dectes is found throughout soybean fields in Johnson County and is difficult to control. The larvae tunnels should have a negative impact on plant growth and yields, but it is not enough to causes significant economic yield loss.

MANAGING HAY FEEDING TO BUILD SOIL FERTILITY

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Feeding hay is a common practice on any beef cattle operation. The obvious benefits of feeding hay is providing nutrients and supplement for beef cattle during times of minimum or no forage growth. Two demonstrations were conducted over a 2 year period to examine the effects of spreading hay feeding evenly over a field on soil fertility. A majority of producers tend to feed hay in one area year after year. Over time high levels of phosphorus and potassium build up in the soil. Soil samples were pulled in the designated hay feeding area before hay feeding began and again in the spring when hay feeding was over. Records were kept on the number of bales fed and any supplemental feed fed in the demonstration field. Based on the data collected from the demonstration the amount of nutrients applied to the field from the hay can be calculated and then compared to the change in soil fertility. The average nutrient content of a 4' x 5' round bale of bermuda hay is 16 lbs N, 5 lbs P2O5 & 18 lbs K2O. Using current commercial fertilizer prices a bale has a fertility value of $22.16. In year 1 soil phosphorus increased by 22 lbs./A and potassium increased by 172 lbs./A. Year 2 data had a 22 lbs./A increase in soil phosphorus and 148 lbs./A increase in potassium. Managing hay feeding is a beneficial way to recycle nutrients to build soil fertility.

ORGANIC COVER CROP SEED PRODUCTION AS A SUSTAINABLE ENTERPRISE FOR THE SOUTHEAST

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Cereal and legume cover crops are integral to organic production systems and the NOP standards indicate that organic seed should be used when available; however, organic cover crop seeds are not widely available and there is little to no organic seed production in the southeastern United States. If organic cover crop seed production is a viable enterprise for growers, it will improve the availability of varieties adapted to the Southeast; provide a source for locally grown seeds, as well as adding another profit center for certified organic growers, seed cleaners and local seed companies. We propose to evaluate whether the production of certified organic crimson clover (*Trifolium incarnatum* var. Dixie) and annual rye seed (*Secale cereal* var. Wren Abruzzi) can be a profitable enterprise. Our objectives are to determine: seed yields, seed quality, profitability, and special equipment adaptations or infrastructure needs. One third acre plots were randomly assigned to either annual rye or crimson clover with three replicates for each cover crop. Plots assigned to annual rye were fertilized with 3 tons/ac poultry litter prior to discing. Poultry litter was not applied to the crimson clover plots. Yields are determined by area and weight measurements, which will allow a more accurate determination of seed yield in these relatively small plots. Profitability will be initially assessed by developing a production budget and comparing current certified organic rye and crimson clover seed prices to production costs.

SWITCHGRASS PRODUCTION FOR SMALL FARMS AND MARGINAL LANDS IN NEW JERSEY: AN ALTERNATIVE ENERGY SOURCE AND HAY CROP

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Research trials focused on growing switchgrass (*Panicum virgatum*), a native perennial grass, as an energy crop and as a mulch hay crop for New Jersey Growers. The cultivars Alamo, Carthage, Kanlow, High Tide, and Timber were tested at the Extension Center in South Brunswick, NJ. Seeding was done on July 13, 2010 with a Great Plains no-till planter in cereal rye stubble. Recommended rates of herbicides and fertilizers were utilized at establishment. Each plot was 21 feet by 150 feet and replicated 4 times in a completely randomized block design. Establishment data was collected by using a standard frequency grid (Vogel and Masters 2001). Alamo, Carthage and Kanlow exhibited significantly faster germination and initial establishment rates than Timber and High Tide. Plot subsections 3 feet by 20 feet were harvested on August 15, 2011. Alamo and Timber had significantly higher yields than High Tide. Alamo had significantly higher yields than Carthage. The plots were bailed on December 5, 2011 with a New Holland Hayliner string baler. Bales averaged 35 pounds at a range of 12 to 14% moisture. Switchgrass bales were ground up in a Toro tub grinder in February 2012 and hauled to a local farmer for pelletizing. Pellets are currently being tested for use in a Maxim® Wood Pellet and Corn furnace for heating a farm shop and home and will be compared with corn and wood pellets. Economic analysis and value of energy use versus hay products will be evaluated.

DUAL PLANTED COVER CROPS: SYNERGY EFFECT

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When oilseed radish and winter pea cover crops are planted together, a synergy effect results in increased biomass and corn yield compared to individual plantings. Alternate rows spaced 15 inches apart in a splinter planter, allow singulated seed placement of the cover crops at rates appropriate for each cover crop. The oilseed radish benefits from the nearby nitrogen produced by the winter pea, resulting in increased cover crop production. A replicated trial studied the effect of corn yield produced with radish and winter pea cover crop compared to no cover crop. Results showed a significant yield advantage of 14.5 bushels per acre when this cover crop combination was utilized. This trial had no commercial nitrogen added, suggesting that the cover crop combination contributed significant amounts of nitrogen for corn production. The dual planted cover crops reduced soil compaction by 100 pounds per square inch when measured with a penetrometer. Dry biomass was calculated at maximum fall growth of the cover crops. Oilseed radish by itself produced 3.5 tons per acre. When winter pea was added to the oilseed radish planting, 4.8 tons per acre of oilseed radish were produced. The dual planted cover crops produced significantly more dry tons of biomass than if planted alone.

SKIP ROW CORN PLANTING TECHNIQUES WITH COVER CROPS FOR SUSTAINABLE GRAZING

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Broadcasting cover crops into standing corn has the potential to increase forage dry matter production, increase total forage quality available for grazing and increase livestock grazing capacity. However, the dense foliage canopy of traditional high plant population systems limits light penetration necessary for cover crop seed germination until normal crop senescence at the R-5 stage of growth. A research design that compares the local standard corn population to a reduced planting population and skip-row planting techniques to modify canopy light penetration was begun in 2010. Data collected included grain yield, cover crop dry matter, weed dry matter, and cover crop species percentage of harvestable sward. A randomized complete block design with four treatments of 0.75 ac, and five replications was used for this research project. Two years of data collection to date of a three year study found significant differences in corn grain yields, cover crop dry matter yield and weed dry matter yield. First year results found significantly greater grain yield and cover crop dry matter yields. Grain yields were greater in the highest corn populations, and cover crop plus weed dry matter yields were highest in lower corn populations. Second year results also found significant differences in grain and cover crop yields. However, the lowest corn plant populations had the greatest grain yields and the highest cover crop dry matter. Rainfall amounts and patterns influenced results in both years studied. A third year of study is planned.

UTILIZING DAIRY COMPOST FOR SOIL FERTILITY MANAGEMENT IN A HIGH-ELEVATION ORGANIC FARMING SYSTEM

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Organic nutrient sources such as dairy compost can be an effective soil fertility management tool for providing soil nutrients as well as soil organic matter (OM). The nutrient benefits of dairy compost are not always understood due to variability in compost nutrient composition and the site-specific climactic conditions that help determine when nutrients are made plant available. Different methods used in the composting process can create variability in the source compost composition, which therefore might limit grower adoption due to uncertainty in compost nutrient quality and optimal application rates. Researchers examine mineralization of nitrogen (N), plant available phosphorus (P) and potassium (K), and soil residual nutrients from applied dairy compost in a high-elevation, dryland, organic alfalfa system over two growing seasons. By evaluating cost and benefits of compost application, results indicate that dairy compost can provide an economically viable soil fertilizer alternative for an organic alfalfa/barley system, but the economic value varies with compost nutrient content. In addition, varying soil pH values indicate effects on soil nutrient availability and management considerations.

RED BELL PEPPER CULTIVAR EVALUATION FOR THE FALL MARKET

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Red bell peppers have a premium in the market place, but are difficult to grow under New Jersey conditions. The objective was to evaluate cultivars for acceptable fruit quality and yield. Sixteen cultivars were transplanted on July 1 into raised plastic covered beds with one drip line placed between double rows. Rows were 12 inches apart with 18 inches between plants and 5 ft. between beds in a randomized complete block design with 4 replications. Fruits were hand harvested and graded into size by weight. Cultivars with significantly higher yields included Alliance (950 boxes/A), Aristotle (976 boxes/A), Hunter (1181 boxes/A), XPP 6001 (978 boxes/A), Red Knight (995 boxes/A), King Arthur (1049 boxes/A), Paladin (1028 boxes/A), Patriot (1041 boxes/A), Classic (915 boxes/A), XPP 6001 (978 boxes/A) and 1819 (858 boxes/A). Some cultivars exhibited a physiological disorder called 'stip' (black spot or color spot). Stip appears when temperatures just above freezing occur for several nights at harvest. The cultivars which exhibited spotting were Paladin, Classic, Red Bull, Revolution, Camelot (worst), Aristotle, Patriot and Vanguard. The other problem observed in the fall study was fruit cracking. This results from nighttime relative humidity near saturation thus the fruit cannot expand rapidly and the fruit cracks. The cultivars observed with cracks were Paladin, Socrates, Aristotle and Hunter. These disorders would make the fruit unsalable for the market. Cultivars which were recommended to growers for their testing included Red Knight, King Arthur, Alliance, XPP 6001 and 1819.

AN ASSESSMENT OF FARM REGULATION INQUIRIES TO COUNTY AGRICULTURAL AGENTS IN NEW JERSEY

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A survey of Rutgers NJAES Cooperative Extension's agricultural field faculty and staff was conducted in 2011. The objective was to determine the most common inquiries from various audiences on farm regulatory issues to help develop necessary resources. Seventeen regulatory categories were presented and four audiences identified (farmers, potential farmers, non-farmers, and government officials). The 5 top-ranked farm regulatory topics for each audience were identified. Farmers and potential farmers most frequently seek information on regulations that impact their business management such as pesticides and marketing. Respectively, the top 5 topics of inquiry from farmers were pesticides, marketing, farm vehicles, conservation/resource management and right to farm. Potential farmers sought information on pesticides, organic production, marketing, taxes and farm labor. Non-farmers and governmental officials most often inquired about environmental regulations. Specifically, non-farmers top 5 topics were pesticides, organic production, conservation/resource management, right to farm and biosecurity. Government officials sought information on right to farm, conservation/resource management, land preservation and land use, pesticides, and waste management regulations.

USING MEAT GOATS AS A WEED CONTROL COMPONENT IN SILVICULTURE ENTERPRISES

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High input cost for conventional weed control methods encouraged Lewis County farmers to search for weed control alternatives. A study was designed using meat goats as a weed control component in a silviculture study. The impact of goat browsing was investigated on Wingstem, and Virginia Copperleaf . This study ran for 30 days browsing 29 Boer and Boer-cross females on 4 treatments per plots each replicated 3-times in a randomized block design. Each plot (15 ft. x 10 ft.), contained treatments 1-mow plus-browse (MB), 2-browse only (B), 3-mow no-browse (MNB) and control (C). Treatments MNB and C were split-blocks and protected by a welded wire fence exclusion area. Total organic matter (OM) was determined at the study onset and at 60 days following animal removal. Plots were harvest using a BCS sickle mower; and weighted by a hand held digital scale. Harvest area per plot was 3.75 ft. x 10 ft. Reduction in OM by weight was greatest for MB at 29.5%, followed by B showing a reduction of 27.0%, while the C. and MNB treatments showed the least reduction at of 25.7% and 17.7% respectively. Both MB and B had greater reduction than MNB and C. Small difference between OM treatments resulted from non-target succession plant regrowth. Wingstem plant stands were reduced by 38% and 23% while there was a 6% increase in the exclusion treatments. Meat goat browsing appears to be a viable component in a total weed control programs.

COST EFFECTIVE SOLAR HEATING FOR SEASON EXTENSION OF VEGETABLE PRODUCTION

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Local food production is limited by the growing season. While high tunnels protect crops from adverse weather and increase the heat units crops receive, high tunnels cannot keep crops at ideal growing temperatures during extended cold weather in early spring and late fall. Heating a high tunnel with traditional fuels would be very costly and not environmentally sound. The goal of this project was to evaluate the use of water heating solar panels designed for heating swimming pools to heat high tunnels. Five 4' X 8' solar panels were installed and connected to an 800 gallon in ground water tank. Fountain pumps are used to pump water through the solar panels and move water from the tank through radiators to heat the greenhouse. Heat from the system was used in April, May, October and November. The system produced 3.1 million BTU of heat and 1.6 million BTU of heat was required from a backup propane heater to keep the greenhouse at a minimum of 50°F. This period of time would allow farmers to confidently start growing 30 days earlier than is currently practiced and would allow production to continue 30 days longer in the late fall. While some supplemental propane heat was needed in this research to maintain 50°F, falling below that for short times at night would not be problematic for most crops. The cost for the system installation and use is around $35 per million BTU which is less expensive than the operation and installation of propane heat.

ESN AS A NITROGEN SOURCE FOR OHIO SOFT RED WINTER WHEAT PRODUCTION

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ESN is a relatively new controlled release N product for Ohio wheat production. It is a polymer coated urea that the nitrogen release is dependent upon temperature and moisture. The objective of this study was to evaluate ESN as a nitrogen source for wheat production in northwest Ohio. In Fall 2009, medium-maturity variety 'Hopewell' was established into soybean stubble on the OARDC Northwest Research Station near Custar, Ohio. Treatments included Urea, ESN, 75:25 urea:ESN blend, 50:50 urea:ESN blend, and a 25:75 urea:ESN blend. A nitrogen rate of 80 pounds per acre was applied at greenup for each treatment. Experimental design was a completely randomized block replicated four times. Analysis was a simple ANOVA. Grain yield, test weight, spike number, and N uptake were measured for each treatment. Significant differences were observed among treatments for yield. ESN yields were significantly less than urea and the 75:25 and 50:50 urea:ESN blends. The 75:25 urea:ESN and 50:50 urea:ESN blends were similar to urea. Yields of the 25:75 urea:ESN blend was similar to ESN. ESN alone would not be an adequate N source for wheat production in northwest Ohio. It may be a viable product when blended with urea as long as the blend contains more than 50% urea.

NITROGEN RELEASE PATTERNS OF POLYMER COATED FERTILIZERS USED IN THE ORNAMENTAL INDUSTRY IN SOUTH FLORIDA

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Use of controlled-release-fertilizer (CRF) is one of the Best-Management-Practices (BMPs) utilized by the ornamental industry in South Florida to improve nutrient-use-efficiency (NUE). CRF producers generally claim nutrient release will last for a specific period of time. The prevalence of relatively high temperatures throughout the year could result in faster nitrogen-release rate than what is stated by CRF manufacturers. In Florida, no official laboratory method exists that can verify the nutrient release rates provided on CRF product labels. A laboratory study was conducted to investigate the effect of temperature on the N release patterns of five polymer-coated fertilizers (Nutricote® 18-6-8 Type140, Multicote® 4-Extra 15-7-15 +1.2 Mg, Kingenta® 20-8-10 six-months, Osmocote® Plus 15-9-12,3-months, and Harrell's ®Polyon 16-6-11 6-months). A long term (180-days) fertilizer incubation method, in water at 25°C, was employed with a short term or quick extraction method (7-days), in water at 100°C to attain polynomial equations of N release as a function of time. Results suggested that all CRFs tested have shorter N-release longevity than the label claimed. High R2 (>0.97) values indicate N-release patterns can be well predicted at 25¢ªC. The quick laboratory method (100¢ªC) shows a high correlation to 25¢ªC methods and can be used to predict N-releases from CRFs within few days. The highest NUE came from F5 treatment with 40% while the lowest was from F6 treatment with 31%. This study indicated that CRFs hold great promise to improve plant growth and NUE but additional research on plant response, environmental effects, and economics is needed.

DRIP IRRIGATION IN POTATOES TO CONTROL SILVER SCURF (HELMINTHOSPORIUM SOLANI)

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As farms in western Washington have changed the products they grow to higher value cash crops, irrigation has become more vital to their cropping systems. Reduced rotation variables combined with depletion of the agricultural land mass has created the perfect storm for an increased incidence of silver scurf (*Helminthosporium solani)*. Field surveys of all of the commercial specialty potato growers in western Washington have consistently ranked silver scurf as the most difficult disease to manage in potato production in western Washington, followed by a solid top ten need for increased awareness in regard to irrigation watering. This poster presentation will focus on the implementation of drip irrigation in potato fields in western Washington to provide water to the crop and the use of chemigation to reduce the incidence of silver scurf. The poster highlights two fungicides that were applied via chemigation in the 2011 trial "Vertisan" (*Penthiopyrad*) 7 oz/acre produced by DuPont on station at WSU NWREC in Mount Vernon Washington with a 100% silver scurf infected seed lot and "Quadris" (*Azoxystrobin*) at 9 oz/acre produced by Syngenta at an on farm commercial potato field. Both trials indicated a higher yield and reduced incidence of silver scurf with a chemigation application of fungicide at 60 days after planting DAP. Once adopted, this technology will reduce irrigation water usage by up to 30% over current Big-Gun irrigation while producing higher quality potatoes with less incidence of silver scurf.

POST-EMERGENT CONTROL OF COOL SEASON WEEDS ON BERMUDAGRASS SPORTS FIELDS WITH GRANULAR HERBICIDES

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Cool-season weeds become a major problem on most bermudagrass sport fields. Although bermudagrass usually out competes weeds during the summer, winter weeds can dominate during the dormant season. This is both unattractive and can delay spring green up and result in turf that cannot stand up to heavy use during the summer season. Incooperation with the City of Fort Worth Parks and Community Services Department and the City of Arlington Parks and Recreation Department, post-emergent herbicide trials were conducted at two Bermuda grass sports fields in preparation for the 2011 spring season. Because the herbicide products applied were on fertilizer carrier, a fertilizer only treatment was included at each location. Treatments and product rates were untreated control, fertilizer only (Lesco 24-0-11 at 150#/A), The Andersons 15-0-5 plus 0.03% LockUp at 200#/A, The Andersons 19-0-2 plus 0.03% LockUp + 0.07% Dicamba at 200#/A, Lebanon 19-06 plus 0.01% Penoxsulam + 0.08% Dicamba + 1.04% 2,4-D at 175#/A and Lesco Momentum 21-0-11 plus 0.01% MCPA + 0.08% Dicamba + 1.04% 2,4-D at 150#/A. A randomized complete block design with three replications was used at each field. Evaluations of percent weed control were made at four and eight weeks after treatment. All treatments resulted in statistically significant weed control when compared to the untreated and fertilizer only blocks. None of the products injured the bermudagrass turf. This study suggests that easily applied granular herbicide products can be an effective tool to prepare sports fields for play.

EFFECTS OF ANGUS SIRE LINE AND BACKGROUNDING DIET ON BEEF CATTLE PROGENY POST WEANING PERFORMANCE AND CARCASS VALUE

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One hundred seven Angus-sired calves were backgrounded for 45 days on either a starch-based or fiber-based diet and finished in a commercial feedyard to evaluate the impact of two Angus sire lines and backgrounding diet on post weaning performance and carcass value. The two sire lines were represented by a conventional grain-based developed sire typical of US production (CONV) and a forage-based developed sire typical of New Zealand production (FORAGE). During the 45 day backgrounding period the primary dietary energy source was rolled barley (starch-based diet) or soybean hulls (fiber-based diet). Following backgrounding, calves were finished in a commercial feedyard in a common pen on a typical starch-based finishing ration. Sire line had no effect on backgrounding ADG (0.93 and 1.08 lbs/day) or final backgrounding weight (749 and 732 lbs) for CONV and FORAGE respectively, $P>0.10$. There were no diet type x sire line interactions during the backgrounding period ($P>0.10$). During the finishing period, CONV calves had higher ADG (3.64 vs. 3.43 lb/day; $P=0.06$) and heavier final weights at harvest (1312 vs. 1254 lbs; $P=0.03$). The CONV calves had heavier carcass weights ($P<0.02$), larger ribeye areas ($P<0.04$), and higher marbling scores ($P<0.001$) than FORAGE calves. The FORAGE calves had more backfat ($P<0.02$) and a higher numerical USDA yield grade ($P<0.05$). There was no backgrounding diet type x sire line interaction during the finishing period ($P>0.10$). Our results indicate no economical advantage for calves in conventional US starch-based feeding systems from Angus sire lines developed from forage based systems.

POST APPLICATIONS OF S-METOLACHLOR (DUAL MAGNUM) IN WATERMELONS

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Weed control is critical to maximize watermelon production and to produce quality fruit. *S-metolachlor* (Dual Magnum) could fit into a watermelon herbicide program as it is an effective tool for managing problematic weeds such as pigweed and select grasses. A study was conducted in Crisp County to evaluate watermelon response to *S-metolachlor*. Watermelons were transplanted into bareground or mulch (flat bed) production systems and treated with *S-metolachlor* applied topically at 12 or 24 ounces per acre. Both rates of *S-metolachlor* were applied immediately after transplanting as well as 3, 6, 9, and 12 days after. Treatments were replicated four times and a non-treated control in both production systems was included for comparison. Topical applications of *S-metolachlor* at 12 and 24 ounces per acre injured melons as much as 80%. Injury included unacceptable vine stunting and delayed growth regardless of application timing, rate of herbicide, or production system (bareground/mulch) when compared to the non-treated control. Additional efforts will investigate the potential for using *S-metolachlor* as a row middle application which may improve control of problematic weeds without harming the crop.

UTILIZING STOCKPILED FESCUE FOR STRAGTEGIC WINTER FEEDING

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Strategic winter feeding is a method approach to winter feeding of the beef herd, matching forage resources to the production cycle of the beef cow. Strategic winter feeding minimizes supplemental feeding of concentrates, maximizes grazing days, minimizes feeding waste areas at calving and maximizes more uniform nutrient recycling on pastures. The objective of this project was to demonstrate the benefits of utilizing stockpiled fescue as a winter feed source for spring calving cows. Focus was on the strategic use of stockpiled fescue and hay resources based on quality and quantity of each by matching these feedstuffs to the production cycle of the cow herd. A case study on strategic winter grazing was conducted 2006-2010 in Western Kentucky with a group of 41 cows and calves on 71 acres of pasture. Economic data gathered shows an average of $59.75 per head, per year savings over traditional winter feeding practices. The study

is ongoing; replicated on 2 more Western Kentucky farms in 2011-12 to gather further economic comparative data.

OPEN POLLINATED CORN TRIALS IN SOUTHERN MARYLAND

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Before the adoption of hybrid corn only open pollinated (OP) corn was grown in the United States. It is still grown in many developing countries. Given the success of hybrid corn in modern agriculture why bother with OP corn? One reason has to do with sustainability. A field of hybrid corn contains genetically identical plants. If one plant is susceptible to a pest, all plants are equally at risk. A field of OP corn will have more genetic diversity. This reduces risk from pests and adverse growing conditions. OP corn is less dependent on costly inputs and should have better yield stability than hybrid corn. OP varieties may be a better fit for local food, organic and home gardener production systems. Seed can be saved and replanted, significantly reducing production costs. There are opportunities for farmers to do on farm selection and breeding for specific growing conditions or niche markets. Replicated trials with 6 OP varieties were conducted in 2010 and 2011. Yields in 2010 averaged 74 bu/A for all plots. Yields in 2011 were unreliable as a result of severe damage from Hurricane Irene in early September. While 74 bushels does not seem very high by hybrid corn standards one needs to consider lower production costs and that corn can potentially be sold directly to consumers for approximately $1 a pound (56 lbs/bu) or more, a gross return of $4,138 per acre in a relatively dry year (2010) in Southern Maryland.

IMPACT OF THE FIRE ANT ON YIELDS OF BT AND NON-BT COTTON VARIETIES IN ALABAMA IN 2011

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This study was conducted in 2011 in central Alabama to determine the impact of the red imported fire ant (RIFA) on tobacco budworm/bollworm populations infesting cotton. The study utilized a split-split plot experimental design. The main plot variables were a normal RIFA population and an insecticide-reduced RIFA population. The study examined the effect of these two population levels on the yields of DPL 1050 B2RF (Bollgard II), PHY 565 WRF (Widestrike) and DP 174 RF (non-Bt). The effect of a mid-season pyrethroid overspray was also assessed. RIFA numbers during 3 sampling dates averaged 12.7 times more RIFA's in the plots with a normal RIFA population than in plots with a reduced population. The % (worms in blooms + worm damaged blooms) on 8/9/2011 was greater in plots where fire ants were reduced than in plots where fire ants were maintained. This variable was also greater in the non-Bt variety than in the 2 Bt varieties. After defoliation the number of worm-damaged bolls in the DP 174 RF (non-Bt) plots with reduced RIFA numbers was much greater than in similar plots with normal RIFA numbers. The number of worm-damaged bolls in both Bt varieties was very low regardless of RIFA numbers. Despite having more damaged bolls the overall yield of DPL 174 RF was significantly greater than that of PHY 565 WRF and numerically greater than DP 1050 B2RF. The pyrethroid overspray increased yields.

NOVEL NITROGEN FERTILIZER APPLICATIONS FOR NO-TILLAGE WHEAT IN VIRGINIA

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Winter wheat fertilization has been studied extensively in intensive grain management systems in Virginia. Over the past 15 years, there has been a trend towards no-tillage wheat production for soil erosion control and labor savings. The high cost of nitrogen fertilizer as well as more attention to nutrient management in the Chesapeake Bay watershed has increased farmers' interest in more efficient fertilizer application methods. The main objectives of this study were to identify novel nitrogen application methods in no-tillage wheat and to determine if these application methods allow producers to maintain or increase yields with less nitrogen fertilizer. The study was conducted in Prince George County and on the Eastern Shore of Virginia. The application methods were traditional broadcast spraying, subsurface injection (15 and 30 inch spacing), and surface banding (15 and 30 inch spacing). The five nitrogen fertilizer rates were 0, 40, 80, 120, and 160 pounds of nitrogen per acre (lbs. N/A) applied in a split Spring application at Zadok growth stages 25 and 30. Optimum wheat yields (86.1 bu/A) were obtained when 120 lbs. N/A were split applied. The broadcast, injected, and banded application methods revealed no yield differences in 2 out of 3 years. Grain yields indicate that current VCE spring N application rates of up to 120 lbs. N/A are acceptable for no-till wheat production. Yield data also indicated that injecting or banding nitrogen on winter wheat did not increase N fertilizer use efficiency.

NEMATODES

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In order to gain more insight into the effects of plant parasitic nematodes in northern Arkansas tall fescue (*Festuca arudinaceae*) pastures, a survey was conducted to first determine which species were present. To do so, extension agents from selected northern Arkansas counties were sent packets with instructions on proper sampling and submission of soil/nematode samples. Fifty-four samples, representing fescue fields from 5 counties, were received at the University of Arkansas Nematode Lab, and general assays were run. Nematode extraction was done through the use of the lab's semi-automatic elutriator, centrifuge, decanting, and sugar solution suspension. The total number of each nematode species were counted for each sample. The results indicated the presence of dagger (*Xiphinema sp.*), lance (*Hoplolaimus sp.*), spiral (*Helicotylenchus sp.*), stubby root (*Paratrichodorus sp.*), stunt (*Tylenchorhynchus sp.*), root knot (*Meloidogyne sp.*), pin (*Pratylenchus sp.*), and *Tylenchus sp.* in varying quantities. Further research will focus on determining nematode reproduction rates and the effects of nematode parasitism on root weights of endophyte infected, novel endophyte, and endophyte free cultivars of tall fescue. This future research will add to the body of knowledge concerning stand persistence of endophyte infected, endophyte free, and novel endophyte tall fescue cultivars.

BROWSING MEAT GOATS HAVE A POSITIVE IMPACT ON CONVENTIONAL PASTURE WEED CARCASS CHARACTERISTICS OF PEN VS. PASTURE-FED GOATS: A PRELIMINARY STUDY

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Eighteen bucklings were used in a preliminary study to compare the carcass characteristics of pasture vs. pen-fed goats. Consigners to the 2011 Western Maryland Pasture-Based Meat Goat Performance Test provided goats of similar genetics for comparison. [TEST] goats (n=9) consumed a pasture-only diet and were rotationally-grazed among six 2-acre paddocks. [PEN] goats (n=9) were housed in a zero-grazing pen (4.9m2), given unlimited access to grass hay, and hand-fed grain (ADM Goat Power™) once daily. After 112 days of consuming their respective diets, the goats were weighed and transported (60 km) to a custom-exempt abattoir for same day slaughter. Six days later, the carcasses were deboned and measured. Live weights did not differ between the two groups, but PEN goats had heavier ($P<0.045$) cold carcass weights (12.3±1.3 vs. 9.4±0.5 kg) and tended ($P<0.065$) to have heavier hot carcass weights. Dressing percentage was higher ($P<0.02$) for PEN goats than TEST goats (44.4±1.6 vs. 39.4±1.2 %). The carcasses of PEN goats were fatter, as evidenced by greater ($P<0.04$) body wall thickness (0.62±0.09 vs. 0.41±0.04 cm), a higher ($P<0.0005$) percentage of kidney and heart fat (2.64±0.03 vs. 1.45±0.01 %), and a higher ($P<0.008$) percentage of overall carcass fat (4.34±0.26 vs. 2.14±0.08 %). The differences in percent lean and rib eye area were not significant, but PEN goats yielded a higher ($P<0.017$) percentage of boneless meat than TEST goats (24.49±1.5 vs. 19.78±0.01 %). Percent protein and intramuscular fat in the longissimus dorsi did not differ between the two groups of goats.

UTILIZING STOCKPILED TALL FESCUE TO REDUCE WINTER FEED COST FOR BEEF PRODUCERS

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Tall fescue is the primary cool-season grass grown for pasture in north-central Arkansas. A Demonstration in Marion County utilizing stockpiled Tall Fescue for late fall or early winter grazing was conducted and shown to be a money saving practice for beef cattle producers. Beef producers in north-central Arkansas have not given this practice much attention due to the perception of the practice as being ineffective. The hay feeding season in north-central Arkansas usually extends from November 15 to April 1. This period of time for beef producers can be expensive due to cost of hay and concentrate feed. Grazing stockpiled forages with cattle will reduce the winter feed cost for beef producers. Laboratory analyses of fall-grown stockpiled Tall Fescue have shown it to meet nutritional requirements of growing cattle but in order to reach a goal of 2lbs average daily gain animals must be supplemented with a total mixed ration(TMR). The demonstration was conducted on a cattle back grounding operation with 145 calves averaging 475 pounds. The producer was able to graze a 24 acre field of stockpiled fescue for 33 days and feed a TMR at half ration for a total saving of $1,555.89 as compared to full feeding the cattle the TMR.

EVALUATING COMMERCIAL PRECISION AGRICULTURE SOFTWARE FOR AUTOMATING ON-FARM RESEARCH

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As complicated as precision agriculture is, it offers producers the best opportunity for increasing profitability while protecting the environment. The ability to conduct on-farm research is a tool which provides an opportunity for one to succeed in the adoption of precision agriculture technologies. On-farm research is certainly no replacement for the small plot, university trials. But on-farm research can complement small plot research and validate small plot research in a large field environment. It has been known precision agriculture tools such as a yield monitor can be utilized for conducting field-scale research and spatially documenting yield differences across fields or treatments. One aspect of on-farm research not as easy to implement is the design and development of field-scale research plots through software automation. The focus on this study was to evaluate two commercial precision agriculture software packages for the purpose of automating the process of designing strip or block on-farm research trials. Part of the study also evaluated the process on analyzing yield monitor data from three example on-farm research trials. It was concluded commercial precision agriculture software can automate the process of conducting on-farm research by extending the functionality of current software capabilities. A future product of this study will be a guide and online course on the design and analysis of on-farm research trials utilizing commercial precision agriculture software.

CORRELATING NUTRITIONAL VALUES OF GRASSES, LEGUMES, AND BROADLEAF WEEDS

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Most pastures contain grasses (gr), legumes (leg), and broadleaf weeds (blw). Each class of forage has unique nutritional characteristics both in terms of plant composition and animal utilization. In the Appalachian region, gr are the dominant forage species. The growth stage of most gr, which can give an indication of its nutritive value, is easily identified. Experiments were conducted to measure the correlation of nutritive components of gr compared to leg and blw at similar stages of re-growth. Sixteen pastures were sampled between May and November during a three-year period. After clipping, 40 samples were hand-separated according to botanical composition then analyzed for crude protein (CP), neutral detergent fiber (NDF), acid detergent fiber (ADF), and total digestible nutrients (TDN). Correlations between gr and leg or between gr and blw for each parameter were $CP_{leg} = -0.09CP_{gr}^{2} + 3.31CP_{gr} - 6.88$, $R^2 = 0.52$; $CP_{blw} = 1.10\ CP_{gr} + 0.19$, $R^2 = 0.66$; $NDF_{leg} = 0.53NDF_{gr} + 8.02$, $R^2 = 0.33$; $NDF_{blw} = 0.67NDF_{gr} + 2.83$, $R^2 = 0.33$; $ADF_{leg} = 0.89ADF_{gr} - 1.62$, $R^2 = 0.54$; $ADF_{blw} = 0.75ADF_{gr} + 7.16$, $R^2 = 0.52$; $TDN_{leg} = 1.27TDN_{gr} - 16.31$, $R^2 = 0.45$; and $TDN_{blw} = 1.17TDN_{gr} - 11.16$, $R^2 = 0.36$. Thirty-three to 75% of the variation in the nutritive components in leg and blw was accounted for by measuring the measurements in gr at the same stage of re-growth. Results suggest implications for assessing the nutritive value of pasture swards by analysis of the gr only.

OIL NITRATE-N VARIABILITY ON CORN FIELDS WITH HIGH MINERALIZATION POTENTIAL

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The soil nitrogen (N) mineralization potential on 20 corn fields, each with a history of manure practices, was studied in 2011 using the pre-sidedress soil nitrate test (PSNT). Ten mid-Michigan corn growers participated in the study. Manure types were dairy, swine, sheep and poultry. Corn was planted in the first week of May and received 20-30 lbs N/acre in a 2x2 starter placement. Representative PSNT soil samples were taken during June 5 – 20 from one foot depth located midway between 30-inch corn rows. This stage coincided with 12-15 inch tall corn and was 4-5 days prior to

the sidedress application. The soil nitrate-N concentration ranged from 7 to 35 ppm with an average of 22 ppm. This variability was attributed to the type and amount of manure applied and site-specific factors of soil and climate. Forty percent of fields exceeded the critical PSNT level of 25 ppm and needed no additional N fertilizer at sidedress. Based on the Maximum Return to Nitrogen (MRTN) approach, the growers received an average N credit of 80 lbs /acre, equivalent to about $50/acre in cost savings. In the early wet season of 2011 some fields received in excess of 5 inches of rain between planting and sidedress. Despite conditions favoring high N losses due to leaching and denitrification, the organic manure was capable of retaining and releasing its N gradually. This data provides further credibility to the use of PSNT as a valuable soil diagnostic tool to manage N on Michigan corn.

SURVEY OF NORTHERN ARKANSAS FESCUE PASTURES FOR PLANT PARASITIC

THE NUTRIENT CONTENT OF TOBACCO STALKS

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A field study was initiated to determine the nutrient content of burley, dark-air, and dark-fired tobacco stalks, and how fescue dominated pasture responded to tobacco stalk additions. Five foot square plots were established in Muhlenberg County, KY on a private farm and at the University of Kentucky Research and Education Center near Princeton, KY. Tobacco stalks were hand spread at 3 tons/acre at ambient moisture content. Tobacco stalk samples were air dried to determine moisture content and ground to pass a 2 mm sieve for nutrient content. Fescue samples were collected and quantified at the Muhlenberg County location three times during the growing season. Stalk moisture varied considerably between locations and stalk types. The differences in moisture are attributed to curing time prior to stripping, environmental conditions during storage, and different tobacco types. Nutrient content within similar types of tobacco was relatively consistent. On a dry matter per ton basis, burley contained approximately 60 lbs N, 11 lbs P2O5, and 50 to 73 lbs of K2O. Dark tobacco contained about 60 lbs N, 12 lbs P2O5, and 47 lbs K2O per ton of dry stalk. Fescue yield increased significantly with the addition of stalks in the first and second harvest (burley= 1753 and 1116; dark-air=2269 and 1548 lbs/A for the first and second harvest respectively.

AGRONOMIC RESPONSE TO ORGANIC GRAIN CROPPING SYSTEMS

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A field size experiment was initiated in 2001 in Northwest Ohio to compare the agronomic response of certified organic grain cropping systems compared to conventional systems. The experiment is addressing ways to maintain grain production and economic viability while building soil quality. The treatments include three certified organic, a conventional no-till, and an integrated conventional grain cropping system. All treatments consist of 5 replications that are randomized throughout a 30 acre field. Each treatment has utilized different soil improvement strategies to provide crop nutrients and improve soil quality. Recent soil test analysis shows that all 3 organic systems have significantly higher active carbon content at the 6 – 12 inch soil depth compared to both conventional systems. Also, phosphorus soil test levels showed significant differences, with the organic 1 (O1) system at 54 parts per million (ppm) different from the organic 3 (O3) system at 21 ppm. The conventional no-till (36 ppm) and integrated (29 ppm) were similar to each other but significantly less than the O1 system phosphorus levels. All other soil analysis showed no significant differences. Economic analysis of the organic 3 (O3) system showed the greatest income over the 6 year period. These results indicate that tillage along with soil amendments in the organic systems can economically maintain soil quality when compared to conventional systems without these amendments.

EVALUATING THE EFFECTS OF MEGACOPTA CRIBRARIA (KUDZU BUG) ON SOYBEANS IN GEORGIA

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Megacopta Cribraria, commonly known as the Kudzu Bug, was first discovered in 9 northeast Georgia counties in 2009. Currently, the bug is found in 143 Georgia counties, all of South Carolina, 42 North Carolina Counties, 5 Alabama Counties, and 1 county in Virginia. On-farm trials were established in Elbert and Morgan Counties to evaluate the potential impact of kudzu bug in soybeans. Protected and untreated plots, approximately 2.5 acres in size, were arranged in a randomized complete block design with three replications at each location. Endigo (4.5 oz/acre) insecticide was applied at 3 week intervals on MG VII

soybeans beginning at the R1 growth stage. Kudzu bugs were counted weekly using a 15 inch diameter sweep net. Adults peaked the second week of August and nymphs peaked in mid-September at both locations; kudzu bug populations were significantly lower in Endigo plots compared with the untreated. In the Elbert County trial, yields were significantly lower (Prob F= 0.04) in the untreated, 20.5 bu/acre, compared with Endigo, 25.4 bu/acre; a 19% loss in yield in the untreated. In the Morgan County trial, yields were lower but not significantly different (Prob F=0.11) in the untreated, 31.1 bu/acre, compared with Endigo, 34.9 bu/acre; an 11% loss in yield in the untreated. This study suggests that the Kudzu Bug is an economic pest of soybeans. Additional research is needed to determine thresholds and timing of insecticide application.

EFFECTS OF MODERATE SHIPPING ON SALES QUALITY OF SELECTED HEIRLOOM TOMATO VARIETIES

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There is continuing interest in sales of heirloom tomato varieties at farmers markets. As growers are increasingly traveling greater distances to these markets, assessment of relative shipping characteristics may be important to variety selection for the growers. The PI assessed the relative handling of 10 heirloom tomato varieties. Each variety was placed in a single layer in cardboard tomato boxes then transported 200 miles over a multiple variety of road surfaces. After treatments were applied and holding both the treatment and control overnight, each tomato was assessed as to its physical damage. Significant postharvest losses were variety dependent, despite there being no effect on the varieties due to the treatment. Varieties with the least postharvest losses included Jaune Flamme`, Stupice, and Chocolate Stripe. Those with the most postharvest losses were Anna Russian, Purple Calabash and Cherokee Purple. The findings suggest certain heirloom varieties may be better suited for farmers market sales over others.

IMPACT OF IN-FURROW PROTHIOCONAZOLE WITH PROVOST OR ARTISAN/INITIATE FUNGICIDES ON SEVERITY OF SOILBORNE DISEASES OF PEANUT

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Soilborne diseases are a critical problem for peanut producers in Effingham County and must be addressed with additional on-farm research to establish "best management" practices. The producers' current best line of defense to combat these problems involves selection of more-resistant varieties, judicious use of fungicides, and soil fumigation with metam sodium to reduce severity of Cylindrocladium black rot (CBR). Unfortunately, foliar fungicides and more-resistant varieties are insufficient to manage CBR in Effingham County and our growers are unlikely to use fumigation to manage the disease. In this study, the effectiveness of prothioconazole (Proline) applied in-furrow at planting was evaluated for the management of peanut diseases. Provost (prothioconazole + tebuconazole) and Artisan (flutolanil + propiconazole)/chlorothalonil were evaluated with Proline (prothioconazole) to assess the best program for overall disease protection. Unlike white mold demonstrations, this project is unique in that no research has been done on the management of CBR in the Southeast. In-furrow use of prothioconazole is a new practice for our peanut growers, and there is an important need for data on this product in the southeast from large-plot, on-farm trials. From the research in Effingham County, the effectiveness of prothioconazole as a part of a disease management program to improve plant stand and reduce other disease such as TSWV, CBR, and white mold has been addressed. These results will play an important role in recommendations for future use of prothioconazole in the Southeast.

Poster Session

Extension Education

2012 NACAA

97th
Annual Meeting
and
Professional Improvement Conference

Charleston, South Carolina

FARMER'S MARKET WORKSHOP IN SOUTHEAST MISSOURI

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In the past several years, there has been an increase in the number of small vegetable growers that want to sell produce and value added products at Farmers' Markets in Southeast Missouri. There is a great need for educating these growers on vegetable and fruit production, marketing, selling, and local rules and regulations. The Farmers' Market Workshop offered topics to beginner and experienced growers alike covering Health Department Regulations, Conventional and Biological Insect Control, Educational and Grant Funding Opportunities, Marketing at Farmers' Markets, Building the Soil Organically, Certifying Scales and Growing Specialty Crops in a day long program split into 45 minute sessions. Participants networked with other growers and extension professionals as well as gained knowledge of valuable resources. The Farmers' Market Workshop attracted participants from a 10 county area with a total of 69 attendees representing 6 area markets. Participants rated the value of the topics covered in the Farmers' Market Workshop at 4.66 on a scale of 1 to 5 with 5 being most effective. The overall rating for the was 4.71.

EDUCATING LATINO BACKYARD GARDENERS ON SAFE GARDENING PRACTICES

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New Jersey's industrial legacy has contributed a substantial amount of lead to the environment, subjecting its residents to the dangers of lead poisoning. Testing of urban soil is an important first step when developing a community or backyard garden. In New Brunswick, New Jersey many residents, Latino immigrants in particular, are gardening directly in the soil of their yards and have little knowledge of the health risks of gardening in lead contaminated soil. Soil tests on backyard gardens completed in 2011 and conducted by Rutgers Cooperative Extension (RCE) of Middlesex County and Lazos America Unida, a New Brunswick organization serving the Latino community, showed approximately 21% of lots tested (n=29) to have significant lead contamination, and 96% of lots to be above background levels. Potentially high lead levels require testing and adoption of risk management strategies to ensure that lead is not transmitted to edible plants and to adults and children in the home. Through a grant from the Environmental Protection Agency, RCE and community partners have been working to educate the Latino community about lead-safe gardening practices. Culturally appropriate educational materials have been developed demonstrating how to take a soil test, interpret results, and important practices to limit lead exposure while gardening. Bilingual workshops conducted with Latino gardeners showed significant change in knowledge in areas concerning soil testing, sources of lead in soil, and safe gardening practices. Program evaluations indicated a strong likelihood that gardeners would adopt practices they learned and share the information with friends and family.

FLAG THE TECHNOLOGY

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Several nonselective herbicides are used in row crops today but no natural markers exist to alert herbicide applicators of crop tolerance or lack of tolerance to the herbicide being applied. The result is a national problem of herbicide misapplications and off target drift costing millions of dollars in crop damage each year and injuring community relationships in the process. A simple solution using color coded bicycle type marker flags was devised to address these problems in 2010 and presented to the County Extension Council's Rice and Soybean Subcommittee in Clay County Arkansas. Each herbicide technology was assigned a specific color with a corresponding flag placed in the field. Red indicates conventional technology (no crop tolerance to any nonselective herbicide); white indicates RoundUp Ready technology; bright green indicates Liberty Link technology; bright yellow indicates Clearfield and STS technologies. An instant success in Clay County, "Flag the Technology" became a statewide Extension program in 2011 and a multi state program in 2012. Fact sheets and dash stickers are available for the program. As a direct result of Flag the Technology, herbicide misapplications in Clay County are down about 28%. Program users are expected to at least double in 2012.

BEEF CAMP EDUCATES YOUTH BEEF PRODUCERS ABOUT END PRODUCT QUALITY IN IDAHO

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The last four national Beef Quality Audits identified many quality challenges in the beef industry including excess external fat, inadequate tenderness, insufficient marbling, and lack of uniformity. A major industry goal was to educate beef producers to select management practices that increase value and quality of beef. This includes youth producers who are raising beef animals in 4-H and FFA. It is important for youth to recognize the impact they have on consumer demand, and ultimately the industry, with their management decisions. In response, a proposal was submitted to the Idaho Beef Council (IBC) to fund BEEF Camp, a youth "end-product quality" educational event. The curriculum for BEEF Camp includes presentations, hands-on activities, and live animal demonstrations. Topics include Measuring Carcass Quality, Meat Quality Attributes, Feeds Affecting End-Product Quality, Selecting Market Steers, and Beef Quality Assurance. Hands-on activities include conducting a Taste Panel and a Beef Cut Identification contest. To date, three BEEF Camps have been conducted with over 100 youth reached thus far. Scores from pre– to post-tests increased from 42.5% to 90.7%, respectively. Participants ranked the overall experience of the program and the educational materials provided as 1.4 on a scale of 1-5 (1=outstanding, 2=good, 3=average, 4=poor, 5=unacceptable). All BEEF Camp attendees also indicated they learned something new regarding the relationship of livestock management and beef quality. It is intended that the partnership between the University of Idaho Extension and the IBC will continue and BEEF Camp will continue to educate youth beef producers in Idaho.

PROFITABILITY OF HIGH TUNNEL STRAWBERRIES

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Interest in high tunnel production of vegetables and small fruits remains at a high level among Extension horticulture clients. Frequently, growers will ask about strawberries in high tunnel systems. High tunnel crops should usually be those producing the greatest return per square foot, in order to more quickly pay off the investment in the tunnel. While strawberries are not the highest yielding crop per square foot, there may be a place for them in a high tunnel system under some circumstances. Strawberries would certainly work well in a crop rotation scheme, for example. They also may be a personally preferred crop for some growers, which will work if the selling price remains high from year to year. This poster will outline the experiences of a producer growing high tunnel strawberries, showing how the crop is grown through the year. Profitability and other considerations will be given to help Extension agents guide their clients when questions about high tunnel strawberries are raised.

IMPLEMENTING PROBLEM SOLVING ACTIVITIES INTO PESTICIDE RECERTIFICATION PROGRAMMING

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Farmers in Ohio are required to gain three hours of recertification to keep their pesticide applicator license in good standing with the Ohio Department of Agriculture. Many presentations given throughout the state include technical, professional power point presentations intended to update these farmers on the newest chemicals or the latest research on a given crop. Presentations such as this made it difficult to keep the interest of participants for a three hour period. Thus, these educators made it an objective to increase participation of famers through hands-on problem solving, rather than rely on power point presentations. The educators developed specific activities for general pesticide use and record keeping to meet state requirements. They developed hands-on activities, including the Alfalfa Problem, a Livestock Fly Problem, Spray Water Quality Issues and more. Farmers worked in groups of 6-8, tackling problems using their own expertise and OSU Extension publications at their tables. Educators worked the room to answer questions, explain specific problem parameters and to assist struggling groups. The groups then shared information with the entire group as a presentation. Much shorter, yet informational Power Point Presentations were then presented by these educators as a follow up information for each activity to drive the message home. Farmers rate these programs as highly educational and have made comments that these are some of the best Extension programs they have attended.

LIVING WITH AND MANAGING SUGARCANE ORANGE RUST: A NEW DISEASE OF SUGARCANE IN SOUTH FLORIDA

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The 2007 discovery of Sugarcane Orange Rust (OR) in Florida was the first known occurrence in the Western hemisphere. This virulent pathogen now infects 5 (of 7) major varieties occupying 81% of Florida's sugarcane acreage. **Objectives**: Using workshops, field demonstrations, on-farm consultations, and follow-up visits, growers representing 70% of Florida's sugarcane acreage will correctly identify OR in the field, identify susceptible varieties, and identify OR-suppressing fungicide application strategies that avoid the development of fungicide resistance. **Methods:** Yield losses of 40% have been seen in trials, with estimated losses in commercial sugarcane of 11.5% in biomass and 13% in sucrose. With advisory committee input, a series of Extension programs were designed to disseminate time-critical information to clientele including international workshops, field days, and farm consultations. **Results:** Data showed early-season fungicide applications were most effective in suppressing late-season pathogen population pressures and minimizing losses. After participating in Extension events, growers representing 90% of Florida's sugarcane correctly identified OR, listed the most susceptible varieties, understood the importance of fungicide application timing and discussed the importance of growing multiple sugarcane varieties while alternating different fungicide chemistries for disease management. **Conclusions:** Field scouting identified early-season OR infections in 2009. Based on extension recommendations, 8,500 acres were treated with multiple fungicide applications (cost = $637,500). Multiple freeze events in early-2010 led to considerably lower OR population pressures; extension recommendations were modified to discourage early season applications. Thus, only 700 acres were treated (cost = $17,500), helping growers realize a savings of $620,000 with reduced fungicide applications.

TECHNOLOGY AND TOYS (TNT) USED TO IMPROVE EDUCATIONAL EXPERIENCE

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The Penn State Pesticide Education Program uses materials, affectionately called "toys", to create a leaning environment that entices consumers, especially children, into a dialogue about pests, pest control, chemical safety, and poison prevention. Toys are fun and create an opportunity to interact with the target audience enabling educators to teach difficult concepts through play. The poster will show examples of exhibits our program has used to disseminate pesticide safety messages. These exhibits are used to pique the interest of the target audience enough to spark a conversation and engage individuals about difficult subject matters. DB Pest, a robot incorporates advanced technology to entice children to interact. A hidden operator/educator has a remote control unit to move the robot and a headset to speak to children. With modern architectural technology, we can quickly construct a fun miniature golf exhibit where children learn as they golf. The pesticide safety message taught is enhanced with signage and obstacles. The theme can be easily changed. Talking points are provided as a supplement to the educational message. A spinning prize wheel is used to ask people questions on a variety of topics pertaining to a chosen theme. Various themes for the prize wheel are developed with an accompanying computer program. Finally, we have a look-alike display intended to pique people's curiosity about the bright colored liquid in each of the unlabelled bottles. The interest generates a conversation about properly storing chemicals in and around the home. Supplemental material will be available at the poster display.

PROFIT AND PRODUCTION ON SMALL ACREAGE

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The production of fruits and vegetables on small acreage has been increasing the past few years. While a lot of information is out there, research is constantly being updated. This workshop is designed for farmers with limited land resources. The classes will focus on maximizing your land usage through increased knowledge in production and marketing practices for crops suitable on small acreage. The Profit and Production on Small Acreage Workshop was developed to target the farmer's market sector. Most of the small farmers are from a non-farm background and/or an urban community. To target this nontraditional sector, a unique market strategy of advertising on Craigslist was utilized. Sixty-three percent of the 45 participants had never attended an Extension meeting. The Profit and Production Workshops have been expanded region-wide, with 4 locations being offered in 2012. Participants of the workshop reported an economic impact of $78,000

and knowledge gain in budgeting, marketing, pricing, fertilization, pest control, small fruit production, vegetable production, irrigation, and state regulations.

TREES AND CONSTRUCTION: REACHING NON-TRADITIONAL AUDIENCES TO IMPROVE THE HEALTH & SAFETY OF ALABAMA COMMUNITY FORESTS

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Over the past three years the Alabama Cooperative Extension System has developed a "Trees and Construction" program in Alabama. The goal was to reach and educate professionals in industries with the greatest impact on land development and in the best positions to take steps towards successful tree preservation to improve the health and safety of Alabama's urban forests. As a result this educational series has targeted and successfully attracted the design and building construction industries in Alabama. In traditional development the scenarios play-out in much the same way. Someone builds, remodels, or expands some structure and forgets to account for the surrounding trees. Unfortunately the results are often the same, dead trees. This unfortunate issue has been a reoccurring problem that has come to light, as the result of homeowners calling Extension offices and professional arborists for advice on declining trees following the purchase of newly constructed homes. This program initiated in the winter of 2009 in partnership with a local American Institute of Architects chapter has grown in 2011to incorporated additional partnerships with Regional Planning Commissions, US Green Building Council Chapters, The Home Builder Association, American Society of Landscape Architects, and Auburn University's School of Architecture. To date three planned conferences with over $16,000 in funding and various speaking invitations in Alabama and Florida have educated over 525 professionals ranging from architecture to arboriculture. Programmatic impacts include an increase in: the awareness of tree preservation techniques, awareness of the value of trees, and the number of contracted arborists.

THE DIRECT FARM MARKETING FOR SUCCESS WORKSHOP SERIES

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Direct marketing of agricultural products has been on the rise in Tennessee as shown by Census of Agriculture data. The value of products sold through direct marketing increased 37% between 2002 and 2007, and the number of farms direct marketing increased 6% to 3,581. Farmers direct marketing face many challenges as they encounter unfamiliar regulations and market to consumers. Workshops were designed to help producers gain knowledge and skills to overcome these obstacles. Direct Farm Marketing for Success Workshops were held annually from 2008 to 2011 in cooperation with the Tennessee Farm Fresh marketing program. Each year's workshop covered different topics and was held at multiple locations. A total of 646 people participated in the workshops with evaluations collected at the end of each event. Participants providing an e-mail address at registration were asked to complete an on-line follow-up evaluation in February 2012. Forty-nine responses were collected from 184 addresses (response rate of 26.6 percent). Evaluations indicated the workshops provided participants with knowledge and skills to increase financial returns and decrease costs through reduced risk, improved marketing, increased understanding of regulations and networking opportunities. Follow-up evaluation respondents reported $47,000 in increased revenue, $27,000 in reduced costs, 17 additional full-time and 94 additional part-time employees that can be attributed to their participation in the workshops. Evaluations also provided suggestions for educational needs in future programs.

RANGE HORSE MANAGEMENT THROUGH AN ANNUAL COOPERATIVE CLINIC ON THE WARM SPRINGS INDIAN RESERVATION IN OREGON

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Range horses are regarded as livestock on the Warm Springs Indian Reservation. In 2007, a tribal member requested that Oregon State University (OSU) Extension host a castration clinic to address equine impact on natural resources. While gelding undesirable stallions will improve foal quality, it will not impact population as quickly as mare removal. However, it will potentially result in more efficient overall herd movement and range management. In 2008, Extension at Warm Springs partnered with the College of Veterinary Medicine. Under general anesthesia, 35 horses were castrated under the guidance of a veterinarian and senior veterinary students. Castration was performed with a Henderson Equine Castrating Instrument. Participants were also taught about equine health principles, foot care, deworming strategies, and dentition. In 2009, OSU Department of Animal Sciences also joined the effort. Currently, a total of 172 horses have

been successfully castrated, with 128 community members and 110 OSU participants. Post clinic evaluations have revealed that tribal members view the clinic as worthwhile (4.1 rating. 5=very worthwhile). 92% of tribal evaluators agreed that their knowledge of horse castration and heath care increased, and 100% of tribal evaluators agreed that this clinic should continue. An online survey revealed that 100% of participating OSU students agreed that students should be exposed to this experience at least once in their education. 83% indicated that the work increased their knowledge of equine health care, their understanding of equine castration techniques, their confidence in handling horses, and their understanding of feral horse behavior.

FARM TRACTOR SAFETY TRAINING WORKSHOP

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Youth, ages 14 and 15, wanting to operate machinery for non-family members need to become certified in safe tractor operation. The need for a training program was indentified through conversations with 4-H members and farmers in the region. Program objectives were to provide tractor, equipment, lawn mower and ATV safety training for farm and rural youth. The main curriculum used for this workshop was the National Safe Tractor and Machinery Operation Program Student Manual. Participants were required to complete self study of 22 of the task sheets in the student manual prior to attending the full day training. The workshop consisted of 6 hands-on stations and four classroom sessions. Students rotated between the stations and classrooms to learn and experience different safety concepts and practices. Students eligible to obtain their certification returned the following week to take the exam, drive the obstacle course, and demonstrate safe hitching of an implement. Several community partners collaborated in the planning and delivery of this workshop. Twenty-three youth ages 13 to 17 attended the workshop. Evaluations indicated that participants learned on the average four new safety practices by participating in the workshop. Fourteen of the youth returned for certification testing and 100% of them passed all three sections of the certification test.

BUILDING A MASTER GARDENER-DRIVEN PEST DIAGNOSTIC CLINIC

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The Master Gardeners of Greene County, Missouri, staff an outreach education service, the Hotline, for the public, which annually addresses over 2,000 inquiries. Many of these inquiries focus on pest identification and management. A project to develop an effective volunteer-driven diagnostic clinic to meet the needs of the Hotline in a timely fashion was initiated in 2009. Funding was secured from several sources to purchase diagnostic equipment and supplies. We developed educational programming to train volunteers in the use of standard diagnostic techniques. In response to volunteer surveys, we initiated ongoing skills development programming to keep volunteers current with local and regional pest issues. A monthly newsletter was developed to build community among Hotline volunteers, to add value to the volunteer experience, and to attract new volunteers to Hotline service. A database record of Hotline contacts with the public was constructed in 2011, which is proving to be a useful tool for future programming needs. The Hotline efforts were recently recognized when the Springfield/Greene County Botanical Center made the group the institutional representative to the USDA Plant Sentinel Network.

SUCCESS IN ANNIE'S PROJECT USING DISTANCE EDUCATION

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It has been said that the "*magic of Annie's Project*" lies in the networking, face-to-face communication and on-going dialogue between presenters and participants. Thus, in New Jersey, in 2010 the Rutgers Annie's Project Team hosted the state's first Annie's Project Course which consisted of three live classes in three different locations. Sixty-two women participated. The program was extremely time-consuming for the team and presenters alike – hosting and delivering multiple presentations in three different cities. In 2011, however, a $98,197 grant was obtained from The Risk

Management Agency and additional resources were secured from New Jersey Farm Bureau and Farm Credit East to host a distance course. Identical evaluations of the 2010 and 2011 courses show that the Rutgers Annie's Project Team discovered a method of education that saved both precious time and resources yet with minimal loss to participant satisfaction and networking. Seventy-five women were reached simultaneously through a combination of in-person meetings and distance education. On the last day of class, when asked "what has stuck with you the most?" evaluation comments include: "the power of networking"; "being motivated to actually make the business plan and networking with other women"; and "the diversity of presenters, networking and cooperative atmosphere". In corroboration with evaluative data, these comments indicate success of the program and our primary goals have been met (networking and creating business plans). This is a stable course model and we hope to replicate it in the future with additional funding.

MANAGING CATTLE ENTERPRISES FOR SUCCESS PROGRAM SERIES

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Economic viability of ranching is key to keeping ranch land in cattle production while maintaining "green space" for wildlife and native plant habitat, aquifer recharge and carbon recovery. Studies have indicated that cowherd efficiency can be increased 5-20% by implementing recommended management practices. The Managing Cattle Enterprises for Success program series was offered to Polk County beef cattle owners, operators, managers and laborers to increase knowledge and adoption of management practices that will improve cow herd efficiency. The series included six programs on a variety of topics that are important to the success of cow-calf operations. A total of 165 Polk County ranchers attended the program series. On average, participants of each program segment managed approximately 9,122 head of cattle that grazed approximately 21,548 acres. Evaluations indicated a 70% overall increase in knowledge. A follow-up survey indicated that 95% of participants adopted two or more management practices. These practices included: calf marketing, vaccination, bull evaluation and management, breeding seasons, mineral supplementation, evaluating BCS, supplement strategies, soil analysis, pasture fertilization, and record keeping. As a result of their knowledge gain and subsequent adoption of management practices, it can be estimated that an additional 228,050 pounds of weaned calves will be produced annually. Depending on the cattle market, this could translate to an annual economic increase of between $330,672 and $364,880. This will result in greater economic viability of the producer, better positioning him to preserve the ranching land and its environmental benefits.

LIVESTOCK AND VEGETABLE EDUCATION USING STATE COST-SHARE GRANTS

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Knowledge and equipment play a significant role in the management of any farm. Producers need the expertise and adequate equipment to be successful in growing yields and quality of any product. A needs assessment, conducted in 2005-2011 with agricultural producers in Grainger County, Tennessee, indicated strong needs for beef management (hay quality, preconditioning calves, and safety) and vegetable education. Program topics included forage testing, soil testing, greenhouse and field tomato production, equipment safety, livestock handling layout, hay management, and marketing. Since 2005, each educational program has focused on the above topics and focused on available cost-share programs to accomplish the producer's goals and make him/her more competitive. A minimum of 20 individual or concurrent sessions were presented each year with an additional 10 days of cost-share program education. Producers were provided with the tools to successfully gain knowledge and participate in cost-share programs for any size operation. There were 172producers certified in Master Beef Producer Program, 35in Master Meat Goat and Sheep Producer Program and 250in Beef Quality Assurance. As a result of the education received, which qualified producers for the cost-share programs, 393 projects were funded garnering a total of $1,138,356 in economic impact and benefit for Grainger County producers. Funds were used for new equipment and resources such as hay barns, hay rings, hay feeding wagons, grain bins, creep feeders, commodity sheds, greenhouses, plastic layers and more. The Extension Agent and topic area professional speakers coordinated, designed and developed the producer programs.

EDUCATION IN THE FIELD: HIGH DESERT YOUTH RANGE CAMP

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Decisions regarding the health and management of natural resources are more critical than ever. A range camp committee of Agricultural Research Center Scientists, University Extension Agents, Rangeland Professionals,

Community College Instructors and Science Teachers met to develop curriculum, set program goals and objectives and plan the High Desert Youth Range Camp. The overall goal was to provide high school youth the opportunity to engage in a systems approach to rangeland science, encouraging them to pursue educational and career goals in the natural resource field. To achieve this goal a learn-by-doing curriculum was developed for a real-life, field setting learning experience. Learning opportunities were created to develop leadership and basic range skills while exposing youth to various rangeland oriented careers. Youth had opportunities to gain problem-solving skills and strategies, develop awareness of rangeland issues, and learn how they can make a positive difference in rangeland management. Range concepts included: global positioning systems, map reading, compass and orienteering, soils analysis, plant identification and monitoring, fire interactions, grazing, weeds, Juniper and riparian zone investigations, site habitat evaluation for key wildlife species, a site visit to local ranch, student team oral presentations and team building/ leadership activities. Evaluations measured participant knowledge, attitudes, skills, career aspirations and behaviors before and after attending camp. As a result of Range Camp, retrospective pre-post evaluations demonstrated considerable change in knowledge in 15 of 16 questions asked. Students reported being able to make informed decisions regarding rangeland management issues and some are now considering possible Natural Resource related careers."

EXTENSION REACHING MANY THROUGH PESTICIDE TRAININGS

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Laramie, Wyoming is home to portions of the Casper Formation Aquifer. This aquifer supplies approximately 60% of the city of Laramie's drinking water supply through wells. It is imperative that individuals living in and around the aquifer's recharge zone do all that they can to protect the water supply, as well as avian, wildlife and aquatic species. The University of Wyoming Extension Educator in Albany County has worked to provide trainings for private pesticide applicators since 2007, to decrease the risk of pesticide contamination to the aquifer. Trainings are held each spring before the expiration of the five year license issued by the Wyoming Department of Agriculture to the applicant. All trainings cover principals of pest control, pesticide labeling, personal protective clothing, calibration, pasture management, proper laundering of laundry and much more. The educator works to ensure all participants have the knowledge to safely and effectively apply pesticides in a manner consistent with the labeling. With the movement toward online testing, the Wyoming Department of Agriculture has provided each county extension office with a computer to administer pesticide license tests for both private and commercial applicants. The online testing provides an instant pass or fail to the examiners. This option is primarily being used for the commercial applicator licenses. Extension spends many hours state wide ensuring those attending the meetings are properly trained to not only protect their water resources, but land resources and their families. In this five year span, 102 private pesticide licenses have been issued.

YOUTH ANIMAL SCIENCE DAY CAMP TARGETS A THREE COUNTY AREA

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There is no doubt that Nebraska has strong agricultural ties; ensuring that youth understand and value the importance of agriculture is very critical to the future of the state. To assist in this endeavor, an Animal Science Day Camp was created. This 5-day event focused on a different topic each day: showmanship and judging, anatomy and physiology, nutrition, genetics, and meat science and food safety. This event provided hands-on and one-to-one learning with approximately 17 youth participants daily. As a result of attending, 88% of youth understood how science relates to their 4-H projects, 81% understood how genetics affects their 4-H livestock projects, 81% could properly list ingredients in feed rations, 100% indicated they knew how to properly handle and cook meat, 88% indicated they could properly handle and care for their livestock, and 94% indicated they could correctly name and locate animal parts and systems. Youth were also asked to indicate their favorite workshops, the most preferred workshops included: meat taste testing, live animal demonstrations, identifying organs and their functions with rabbit intestines, extracting pea DNA, and evaluating manure for what it can tell you about your animal's health and diet – which was also selected as the least favorite activity! Due to the size and strength of Nebraska's agricultural sector it is vital that youth have a strong agricultural education since they are the next generation. Animal Science Day Camp is a fun and interactive way to educate youth on animal agriculture.

NON-TRADITIONAL EXTENSION PROGRAM INVOLVES NEW CLIENTELE

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Master gardening, a program began in 1988 by the University of Arkansas Extension Service, has proven to have quite an impact on the citizens in our county.The program was brought to Arkansas by Janet Carson who at the time was a Horticulture Agent in Pulaski County.She saw this as a way to build a leadership base in the area of horticulture .We in Hot Spring County,joined with three other counties twelve years ago to form our own master gardening program. The program was advertisted in the four counties and we were all suprised at the number and kind of individuals who signed up.Mostly retired and working professionals.The program provides the participants fourty hours of training , from basic botany to green house production and everything in between.The topics are taught by university professors and experience master gardeners.We have had more than two hunderd new non-traditional clientele involved in our program as a result of this program. Most counties have formed an organized master gardening group that provides various services to their communities.If you have are interest in horticulture give the master gardening program a try.

ONLINE IPM DECISION SUPPORT TOOLS FOR COOL-SEASON LEGUME GROWERS

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North Idaho and adjoining eastern Washington are well suited for dry pea and lentil production. Infestations of pea aphid *(Acyrthosiphon pisum)* and viruses they vector, *Pea enation mosaic virus (PEMV)* and ,*Bean leaf roll virus (BLRV)*, routinely reduce pea crop yield quantity and quality if not managed. The Legume Virus Project was competitively funded by the Risk Assessment and Mitigation Program (RAMP, USDA NIFA) to advance the practice of pest management among dry pea producers in our region. Four years of research within a five-county area of Idaho and Washington will be delivered to growers during 2012 through interactive online IPM decision tools (AphidTracker, www.cals.uidaho.edu/aphidtracker) that allow users to calculate the economic benefits of three seasonal pest management tactics. The seed treatment calculator helps growers decide if they should plant dry pea seed treated with insecticides to protect fields from the colonization by viruliferous aphids. The early season calculator assists growers with subsequent decisions regarding additional foliar-applied insecticides and whether they are justified to limit virus spread during the first month of crop growth. The economic injury level calculator advises growers about numbers of non-viruliferous aphids that cause crop losses during the reproductive stages of crop growth; it gives recommendations stated in three units: numbers of aphids per plant, numbers of aphid per sweepnet sample, and percentage plants infested with aphids. User feedback during this pilot delivery year will be used to revise our calculators and enhance utility to growers and their pest management advisors.

MEASURING KNOWLEDGE GAINED AND ADOPTION OF BMPS RESULTING FROM FARM DRAINAGE WORKSHOP

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Extension professionals developed a workshop and taught research results on crop yield response to drainage/tillage, design and installation of drainage, outlet management (controlled drainage), conservation best management practices (BMP), and water quality concerns from dissolved reactive phosphorus (DRP). The objectives were to confirm and add to participant's knowledge about farm drainage and measure potential adoption of recommended practices related to farm drainage, nutrient management and water quality. The workshop's attendance was 85 adults, responding as farmland owner (67%), operator of crops farm

(63%), operator of livestock farm (8%), having landlords with cropland lease agreements (39%), work for agri-business (11%), and/or work for agricultural agency (13%). Following the workshop, 62 (73%) participants returned an evaluation instrument. On a scale of 1 to 5, 1 = confirmed previous knowledge and 5 = improved knowledge, participants rated workshop topics: Crop Yield Response To Drainage/Tillage (2.93), Drainage Design and Installation Research (3.31), Controlled Drainage (3.68), Conservation BMPs (3.56) and Water Quality Concerns – DRP (3.82). After the workshop, participants (percentage) planned to (1) continue current farming practices because they match BMPs (39%), (2) change one or more current farming practices (39%), (3) adopt a new idea/practice learned at the workshop (27%), (4) recommend changes of one or more farm practices to customers (15%), and (5) recommend adopting a new farm practice to customers (18%). The workshop reached farmers operating 29,695 acres. Participants reported 4.4% of the total acres have controlled drainage while 25% of the total acres with subsurface drainage could adopt controlled drainage.

YOU CAN... ACCOMPLISH MORE TOGETHER

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Two informal educational power houses in Piscataquis County collaborated to offer a series of 15 course offerings to community residents to help them whether tough times by sustaining their families with traditional skills to get them to greater self-sufficiency. In the fall of 2011 the staff and Executive Committee of the University of Maine Cooperative Extension (Extension) and staff of the Piscataquis Valley Adult Education Cooperative (PVAEC) shared their needs assessment that indicated county residents were interested in learning basic homesteading skills to help their families cope with tough economic times. Extension had staff and volunteers that were interested in providing educational sessions on a variety of topics. The PVAEC had the logistics capabilities of assembling a course catalog and mailing to all residents in the four school districts served by them and managing course enrollments. The result has been a roaring success! PVAEC experienced the best volume of enrollments for the sessions offered and the evaluations of the sessions showed the attendees learned a great deal and plan to implement that new knowledge to help their family survive these rough times. Both organizations are exploring ways to continue to work together to provide valuable educational offerings in the county.

THE NEWLY DEVELOPED "ALL ABOUT BLUEBERRIES" EXTENSION.ORG WEB PORTAL OFFERS CREDIBLE INFORMATION ON BLUEBERRY PRODUCTION

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The goal of the recently developed eXtension "All about Blueberries" Community of Practice (CoP) website is to encourage blueberry production and consumption in the United States. The website engages a wide range of audiences, called the Community of Interest (CoI), including growers, consumers, and 4-H/Youth who want to learn about blueberries. A team of researchers and extension specialists are collaborating to develop content for our multi-faceted constituents in order to empower our CoI to make educated decisions that benefit their well-being and improve their quality of life. Horticulture experts from multiple states are focusing their effort on developing credible, research-based, up-to-date information and sophisticated online tools and solutions, aimed to facilitate the growers in the daily decision-making process. One of the novel tools we have developed is a Moodle self-educating course that offers information on various aspects of blueberry production. Numerous video clips developed by our team offer information on critical blueberry production topics. Our web site also offers links to webinars addressing the importance of various cultural techniques, and health benefits of blueberry consumption. Our insect identification guide provides an opportunity for initial rapid problem detection. We strive to actively engage and work together with the project Advisory Board members to improve the content, format, and information accessibility of the web portal. Working in a multi-state environment is providing greater visibility of the scientific information we are offering at "The Blueberry Production" section and multiplies the overall impact for commercial blueberry growers.

2010 NORTHEAST GEORGIA EXTENSION MASTER GOAT FARMER SERIES

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Due to increased numbers of goats produced in Georgia, goat producers must look to Extension for educational sources to increase management skills for optimizing of inputs. In 2000 there were 101,419 goats reported in Georgia for the Farm Gate Value Report. Within one decade, numbers had increased to 181,636 (an increase of 79%). Goat numbers are increasing due to several factors including demand of product, input costs, and available pasture land. In 2010 County Extension Agents in seven Northeast Georgia counties met in response to the increased demand for educational programs on goat production. A six week Master Goat Farmer Education Program was set up to address goat production issues. Registration and attendance were at conference capacity (75 registered). A pre and post-test was given to all registrants. Pre-test scores averaged 28%. Post-test averaged 85%. In the program evaluation tool 91% of participants stated they would attend an Advanced Master Goat Farmer program if offered in the future. 78% of program evaluation surveyed felt production practices had the most impact of the overall program. 16% of the program evaluation surveyed stated that the marketing section of the program had the greatest impact. 5% of the program evaluation surveyed stated that the facilities and predator class was most impactful for their operation. The results of the survey supported the idea that targeted Extension Programming can increase knowledge and production confidence for goat producers in Northeast Georgia.

4TH ANNUAL YOUTH FIELD DAY

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The Fourth Annual Youth Field Day held at the UF/IFAS/Range Cattle Research and Education Center in Ona, Florida was designed for youth ages 8 to 18 to increase knowledge in the Animal Science Industry. Station topics included the beef bug lab, dig deep into the dirt, scientific stomach, beef breed learning lab, agriculture academia, and wagon tour. Organizers combined youth into small groups to rotate through five stations. The day began with an introduction of the Center followed by educational hands-on workshops capping the afternoon with a wagon tour of the grounds. A total of one hundred ninety three (193) youth and adult participants from central and south Florida counties attended the field day. An exit evaluation tool was designed to determine the success of the program; how well did you enjoy today's presentation, how much did you learn, and what will you do differently with the information presented today were among the questions asked on the survey. From the eighty (80) surveys collected, 55% (39) reported the stations as being awesome with 1% (1) reporting the stations were worse than detention. Of the sixty participants who answered learning something new from the various presentations heard throughout the day 82% (56) responded that they will implement a learned behavior to their current management practice, such as vaccinate against internal parasites. As a result of the positive evaluations, it is certain that the Fifth Annual Ona Youth Field Day will be held to promote the Animal Science Industry.

THE SOUTH FLORIDA BEEF FORAGE PROGAM'S GRAZING MANAGEMENT SCHOOL

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The human population, in Florida, has grown significantly, from approximately five million people in 1960 to approximately sixteen million in 2000. This three-fold increase has fueled an increase in urbanization with an associated loss of land devoted to agriculture. Extension agents and state specialists are frequently required to deliver research based information to agriculturists that enhance the quality of lives, and encourage profitability and sustainability. For the past five years, the South Florida Beef Forage Program has offered the Grazing Management School to educate participants about utilizing native range, pasture establishment, soil fertility, weed control, and forage management. Each section has a classroom component and a field component. Participants are taught grazing management concepts and methods in a classroom setting and the presented information is supported by practical applications in the field during a tour of local ranches. The tour is conducted in association with the (NRCS) to illustrate best management practices of rangeland and native areas. Improvement of water quality via pasture management is another aspect covered extensively by the Grazing Management School. Management practices to maximize fertilizer benefits, while preventing nutrient run-off, especially phosphorous, are presented in the classroom and field visits. One-hundred five (105) participants have attended the Grazing Management School in the past three years. According to pre/post tests and follow-ups, 95% of participants have implemented new practices or exhibited a behavior change based on a 65% increase in knowledge.

BACK TO BASICS EDUCATES NEWCOMERS ON SUCCESSFUL VEGETABLE GARDENING IN LOCAL DEEP SAND SOILS

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Predominantly sandy soils have extremely low water and nutrient holding capacity. Nutrient leaching into the aquifer is high due to this low retention ability and high water permeability. In an attempt to grow food, unsuccessful gardeners often resort to the practices of over fertilizing and overwatering which can lead to nutrient leaching. This program was designed for the beginning gardener as well as for the gardener new to growing produce in the unique soil structure and heat of northern Florida. This six-session course, offer in the fall, was based on soil building, and participants were provided with visuals and demonstrations to help them understand the concept of water and nutrient movement and uptake. Each session addressed a different topic including warm and cool weather crops, container and hydroponic gardens, integrated pest management, and growing vegetables for a family of four. The Best Management Practices (BMPs) taught during this course foster gardening success and are environmentally friendly. 100% of the 36 participants of this series indicated that they had learned new and useful information, and 94% indicated they would adopt a new practice. Due to the feedback and success of the autumn course, a spring Back to Basics vegetable gardening course is now being taught with a total of 38 participants.

ENCOURAGING YOUTH TO PLANT VEGETABLE SEEDS AT HOME

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When asked where tomatoes come from many youth will tell you the store. Even in rural, agricultural based areas many children are unaware of the origins of their food. A study completed in 2009 by the Centers for Disease Control indicated that only ten to fourteen percent of youth in grades nine to twelve consumed vegetables three or more times per day. The Poplar Bluff Master Gardeners educate youth while in elementary grade levels with the goal of increasing the interest and amount of vegetable gardening done at home. By getting youth involved with gardening they hope to increase the amount of vegetables consumed by children and families. As a result of the work done by the Master Gardeners students have shown an increased interest in gardening, with enthusiasm over the harvest they produce. Evaluation of the program was done by surveying students who are currently receiving education, students who had attended in the past and by the master gardeners who present the program. The number of students being educated has increased each year since the start of the program.

ANNIE'S PROJECT IN MARYLAND & DELAWARE: 2010 FOLLOW UP SURVEY

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Annie's project is a national program designed to empower farmwomen to manage information systems used in critical decision making processes and to build local networks throughout the state. The target audience is farmwomen with a passion for business and involvement in the farm operation. The focus is on the five areas of risk management – Production, Market, Financial, Legal and Human Resources. In 2010, through a Northeast Center of Risk Management grant Annie's Project expanded to 9 sites in Maryland and Delaware reaching 144 farm women and participating in 24 hours of class time. A follow up survey was conducted 18 months after the class in order to determine impacts and outcomes. The survey was

anonymous and had a 44% response rate. Participants were asked to complete ten questions regarding actions they have taken or implemented since they attended Annie's Project. Responses included 50% of the women checking their credit, 66% increasing use of computers, 45% preparing financial statements and 57% writing an estate plan. Overall, 48% of the participants report increasing farm profitability in the range of $2,278 to $3,832.

GPS 101: TECHNOLOGY FOR BETTER LAND MANAGEMENT

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The global positioning system (GPS) and geographic information systems (GIS) are important tools for owners in managing their land and forests. The goal of the project, "GPS 101: Technology for Better Land Management", was to educate participants on GPS and GIS and on how these technologies can assist in land management. The project promoted the use of geospatial tools and applications, and the integration of geospatial concepts in land management. The project consisted of eight introductory-level workshops that were held in various Alabama counties. The target audience for the project was land owners who are interested in incorporating geospatial technologies into their management strategies. The project outcomes and impacts were measured using tests and surveys to determine what participants learned and whether it changed their land management behaviors. The workshops included presentations, GPS exercises and GIS software training on laptop computers. GPS exercises consisted of hands-on training on the use of GPS hardware and on typical data collection tasks, including waypoint collection and area calculation. GIS software training consisted of GPS data import and analysis, map creation and editing, and data creation and editing. As a result of post-workshop evaluations and collaborator discussions, a workshop manual has been developed. The manual includes workshop presentations, articles, tutorials, and a CD containing geospatial software and additional articles. Pre and post-workshop tests showed an increase in attendee knowledge of geospatial technologies. A survey showed that workshop attendees have incorporated geospatial technologies into their land management practices. Workshop evaluations indicate interest in further training.

2011 SUMMARY OF IRWIN COUNTY EXTENSION PEANUT AND COTTON EDUCATIONAL EFFORTS

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Peanuts and cotton are important agronomic crops to Irwin County with over 60,000 acres grown each year. Irwin County is a top ten row crop and forage county thanks mostly to these two crops. Assisting farmers in achieving peanut and cotton profitability and quality is the major goal. Educational efforts are conducted in the county with excellent support from UGA Extension Specialists. Area agri-businesses help sponsor programs. Issues are varied as the crop year progresses in such areas as soil sampling, crop budgets, crop rotation, planting, soil temperature, tillage, fertilization, variety selection, herbicide usage, fungicide programs, pest management, crop maturity determination, safe pesticide usage, accurate calibration, irrigation and others. The objectives are to plan and provide effective educational opportunities to farmers, the agricultural community and consumers through numerous and diverse methods. Additionally efforts are made to recognize farmer achievements. Information is presented meetings, office and farm visits, phone contacts, email, newsletters, news articles, on-farm applied research trials, maturity clinics, cotton defoliation determination, state and national meetings, and similar activities. The success or failure of these two crops directly affects the viability of the local, state and regional economy.

ON-FARM TESTING IN TODAYS ENVIRONMENT

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The value of on-farm testing (OFT) has long been documented within Extension, and it remains an important method to help growers solve production issues in today's environment. It also continues to be a great tool for Extension Agents to connect with growers' one-on-one or in small groups and really be aware of issues growers are facing. One thing that has not changed over time is that OFT is not research managed small plots on farms, nor is it a single strip or split field comparison. It is a replicated, statistically valid research with field trials established and managed by the growers with field scale equipment. With the need to get bigger and the incorporation of technology, grower's field scale equipment and efficiencies have changed rapidly over the past few years. Guidance systems, variable rate controls, grain yield monitors, semi trucks, and bank-out wagons

are just a few examples that have changed the landscape of traditional OFT. Living in today's "information age" has also impacted OFT with the need for more rapid accurate results to keep up in this ever changing environment. The tools and equipment have changed in today's environment, but the OFT process remains the same; identifying the production issue to address, project funding, on-farm trial establishment, plot maintenance, data collection, data analysis, and outreach.

VEGETABLE GROWERS IN THE SUWANNEE VALLEY OPTIMIZE FERTILIZER USE BY IMPLEMENTING BEST MANAGEMENT PRACTICES

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Vegetable growers in the Suwannee Valley have adopted drip irrigation and plastic mulch over the past 25 years to produce vegetable crops. Soils in the area are sandy with low water holding capacity and low organic matter content. Consequently, vegetable production in the Suwannee Valley requires intense irrigation and fertilization management. Extension agents have been working with vegetable growers to refine their management of the technology. The goal has been to improve efficiency of water and nutrient management by conducting on-farm weekly sap testing. Plant nutrient status can be determined in the field by squeezing plant sap onto meters that measure either nitrogen or potassium giving a grower an instant result to guide the weekly fertilizer program. In addition, updates on nutrient and irrigation management are offered to growers at annual meetings. The benefits of improved management have been multifold as reported by cooperating producers: reduction in fertilizer use, improved fruit quality, reduced environmental losses of nitrogen, fertilizer applications to match plant requirements, and improved economic returns to the farms. Area vegetable growers have adopted several best management practices (BMPs) including: irrigation sensors, petiole-sap testing, and refining fertilization rates; resulting in adoption of recommendations on nearly 100% of the area. This project impacted 31 operations that grow a combined 1,500 acres of mixed vegetables. These educational programs have made a great impact toward adopting BMPs voluntarily. Growers see and learn on their own farm and often serve as early adopters that help teach other growers.

HIGH SCHOOL STUDENTS CAPTURE A GREEN CONNECTION: THE ARTHUR L. JOHNSON HIGH SCHOOL RAIN GARDEN PROJECT

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The Robinson's Branch Creek, major tributary of the Rahway River, is impaired by phosphorus, sediment and bacteria. To address this issue, the Robinson's Branch Stormwater Management Implementation project was funded by the NJ Department of Environmental Protection. It is a collaborative effort between Rutgers Cooperative Extension, the Rutgers Water Resources Program the Township of Clark, and the City of Rahway, NJ. The first phase of the project was to install a rain garden at Arthur L. Johnson High School in Clark. The rain garden will capture run-off from a "Green Car Wash" facility on the adjacent public works department property. Municipal vehicles will be washed with water collected from the public works storage building and stored in a cistern. Community organizations will use the "Green Car Wash" for fundraising activities. The ninth grade environmental science class (192) students participated in classroom instruction on non-point source pollution and ways to protect water resources, including the use of rain gardens. Pre/Post survey scores showed an increase in knowledge about the definitions of a watershed and rain garden, difference between point and non-point source pollution, and the identification major pollutants in the watershed. In the fall of 2011, the public works department excavated the site. Students measured the site, planted some native shrubs and mulched the garden. In the spring of 2012, students designed landscape plans for the garden in a competition. The winning design was planted in May.

YOUTH GARDENING IN BUCHANAN COUNTY MISSOURI

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The University of Missouri youth gardening curriculum, Garden 'n Grow, is used by the area horticulturalist and Master Gardeners to introduce area youth to vegetable gardening. The goals of the program are to provide youth the experience and success of growing their own food, have the satisfaction of sharing harvested food with others in need, and to have fun gardening. This gardening program was developed for youth ages 9 to 13. The adult volunteers partner the youth gardeners into teams as they learn about seeds, transplants, pests, soils, food value, and food needs in the community. Produce is donated to the local food bank, Second Harvest. The youth gardeners also volunteered at the local food kitchen. The adult volunteers expanded the program to reach children who are under the jurisdiction of the juvenile court and are housed at the Buchanan County Academy. The youth at the academy planted, maintained and harvested their garden throughout the summer. They also donated produce to the food bank and they prepared vegetables for meals at the academy. For many this was their first experience growing produce and eating produce fresh from the garden. Participant and adult feedback indicated that the youth learned new life skills and were willing to try eating more vegetables and had pride in growing their own food.

COMMERCIAL GRAPE AND WINE ANALYSIS WORKSHOP – A PRACTICAL APPROACH

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A Commercial Grape and Wine Analysis - A Practical Approach was a one-day educational program designed to provide practical and useful analytical techniques to both winegrape growers and winemakers. With winegrape production, the communication between the winegrape growers and the winemaker is critical for time of harvest, fruit quality, and ultimately wine quality. This workshop is a unique program where both winegrape growers and winemakers were placed in the same room where they learned what each other needs. The program drew 41 attendees, which represented 212 acres of winegrapes and 117,483 gallons of wine. Some of the popular topics were "soil, leaf, and berry sampling techniques, assessing winter injuries, read soil and tissue test reports, introduction to wine aroma analysis and its importance in recognizing wine flaws, critical aspects of preventing wine flaws, and essential analytical techniques of must and wine." Some of the comments included "very good, very useful; great program; worth the trip!" Some of the suggested topics for future program were "pruning, insect identification, disease management, and vineyard management." The format of the program was very effective and more programs in this format will be offered in future years.

EXPLORING THE NATURE OF WYOMING-EDUCATING THE GENERAL PUBLIC USING SHORT VIDEOS

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A team of Extension Educators filmed short video clips titled: Exploring the Nature of Wyoming. The objective of the videos is to enhance the knowledge of residents about different aspects of agriculture and natural resources. Topics explored include history, wildlife, rural living, water, soil, rangelands, and plants. This topic set enables the team to educate people with all types of interests and backgrounds. Video clips are shown once a week during a news broadcast for the KCWY13 news station in Casper, Wyoming and are then uploaded onto YouTube. http://www.youtube.com/ENOW2008. The team has scripted, filmed, produced,

and distributed 234 videos. The YouTube channel's current views sit at 337,112. This can be calculated into approximately 337,112 minutes or 5,618 hours of intense, one-on-one educational programming provided to a client who searched out that educational experience. Estimated viewership of the news program in which a segment is embedded is 9,000. Since we offer 52 segments per year the actual audience reached could be as many as 936,000 views per year for a total of 15,600 hours of contact time. Unfortunately, there is no way to know if the viewer tunes into the segment or treats it like a commercial. Views of this video series have generated positive feedback from clientele. One viewer wrote: "Just dropping by to view a few more of your videos! Thank You for your time & effort to show us the little informative tidbits of the many places & things about Wyoming! Very enjoyable to watch & learn!—IntoWisOutdoors".

BENEFITS, CHALLENGES AND OPPORTUNITIES FOR IMPROVING THE EFFECTIVENESS OF DEMONSTRATION GARDENS AS EDUCATIONAL TOOLS FOR COOPERATIVE EXTENSION

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Demonstration gardens are common features of Extension horticulture programs, yet little research exists on how they can best be utilized or the challenges and benefits they present. This descriptive study investigated characteristics of Cooperative Extension demonstration gardens in North Carolina, how they are managed and used as educational tools by Extension agents and the perceived benefits and challenges. Agents develop gardens to enhance their non-formal education efforts, enable self-directed learning, engage volunteers, and build partnerships. The majority of gardens are less than one half acre in size, include both edible and ornamental plantings, and are heavily supported by volunteers. Though many agents were found to be fully utilizing gardens to enhance non-formal education, few were fully employing practices that enable self-directed learning, or evaluating the garden's outcomes and impacts. Agents perceived the greatest benefits of gardens to be their efficacy as an educational delivery method, their ability to enhance the overall program, their capacity to provide opportunities for meaningful volunteer service and facilitate the development of partnerships. The greatest challenges of incorporating gardens into Extension programming were perceived to be availability of time, money, and volunteer support. It was concluded that demonstration gardens are an appropriate and effective educational delivery method for Extension programming. When developing gardens, special emphasis should be given to investing volunteers. Additional recommendations are to integrate the garden into the entire Extension program, to employ multiple practices to enhance self-directed learning, and to develop a framework for evaluation that captures the garden's full impact.

POST STORM - TREE EDUCATIONAL EFFORTS

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Cullman County along with much of North Alabama experienced a series of tornadoes of historic proportions on April 27, 2011. The residents of the area lost thousands of trees and thousands more were damaged. Residents were faced with a need for good information relating to post-storm tree health assessment and reliable tree selection, planting and after-care instruction. The local Extension staff developed a plan to provide research-based information using a multi-pronged approach of mass media, social media, web based materials, volunteer and public training, utility bill inserts and public displays. A series of newspaper articles were developed that addressed the major issues surrounding tree health assessment, safety, tree selection, proper planting and after-care. Each article dealt with a different major concern but tied together as a unifying series. Facebook, Twitter and other web based media were used to provide tips and links to more detailed information. Extension Specialist's trained area Master Gardeners, local tree professionals and impacted citizens on tree health assessment, safety and replacement options. An Extension publication was "fast-tracked" for distribution in utility bills. Spinoff products included a poster and retractable banners.

A WORKSHOP TO INCREASE FARM MANAGERS' RECORDKEEPING AND MANAGEMENT SKILLS WITH QUICKBOOKS SOFTWARE

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QuickBooks™ software is used by many farm businesses in Pennsylvania for financial recordkeeping. Farmers often report frustration with their level of understanding of QuickBooks™ software, and feel that they are not

using the program to its full potential. In response to this need, a series of statewide workshops were held in five locations in Pennsylvania during the fall and winter of 2011/12. The primary objective of these workshops was to increase the understanding and skills of participants about using QuickBooks™ for completing several key farm recordkeeping and analysis tasks common to most farm businesses. Workshops were conducted as a two-part series. Response to the workshops was excellent, with several full locations. The workshops used a computer lab of ten laptop computers, each with QuickBooks™ 2010 Accountant Edition installed. Each workshop was customized to the individual needs of participants through polling of topics during the introduction of the workshop. An evaluation survey was conducted at the conclusion of the workshops. The majority of respondents to the surveys rated the program to be "Good" (30%) or "Excellent" (63%). Based on answers to post program survey questions, these workshops were successful in improving the knowledge, attitudes, and likely actions of participants with respect to key financial management and analysis tasks using QuickBooks™ software in their agricultural businesses. There is good demand for this workshop subject matter, and it will be continued in the future.

RECRUITING, RETAINING AND INCORPORATING VOLUNTEERS TO HELP DEVELOP AND MAINTAIN UTAH STATE UNIVERSITY BOTANICAL CENTER

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The Utah State University Botanical Center (USUBC) is located on 100 acres in Kaysville, approximately 16 miles north of Salt Lake City. The mission of the USUBC is to guide the conservation and wise use of plant, water, and energy resources. Establishing a large Botanical Center on a limited budget requires an innovative approach to volunteer recruitment, utilization and retention. Since 2001, community volunteers have assisted with plant propagation, staffing the farmers' market, tree planting, garden establishment and maintenance, hardscape construction, and vegetable production for local food banks. Different sources for recruiting volunteers include Master Gardeners, scout groups, church congregations, service organizations, local businesses and schools, and other community groups. Once recruited, a volunteer must have buy-in to the USUBC and its mission. This is accomplished through education, giving back to the community, and feeling their efforts are making a positive impact in society. For example, in the past three years 2,135 volunteers helped grow over 50,500 pounds of fresh vegetables for local food banks. The vegetable gardens are also used as an educational demonstration garden to teach both volunteers and visitors correct practices. Other meaningful projects include propagating 48,700 water-wise plants, 80 Eagle Scout service projects, Rotary club tree plantings, church youth groups harvesting vegetable, and Master Gardeners planting an ornamental iris and grass garden. Over the past three years, we have seen an increase in volunteer numbers as we incorporate meaningful projects into our programs.

SWIFT AND FAR-REACHING EXTENSION EFFORTS TO HELP VERMONT FARMERS AFFECTED BY TROPICAL STORM IRENE

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The wrath of Tropical Storm Irene was sudden and devastating to Vermont farmers and residents in August, 2011. Roads and bridges washed out, isolating many Vermont communities for weeks. Businesses, homes, farm structures and land were swept away and unceremoniously deposited further downstream. Many farmers had no physical, electronic, or phone access to their farms for hours, days, or weeks after the storm. UVM Extension professionals were on the scene from the beginning and extension, state, and volunteer efforts/resources were pooled to facilitate assistance with paperwork, animal/crop safety, and cleanup efforts on affected farms. It was necessary to utilize all avenues to disseminate information about potential health risks ranging from mycotoxins in corn crops to telling volunteers to use N95 respirators and gloves due to potential toxins in silt during clean up. By partnering with local and state agencies to coordinate/collaborate on both "message" and "efforts"; accurate information and assistance was provided to farmers (and the public) regarding potential risks and requirements with flood-affected land, crops, and animals. Communication mechanisms included on-site consultations, phone, email, print, television shows, video clips, Facebook, and Twitter for broadest distribution of information. Because this was a "disaster response" type extension program, traditional evaluation methodology was not incorporated, however, one participant arranged to purchase additional feed at a value of $65,000 because of contaminated crop information gleaned from the field-side workshop. He hadn't even considered this option prior to attending. The activities outlined in this poster were conducted through the equine extension program.

NOXIOUS WEED CONTROL AND SEEDING ESTABLISHMENT EDUCACTION ON GOSHUTE TRIBAL LANDS

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The Tooele County Weed Board has taken an education and assist approach to noxious weed control. Instead of investigation and enforcement, weed workers conduct regular education and assistance programs to help land owners in control efforts. With grants from Western Sustainable Agriculture Research and Education and Utah Department of Agriculture and Food an education and restoration project was carried out on the Confederated Tribe of the Goshute Reservation in Ibapah, Utah. Project objectives were to: 1) Educate personnel in weed control and successful seeding establishment, and 2) Improve tribal land through noxious weed control and desirable species establishment. Two weed workshops, weed identification and weed control methods and a weed sprayer calibration clinic were conducted. Eighty acres of irrigated land were selected for restoration based on infestation with problem weeds including "*Carduus nutans*" L, "*Cirsium vulgare*", "*Cirsium arvense*" and "*Cardaria draba*". Herbicide spray treatments took place in 2009, and 2010 followed by seeding with "*Festuca ovina*" and "*Dactylis glomerata*" in October 2010. Production of grass hay was 31 and 72 tons before and after restoration, respectively. With grass hay in Utah valued at $99/ton in 2010 and $151 in 2011, hay produced on project acres before and after restoration was worth $3,069 and $10,872, respectively, an increase of $7,803. Total project cost was $12,020. Project impact was not only a significant increase in forage production and value but restoration of land previously unusable.

TEACHING CLIMATE SCIENCE AND WATER CONSERVATION TO URBAN YOUTH

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The Rutgers University *Jersey Roots, Global Reach* Climate Science Program conducted in Camden, NJ, introduces middle school students to the evidence, impacts, and potential solutions to climate change. Funded by a 5-year USDA Children, Youth, and Families At-Risk grant, students learn the difference between weather and climate, the carbon cycle and how increased amounts of carbon dioxide in the atmosphere impact our planet, and utilize technology as a means to measure and graph temperature. The students also plan service learning projects that focus on small changes in behavior that can improve the environment. For their service learning project, students at the Charles Sumner School in Camden, New Jersey, helped install two rain gardens at the school. Rain gardens are shallow landscaped depressions in the soil that can be installed at homes, parks, and schools and provide environmental benefits by filtering and infiltrating stormwater runoff. The two rain gardens combined, will treat 103,000 gallons of runoff annually. Rain gardens are created using native plants, are aesthetically pleasing, and require minimal maintenance.

CERTIFIED BIOMASS PROCUREMENT SPECIALIST PROGRAM

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This course will be designed to train individuals to work with foresters, farmers and landowners to produce the biomass feedstock in an environmental and socially accountable way that meets the specifications of the biorefinery. Video lessons featuring faculty specialists will be produced that convey to students a working understanding of the fundamentals of sustainable feedstock production practices. These lessons will include understanding sustainable ecosystem functions and biodiversity, biomass standards, soil and water, silviculture, nutrient management, selecting superior genotypes, cropping systems, individual health and safety, planting practices, plant growth and development, harvesting, transportation and storage. Most lessons will focus on maximizing biomass yield and minimizing inputs. Research generated data from this project will be incorporated as it develops. There will be a test with each lesson that the student must pass to achieve certification. After completing the course the Certified Biomass Procurement Specialist will work with trained extension agents to deal with problems as they develop. The program will utilize eXtension and other available distance education technologies. The Certified Biomass Procurement Specialist will be employed directly or indirectly by the biorefinery. The specialist will interact with the biorefinery and the feedstock producer to have the specified feedstock available as needed.

YOUTH LIVESTOCK SKILLS EDUCATION

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Projects are the foundation of 4-H work. Project work can help youth achieve goals in life by teaching them life skills through learn-by-doing activities. Youth in Franklin County learn about livestock production and management through individual project work in beef, swine, sheep and goats. In addition to the hands-on knowledge gained through their own individual livestock projects, youth were also trained through educational workshops, skill-a-thon activities, showmanship competitions, participation in the state fair junior ambassador program, and exhibition in junior livestock shows on the county, district, state and national level. The Livestock Skills activities give youth the opportunity to exhibit their knowledge gained through their beef, swine, sheep and goat projects, educational workshops and livestock shows. Through participation in Livestock Skills activities youth gain additional knowledge in the production and management of meat animals. Livestock Skills education involves identification of breeds, livestock equipment, retail meat cuts, and livestock feeds, a written exam of the total livestock industry, evaluation of livestock feeding and performance and management decisions based on quality assurance. Four youth from Franklin County represented Arkansas at the National 4-H Livestock Skills competition in Louisville, Kentucky in 2011 as a result of winning the state livestock skills contest.

STRAWBERRY INTEGRATED PEST MANAGEMENT WITH THE UNIVERSITY OF MAINE COOPERATIVE EXTENSION

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The University of Maine Cooperative Extension Strawberry IPM program was initiated in 1993 to help farmers better manage the challenging pest complex that threatens this high-value crop. Additionally, we wanted to make strawberry pest management practices more "consumer-friendly" because the crop is nearly always sold fresh to customers at farm stands or as "pick-your own". Frequent, preventative pesticide sprays were the typical method employed to control the most common problems threatening strawberries, including tarnished plant bug (*Lygus lineolaris*), strawberry bud weevil (*Anthonomus signatus*), two spotted spider mites (*Tetranychus urticae*) and gray mold (*Botrytis cineria*). Through a series of Extension presentations, newsletters and grower visits, the Integrated Pest Management (IPM) program introduced pest monitoring techniques for strawberries, including weekly field scouting, and specific action thresholds for each pest to determine when and if to spray. Eight to ten farmer volunteer sites are monitored by Extension IPM scouts each growing season and the pest situation and recommendations for those fields are delivered to over 65 growers statewide through weekly newsletter, e-mail, and blog updates. Additionally, we have worked with growers to adopt alternative strategies such as pest resistant cultivars, biological controls and insect barriers. Recent program evaluations by growers indicate that nearly all participants have reduced pesticide applications (83%) and costs (100%) as a result of the program. Additionally, growers now time sprays in response to pest monitoring results, and most have adopted at least one non-chemical alternative pest management strategy.

EFFECTIVELY TEACHING DIVERSE ANNIE'S PROJECT AUDIENCES IN EAST CENTRAL AND SOUTHEAST MISSOURI

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Since 2009, five Annie's Project—Education for Farm Women classes (57 participants) have been taught in East Central and Southeast Missouri. Missouri is known for its diverse agricultural commodities. In the region of interest, the lay of the land largely influences agricultural production. Shallow topsoil is the basis for the large number of livestock and forage operations near the Ozark Mountains, while fertile farm ground near the Mississippi River is abundant with row crops. Annie's Project participants in East Central and Southeast Missouri are equally as diverse as the terrain, and they represent approximately 12 farm types. Many Annie's Project facilitators have been faced with the challenge of reaching these diverse audiences while maintaining the goals of the program. On the other hand, the diversity of the participants is a great strength of Annie's Project because farm women love to draw from others' experiences. Many methods were introduced to effectively teach participants, such as split sessions or one-on-one contact. Overall, 61% of the participants reported implementing or changing a behavior, such as checking or changing how property is titled, or adding POD/TOD on titles and accounts. Participants rated the value of the topics covered in Annie's Project at 4.33 on a scale of 1 to 5, indicating satisfaction with the material received. Overall, participants rated the program 4.75.

SUSTAINABLE KIDS SUSTAINABLE GARDENING PROGRAM: MASTER GARDENERS PROMOTING LOCAL GARDENING AND HEALTHY EATING HABITS

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Asotin County is ranked near the bottom (36th out of 39 Washington counties) on standardized health indicators. To address this issue, WSU Asotin County Master Gardeners (MGs) implemented a gardening/nutrition pilot project in 2011 at Parkway Elementary School in Clarkston, WA to investigate long-term solutions to the alarming rise in youth obesity, diabetes and other nutritionally-related diseases. The goal of the Sustainable Kids Sustainable Gardening (SKSG) project was to promote healthy eating choices, and increased knowledge of local fruit and vegetable production for 4th and 5th grade students. MGs taught one-hour weekly lessons to 100 students from November to June. A hands-on curriculum was developed consistent with the Washington State K-12 Science Curriculum Standards. Lessons presented the complex gardening and nutrition systems; their related subsystems; and component parts. Presentations and experiments began with discussing the soil system and its importance in growing nutritious food plants. Youth studied the complex human nutritional food cycle, with its essential nutrients, and focused on developing long-term eating habits for a healthier, disease-free life. Each weekly lesson included taste-testing of different fruits and vegetables. End of the class surveys indicated that youth learned to read, understand and use food labels to make better food choices; and to make small changes in their food choices, which will lead to healthier long-term health implications. SKSG is continuing in 2012, with Body Mass Indexes being collected on each student by the local Health District as a baseline measurement to evaluate the long-term effectiveness of this program.

BRIDGING THE GAP FROM FARM TO TOWN WITH EMBRYOLOGY

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Madison County is a top five poultry producing county in the state of Arkansas on a yearly basis and the majority of that production is broilers. Even though the county produces a large amount of poultry, many young people have no real connection with farm life and poultry production. With this in mind, I developed an embryology course that would take local school youth on a journey through the entire poultry production process and help them develop an appreciation for an industry that supports their communities. The course was implemented in fourth-grade classrooms of the local elementary school with cooperation from administration and school teachers. The course began with hatching eggs and ended with students taking home and continuing to raise the birds that were hatched in the classrooms. Throughout the course, students were involved in interactive smart-board presentations and hands-on incubator management. They were exposed to the different stages of chick development through real egg demonstrations. At the conclusion of the course, the students were taken on a tour of the University of Arkansas' poultry research center. This embryology course directly impacted 73 students that live in Madison County in 2011. One cooperating teacher commented on our county FaceBook page; "*This was an AWESOME project!!! THANK YOU for doing so much for our classes!! The kids had a blast and learned a ton!! THIS is what learning is all about! :)*"Shannon Dickerson Tvrz.

HELPING LANDOWNERS NAVIGATE THE SHALE GAS BOOM

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In less than a year, landowners in Eastern Ohio have received billions to lease their land for production of oil and natural gas from shale deposits beneath their land. In the coming years, many more billions will flow to these landowners in the form of royalties for the oil and gas extracted from their land. While this infusion of cash has been beneficial, these families needed a wide range of new knowledge and skills to help them make sound decisions that will affect their families and their heirs for generations. Additionally, communities and public officials also needed to learn how to address a wide range of community infrastructure issues. A comprehensive educational program for landowners, communities, and public officials was developed to meet these educational needs. These educational programs have reached thousands of individuals who own hundreds of thousands of acres. Participants reported that they received higher lease payments and increased their knowledge as a result of participating in the workshops.

GARDENING FOR COMMUNITY AND YOUTH DEVELOPMENT

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There is an increasing interest in local foods and agriculture and with the average age of farmers trending to an older population there is an increasing need to interest younger people thinking about choosing farming or food production as a potential career. Somerset County is the second poorest county in Maine and residents need increased access to fresh fruits and vegetables. These gardening activities were designed to inform youth about the science of gardening and to teach them life skills about gardening, raising food and being contributing members of their community. Skills they gained included: intensive gardening techniques, getting and keeping organized, recordkeeping, recycling, understanding community needs and donating to their community. They also learned that they are capable, competent individuals who can make a difference in their communities even though they are youth. As a result, youth learned life skills and leadership development as they made a measurable difference for seniors in their communities.

WHO ARE ALABAMA MASTER GARDENERS AND WHAT DO THEY DO?

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The Alabama Cooperative Extension System (ACES) has utilized the skills and talents of volunteers since the inception of the Master Gardener Program to support other ACES programs and extend its reach to the residents of Alabama. There are over 2,000 certified Master Gardener Volunteers (MGVs) in Alabama who contribute over 190,000 volunteer hours to the state. These volunteers support and promote ACES by performing a variety of volunteer activities in their communities. For state and federal reporting purposes, the volunteer hours are recorded and grouped into categories based on the type of volunteer activity performed. In 2011, a survey was conducted to assess the demographics of MGVs and gain a better understanding of who they are. Thus, we now know not only what MGVs are doing, but also have a better understanding of who they are. This activity and demographical information is useful for identifying and designing future programming and training opportunities for MGVs.

MASTER CATTLE PRODUCERS TRAINING PROGRAM

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Beef cattle producers in southeast Alabama face multiple production and management decisions critical to the viability of their operation. Continuing education is essential to update beef production practices and improve decision-making skills of beef herd managers, regardless of their age or experience level. Through this refreshment of their knowledge base, producers gain the abilities to be proactive and adaptable to an ever changing global beef industry. In 2011, a group of southeast Alabama beef cattle producers requested training to better understand current conditions and trends in beef cattle production. The Alabama Cooperative Extension System responded to this request and conducted the "Alabama Master Cattle Producers Training Program". This training program is a comprehensive educational program with twenty-four (24) hours of classroom instruction on beef production. This 2011 program was presented during eight (8) intensive classroom sessions lasting three (3) hours each. Participants were tested in each of the eight (8) sessions with a required minimum correct score of seventy (70) percent needed to earn Master Cattle Producer certification. Seventy-nine (79) percent of program participants achieved the Master Cattle Producer status. Program testing indicates the positive transfer of production information to participants. Exit surveys indicate all participants expected to improve their beef operations as a result of this training.

RESULTS OF THE RUTGERS AGRITOURISM CONFERENCES

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The Rutgers Agritourism Working Group has discovered that in today's economy their clients have had to shift their efforts from growing for the wholesale market to the direct sale of fresh and value-added products to local residents and visitors. The team's research has shown that 1 out of every 5 New Jersey farms is now engaged in agritourism, generating an estimated $57.5 million in annual revenue statewide. Along with these changes come new needs: the growers need educational assistance on topics such the "experience economy", farm visitor safety, using social media and other agritourism topics related to this new customer-producer dynamic. The team secured $40,000 from the U.S.D.A. Specialty Crop Block Grants in collaboration with New Jersey Farm Bureau (NJFB). Using these funds, the team designed and hosted the first Rutgers Agritourism Conference. The conference consisted of a one day conference repeated in three locations on three separate days. The target audiences were livestock operators and crop producers currently involved in agritourism, or considering agritourism on their farm. Attendance at the three conferences totaled 211 farmers and policy-makers/enforcers. Comments from attendees reflect the value they derived from the conference, including statements like: "The program was worth more than $100" (a modest $10 registration fee was charged)! "This program far exceeded my expectations!" "The program was well thought out, hit many subjects, and was good for people starting out in agritourism and for those of us who have done this for years."

BEEKEEPING IN THE PANHANDLE: A DIVERSIFIED TEAM EFFORT TO EDUCATE NEW AND EXISTING BEEKEEPERS ACROSS COUNTY AND STATE LINES

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The Beekeeping in the Panhandle course consisted of eight, two hour sessions, held over a three month period via internet enabled interactive videoconference equipment. **Objectives**: One hundred small-farm owners will attend an educational beekeeping program emphasizing biology, equipment, pest and disease management, pollination ecology, hive products, and Africanized bees. Seventy-five percent will increase their knowledge of bee biology and best management practices. **Methods**: A diverse group of specialists from the beekeeping industry, UF/IFAS Extension, and the Florida Department of Agriculture & Consumer Services designed and taught the eight classes. A 178 page notebook containing beekeeping Extension publications was provided to each participant. The Saturday Tradeshow and Workshop provided hands-on activities. **Results**: A total of 255 registered clients participated in 15 Florida and Alabama counties. Initially, only 17% (23 of 142) rated their knowledge of bees as a good deal to very knowledgeable but by the end of the course, 91 % (126 of 138) rated their knowledge of bees and beekeeping as a good deal to very knowledgeable, reflecting a 74% knowledge gain. Of 195 respondents, 98% reported a better understanding of bee biology and behavior, 94% have greater confidence in establishing or expanding their own hives, 96% have a greater understanding about the importance of pollination to our food supply, and 97% have a greater understanding of Beekeeping best management practices. Ninety-eight percent (191/194) of participants felt that they had a better understanding of Africanized bees and how to minimize their threat.

A MULTI-APPROACH AG AWARENESS CAMPAIGN EDUCATES DIVERSE AUDIENCE

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The county seat of Clark County, Arkansas is unique in that it is the home of two Universities. Because of this, there is a large academia population in the county, most of whom do not have basic knowledge or appreciation of agriculture. With 98% of its land area involved in farming or timber production, Clark County's economy is very dependent on agriculture. Efforts were begun by county extension agent, Amy Simpson to increase agriculture awareness and appreciation in Clark County residents. Monthly in-school program were conducted in both school districts in the county to educate and increase the interest in agriculture among junior high students. 4-H Teen Leaders were enlisted and guided in researching facts on agriculture commodities, especially those important to Clark County and Arkansas. Those facts were then organized into 14 educational posters that were displayed throughout the county fair. A sponsorship from Farm Bureau was obtained to cover the costs of printing the posters and purchasing frames. Because of the in-school programming, 172 students increased their knowledge in how ag contributes to Arkansas' economy, important commodities in Arkansas, careers in ag, new ag technologies, etc. As a result of the county fair posters, 87% of those polled reported an increase in knowledge in

the ag commodities important to Arkansas, while 83% were more aware of ag's contributions to the state economy. 4-H Teen Leaders were also taught important leadership skills while planning, organizing, creating and evaluating the ag awareness posters.

THE RURAL ADVANTAGE: EDUCATING ABOUT PROFITABLE AND SUSTAINABLE AGRICULTURAL OPPORTUNITIES IN NEBRASKA

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Sustainability has become a topic of much discussion, especially in agriculture. UNL Extension has recognized this and since 2003, they have partnered with the Nebraska Sustainable Agriculture Society to present the Rural Advantage Conference. The goal of the conference is to educate people about profitable and sustainable agricultural opportunities in Nebraska. The two-day conference allows producers, consumers, and educators the opportunity to increase their knowledge and understanding of sustainable agricultural production practices and marketing techniques, with presentations by producers and Extension professionals. Topics covered have included: high tunnels, Community Supported Agriculture (CSAs), pollinators, grass-fed beef, grazing systems, holistic management, organic crop production, cover crops, weed control, farm policy, transitioning the farm, and more. Over the past ten years this event has grown and in 2012, 220 individuals participated in the Rural Advantage Conference. In 2011, 53% of participants indicated as a result of attending they had significantly improved their knowledge of alternative agricultural production practices and 79% reported that attending the conference would assist them in improving their production practices. Follow up surveys of previous conferences indicate 42% of those who had attended and incorporated new ideas, and/or adopted or changed production practices had seen an economic gain of $2,000 or more in their operation. As a result of extension's efforts the sustainable agriculture community within the state has grown and strengthened both economically and socially. Additionally, the state's natural environment has benefited through the increased adoption of sustainable agricultural practices.

IMPACT OF 4-H REPLACEMENT BEEF HEIFER DEVELOPMENT CONTEST

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The 4-H Replacement Beef Heifer Development Contest was designed to provide a real-world experience for youth interested in raising beef cattle. Over 1,500 Mississippi youth annually participate in junior livestock shows, but much more work is involved in developing beef heifers that will generate income over their productive lifetime. Youth chose three heifers that fit their cattle program and submitted information on each animal's age, weight and breed-type along with an estimated starting value of each heifer and goals for the contest. The 10-month contest challenged youth to make critical decisions regarding the daily well-being of their heifers; to keep accurate records regarding nutrition, health-related expenses and breeding decisions; and to manage their proposed budget versus actual expenses. A panel of judges consisting of Extension specialists, cattle producers and industry representatives scored each youth's record book, appraised each heifer, and discussed the presentation of each contestant while youth defended their management decisions. Awards for the contest, solicited from county cattlemen's associations, industry groups and individuals, included a livestock trailer, laptop, and numerous scholarships. In addition, youth received free admission to cattle artificial insemination school sponsored by the Mississippi State University Extension Service. Each year's winner presented their talk to beef producers at the Mississippi Cattlemen's Association Annual Convention. Twenty-one youth have competed in the initial three years of this contest where they have learned about the cattle industry, established contacts with industry leaders that will benefit them in future endeavors, and shared their experiences with fellow cattle producers.

MISSOURI MASTER GARDENERS PROVIDE HORTICULTURAL EDUCATION

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The mission of the Missouri Master Gardener Extension Program is "helping others learn to grow." The Master Gardener program provides in depth horticultural training to individuals throughout Missouri who then volunteer their

time applying what they have learned to help others in their communities to learn about gardening and environmental education. The Parkland Master Gardener group contributes to community education by sponsoring and organizing an annual Gardening Symposium. The symposium starts with a keynote speaker and then a variety of breakout sessions are offered. In four years, the attendance has grown from 50 to 200 participants. The Parkland group has embraced the greater interest that the public has shown in horticulture by increasing the number of sessions offered and varying the topics so there is something to entice everyone. The University of Missouri Extension Master Gardener program training provided the education for the Parkland group to feel confident in organizing the symposium every year to offer educational opportunities on gardening to the community. Master Gardeners teach classes on topics they are experts in and locate other specialists in the field to teach the remaining classes. The symposium not only offers education on a variety of horticulture topics but exposes people to the Master Gardener program and the volunteer opportunities that are available. Funds raised at the symposium allow the Parkland Master Gardeners to provide a scholarship to a horticulture student at the local community college.

HAY FEEDING HELPS TO BUILD SOIL FERTILITY

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Producers can improve soil fertility by feeding hay on pastures. Cattlemen can feed hay in a manner to distribute the nutrients across the field. In the hay feeding demonstrations, producers have the option of feeding the hay in a concentrated area or moving the feeding area within a designated field each time a bale of hay is fed. Optimum soil fertility for mixed warm and cool season grasses is phosphorus levels between 72-100 pounds per acre and potassium levels between 262-350 pounds per acre. Soil samples were taken in the designated hay feeding area before hay feeding began and again in the spring when hay feeding was over. Forage samples from the hay were taken to determine the amount of nutrients in a bale of hay. Records were kept on the number of bales fed and any supplemental feed fed in the demonstration field. Based on the data collected from the demonstration, the amount of nutrients applied to the field from the hay can be calculated and then compared to the change in soil fertility. Hay feeding demonstrations in six counties in Arkansas have shown fertility improvement by feeding hay in that area of the field. In summary, moving the hay feeding area within a designated field each time hay is fed will help to build soil test phosphorus and potassium levels. Preference should be given to fields with lower soil fertility. Increasing soil fertility levels strengthens the existing pasture. Plants will have better root growth, increased persistence and yield.

STOPPING THE MARCH OF FALL ARMYWORMS (ALABAMA'S SWEEP NET MONITORING PROGRAM)

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Fall Armyworms had a devastating impact on Alabama livestock and forage producers in 2010. Drought conditions and high temperatures provided an optimum environment for the pest to do hundreds of thousands of dollars in damage to Alabama Forage crops. The Alabama Cooperative Extension System and the Alabama Cattlemen's Association worked together to help keep forage producers informed of armyworm movement and management options in 2011 in an effort to keep from repeating the disaster of 2010. Sweep nets were purchased by the Alabama Cattlemen's Association and the Alabama Cooperative Extension System. A YouTube video was filmed to illustrate proper armyworm scouting techniques using the sweep nets. A timely information sheet was published explaining how to use the sweep nets. Two Alabama Cattlemen magazine articles were written to teach cattlemen about fall armyworm biology and management. Sweep nets were distributed to numerous cattle and forage producers, and to the local county extension offices. Regional and County agents addressed local and state cattlemen's groups to inform them of how to use the sweepnets and how to control armyworms if they were detected. A website was created to highlight where armyworms had been located in the state, and a listserv was formed to get the information to as large of an audience as possible. The program proved highly successful, saving the forage producers of Alabama approximately $817,920 in 2011.

USING PRODUCTION MEETINGS TO IMPROVE BEEF PRODUCTION IN LOGAN COUNTY

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Beef and forage producers rely on Extension to provide educational programs that will enable them to remain profitable in their agricultural operations. Located in the Arkansas River Valley, Logan County's beef production contributes an estimated 10 million dollars annually to the

state's economy. Educational beef and forage meetings target new and old producers in the beef community. The overall goal was to enhance the individual's general knowledge of beef production. Program objectives included: (1) To inform producers of the importance of proper herd health, (2) To increase knowledge of beef nutrition, (3) To provide producers with technical knowledge needed to improve forage production (4) To discuss the importance of a sound breeding management plan and (5) To illustrate the proper vaccination handling and working procedure. A total of 70 people attended three beef Production meetings in Logan County. Fifty eight producers completed evaluation forms and rated the meetings as good or excellent, 49 producers indicated they would adopt new vaccination practices while 44 indicated they would change their vaccination programs. Beef and forage production meetings in Logan County are vital educational program. It is through these meetings that producers acquire the knowledge to make more informed management decisions.

IMPACT OF EATING FROM THE GARDEN PROGRAM ON STUDENTS

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The Eating from the Garden program for fourth and fifth grade students is a University of Missouri Extension program, which is funded by the Health Care Foundation of Greater Kansas City. The program provides research based information to high- need youth in schools and community centers through gardening and nutrition lessons and activities. The main objectives of the program are to increase consumption of fruits and vegetables, and to promote healthier food choices, gardening knowledge and physical activities with the help of area partners and trained volunteers. During the school year 2010-2011, approximately 1025 students in 46 class rooms in 30 schools and community centers prepared and maintained a garden at their sites and attended 13 biweekly lessons of the Eating from the Garden curriculum. This curriculum includes fruit and vegetable tasting opportunities, nutrition information and activities, gardening information and hands –on development of the garden. An evaluation of the program was conducted with the help of the University of Missouri-Kansas City (UMKC) Institute for Human Development in the school year 2010-2011. Results indicated positive behavioral changes among students who attended the program. Through this poster the authors will share the evaluation results and a general background of the Eating from the Garden program for the benefit of our Extension colleague.

REGIONAL APPROACH FOR VALUE ADDED LIVESTOCK OPPORTUNITIES IN VIRGINIA AND WEST VIRGINIA

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Livestock commodity leaders teamed up with business and professional representatives to study, design and build a regional agricultural center in the Allegheny Highlands of Virginia and West Virginia. The steering committee, organized and advised by Extension, used USDA grants to determine producer needs and feasibility for an educational, marketing, and livestock harvest/processing facility to provide the needed infrastructure that will enhance the sustainability of a fleeing agriculture community. The results included a private donation for land, many volunteer hours, a $480,000 low interest government loan, and producer and private investment in stock for one million dollars to build the Allegheny Highlands Agricultural Center, LLC. The facility includes scales and pens to accommodate 600 head of cattle or sheep for live sales, a USDA inspected slaughter and meat processing center to handle 20 beef equivalent per week, and a multipurpose room for youth and adult educational activities. Eight years of evaluation, planning, designing and construction have yielded a much anticipated first class facility that will open fully in the first quarter of 2012. This facility was designed so that it can be replicated in other rural communities that have a similar infrastructure need.

METHODS TO TRAIN MASTER GARDENERS TO MANAGE TELEPHONE RESOURCE LINES

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Master Gardener candidates are expected to have the ability to address consumer horticulture questions after completing their training program. New Master Gardeners were often uncomfortable with this responsibility, especially operating the community Resource Line. To address this problem, different teaching methods were created and evaluated during the Master Gardener training. These methods included teaching a whole modular unit on managing the Resource Line, hands-on training with an experienced Master Gardener, physical availability of the Extension Educator for assistance while operating the Resource Line, and real experience questions from the

Resource Line after completing each Master Gardener subject unit. A class of Master Gardener Interns participated in these different methods. Each intern completed an evaluation after becoming a Master Gardener to measure which training method gave them the most confidence to answer questions while managing the Resource Line. Even though each method had value, pairing with an experienced Master Gardener and having the Extension Educator available were the most useful in giving interns confidence. The evaluations also showed that 100% of the new Master Gardeners plan to volunteer for the Resource Line the following year.

FROM A PIECE OF WOOD

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With a donation of 500 board feet of 1" X 6" lumber a group of teen 4-H members gathered in a local shop during the 2010 spring break. I conducted a 4-H Woodworking Workshop starting with shop safety. At the end of the day we had 75 kits for Blue Bird boxes. A local builders supply donated nails and I went to work. Beginning with a short talk on 4-H Environmental Stewardship (featuring Blue Bird management); 4-H woodworking safety and a pep talk on working as a team I took each group through building a Blue Bird box. 40 members at 5 different locations built their very own box to take home. At one local elementary 130, 5th & 6th grade Science students built 35 boxes in groups of 5-6. Of the 35 boxes the students built we have placed 17 in the community around the school. Some boxes already have birds in them. Community Service was an intregal part of this lesson at the elementary school. Through this lesson participants learned: HEAD--written comprehension & practical math; HEART--nature conservation & community service; HANDS--productive creation & teamwork and HEALTH--self confidence/reliance & creative leisure. Ouachita County Master Gardeners also assisted with the project.

EXTENSION EDUCATORS PROVIDE TRAINING IN GOOD AGRICULTURAL PRACTICES (GAP) FOR FRUIT AND VEGETABLE GROWERS IN NEBRASKA.

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About 48 million people in the United States get sick each year from foodborne diseases, according to recent data from the Centers for Disease Control and Prevention. In 2011 the Food Safety Modernization Act (FSMA) was signed into law. When FSMA is fully implemented fruit and vegetable grower may be facing new regulations aimed at preventing food contamination of produce by bacteria, viruses and parasites that cause human illness. The issue of foodborne illness and its prevention is a new one for most fruit and vegetable growers. Contamination of produce may occur at any stage of production, harvest, postharvest handling or transportation. The objective of this project was to provide education to growers on Good Agricultural Practices (GAPs) and assist them in developing farm food safety plans. A series of 5, 2-day workshops were conducted across Nebraska by University of Nebraska-Lincoln Extension and the Rural Initiative. Through these workshops, participants learned what causes foodborne illness, and how contamination can be prevented. They began to assess the current strengths and weaknesses of their production operations regarding food safety and learned how to integrate GAP practices into their farm operations and began to write a farm food safety plan. A survey of participants following the workshops to measure knowledge gained on GAPs indicated 95% increased their knowledge of field production practices that reduce the risk of produce contamination. Three months after the program, a survey indicated 74% implemented a hygiene program for all employees. This will reduce the potential for foodborne diseases.

LAWN CARE EDUCATION PROGRAM IN NEW JERSEY ADDRESSES WATER CONSERVATION AND WATER POLLUTION PREVENTION

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While there are environmental and aesthetic benefits to turfgrass in landscapes, turf areas have the potential to use large quantities of potable water for irrigation and contribute to phosphorus and nitrogen runoff and leaching. An education program addressed the association of turfgrass management and water resources issues. An initial survey of homeowners found that respondents tended to have strong environmental values but also valued lawns for their aesthetic value. In this survey, fairly high degrees of horticultural knowledge did not always translate into good practices. Participants in environmentally-friendly lawn care classes reported an increase in knowledge about the importance of soil testing, determining how much fertilizer to apply, and how turfgrass in the landscape relates to larger water resources issues. More than 80% reported that they were likely to use what they had learned, including having their soil tested, following guidelines for fertilizer application, and measuring the amount of irrigation water applied. Other program components included demonstration lawn renovations and a webpage with links to extension resources. The positive response from municipal officials, Master Gardeners, and non-governmental organizations addressed by this program suggests that outreach materials and education for these groups will prove valuable in disseminating information and resources to a broader group of homeowners.

THE FINANCIAL & TAX IMPLICATIONS OF OIL & GAS LEASES IN OHIO

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Oil & gas exploration has hit Eastern Ohio with a flurry during the past year as oil companies are leasing the Marcellus & Utica Shale mineral rights for up to $6,000 per acre. This leasing activity has the potential to provide landowners with substantial revenue. An important consideration for landowners who receive bonus payments or royalty income is how to manage the tax implications from this new revenue stream. OSU Extension developed two educational outreach initiatives to address the emerging tax and financial questions. Topics included taxes associated with oil & gas leases, what IRS forms to use to report income and expenses, how to calculate depletion, and strategies for reducing tax liability. During the fall of 2011, the teaching team taught 466 tax professionals at eight different sessions on oil & gas lease taxation as part of the OSU Income Tax Schools. Thus far in 2012, the team has offered eight meetings reaching 339 landowners owning 23,897 acres. Ten additional meetings are scheduled for landowners in the upcoming months. The landowners who attended the 2012 workshops reported mean knowledge gains between 1.74 and 2.01 on a 5 point Likert scale. The landowners also reported the following anticipated actions for 2012: 78.9% plan to meet with a tax accountant; 69.7% will meet with their lawyer; and 68.1% plan to sign an oil & gas lease.

LEGACY GARDEN—AN ECO-FRIENDLY DEMONSTRATION HABITAT GARDEN

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The Faulkner County Master Gardeners and the County Agent drew up landscape plans, organized resources, implemented/planted landscape—legacy garden over the last three years. This project used to be called the water conservation garden and had to be moved to a new location in 2009. Thus the legacy garden took new form and location at the Natural Resources center/Extension office. This garden is designed to educate the public on how to implement these gardening practices: (irrigation, native plantings, wildlife & environment friendly plants, etc.) into their own home landscapes. This garden serves as a great teaching tool –"right in the back yard" for the county agent to work with school tour groups, garden clubs, clients and the general public. This garden is nearly an acre and is broken up into over seven gardens, each teaching a different aspect of gardening such as butterfly, children's garden, low water irrigation system, etc.

TEACHING YOUTH THE IMPORTANCE OF S.T.E.M: SCIENCE, TECHNOLOGY, ENGINEERING, MATHEMATICS

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Many students struggle in the areas of science and mathematics due to a lack of interest. This lack of interest is having an effect on the number of workers qualified for jobs in the areas of Science, Technology, Engineering, and Mathematics (S.T.E.M.). At the same time, the United States Department of Commerce projects that occupations in the areas of S.T.E.M. will grow by 17 percent from 2008 to 2018; whereas non-S.T.E.M. areas are projected to grow by only 9.8 percent. To meet the workforce needs of these expanding fields, it is important to make efforts to increase student interest in the areas of S.T.E.M. Techno Teen Camp was developed to introduce youth to engineering and technology in a fun and exciting environment, and hopefully spark the student's interest to explore careers in the areas of S.T.E.M. Students and faculty from the local high school

Environment and Spatial Technology (EAST) lab helped plan and facilitate the camp. The camp was conducted as a three session day camp, with each year focusing on a different area of technology. Some examples include: global positioning systems (GPS), video editing, DNA analysis, robotics and computer programming, and rocketry. Participant's knowledge of activities related to "science and technology" and "mathematics and engineering" increased by 135 and 171 percent, respectively. Using "hand's on" activities, in a day camp setting, provided an environment to increase both student interest and knowledge of S.T.E.M.

NEW BEGINNINGS, NEW CHALLENGES

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The influx of new immigrants / refugees relocating to the City of Dayton and Montgomery County Ohio has resulted in many new beginnings. In 2011 Dayton became an "immigrant friendly" city. A significant number of the immigrants / refugees were farmers in their native countries and wish to continue farming in the United States. As the assimilation process evolves, new challenges for Extension programming are occurring. Using vacant city lots for community gardens and urban agriculture production operations including the use of high tunnels are being explored to give the immigrants / refugees a land base to start farming. With immigrants / refugees from Sudan, Somalia, Azerbaijan, Uzbekistan, and Turkey; agricultural programming in United States production techniques, safety regulations, marketing, and business skills are needed. Familiar foodstuffs are a nutritional and cultural necessity for the new immigrants / refugees and will provide market opportunities for the new farmers. Agriculture and Natural Resources, Expanded Food and Nutrition Education Program, and Family and Consumer Sciences Extension program areas are implementing community garden, urban agriculture, and nutrition education programming for the new immigrants / refugees. These programs will help to bridge the gap between the immigrants / refugees former lives and their new life in the United States while creating sustainability and assisting with economic development.

EXTENDING FLORIDA FRIENDLY LANDSCAPING TO THE NATION'S FASTEST GROWING MICROPOLITAN COMMUNITY

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The UF/IFAS Extension Program Review Team suggested that the Sumter County Urban Horticulture Program increase extension education opportunities to the untapped market of The Villages. According to the U.S. Census Bureau, The Villages is the fastest growing micropolitan area in the United States. The Sumter County Extension Office is thirty miles from this population of retirees. The goal of the Urban Horticulture Program was to reach 1000 residents of this retirement community annually while leading to the adoption of at least one Florida Friendly Landscaping™ (FFL) principle by 50% of surveyed attendees. Two educational methods, Florida Gardens Twice on Tuesday and Florida Gardens Questions and Answers, were developed to reach The Villages' residents within their location. In-kind contributions of facilities enabled question and answer sessions and group teaching events to be delivered eighty-six times. Within three years 7,858 residents attended these educational opportunities. More than 500 residents were unable to attend due to facility size limits. Three annual yearend online follow up surveys evaluated 2009, 2010, and 2011 Urban Horticulture events in The Villages. 64% (n=857) of surveyed attendees adopted at least one FFL principle. 93% (n=543) of surveyed respondents stated that their specific horticulture questions were adequately answered. By focusing on The Villages, participation in the Urban Horticulture Program increased significantly and led to adoption of FFL practices in one of the Nation's fastest growing retirement communities. Adoption of FFL principles will reduce storm water runoff, water usage, and will result in proper applications of fertilizers and pesticides.

THINKING OUTSIDE THE BOX TO DEVELOP MARKETING STRATEGIES FOR ORGANIC VEGETABLE PRODUCERS IN HARRIS COUNTY

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In the competitive world of agriculture, having an effective and efficient marketing system is critical for an operation. This is especially true in organic vegetable production for two reasons. First, producers have to demand higher prices to offset input costs. Secondly, vegetables are perishable and must be marketed in a timely manner. In

2009, Georgia's Finest Organic Farm began operating on 20 acres as a certified organic vegetable farm. During the first year, the farm did not have a complete marketing strategy and experienced 30% spoilage. The producer asked the Harris County Extension Agent to develop a marketing plan to achieve the following goals. 1.) Increase knowledge of the general public about organics. 2.) Increase public awareness about product quality of Georgia's Finest Organic Farm brand. 3.) Increase total sales for the farm. In order to accomplish these goals, the county agent worked collaboratively with the producer to host two educational/ marketing seminars at the farm. Executive chefs from the Metro Atlanta area, along with local area residents and a large wholesale food distributor took part in the seminars. As a result of the program, 25 executive chefs are more eager to incorporate organic vegetables into their menu. Also, a leading organic grocery store chain selected the producer as grower of the month and featured their products in two of their leading stores. Finally, the top wholesale food distributor in the southeast gave the farm an "open purchase order" and ended up buying over $9000.00 worth of product from the farm.

BEEF CATTLE REPRODUCTION MANAGEMENT SCHOOL

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Reproductive management of beef cattle is critical to the success of cattle operations. Knowledge enhancement and therefore increase reproductive efficiency, has been taught at the Beef Cattle Reproductive Management School for more than fifteen years, artificial insemination certification added the last two years. A 5-day intensive annual school combines didactic and clinical experiences to thirty students with combined attendance of 400 students. Partnership between Deseret Cattle Ranches of Florida providing facilities and 500 cattle and instruction by Extension Agents, UF professors, graduate students, American Breeders Service and veterinarian kept costs to $300 per student. Partnership provides intensive instruction between professors/students in group and one-on-one settings. Open to cattlemen, high school and college students, participation is from Florida, surrounding states, and other countries. Knowledge gained includes: shortened breeding seasons of 365 to 90 -120 days by the majority of attendees, participants purchase higher quality bulls instead of raising their own and increased their herd selection pressure using pregnancy determination and replacement heifer selection. Younger students have become large animal veterinarians, obtained Animal Sciences degrees, and returned knowledge to farms. Participants that historically did not attend Extension Events now attend Extension programs to obtain additional knowledge.

GARDEN HARVESTS - AN EDUCATIONAL BONANZA

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Growing and donating fresh garden produce to those in need is a very rewarding volunteer experience for many Master Gardeners. Typically the harvests are donated to food pantries, soup kitchens or other third-party organizations. Every week during the harvest season, Oxford County, Maine Master Gardeners distribute fruits and vegetables directly to people with limited access to fresh produce. This direct distribution method has many advantages: 1) it provides an opportunity for the Master Gardeners and recipients to get to know each other and to breakdown stereotypes of "those in need'; 2) it provides opportunities for nutrition education; 3) it allows for cross-programming possibilities; University of Maine Cooperative Extension Eat Well staff provide samples from nutritious, low-cost recipes that focus on a vegetable currently being harvested from the garden; 4) it provides an opportunity to expose recipients to other Cooperative Extension programs and workshops and 5) by having the distribution at the garden site, recipients have the chance to give back by helping to pick, clean and sort the produce, set up the display area or become vegetable gardeners by applying techniques they see at the Extension office to their personal gardens or by applying to become a Master Gardener. A survey conducted in 2011 of distribution night participants shows that this distribution method has promise: 76.5% of respondents made at least one recipe; 98.5 % think the nutrition factsheets are somewhat to very useful and 42.1% attended at least one other Extension program.

SOUTHERN UTAH WOODY BIOMASS FIELD DAYS

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Currently there are nearly 50 million acres of Pinyon/ Juniper woodlands across the West and more acres are being invaded each year. The risks presented by expanding and overstocked PJ woodlands and the associated impacts on

ecosystem biodiversity, wildlife habitat, and water quantity and quality are cause for major concern. Recently the BLM and Forest Service are renewing its efforts to control this problem. Proactive management can provide positive use of (PJ) fuels while reducing fire suppression and restoration costs. In order to make it possible to clear more ground, many groups are trying to find ways to use the pinyon/ juniper to recoup some of the costs of the harvesting. Southern Utah Biomass, a loosely knit organization of private individuals and government personnel has come together to promote development of harvesting and utilization of pinyon/ juniper. We have been able to hold two field days where we have demonstrated different methods of harvesting the pinyon/juniper and also looked at ways of adding value to the harvested trees. During the field days over $4.5 million in harvesting, handling and processing equipment were demonstrated. Leading experts in the biomass and forestry industry addressed the importance restoring the woodlands and ways for industry and government to partner together to address the problem. A total of over 450 people have attended the two field days and plans are being made to make this an annual event.

HELPING NEEDY FAMILIES IN GROW THEIR OWN FOOD USING SELF WATERING CONTAINERS

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With difficult economic times, food banks and pantries have seen increased need in local communities and would like to provide more fresh produce to clients. Teaching food pantry clients gardening may be a way to help supply them with fresh produce but there may be issues with lead in urban soils and the time and space needed for a garden. The Morris County Master Gardeners partnered with the Morris County Interfaith Food Pantry on a project to provide their clients with an easier means to grow their own fresh produce. The partnership secured donations from local farms and garden centers to create self-watering container systems to grow vegetables. The Master Gardeners constructed 32 containers and assisted in writing instructions on their care and maintenance. These containers along with potting mix, vegetable plants, and instructions were distributed to 24 Pantry clients. Eight containers were setup at the Pantry as a demonstration to all clients. Of the 8 clients who completed a survey at the end of the growing season 100% said they would do it again and wrote comments like “very fun” and “My family and I liked it very much. Everybody worked together planting and harvesting”. While the majority of the respondents indicated it was their first gardening experience, most of them reported success and having harvested and eaten at least some fresh vegetables. While more difficult measure, the positive self esteem and hope expressed by clients while growing their plants and harvesting vegetables made this project a success.

MARYLAND LOWER EASTERN SHORE EQUINE EDUCATIONAL PROGRAM

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The University of Maryland Extension has developed an educational program to assist equine owners on Maryland’s Lower Eastern Shore, an area with a rapidly growing interest in equine related activities. To date, over 90 equine owners have attended on farm workshops discussing several equine management topics including: nutrition, equine dentistry, senior horse care, pasture managment, hay storage, barn safety, and fire prevention. Seventy eight percent of workshop participants reported an increase in equine related knowledge after attending one or more workshops. Social media is utilized to promote interest in the workshops and program activities. Other resources developed include: a fact sheet, *“Safe Trailering and Transportation of Horses”*, and an educational resource CD for horse owners, which contains information pertaining to nurtient management regulations, pasture management, business planning, and composting. The Maryland Lower Eastern Shore Equine Program provides horse enthusiasts with educational resources to assist with management decisions pertaining to their equines as they continue to develop, maintain, and operate economically viable and environmentally responsible horse operations, regardless of operation size.

SCHOOL GARDEN 101 AND 201: TWO SIMPLE COURSES THAT EMPOWER SCHOOL STAFF TO PLAN, INSTALL AND EFFECTIVELY USE GARDENS TO FEED AND TEACH THEIR STUDENTS

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Schoolyard gardens and greenhouses have experienced a tremendous resurgence in Maine. Projects are begun with great enthusiasm. In too many cases however, due to inadequate planning, pinched budgets and lack of horticultural know-how, the gardens become neglected weed patches, and greenhouses serve as storage places for athletic equipment. School Garden 101 is a five-part course

that provides school staff with basic organic gardening skills, focused planning time, networking opportunities, and curriculum ideas to start and manage a school vegetable garden that is tied to the classrooms and cafeteria. School Garden 201 is a two-part course for schools with established gardens that focuses on the advanced techniques of succession planting and season extension, and introduces a process to fully integrate gardens throughout the school system. Thirty-four school teachers, cooks, aides and health coordinators from twenty schools have participated in school gardening training since the spring of 2010. Of the twenty schools, 1) eight schools have started new gardens, 2) seven schools have expanded existing gardens, 3) seven schools have started vermicomposting systems to compost food wastes 4) twelve schools provided fresh produce to their cafeteria, and 5) twenty schools developed and incorporated garden-based learning activities into their classrooms.

SERVICE LEARNING WITH NATURAL RESOURCES USING GPS/GIS TECHNOLOGY

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Teen 4-H members in Unicoi County, TN are using GIS (geographic information system) to promote conservation, tourism, and active lifestyles. The first project involved mapping storm drains and labeling them with waterproof stickers stating "No Dumping, Drains to Stream." The GIS team began hiking and mapping local sections of the Appalachian Trail after the county was designated as an Appalachian Trail Community. Current projects include an online community resources guide, a greenway guide, a local river guide, and a map of local recycling centers. The youth hiked over seventy miles during the past two years while learning about GPS/GIS technology, tree identification, conservation, and natural resources. The youth improved their teamwork, communication, fitness, career preparedness, and technology skills. Three of the team members joined the National 4-H GPS/GIS Leadership Team in 2011. The Unicoi County Appalachian Trail Map won the Best Student Map Presentation Award at the 2011 ESRI International User Conference. Over a thousand local Appalachian Trail Brochures, created by the 4-H GIS team, have been distributed through the Chamber of Commerce and U.S. Forest Service.

WVU EXTENSION NATURAL GAS TEAM EDUCATION PROGRAM

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The objective of the project is to develop a curriculum of educational programs and materials to provide science-based information about and increase awareness of natural gas development, specifically in the Marcellus shale, in West Virginia (WV). The West Virginia University Extension Service's Agriculture and Natural Resources (WVU ES ANR) Program Unit received a grant from three major natural gas companies for the project. A multi-stakeholder team meets regularly to plan and implement educational programs and develop materials related to natural gas development in WV. To date, a variety of educational programs have been held for the general public and Extension professionals. A website was also created to provide information about the project, current news, upcoming events and programs, publications and presentations, and links to additional sources of information. Nearly 700 people attended the public, educational programs. To determine the success of these programs, a written evaluation was conducted with the audience. Attendees indicated the information presented in the programs had made them better informed about various aspects of the natural gas industry; would assist them with making better informed decisions about land leasing; and would better prepare them to manage their land and its natural resources. The concept and content of the educational programs was well received by the public and the topics covered were of general interest. As a result, the team is researching and planning new topics to be addressed during future educational programs, in written publications, and postings to the website.

A VIRTUAL ETERNITY - PROVIDING ONLINE PESTICIDE SAFETY TRAINING FOR 10 YEARS IN NJ

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Distance education efforts utilize enhanced communication linkages to reach existing and under-served clientele groups by facilitating wider and more accessible distribution of research-based findings and educational opportunities, while at times also meeting licensure or regulatory requirements. A web site, www.recert.rutgers.edu, was launched in 2002 to provide training and online licensure recertification opportunities in the CORE

area of pesticide safety and storage. Two CORE credits have been available for commercial growers and applicators in NJ since the onset of the website, while credits for NY, PA, and MD applicators have been added to the site over time. The web site features written and narrated script along with digital imagery designed for the general public (non-credit) and licensed audiences. Pre- and Post- questions are imbedded online to assess user knowledge and knowledge gained and the learning value of the site beyond the licensure credit. Over the past decade, 460 individual licensed applicators attained 692 CORE credits for their state recertification needs. According to *WebTrends Analysis*, there are 4,800 general use (non-credit) views of the web site annually. The pre- and post- surveys continue to provide valuable data on the teaching capacity of the site and the web site's overall benefit to the professional applicators beyond retaining their state license.

MISSOURI 4-H DAIRY COW CAMP

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Missouri 4-H Dairy Cow Camp was developed for 4-H dairy project youth in 1997 and has been held annually since its inception. The three-day event is designed to 1) Increase youth's knowledge of care and management of dairy animals 2) Develop awareness of ethical issues involved in the care of animals 3) Give youth an opportunity to learn about various aspects of dairy production and dairy's supporting industry 4) Provide dairy youth the opportunity to develop important life skills 5) Certify youth in Show-Me Quality Assurance. Dairy Camp is conducted by a team of extension faculty with reliance on assistance from numerous volunteers. A major focus of camp is training in fitting, showing and care of project animals. Additionally, campers participate in educational workshops covering various dairy industry topics. Sessions are included that earn campers certification in the Show-Me Quality Assurance program. A judging contest and showmanship competition provide the culmination of the camp. Camp attendance averages about forty per year. More than six hundred youth from six states have participated over the history of the program. Dairy Camp participants were surveyed to determine benefits received from the camp experience. Respondents indicated improvement in a number of life skills as a result of participation. Additionally, the majority said Dairy Camp was valuable in introducing them to opportunities in agriculture, valuable to them educationally, and that the experience had positively influenced their pursuance of post-secondary education. Missouri Dairy Camp is funded through participant fees and industry donations.

THE IMPACT OF A DECADE OF HIGH TUNNEL WORKSHOPS BY EXTENSION IN THE GREAT PLAINS

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Assessing economic impact of Midwest and Great Plains horticulture programs is difficult, especially compared to dominant agriculture industries like livestock and row crops. The long term success of a workshop focused on horticulture crops grown in high tunnels provided an evaluation opportunity. Started in 2003, this workshop has consistently drawn over 100, and occurs with the Great Plains Growers Conference. This conference is organized by Extension of Iowa, Kansas, Missouri, Nebraska and South Dakota and held annually in early January at St. Joseph, MO. Its first year was 1996 and it now attracts about 700. The survey focused on two areas, estimating the investment, revenue and profitability associated with high tunnels, followed by assessing the usefulness of the production, business, and marketing information provided. It was 4 pages and 21 questions. The survey pool of farms was less than expected. Farms were often represented by more than one family member and many individuals attended multiple years. The final mailing was to 491 operations, as follows by state- IA (52), KS (136), MO (233), NE (60, and SD (10). Preliminary results from 71 responses were as follows- 58% of workshop attendees went on to purchase their first or another high tunnel, the average size was 2400 square feet requiring a $5950 investment, 49% reported high tunnels were more profitable than their typical farm investment, the average gross sales for 1,000 square foot was $2700, and annual input cost divided by gross sales was 40%. Complete results will be provided.

HOW EXTENSION AND PROVINCIAL RECONSTRUCTION TEAMS (PRT) HELPED THE DAIRY INDUSTRY IN KIRKUK, IRAQ

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War torn countries like Iraq suffer from food insecurity and a lack of jobs, contributing to sectarian violence and instability. Provincial Reconstruction Teams (PRT) based on military bases throughout Iraq were created by several federal departments including USDA, bringing civilian subject matter experts from the United States into Iraq to support private industry development. Private industry in Iraq is lagging, Kirkuk PRT, based on Forward Operating Base (FOB) Warrior in Kirkuk, Iraq; tasked the Economics/ Agriculture Section with supporting and helping build a private sector in Kirkuk, Wendy Flatt Rapp, Livestock Specialist/CPD with University of Missouri Extension was a part of this team. This project, sustained the goals of COIN (counter-insurgency) strategy the military supported to create jobs instead of bombs. COIN was used in Iraq by both military and civilians to help bring jobs to Iraqis, the thought being, when people have jobs and hope for a future, they are much less likely to incite violence. In 2009, the Agriculture/Economics section of Kirkuk PRT focused on kick-starting the private dairy sector in Kirkuk, Iraq. Although Iraqis prefer locally produced dairy products, these products tended to be very unsanitary and much more expensive than imported dairy products. Kirkuk PRT worked with local Iraqi leaders to help the private dairy industry produce locally made, sanitary dairy products that could compete with imported products.

MAINTAINING EXTENSION'S RELEVANCE IN THE 21ST CENTURY

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Technological advances have allowed for instantaneous information 24/7. Clientele have the ability to access a variety of information and choose what they wish to access. Extension needs to be utilizing these technologies to remain relevant in a world where many other sources are providing information-albeit not necessarily unbiased and research-based. In order to reach a clientele audience receiving information everywhere from newspapers to the Web with Extension's unbiased, research-based information, a blog was developed to take the weekly column written for a local newspaper and disseminate it seven ways: via newspaper, email listserv, county Web site, blog, Facebook, Twitter, and LinkedIn. By doing so, one realizes our audience is no longer just our County, State, and Region; our audience is the World! This poster will show a snapshot in time of the multiplier effect, reach, and potential impact of disseminating information in a variety of ways. General reach at the time this abstract was submitted: Local newspaper subscriptions of around 7000; Twitter followers of 753; WordPress blog views of 5020 from 18 countries; and LinkedIn Connections of 208.

BLUEBERRY VARIETIES HIGHLIGHTED AT FIELD DAY

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Public Interest in blueberries continues to increase due to the health benefits of the fruit. An ongoing blueberry variety trial at the North Alabama Horticulture Research Center in Cullman, Alabama is generating valuable information as to what varieties are best adapted to the north Alabama area. The "Red, White and Blueberry" Field Day was held on July 7th, 2011, at the Research Center, with a goal of educating commercial producers and homeowners about blueberry varieties and their culture and to showcase the blueberry research done on the Center. Master Gardeners provided a taste evaluation of all blueberry varieties harvested from the planting at the Research Center. Forty-nine of the 150 participants, who attended the event, indicated they are now planning on growing blueberries. Ninety-eight percent said they gained more knowledge about blueberries by attending the event. The best tasting variety according the taste-test was Yadkin followed by Climax and Alapaha.

HOMEFRONT TO HEARTLAND: EMPOWERING WOMEN IN AGRICULTURE & SMALL BUSINESS

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Women play an important role in Tennessee agriculture (28.8% of all operators) providing leadership

to financial management and decision-making aspects of family farms. These leadership roles create unique demands for female owner/operators as they balance the roles of owner/operator, employee, and in many cases mother / homemaker. Managing the challenges and stress of work/ family balance has been identified as an educational need facing this group. Furthermore, participation by females in agriculture continues to grow as the farms with female principal operators has increased 6% (9,413 farms in 2002; 9,960 in 2007). As principal operators, these women need information, training, and capacity building to ensure they have the knowledge and skills to handle the risks associated with their operation. In lights of these trends, a needs assessment was conducted in 2008 with Tennessee female farmers. Feedback from the assessment demonstrated clear educational needs for instruction on topics such as external funding sources, record keeping, stress management, labor issues and work/family balance. In response to these needs, intensive, one-day conferences were developed and conducted. Programs focused on stress management, civic engagement, personal financial management, small business management, and healthy living. The target audience for this program included women agricultural producers, small business owners, and entrepreneurs in Tennessee. Participation for both conferences totaled 228 women. On average, Homefront to Heartland participants have increased savings and/or investments $108.00 per month with an overall economic benefit of the conferences equal to $250,402. The program continues with plans for online learning modules in 2012.

MARYLAND SMALL FLOCK POULTRY EDUCATIONAL PROGRAM RESEARCH SURVEY

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University of Maryland Extension's Small Flock Poultry Educational Program (SFEP) provides farm families with educational resources to assist with management decisions as they continue to develop, maintain, and operate economically viable and environmentally responsible poultry operations. In 2011, a statewide survey was conducted to evaluate the economic and bird health and performance impacts of the SFEP. Small flock owners used the following extension resources or services to obtain information: small flock workshop (42.2%), extension publications (34.9%), direct contact with Extension employee (27.7%) and small flock website (15.7%). Forty one percent of survey participants indicated that their flock health and performance improved as a result of what they learned from the SFEP. Participants indicated an average increase of 20% in flock income for a two year period (2009-2011).Participants were asked to report if they have implemented any biosecurity practices on their premises as a result of the information they received from the SFEP: 41% isolation of new birds, 19.3% isolation of birds after showing, 19.3% controlling traffic, 42.2% sanitation, 26.5% dedicated footwear, 15.7% species separation, 27.7 % composting of mortality, 30.1% purchase new birds from National Poultry Improvement Plan approved hatcheries, and 8.4% provided appropriate clothing/equipment for visitors.

SPRAY RODEO DAY: A CALIBRATION FIELD DAY FOR LARGE-BOOM COMMERCIAL SUGARCANE SPRAY RIGS

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National surveys indicate that >50% of pesticide application errors are due to improper equipment calibration. Since 2006, the UF/IFAS Sugarcane Extension program has organized 5 Spray-Smart Workshops to emphasize hands-on calibrations on multi-nozzle booms, including drift management, nozzle technology, and calibration math demonstrations. **Objectives**: Expand Spray-Smart Workshop impacts with a Spray Rodeo event, where operators calibrate their own spray rigs, targeting at least 8 large-boom sprayers servicing one-fifth (80,000 acres) of Florida's sugarcane acreage. **Methods:** Operator/ supervisor teams navigated rigs through 4 stations (ground speed verification, nozzle output/pattern calibration, spray pump calibration, and sprayer safety). All calibration data were documented to improve spray records. A 25-question survey summarized operator/supervisor knowledge regarding their spray rig performance and knowledge gained at the 4 stations. **Results:** 18 spray rigs servicing 200,000 acres of sugarcane were calibrated, with rig-specific gallon-per-acre (GPA) quantified. All operators expressed confidence they were accurately calibrated for groundspeed, nozzle outputs, and pump pressure. Before the Spray Rodeo event, 6 of 18 spray rigs emitted acceptable nozzle spray patterns while the remaining two-thirds had significant errors. Comparing target GPA vs. actual GPA, 5 rigs were within 5% accuracy, 12 were within 10% accuracy, and 5 exceeded a 10% error rate. **Conclusions:** By quantifying calibration errors, this Spray Rodeo event identified appropriate adjustments, allowing spray operator/supervisor teams to accurately calibrate their large-boom sprayers for the 2011 spray season. Savings (costs and environment) are significant. One large-boom rig servicing 60,000 acres/season, spraying

10% over target rate, would over-apply roughly $150,000 of unnecessary pesticide.

UT GRAZING TOUR

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In 2010 the Lower Middle Tennessee Priority Program Team made of five Southern Middle Tennessee counties partnered with UT Extension specialists and the Middle Tennessee Research and Education Center in Spring Hill to develop a summer grazing tour. The focus of the tour was on grazing as it relates to warm season grasses. The program included three demonstrations that were specifically established on the center for the tour and one existing demonstration. Tour topics were grazing management, weed management, warm season annual grass varieties and native warm season grasses. These topics were marketed to every kind of livestock producer in the Southern Middle TN area. The event was held on an afternoon in late July with more than120 farmers and industry representatives attending. Survey results indicated that 92% of the participants found the information presented useful and 59% indicated that they would most likely implement native warm season grasses to improve their grazing opportunities.

ORGANIC LAND CARE NEEDS ASSESSMENT OF PROFESSIONAL LANDSCAPERS IN NEW JERSEY

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Organic landscaping is an approach to land care that implements environmentally-friendly techniques that not only maintain beautiful lawns and turf, but also improves watershed health by reducing both stormwater runoff and nonpoint source pollution. Currently, the Northeast Organic Farming Association (NOFA) runs an Organic Land Care Program in Connecticut, Rhode Island, Massachusetts, and New York. The basis of the program is a 5-day accreditation course which certifies industry workers to be NOFA-accredited organic land care professionals. New Jersey-based landscapers must travel to other states in order to become NOFA-accredited. Rutgers Cooperative Extension is currently adapting and implementing the program for the New Jersey landscaping industry. In order to better understand New Jersey landscaping professionals' attitudes toward organic land care, a survey was conducted over several landscaper workshop events. Two-hundred surveys were administered, yielding 141 responses. Fifty-seven percent of respondents answered yes or maybe when asked if they would want to become a certified organic landscaper. Thirty-three percent believed that being certified in organic land care would help their businesses, and 33% of respondents believed their customers might be willing to pay more for organic landscaping. Forty percent of those surveyed stated that their customers had already expressed interest in organic or "all natural" landscaping products and techniques. Based on these results it seems there is moderate interest in organic land care techniques among New Jersey professionals and residents. Additional survey results will be presented as well as how these results will assist in planning New Jersey's organic land care program.

BEEF REPRODUCTION SCHOOL MAKING IMPACTS

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Alachua County currently ranks 12th out of 67 counties in Florida in beef cattle, with approximately 48,000 head of cattle. The need for educational programs in the area of cattle reproduction is in high demand. The Extension Agent has offered six Beef Reproduction Workshops over the past six years. The objective of these programs was for producers to gain knowledge in beef cattle reproduction and based on this knowledge; adopt practices that will increase ranch profits. Educational topics taught are reproduction basics, bull management, reproductive health, expected progeny differences (EPD's), breeding season management, and palpation to determine pregnancy. This class is taught on a yearly basis and limited in size to 18 participants. The class is conducted at various beef cattle producer operations in the county or at the University of Florida Beef Teaching Unit. The highlight of the program is the hands on cattle palpation. Learning the techniques of cattle pregnancy palpation will enable this management tool to be used on the ranch and assist the producer in making management decisions. A total of 108 beef cattle producers have completed the beef reproduction school. Based on evaluations and on farm visits with these producers 78% of these participants have adopted reproduction practices on their ranch including palpating for pregnancy. As a result of this program, 10 large beef producers have adopted using EPD's for bull selection, which has increased their weaning weights by approximately 20 pounds per calf.

INTRODUCTION TO ROBOTICS: 4-H SUMMER "ROBO" DAY CAMP

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In the United States, a shortage of scientists and people using the science method to solve issues is a challenge. To address this and focus on the 4-H initiative of Science, Engineering and Technology, an *Introduction to Robotics 4-H Summer Day Camp* was launched in August 2011. The purpose of this camp was to provide youth ages 8-16 the opportunity to learn about robotics, expose them to careers in science, gain life skills and have fun. Support provided from University of Idaho Extension, a local grant and leadership from 4-H teens, allowed camp to become a reality for interested youth. Utilizing the train-the-trainer concept, training was provided to 4-H teens on making, using and teaching about Lego robots. 4-H Teen Leaders and Extension Educators provided guidance in planning, organizing and publicizing the camp. Camp was offered Monday – Friday, 9:00am – noon each day. It was held at a local community center with good accessibility. Registration was nominal and scholarships were available to encourage participation. Throughout the week, sequenced learning activities instructed youth on building, designing, testing and programing Lego robots to do a variety of functions from acting out story characters to sumo bot wrestling. In the process, 92% of the youth demonstrated teamwork, critical thinking, problem solving and sharing of resources. Camp was evaluated through the development of a You Tube video, youth presentations and mentor observations. The camp was highly successful and a rewarding experience for participants, families and staff. Future offerings are currently being planned.

MARKETING EXTENSION KNOWLEDGE ON A SHOESTRING BUDGET

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The objective of this multi-year endeavor is to broaden the exposure of University of Missouri Extension's unbiased, research-based knowledge, despite continued budget and staffing cuts that have become the norm for higher education. Webster County, with 36,202 people, has the sixth-fastest population growth out of 114 counties in Missouri, with the 13th lowest per capita income. Operational funds for the county extension center with one specialist are very limited. Using a simple rubber address stamp, a print-as-needed one-page flyer and two tri-fold brochures, word-of-mouth and email, clients are able to learn more about MU Extension resources and obtain them online. As a result of a $50 annual supplies investment, office publications and postage costs declined while making better knowledge more widely available to the public whenever they want it. County website use grew over 400 percent from year 2004 to 335,200 page views in 2011, and donations of funds and in-kind items to support the local office significantly increased. Other agencies report they use the Webster County Extension website more frequently than their own, because of the wealth of resources MU Extension provides them. Over 10,000 requests for individual advice and services were handled by the Webster County Extension Center in 2011, coming from not only local residents, but from throughout Missouri, the United States, and several foreign countries, making it clear that the marketing effort is successful.

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The county seat of Clark County, Arkansas is unique in that it is the home of two Universities. Because of this, there is a large academia population in the county, most of whom do not have basic knowledge or appreciation of agriculture. With 98% of its land area involved in farming or timber production, Clark County's economy is very dependent on agriculture. Efforts were begun by county extension agent, Amy Simpson to increase agriculture awareness and appreciation in Clark County residents. Monthly in-school program were conducted in both school districts in the county to educate and increase the interest in agriculture among junior high students. 4-H Teen Leaders were enlisted and guided in researching facts on agriculture commodities, especially those important to Clark County and Arkansas. Those facts were then organized into 14 educational posters that were displayed throughout the county fair. A sponsorship from Farm Bureau was obtained to cover the costs of printing the posters and purchasing frames. Because of the in-school programming, 172 students increased their knowledge in how ag contributes to Arkansas' economy, important commodities in Arkansas, careers in ag, new ag technologies, etc. As a result of the county fair posters, 87% of those polled reported an increase in knowledge in the ag commodities important to Arkansas, while 83% were more aware of ag's contributions to the state economy. 4-H Teen Leaders were also taught important leadership skills while planning, organizing, creating and evaluating the ag awareness posters.

TENNESSEE MASTER GARDENERS BUILD-MANAGE A DEMONSTRATION- PRODUCING-TEACHING GARDEN IN CHATTANOOGA

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Master Gardeners of Hamilton County helped design, build and operate a demonstration garden behind the Chattanooga Area Food Bank in Chattanooga, TN. The facility consists of a covered pavilion which can seat approximately fifty people for lectures or demonstrations. A 15 foot by 30 foot long greenhouse is attached. The greenhouse serves as a place for demonstrations and production. Seedlings are produced for the twenty five nearby raised bed garden boxes. Over 60 Master Gardeners worked to build the greenhouse and the raised bed boxes. This facility will now serve as a central location for teaching many classes. Composting, seed starting, and fall vegetable classes were the first of many programs held. Fresh vegetables were added to the Food Box program resulting in more than 2500 families receiving fresh produce. In 2011, the garden produced 2,013 pounds of fresh vegetables. 26 workshops were presented to a total of 361 participants. In addition, raised bed boxes, seedlings and plants are donated to other community gardens throughout the Chattanooga area.

HUSKER AG SMARTS: STRENGTHENING MANAGEMENT ABILITIES, RESPONSIVENESS, AND TECHNICAL SKILLS

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Husker Ag SMARTS (H.A.S.) is a six day business management program empowering producers to strengthen management abilities, increase responsiveness to business challenges, and build technical skills through the learning and practice of management concepts. Economic uncertainty and market place instability have increased the risk agricultural producers face. To safely circumnavigate these challenges and assure sustainability and prosperity, producers must increase their understanding of risk and improve their business skills. H.A.S. participants gain skills and knowledge in strategic planning, financial competency, risk management, and succession planning through the use of interactive discussions, case study analysis, computer-based learning tools, hands on training, and networking with successful farm business owners. As a result, participants utilize business planning concepts to position their farm/ranch operation to achieve success, use financial management principles to measure progress through financial benchmarking and analysis, use risk management strategies to ensure the sustainability of their operation, and utilize the knowledge gained about legal aspects and challenges of human resources and succession planning to manage their risk. Producers who attended H.A.S. have begun to manage financial risks through strategic business plan development, legal risk through the use of contracts and leases, and human risks with enhanced communication and succession/estate plan development. In its first two years, H.A.S. reached 26 producers representing 92,259 acres and 6,710 beef animals with an estimated value of $10 per acre, resulting in a total impact of $922,590. These results indicate efforts should be undertaken to expand programming to producers in the state and beyond.

UTILIZING CEREAL RYE COVER CROP IN A CORN/SOYBEAN ROTATION

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Cereal rye can be utilized to increase the amount of cover crop acres in a corn / soybean crop rotation. According to a recent survey of Northwest Ohio grain farmers, 37.7% would plant more cover crops if custom planted and they are willing to spend $20 - $30 per acre on cover crop seed. Also, 39.3% of surveyed farmers broadcast, mix with fertilizer, or aerial seed cover crops. A high clearance sprayer or detasseling machine can be outfitted with a seeding attachment to custom plant cereal rye seed between rows of corn before harvest. The following spring, Round Up Ready soybeans can be no-till planted into the cereal rye. A glyphosate herbicide application will then kill the cover crop and any weeds. This system has increased soybean yield by 2.8 bushels per acre with a net return of $17.20 per acre. Extension educators could collaborate with custom planters to promote this utilization of cereal rye cover crop in corn and soybean fields

COMMUNITY COLLABORATIONS DRIVE SUCCESS OF GEORGIA MASTER NATURALIST PROGRAM

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The Georgia Master Naturalist program provides sessions which are customized to the local environment and the issues affecting specific habitats. These habitats include: swamps, ponds, rivers, wetlands, mountains, forests, farms, and urban landscapes. This Extension education program partners with numerous public and private organizations statewide to provide unbiased, scientifically accurate information concerning environmental issues. Program facilitators work with both public and private entities statewide to provide experiential programming with a regional focus. As the economy continues to affect Cooperative Extension as well as other organizations though layoffs and cutbacks, these coomunity partnerships are imperative to ensure that the mission of Cooperative Extension is being met. After graduation from the program, class participants volunteer throughout their local community, providing support to environmental education facilities which have been affected by budgetary layoffs and cutbacks. These partner facilities include state and private colleges and universities, nature centers, botanical gardens, arboretums, and state agencies. Master Naturalist volunteer projects include activities such as: propagation, plant and animal care, tour facilitation, grant writing, habitat restoration, canopy studies, and future program facilitation.

PEANUT PRODUCTION AWARENESS - EDUCATING THE YOUTH OF JEFF DAVIS COUNTY

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Youth of our county and state often have little knowledge of where their food comes from and the steps that are involved in producing it. Since food does not "just appear" in the grocery store, awareness is the key to understanding the process involved in food production. A program was needed to increase our student's awareness of agriculture, where their food comes from and how it is produced. At the teacher's request, Jeff Davis County Extension Agents provided a series of classes and activities that focused on peanut production. These classes were presented to youth in kindergarten and second grade in Jeff Davis County Schools. Kindergarten students received four hours of hands-on activities to meet the needs of the educational objectives. Second graders received three hours of instruction to meet cross curriculum needs of math, social studies and reading objectives. These students received more in depth explanations of peanut production, the importance to their local and state economy as well as health, nutrition and food safety. As a result of these activities, participants could name the three peanut growing regions in the United States. They identified Georgia in the Southeast growing region as the largest peanut producing state in the country. Also, students could state facts about peanuts, label parts of the plant and recognize that peanuts grow below the ground. Class members created a class poster with peanut facts written on peanut templates for display at the school.

TIMELINE DETAILING THE RESTRUCTURING OF A DYSFUNCTOINAL MASTER GARDENER PROGRAM IN SALT LAKE COUNTY

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Newly hired faculty in Salt Lake County needed to restructure a poorly functioning Master Gardener Program to meet USU Extension expectations. Prior to restructuring, most Master Gardener volunteer projects did not benefit horticulture faculty and demonstrated little educational outreach to the public. The program was restructured to meet the expectations of USU and fit the model of a Master Gardener Program detailed by Utah's State Master Gardener Coordinator. A survey conducted in spring

2011 found 53% of Master Gardeners were very satisfied with the program. Several volunteers suggested that more educational and diagnostic learning opportunities might increase their excitement to volunteer and many volunteers were unhappy with high labor, low public outreach projects. Projects were modified to address these concerns and meet USU expectations. 42 volunteers reported hours in 2011. Not including new students, 54 Master Gardeners committed to volunteer hours in 2012. A follow-up survey in spring 2012 found 73% of volunteers are very satisfied with the Master Gardener Program. It was found to be critical for USU Extension administration to be aware and supportive of the restructuring efforts by county faculty throughout the reshaping of the program since restructuring efforts were met with resistance by some Master Gardeners. A state-wide adopted Policies and Procedures document aided county faculty when addressing disgruntled Master Gardeners. A Master Gardener Advisory Council was adopted to foster constructive input from volunteers. The following timeline details the restructuring of the USU Extension Master Gardener Program in Salt Lake County from spring 2011-2012.

BEEF HERD WINTER FORAGE CALCULATOR

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Winter feeding requirements for cow-calf operations in Florida constitute 40-60 percent of the annual operating budget. Often, cow-calf operators either over or under estimate their winter feed needs resulting in surplus resources being wasted or more often improper nutrition being provided the herd. **Objectives:** Toraise producer awareness of the importance of accurate estimations, to provide them with an improved understanding of basic beef nutrition, and to enable them to improve enterprise efficiency through calculated winter feed estimations. **Methods:** Five programs have been delivered to producer and agent groups around the state. In these programs, participants were provided a "how to" EDIS publication AN244 Winter Feed Estimator: A Practical Tool for the Beef Cow-Calf Producer and a corresponding slide chart to be used to calculate herd dry matter requirements. **Results:** As a result of these programs 100% (n=120) of the participants indicated knowledge gain and 65% indicated that the results were significantly different than was expected (most indicated that the calculated value was much larger than expected). **Conclusion:** Producers who rely on uncalculated estimations typically under estimate herd requirements. The effect of this error results in longer calving seasons, lower weaning weights, and increased secondary health issues. By properly feeding their herd producers will see improved operating efficiencies.

BACKYARD BEEF IN SOUTH ALABAMA

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Alabama's small producers struggle to find ways to be profitable within the agricultural sector. A demonstration project was put into place with the educational initiative of training a group of young producers to provide a locally-grown and wholesome product to a growing clientele within the region, while maintaining the balance between profitability and sustainability of a rural agricultural heritage. Grant funds were used to initiate the project. There were 2 separate educational components involved in the program. The first focused on the AgriScience program at Excel High School in Monroe County Alabama. Grant funds, along with donations from numerous agribusiness and community sources, were used to assist in the school acquiring needed equipment, supplies, and calves to begin a 3 calf finishing operation. During the feeding process students gained insight into numerous aspects of animal husbandry (nutrition, animal health, etc.) and were also introduced to more innovative tools available to livestock producers, like the use of ultrasound to measure back fat thickness and marbling. The second component of the project was to assist a young producer in startup of a beef finishing operation. This project offered a young producer the opportunity to secure supplies and equipment for a start-up small business finishing cattle. Both projects proved to be financially successful, with calves being sold for a profit in both cases.

AGSPLORATION: THE SCIENCE OF MARYLAND AGRICULTURE

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AGsploration – The Science of Maryland Agriculture is a statewide curriculum designed to bolster middle school students' Science, Technology, Engineering and Mathematics abilities as it relates to agriculture. The curriculum includes a teacher's guide with 21 peer reviewed lesson plans incorporating inquiry and experiential based hands-on activities, agriculture based educational materials, and evaluation tools. The curriculum is aligned with the Maryland Voluntary Curriculum Standards and focuses on three main areas: production agriculture, the environment, and health and nutrition as it pertains to agriculture. In addition, a careers component is included to help youth think about pursuing post-secondary degrees and careers in agriculture and science-related fields. While written to Maryland Standards, this curriculum can easily be replicated and adapted for use in any state. The AGsploration team focused on partnering with stakeholders in an effort to integrate this program into Maryland public, private and home school settings, and out-of-school time educational programs. In 2011, a multifaceted approach was taken to pilot test the curriculum. This included twenty-seven teens being trained as instructors to teach the curriculum and expand outreach programming. Another element was the Summer Science Programs where youth experienced lessons, visited farms and learned about agro-science related degrees and career opportunities. The curriculum was taught in 2011 to over 6,000 Maryland youth. Initial evaluation data showed that 75% of participants indicated having a greater understanding of how Maryland Agriculture relates to science and 74% showed an understanding of how Maryland Agriculture benefits them and their communities.

OHIO RUMINANT PRODUCER MEETINGS 2012

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Two series of meetings were conducted in February and March to address identified issues for Beef and Sheep/Goat producers in Ohio and across the country. Livestock producers had the opportunity to participate in a series of four weekly meetings for each of the respective species. Sheep/Goat topics included Newborn Health Issues, Internal Parasites, Udder Health and Mastitis, and Recognizing, Treating, and Preventing Major Diseases. Beef topics included Economic Considerations, Market Targets and Alternatives, Genetics and Reproduction Efficiencies, and Future Meat Industry Perspectives. Webex-based technology was utilized to reach 181 Sheep/Goat farmers and 210 Beef farmers on average for each meeting at 15 locations across the state and two out-of-state locations. Materials presented were sent to each host location prior to meetings so that participants received hard copies. During the sessions producers had the opportunity to ask questions to the presenters through the interactive feature of the Webex technology. This was the first virtual educational program conducted for Sheep and Goat producers and the second year for Beef producers in Ohio. Combined evaluations for both series indicated that over 78% plan to make changes in their operation, while 97% would recommend this program to others. As a result of these programs, participants estimated that they will save an average of $46/head for sheep/goats and $81/head for beef.

A REGIONAL SAMPLING NETWORK FOR INSECT PESTS OF POTATO IN THE COLUMBIA BASIN OF WA

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A regional sampling network was established in the Columbia Basin of Washington to provide potato growers with current information about the size and location of important insect pest populations. It functions as an early warning system that prompts growers to intensify scouting in their potato fields when pests are detected in the region. The sampling network targets three key insect pests: green peach aphid (GPA), beet leafhopper (BLH), and potato tuberworm (PTW). Each of these pests should be monitored closely and managed as needed to minimize yield and quality losses that can result from the insects feeding, and in the case of GPA and BLH from the pathogens they transmit to potatoes. In addition to targeted pests, other foliar arthropod pests and insect predators are monitored and reported on when their numbers are significant. Potato fields across the region are monitored weekly from May to October, and results are reported in "potato pest alerts" sent via e-mail to 270 subscribers. The alerts are summary reports with links to

further information, including maps showing insect counts across the region, graphs of insect population trends, and IPM recommendations. When subscribers were asked in an online survey how they use the alerts, 90% indicated that they use them to be more aware of insect populations in the region, 68% use them to know when to scout for insects, and 42% use them to learn about IPM strategies for managing pests. This program has increased application of IPM strategies by Columbia Basin potato growers.

BEST MILKING PRACTICES

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Producing the highest quality milk on a farm is one of the most important jobs. Many factors play into a dairies Somatic Cell Count (SCC), reducing this count can be done by implementing standard operating procedures and having a consistent milking routine. The objectives for this program is to have dairy producers decrease Somatic Cell Count (SCC), increase profitability and develop Standard Operating Procedures on their farm. Participants will be educated on the newest research that is available on milking procedures and sanitation of the milking facility. Participants will also be given the tools needed to detect mastitis early for best treatment options. Education will be delivered through one day workshops, consisting of a morning lecture and discussion period, in addition to a hands on portion that will be held on farm. This program had a total of 307 participants with 71% (N=256) indicating the intent to implement a new practice learned as a result of the program. A six month follow up evaluation was implemented by phone indicating that 89% (N=198) of participants implemented at least one or more practices discussed at the program. 83% (N=198) of participants experienced a decrease in SCC, as a result of recommendations made at the workshop. The average reduction in SCC was 162,000. It was also determined that 69% (N=198) of participants implemented a change in their milking procedure.

Award Winners

2012 NACAA

97th
Annual Meeting
and
Professional Improvement Conference

Charleston, South Carolina

Agriculture Awareness and Appreciation Award

National Winner

WYOMING COUNTY AGRI-PALOOZA

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Wyoming County Agri-Palooza was initiated in 2011 to address the need for local public education about production Agriculture. The County has a long history of celebrating agriculture with a Dairy Fest held annually for over 25 years at a local community venue like a park, camp or firemen's field. Cornell Cooperative Extension, Chamber of Commerce, Farm Bureau, and the Agricultural and Farmland Protection Board in Wyoming County had all identified a critical need for improving the understanding of our agricultural production systems by local neighbors and consumers in cities and communities nearby. Agri-Palooza was coordinated by Cornell Cooperative Extension of Wyoming County in collaboration with the following Wyoming County Agencies: Chamber of Commerce, Farm Bureau, Farmland Protection Board, Soil and Water Conservation District. Over 150 volunteers provided farm tours, children's discovery activities, good food and fun to over 2,000 visitors to Van Slyke's Dairy on Sunday, June 12, 2011. Participant's comments on Facebook following the event indicated people found Agri-Palooza to be a fun-filled, eye opening experience for families.

National Finalists

LEADING AGRICULTURE POLICY INITIATIVE: THE 2011 ESCAROSA YOUNG FARMERS AND RANCHERS LOCAL HARVEST LUNCH AND LEARN

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The adjoining counties of Escambia and Santa Rosa have a combined population of 450,000, with 1,319 farms on the nearly 152,200 acres devoted to some form of agriculture. The majority of farmland is dedicated to row crops, timberland, and pasture/livestock production. Agriculture is diversifying into small fruit/vegetable production. Although only a small percentage of the population is considered "farmers" they are a thriving part of our economic well-being. Public relations opportunities are tremendous. Local agricultural Extension agents and members of the EscaRosa Young Farmers and Ranchers (YF&R'ers) planned and held the Local Harvest Lunch and Learn in June 2011 based on these goals: Build lasting mutually beneficial relationships with twenty legislators, members of chambers of commerce, and county decision makers and promote awareness of the diversity and availability of local produce. From a $2000 grant from Florida Farm Bureau, two luncheons were held. The menu included food procured locally and prepared the day of the event. YF&R'ers members were seated next to the 66 attendees. After lunch, YF&R'ers held a panel discussion to present information about their operation and legislative needs. From a post-meeting survey, 100% of the respondents reported that the meeting was beneficial to them as a professional, 88% greatly increased their knowledge of local agriculture and issues facing local farmers, and 100% felt that this program helped to identify resources should questions concerning agricultural issues arise. The impact is that YF&Rers are primed and willing to speak to more people that can really have an impact on their livelihood.

DAIRY IN THE COMMUNITY

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One of the largest educational gaps that exist in Pennsylvania and throughout U.S. is the growing divide in consumers directly connected to production agriculture and the general public. Less than 2% of the U.S. population is related to production agriculture. In an effort to educate the general population in the local community, the educator developed a brief presentation that describes how an example 100 cow dairy actually impacts the local community on an economic basis. The objective of the presentation was to engage the general public, regardless of age, of making decisions as if they were managing an average dairy operation and how it receives and spends its income based on current production and economic survey data from National Agriculture Statistics Service. The program was provided to several audience groups from 2009 to 2011 including Rural Issue Classes and Dairy Days for Lebanon Valley Chamber of Commerce, local dairy 4-H clubs, elementary school classes, and local retirement homes. The program was presented to over 500 Lebanon County residents (ranging in age from 7 to 80+) engaged in the financial decision making process local dairy producers face daily. This program successfully engaged various audiences in understanding the financial impact dairy operations (which are significant contributors to Lebanon County) have on local businesses and the community. Programs like this are essential to engage the general public in understanding and recognizing the importance and support local dairy operations provide to the community at large.

Regional Finalists

CEDAR LIVESTOCK AND HERITAGE FESTIVAL – A CELEBRATION OF AGRICULTURE AND OUR HERITAGE

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Iron County is built on a foundation of farming and ranching which makes the community strong and healthy in a variety of ways. In addition to being a major economic factor, farming and ranching was key in establishing – and is a key to maintaining – a strong work ethic, good family values, open space and in making Iron County a great place to live. Recently construction of a new Wal-Mart interfered with a historic livestock trail that has been used continuously for over 120 years. This resulted in hard feelings and conflicts between the developer, Cedar City and local ranchers. To help alleviate these hard feelings and educate the public about our unique agricultural heritage, the author initiated and serves as Chairman of Cedar Livestock & Heritage Festival which is an annual event. The festival features a premier stockdog competition, Draft horse pull, Antique tractor pull, Vintage car show, Quilt show, Art contest, Dutch oven cooking contest, live music and entertainment. The key event is a parade with tractors, wagons, horses, over 30 historic sheep wagons and other western heritage entries. The final and most anticipated entry is 1,200 sheep parading down Main Street in Cedar City, following their historic route from mountain summer ranges to valley winter ranges. In 2011, the festival raised over 60,000 dollars and was attended by approximately 10,000 people. This festival educates the public about agriculture and our heritage, adds to community spirit and in addition, infuses a significant amount of money into the local economy.

4-H PETTING ZOO

Simpson, S [1]
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The county seat of Clark County, Arkansas is unique in that it is the home of two Universities. Because of this, there is a large academia population in the county, most of whom do not have basic knowledge or appreciation of agriculture. With 98% of its land area involved in farming or timber production, Clark County's economy is very dependent on agriculture. Efforts were begun by county extension agent, Amy Simpson to increase agriculture awareness and appreciation in Clark County residents. Monthly in-school program were conducted in both school districts in the county to educate and increase the interest in agriculture among junior high students. 4-H Teen Leaders were enlisted and guided in researching facts on agriculture commodities, especially those important to Clark County and Arkansas. Those facts were then organized into 14 educational posters that were displayed throughout the county fair. A sponsorship from Farm Bureau was obtained to cover the costs of printing the posters and purchasing frames. As a result of these efforts, students and county fair-goers both increased their knowledge in the importance of agriculture in Arkansas.

Excellence in 4-H Programming

National Winner

AGSPLORATION: THE SCIENCE OF MARYLAND AGRICULTURE

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AGsploration: The Science of Maryland Agriculture is a statewide curriculum designed to increase middle school student agriculture literacy in the areas of science, technology, engineering and mathematics (STEM). The curriculum consists of 22 peer-reviewed lessons with experiential, hands-on activities and evaluations. Each lesson is aligned with Maryland State Department of Education science and health learning standards. Topics include production agriculture, environmental science, and nutrition. The AGsploration team has trained 50 4-H teens to serve as educational outreach instructors during a 3-day training. In addition, the team held three summer science day programs that allowed youth to experience the curriculum, visit agriculture enterprises, and learn about agriculture and science career opportunities. Staff development efforts include online and in-person educator and volunteer trainings that introduce instructors to the curriculum.

During the past year, instruction by adult and teen team members has reached more than 6,000 youth and adults across Maryland. From the beginning, the project team knew that evaluation would need to be a central part of the program. From the program development phase both formative and summative data were to be collected, in order to demonstrate knowledge, attitude, skill and aspiration changes. The team also used formative results to make appropriate changes to the curriculum, evaluation instruments, and the entire evaluation process as a whole.

National Finalists

GARDENING FOR COMMUNITY AND YOUTH DEVELOPMENT

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There is an increasing interest in local foods and agriculture and with the average age of farmers trending to an older population there is an increasing need to interest younger people thinking about choosing farming or food production as a potential career. Somerset County is the second poorest county in Maine and residents need increased access to fresh fruits and vegetables. These gardening activities were designed to inform youth about the science of gardening and to teach them life skills about gardening, raising food and being contributing members of their community. Skills they gained included: intensive gardening techniques, getting and keeping organized, recordkeeping, recycling, understanding community needs and donating to their community. They also learned that they are capable, competent individuals who can make a difference in their communities even though they are youth. As a result, youth learned life skills and leadership development as they made a measurable difference for seniors in their communities.

ANIMAL SCIENCE DAY CAMP

Shooter , M.*[1], DeJarnette, S.A.[2]
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The average age of farmers in Robeson County is 58, but agriculture production should be encouraged to continue in the county, as it is a crucial industry bringing in more than 350 million dollars in 2010 alone. Seeing the need to educate youth about the importance of agriculture and the career opportunities it presents, the Robeson County Extension Office Livestock and 4-H Youth Development Agents created a summer day camp for youth. The Animal Science Day Camp targeted youth between the ages of 9 and 13 to introduce them to agriculture and its importance to the county, educate them on the origins of food, and to introduce them to careers in agriculture.

The Animal Science Day Camp introduced youth to local producers and agriculture entrepreneurs. The youth learned through lectures, tours, and experiential methods. Educational sites included: N.C. State University's equine educational unit, aquaculture educational unit, College of Veterinary Medicine, The Carolina Tiger Rescue, Local Farms and Agricultural Businesses, and two reptile parks. The campers learned about careers involving animals and the importance of animal production.

SOUTHEAST DISTRICT COWBOY CAMP

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[3] Ext. Educator AG/4-H, OSU, Sulphur,ok, 73086
[4] Ext. Educator FCS/4-H, OSU, Idabel,ok, 74745
[5] Ext. Educator AG/4-H, OSU, Hugo,OK, 74538
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In early 2008 a need for a non-competitive horse activity in the Southeast district of Oklahoma was addressed with a pilot program on a ranch in scenic southern Oklahoma. From this pilot program of hand selected youth, Southeast District Cowboy Camp was born in the summer of 2009.

Cowboy Camp was started to meet the needs of horse oriented youth who were not involved or interested in competitive horse activities such as horse shows or rodeos. A group of educators with horsemanship skill felt that this need could be met with some creative educational components. The goals were to have a camp that went back to the basics of the cowboy way of life on a ranch while teaching life skills, teamwork, environmental stewardship and advancement of horsemanship skills all in a safe and fun learning environment.

The 4-H'ers are required to camp on a ranch in southern Oklahoma with their horses for 3 days and 2 nights. Giving full care to their own horses is their full responsibility which has enhanced the life skills of all the youth attending. Several activities such as pasture polo, and the cowboy versatility course designed by the educators, help the 4-H'ers refine their horsemanship skills. They learn how to work through obstacles horseback individually while the rest of their teammates give suggestions along the way when problems arise, also promoting teamwork.

The youth are responsible for meal preparation and clean up. All meals are prepared over an open fire in Dutch ovens as it was 100 years ago youth learn about leaving no

trace and environmental impact of camping and how to camp without harming the camp site or environment.

A GPS guided horseback scavenger hunt was designed to help the group work as a team to use their GPS to find certain items that were located at different points on the 1970, acre ranch. This activity required everyone on the team to perform a predetermined task at each stop that they had learned about in previous workshops. It also required the group to use critical thinking skills, to make group decisions in determining how to cross creeks and to pick safe paths while horseback.

In the end over the last three years Cowboy Camp has evolved in to a successful horsemanship camp with 98% participates saying they would attend again. When ask in our last day review discussion of camp many had felt there was improvement in horsemanship skills. 92% responded positively.

Regional Winners

2011 SW 4-H CAMP - AGRICULTURE ADVENTURES

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"Agriculture Adventures" was the theme of 2011 Southwest Regional 4-H Camp. Sixty-four campers ages 7-12 and 24 counselors were involved with a program to teach youth about agriculture. Campers participated in workshops on nutritious drinks, grains/cereals, corn, and pizza ingredients. The Mobile Ag Lab from PA Farm Bureau was used for two workshops - soybean products and nutritious snacks - which used on scientific inquiry principals. "A Taste of Agriculture", a series of round robin topics, introduced campers to new foods including mushrooms, smoothies, vegetables (root tasting party), and cheese. A life skill evaluation was used for camper evaluation. It showed campers learned totreat others fairly, think before making decisions, others' ideas are important, and about strengths/ weaknesses. Workshop evaluations showed 95% of campers learned about grains, cereal and corn, 92% learned about drinks and juices, 100% learned about soybeans, and 97% learned about snacks. 98% of the campers tried a new food. 100% of the campers were able to answer "One thing I will remember about this 4-H camp is…" including having fun, making new friends, interacting with friends, learning, friendly people, campfire, and counselors. 100% of counselors reported they felt prepared to be a counselor at the start of camp and training helped them understand the campers. 100% of those responding reported they used their counselor training in other areas. Based on a scale of 1 (little change) to 5 (a great change), counselors rated their change in leadership skills, showing 3.07 to 3.76 for five areas.

4-H IN-SCHOOL GARDEN AND NUTRITION

Beck, M.*[1]
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The obesity rate in Nevada County is higher than both the Arkansas and national averages. Targeting this problem became a County Extension programming priority in 2009 and has been the primary concern in each year since. The County Agriculture Agent had already initiated a grant-funded school gardening program and adding a nutrition component was a natural collaboration. Weekly in-school gardening and nutrition lessons were conducted in the two county school districts targeting the third and fourth grades. Raised-bed, cool-season vegetable gardens were designed and built at each school, using local volunteers, teen-leader volunteers, and local funding support. The gardening lessons begin in the fall with cultivating, and planting a variety of cool-season vegetables. Each youth participates in the garden prep and planting. Weekly lessons include a STEM and nutrition component and most include a food tasting where participants are introduced to a variety of fruits and vegetables. Garden maintenance, including weeding, fertilization, and irrigation is conducted throughout the school year by the youth. The project culminates with a salad party in the spring where participants pick and wash the produce of their gardens, and then prepare salad tastings of their produce. Pre and post-tests are conducted to validate the impact of the program. 97% of youth were willing to taste the salad they grew themselves. 94% ate their entire salad, and 85% asked for second helpings of salad. One participant said "I didn't think I liked carrots". Another said "I'm going to have my mom buy Jicama at the grocery store". The school benefits from the program both by using the program to meet state mandated requirements for hands-on science and increased willingness to eat vegetables the youth have displayed.

FLORIDA WILDLIFE DAY CAMP

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Suwannee County is a rural agriculture county with abundant natural resources, but limited career and cultural options. Many youth have not been exposed to destruction of natural resources, overdevelopment and water issues. Youth of the county are exposed to a variety of environmental issues by participating in day camps. Three 4-H Florida Wildlife day camps for youth between the ages of 9-13 were conducted. Goals for the camps included: gaining knowledge about Florida wildlife habitats, stewardship and human impacts; visiting at least one higher education facility

and one cultural establishment; and introducing youth to at least five career options. To cover the variety of educational efforts, Agents worked closely with State Extension Specialists in the planning and teaching of programs that included experiential learning opportunities for developing life skills. Partnerships with business people, scientists and other agency personnel were formed to expose youth to a variety of career choices. Youth also participated in field trips to universities, colleges and vocational institutes, museums, businesses, heritage parks and natural areas to gain awareness of environmental issues, career options and exposure to new activities. Sixty-seven youth participating in "Florida Wildlife and Habitats" camps showed a 68% knowledge gain based on exit evaluations. Personal safety, cooperation, wise use of resources, and leadership were life skills gained from the camps.

NATURAL RESOURCE PROGRAM FOCUS

Henry, M.*[1]
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Youth are lacking in quality natural resource activities especially when science in the classroom has moved away from hands-on activities to learning facts for a standardized test. 4-H Agent worked to develop a comprehensive natural resource focus for the 2011 program year. The target audience for this program was 4-H members in grades 6 – 12. This audience was selected because there are no opportunities for youth to participate in natural resource related activities outside of 4-H. Our high schools don't offer natural resource activities as part of their agricultural education program. The goals were to provide opportunities in natural resources through judging teams in the areas of forestry, land and wildlife; to help youth establish project portfolios in related areas; to train teams for Envirothon and to assist youth in applying for related conferences. The three year average is 57 youth involved in judging teams. The average per judging team is 15 for Forestry, 12 for Land, 26 for Wildlife and 4 for Envirothon. These numbers are the highest for any judging areas offered in our county and are higher than horse and livestock youth combined. Another impact is in the number of project portfolios the three year average is 6 natural resource related portfolios, this is a high number considering most counties don't enter any portfolios. The three year total is 18 portfolios with 14 of those being State Winners and 7 earning trips to National 4-H Congress. Those same youth also earned $5,500 in scholarships.

SEARCH FOR EXCELLENCE CROP PRODUCTION

NATIONAL WINNER

IPM CAMPAIGN

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In Alabama, vegetable production is worth $20 million and is one of the fastest growing agriculture industries. The number one issue for vegetable producers is insect pest. Most vegetables have nearly zero tolerance for insects due to direct loss of marketable produce and risk of contamination. Therefore, major objectives for the vegetable integrated pest management (IPM) Extension program are to provide rapid information about insect outbreaks to producers and to increase IPM adoption rate for economic benefit. Prior to the Extension campaign (2008), the IPM adoption rate was about 40% (based on Extension surveys conducted statewide). From 2009-2012, nine grants from state, federal and industrial sources provided over $2.4 million in vegetable research and Extension programs resulting in an intensive IPM campaign that has benefited producers. The Regional Extension Agents (REAs) have functioned as the catalysts in changing knowledge and behavior of producers resulting in 8-10% rise in IPM adoption levels each year. Over 2,500 vegetable famers, gardeners and small producers have directly received IPM training via 56 presentations, 18 workshops, 54 newsletters, various news releases & bulletins, websites and social media channels. The IPM traveling exhibit has reached 7,000+ audiences in multiple states. The current IPM adoption is 70% among vegetable producers, and nearly 80% producers are using Extension publications for decision-making. Farmers who were having tremendous difficulties in identifying and controlling insect pests are

now reporting significant increase in their confidence level in IPM. The IPM campaign has also reduced major barriers to IPM adoption, like lack of awareness and lack of accessibility to information, by 13-15%. Based on findings from Extension evaluations, the impact of this IPM project is estimated to be about $1.5 million due to savings from using economic thresholds and reduced insecticides, more emphasis on cultural control practices, and the conservation of natural enemies.

NATIONAL FINALISTS

CROP ADVANTAGE SERIES

Mark Licht*[1], Aaron Saeugling[2], Brent Pringnitz[3], Brian Lang[4], Clarke McGrath[5], Jim Fawcett[6], Joel DeJong[7], John Holmes[8], Mark Carlton[9], Paul Kassel[10], Rachel Klein[11], Sorrel Brown[12], Terry Basol[13], Virgil Schmitt[14]
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[9] Extension field agronomist, Iowa State University, Albia,IA, 52531
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Farmers and agribusiness professionals are continuously subjected to promotional advertising and advice from proprietary companies to buy crop production inputs and are often unsure about the validity of what they are told. They need unbiased, research-based information on crop production strategies to make sound management decisions that do not negatively impact their profitability. The Crop Advantage Series is an example of programming that delivers timely production expertise to farmers and agribusiness professionals. The information presented at Crop Advantage Series provides decision making tools as well as the latest research on best management practices for productive and profitable crop management decisions. More than 300 total meetings at fourteen locations were conducted. On average, attendees thought the information presented in the program would improve profits by $8.56 per acre, suggesting an average value per attendee of more than $24,000 for a total value of over more than $49.6 million. Participants routinely make statements like; “great tips on keeping costs low and production high,” or “speakers are knowledgeable and topics are very timely,” or “great information, wish I could have attended all session!”

NEBRASKA AGRICULTURAL WATER MANAGEMENT NETWORK

Zoubek, G.L.*[1], Burr, C.A.[2], Corr, A.J.[3], Glewen, K.L.[4], Hay, P.C.[5], Hinze, M.R.[6], Irmak, S.[7], Lesoing, G.W.[8], Nygren, A.J.[9], Pryor, R.W.[10], Rees, J.M.[11], Rethwisch, M.D.[12], Seymour, R.C.[13], Stone, G.L.[14], VanDeWalle, B.S.[15], Varner, D.L.[16]
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Water is the life support of irrigated and rain-fed agriculture and Nebraska's economy. Nebraska's 8.5 million acres of irrigated lands are vital to the state's economy. Withdrawal of fresh water resources for irrigation represents the largest of the State's water pumping demands. Farmers and crop consultants are challenged to grow crops responsibly using best-management practices that have less impact on the environment and conserve natural resources, while at the same time trying to make a profit. The Nebraska Agricultural Water Management Network (NAWMN) was formed in 2005 to transfer practical research-based information from the University to farmers' fields and to increase the use of emerging technologies to enhance crop water use efficiency. Tools utilized (ETgages & Watermark Sensors) have provided producers on-site crop water use information and soil water status. The goal has been to save at least one inch of water/acre/year along with associated energy savings and reduced carbon emissions. The NAWMN has grown from 18 producers located in one Natural Resources District (NRD) in 2005 to approximately 700 producers in 38 Nebraska counties in 2011. A website has been developed and is continually updated to increase the Network's visibility in the areas of water use, research, and extension as well as to actively engage participants by encouraging them to post their respective on-farm ETgage readings weekly. This year producers posted reference ET and crop stage information for 300+ sites across Nebraska. In today's technological society, information must be made available for participants to access 24/7. Participants surveyed annually 2007-2010 have consistently reported average water savings of 2.0"/ acre for both corn and soybeans. That is a water savings of seven million gallons for a typical 130 acre pivot. The energy savings would be approximately $2,000/pivot, with a subsequent reduction of approximately 9,500 pounds of carbon emissions.

IPM FOR SWEET CORN PRODUCTION

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Sweet corn is an important retail vegetable crop in Maine, due to high consumer demand for fresh corn during the summer months. However, an aggressive insect pest complex, including European corn borer, corn earworm and fall armyworm, combined with very low consumer tolerance for insect damage can make this crop challenging to grow profitably. High rates of insecticides used in the past to achieve high crop quality are no longer considered economically, environmentally or socially tolerable. The University of Maine Cooperative Extension works with local farmers to develop and support Integrated Pest Management (IPM) practices for sweet corn production. This program was the first to introduce pest monitoring techniques and the use of economic action thresholds to Maine sweet corn growers. The program now reaches over 100 farms statewide. More than twenty volunteer farmers work with Extension each season to provide monitoring sites and pest information, which is shared with over 100 growers via weekly electronic newsletters, web sites and a blog. Farmers have participated in applied research projects through the program to enhance alternative pest control measures. Program evaluations indicate that farmers have modified their pest management practices as a result of their participation, usually reducing the amount of pesticide used significantly. Most have seen an improvement in crop quality, and found that IPM has improved crop profitability.

SUNFLOWER EXTENSION DISTRICT EDUCATIONAL PROGRAMS - ON SUSTAINABLE AND PROFITABLE WHEAT MANAGEMENT

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Educating producers and others on wheat and it's production is a priority in the Sunflower Extension District. This program 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 facebook to keep producer informed of current information and texting producers to inform them of rust in their county. Hands-on activities are constantly implemented to increase information retention and webinars are utilized to reach different audiences. Some results of the program include: 300 field visits were conducted over three weeks for wheat strip rust infections, 80% of attendees to Sprayer 101 school implemented something they learned, and 100% of producers rely on wheat plot results as a wheat variety selection tool. True impacts increase knowledge and shape changes over time. Due to education efforts on stripe rust, 1.5 million acres were positively affected. This resulted in a $19,792,500 benefit to Kansas. 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.

GETTING IT RIGHT (GIR) SOYBEAN MEETINGS

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Soybean acres have more than doubled during the past decade in North Dakota, reaching about 4 million acres in 2012. Production research and education programs are needed to support existing and new soybean growers. North Dakota State University (NDSU), in cooperation with the North Dakota Soybean Council (NDSC), has worked to conduct research studies and deliver information through a series of 'Getting It Right' (GIR) soybean meetings. NDSU Extension Service agronomists conducted soybean research studies that generated data to update production recommendations which provide economic increases in soybean yield. Extension agronomists and plant pathologist, county agents, and Soybean Council representatives delivered a comprehensive program of soybean information to over 400 farmers through 7 regional GIR meetings in 2011 and 2012. General topics included soybean variety selection, plant establishment, intensive crop, disease and pest management, and crop budgets. Written evaluations indicate that 82 to 87% of program participants received useful information. Attending producers managed about 10% of ND soybean acres. The perceived Dollar value for the information received was $9.50 to 10.70 per acre, resulting in a potential program value of $2.3 million in 2011 and $1.4 million in 2012.

COTTON VARIETY TRIAL

Goodson, R.*[1]
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Variety selection can be the most difficult, yet most important decision a cotton producer will make for a growing season. Because of new technology becoming available, producers have experienced rapid turnover in the number of varieties that are available to plant each year. And due to this rapid turnover, limited production data is available to producers. In order to provide as much information as possible on cotton varieties a standardized on farm cotton variety program was developed. This variety trial was not meant to replace the official University of Arkansas cotton variety trial, but to provide another source of information for cotton producers to use to make a variety selection. These trials are managed by cotton producers and should reflect the performance of varieties in a commercial production system. In 2011 9 different varieties, 10 varieties in 2010 and 9 in 2009 were planted and harvested on three different producer farms. Each variety was ranked by year in both total lbs of cotton produced as well as each variety economic yield. After harvest each variety was sampled and ginned. Ginned lint was then sent to the USDA Cotton Classing office to have physical fiber quality properties measured. The information gathered during these three demonstrations, along with like demonstrations from other parts of the cotton growing region in the state, was presented to cotton growers and other interested parties to aid in the selection of which specific cotton variety to plant on a particular farm.

ORANGE RUST WORKSHOP

Leslie Baucum*[1], Jack Comstock[2], Richard Raid[3], Ron Rice[4]
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The 2007 discovery of Sugarcane Orange Rust (OR) in Florida was the first known occurrence in the Western hemisphere. This virulent pathogen now infects 5 (of 7) major varieties occupying 81% of Florida's sugarcane acreage. **Objectives**: Using workshops, field demonstrations, on-farm consultations, and follow-up visits, growers representing 70% of Florida's sugarcane acreage will correctly identify OR in the field, identify susceptible varieties, and identify OR-suppressing fungicide application strategies that avoid the development of fungicide resistance. **Methods**: Yield losses of 40% have been seen in trials, with estimated losses in commercial sugarcane of 11.5% in biomass and 13% in sucrose. With advisory committee input, a series of Extension programs were designed to disseminate time-critical information to clientele including international workshops, field days, and farm consultations. **Results**: Data showed early-season fungicide applications were most effective in suppressing late-season pathogen population pressures and minimizing losses. After participating in Extension events, growers representing 85% of Florida's sugarcane industry correctly identified OR, listed the most susceptible varieties, understood the importance of fungicide application timing and discussed the importance of growing multiple sugarcane varieties while alternating different fungicide chemistries for disease management. **Conclusions**: Field scouting identified early-season OR infections in 2009. Based on extension recommendations, 8,500 acres were treated with multiple fungicide applications (cost ≈ $759,390), for a total return of $1.48 million. Multiple freeze events in early-2010 led to considerably lower OR population pressures, thus extension recommendations were modified to discourage early-season applications. Only 700 acres were treated (cost ≈ $20,846), helping growers save over $738,000.

SUCCESSFUL COTTON AND PEANUT PRODUCTION

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Irwin County is a large agricultural county located in the heart of the Georgia Coastal Plain. Cotton and peanut production dominates the farm landscape in Irwin County. Over 60 percent of the available cropland in the county is devoted to these two crops annually. Maintaining cotton and peanut profitability and quality is a major concern for farmers. Through farmer input and needs assessment issues are pinpointed. Production issues including crop budget planning, variety selection, herbicide selection, fungicide choices, tillage options, insect and nematode pest management, irrigation, production efficiency, crop rotation, safe pesticide usage, accurate equipment calibration, harvest decisions and other issues are addressed through numerous education efforts. Efforts used by the county agent to educate famers in the areas mentioned are accomplished through individual contacts, farmer meetings, newsletters, farm visits, on-farm applied research, and other available means. Through these efforts Irwin County farmers get timely answers to assist them in achieving successful crop production and profitability. Additionally, the county agent showcases his efforts to the local farming community and consumers. Often his efforts reach past the local area and into the state and national agricultural community and its consumers. A successful peanut and cotton crop is the ultimate goal and efforts are planned and conducted to make farmer goals become a reality.

GRAIN CONFERENCE

MilamI, C.*[1], Curt Judy[2]
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This is the first year of the Annual University of Kentucky and University of Tennessee Grain Conference that was held at the Logan County Extension office. This inaugural event was well attended with over 150 people attending including Agents, Specialist, Special speakers and the Deans of both College Extension Services. This conference featured a tradeshow along with many timely topics that the attendees could rotate through. The evaluations were very positive and strongly encouraged this event to continue. We offered Pesticide credits as well as CCA's for producers. All indications are that we will continue to offer and develop this conference into an event that producers can count on for current information to keep their operations profitable.

EXTENSION CROP PRODUCTION EDUCATIONAL METHODS

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Row Crop Production in McLennan County and the Blackland region is conducted primarily as a dryland enterprise, thus, more susceptible to drought and weather and/or climatic irregularities. Profitability is affected directly for all producers by market/price changes. The McLennan County Row Crop Committee has placed emphasis to continue to reinforce crop production programs as a high priority promoting the use of new technology, improved varieties, use of best management practices and environmentally sound options allowing enterprises to be economically sustainable. McLennan County agricultural producers effectively evaluate and adopt research-based technology applications and best management practices for crop and forage systems to enhance their economic competitiveness in the global marketplace.

The objective of Extension Crop Production Educational methods is for McLennan County producers to improve their knowledge of agricultural production systems to improve profitability and conserve resources. This can be done thru crop management practices, IPM and pesticide safety education, licensed and unlicensed pesticide users (including farmers, ranchers, pest control businesses, and the general public) will understand and adopt safer pesticide and non-chemical management methods for managing pests and be able to continue their pursuit of business enterprises and employment. As a result knowledge and skills of pesticide users in Texas will increase while they maintain licenses to maintain their business ventures.

SAFFLOWER RESEARCH VARIETY TRIALS

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Growing safflower (*Carthamus tinctorius*) in Utah has become increasingly popular on dryland farms over the last 10-12 years because of its deep tap root. It is an excellent crop rotation used for chemically controlling weeds such as jointed goatgrass in winter wheat fields. The United States Department of Agriculture indicated in their 2012 Crop Production Summary that Utah planted over 32,000 acres of safflower and harvested 23 million pounds of safflower in 2010. This production was second only to California with

56,000 acres and 125 million pounds harvested. There has been a great need among Utah safflower growers to find varieties which produce well under Utah's arid growing conditions. In 2006, USU Extension conducted its first research safflower variety trails in Cache and Box Elder Counties under irrigated and dryland conditions. The number of safflower varieties in the trial has increased in recent years and our research continues to compare new safflower lines and varieties to the field standard (S-208). Five years of dryland and three years of irrigated variety trials have led to the recommendation of four new varieties grown by producers in Northern Utah and Southern Idaho. We have also conducted research on growing safflower on nontraditional row spacings (18 and 30 inches) and comparing seeding rates on both irrigated and dryland production systems. In 2009 we started evaluating the question of dormant seeded versus spring seeded safflower, seeing whether it will grow without being damaged by spring frost once emerged and how it yields when compared to spring seeded safflower. Results (see supporting documents) from our research work are shared at safflower grower schools each spring with 135- 140 crop producers from Northern Utah and Southern Idaho. Additional results/information can be accessed at http://extension.usu.edu/boxelder/htm/agriculture/safflowertrial

Search for Excellence in Farm and Ranch Financial Management

National Winner

Johnson, S.D.*[1]
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Over the past 12 years Iowa State University Extension & Outreach has established and now maintains 4 successful Ag Marketing Clubs across Central Iowa. More recently, club members indicated a desire to better manage the risk of volatile futures prices by better understanding a variety of marketing tools.

To support year round educational efforts of these clubs, the Polk County Farm Management web site covers a number of ongoing crop risk management educational topics and is utilized regularly by club members: www.extension.iastate.edu/polk/farmmanagement.htm

Beginning in mid-November 2011, the Iowa Commodity Challenge – an online market simulation game was launched in all 4 clubs. Participants were given 50,000 bushels of old crop corn and 20,000 bushels of old crop soybeans stored at the local elevator. The March corn and soybean futures contracts were featured and use of spot cash sales, forward contracts, futures hedging as well as buying and selling both put options and call option contracts were offered in 5,000 bushel increments.

The adoption of the Iowa Commodity Challenge was surprising with more than 100 club members signing up in November for the new crop online market simulation game. Participants were asked to commit to weekly learning activities over the next 15 weeks.

Program evaluation information using a written survey was collected at March club meetings with non-attendees being mailed or e-mailed surveys to complete. With nearly a 50% response rate, respondents in 2011 indicated that **they have net farm incomes attributed to active club participation that are $2,682 higher. As a result of the Central Iowa Ag Marketing Clubs, an annual contribution of $1,000,000 is realized for its club members and the Iowa economy. The financial impact of the 2012 survey is expected to be even larger as a result of the incorporation of the Iowa Commodity Challenge.**

National Finalists

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Pencil and paper is still the way most farmers keep records. As farm size and/or debt increases, many farmers and lenders look for computer programs that allow fast data entry, have internal checks for accuracy and allow summarizing the data in a variety of ways. Most begin their search by asking "Is there a simple computer program that will keep my records like the farm account books?" One of those computer software programs is Quickbooks. It is designed to help manage financial information more easily. This software helps in accounting, bookkeeping and managing income and expenses. A total of fourQuickbooks Training sessions were held at the Stockton Public Library in Stockton, KS. The sessions began at 6:00 p.m.on January 30th, February 2nd, February 6th, and February 9th, 2012. Each session was progressive and built on information that was presented at the previous training session.Fifteen people attended the first training session on January 30th, twelve on February 2nd, ten on Feburary 6th, and eleven on Feburary 9th. The Quickbooks Training sessions were a worthy collaborative effort between K-State Research and Extension and the Northwest Kansas Farm Management Association. 100% of attendees indicated that they were likely to make business and/or management changes as a result of the information they received at the Quickbooks Training sessions. Furthermore, these changes would have

an estimated $700 total economic impact to these farms and ranches.

EMPLOYMENT SKILLS FOR TODAY – PLANNING FOR SUCCESS

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More and more farmers today find themselves managing people as much or more than they manage production factors on their farms. Many of these farmers are also ill-prepared to carry out those functions since they are new to managing employees and only perform those functions on a periodic basis.

A 2010 University of Minnesota Extension survey of 429 dairy farms in Minnesota identified and ranked personnel management skills around which farmers want and need more training.

Using that survey, a team of Extension Educators wrote a curriculum on the four primary topics of: labor analysis and hiring the right people; legal aspects of being an employer; cultural and communications issues between employers and employees; and compensation issues. The curriculum was piloted with twenty-five farms, evaluated and then revised into a curriculum being delivered in 2012 around Minnesota.

The program is being delivered in part with a sponsorship model which helps involve agri-businesses as co-sponsors who help promote the program and defray part of the cost of delivery. Audiences so far include dairy, beef, crop and vegetable growers. Even though the original survey was conducted among dairy farmers, the topics of concern have no regard for the type of business in which our farmers are engaged. The issues and the range of solutions are common.

Search for Excellence in Farm Health and Safety

National Winner

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As increasing pressure from buyers on farmers emerged, small and mid-sized farmers in Florida were becoming aware of the need to develop farm food safety plans. Most small farms do not have the financial capacity to hire personnel to develop and implement plans and asked for help from Extension Agents. The objectives were1) develop a training program to develop food safety plans and, 2) implement an In-Service training for Extension agents. Activities included securing funding, developing curricula and compiling resources, delivering workshops to farmers and Extension agents and providing other educational opportunities. Teaching methods included classroom instruction and experiential learning via farm tours and follow-up farm visits to reinforce the concepts learned. A total of 14 workshops to 185 producers and packers have been offered in the last 3 years. Overall, the evaluations showed the farmers valued the training, viewed food safety plans as very important and plan to implement a food safety program on their farm. Nearly half indicated they plan to have a third party audit, customer, or regulatory audit conducted. These trainings have saved farmers an estimated $460,000 in fees that would have been paid to hire a consultant to prepare for an audit. The success and impact of this program has been two-fold; more agents now have the expertise and skill to teach farm food safety reaching many more farmers and secondly well over 150 farmers have developed plans. The program has garnered great respect and recognition statewide from agricultural industry leaders in Florida.

National Finalists

AGRICULTURAL RESCUE TRAINING

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"Agricultural Rescue Training" program was developed from the request of the County Farm Bureaus. They felt that Rural Fire Departments were not receiving the Rescue Training need to respond to grain bin rescues and farm tractor rollover accidents. In Illinois 1 in 16 farm families have been involved in a tractor rollover accident. During the year in 2010 in the United States 52 individuals lost their lives in grain bin accidents

The Rural Volunteer Fire Departments can only afford to send a small number of Fire Fighters to training in a given year due to a number of reasons; 1. Rural Fire Departments have to have enough Fire Fighters in the area to respond to emergencies. 2. The cost of travel. and 3. The Fire Fighters are Volunteer with full time jobs and family this makes it difficult to schedule the training.

The idea was to bring the training to the Fire Fighters. By bringing the training to a nearby central site Fire Fighters could lease the respond to any emergency that would arise, the cost in travel was extremely low and the majority of the department could schedule the training so the departments could learn to work together.

Extension brought together a number of groups together to make the program successful. The groups involved were; Illinois Fire Service Institute (provided certified training), DeWitt, Macon and Piatt County Farm Bureau's (location for training), St. Mary's Hospital (provided cooling centers), Heritage and Topflight Grain Cooperatives (funding for meals and donations for training equipment.

The 2010 program provided training to over 40 fire fighters and 4 County Sheriff Deputies. These individuals represented 9 different Department. The 2011 program provided training to 52 Fire Fighters representing 12 Departments. Departments have called to inquire about the 2012 program.

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The goal of this program was to increase awareness for roadway safety issues when sharing the road with horse-drawn vehicles. A multifaceted, statewide approach was taken during the program development phase. The target audiences included the motoring public as well as Amish and Mennonite communities who utilized horse-drawn vehicles. The outreach effort directly addressed a need to improve roadway safety in rural areas, as recommended in a 2010 white paper, "Agricultural Equipment on Public Roads," authored by the National Institute for Agriculture NCERA-197 committee. This national document made suggestions in the areas of research, standard development, education/outreach, and public policy as approaches to guide future work.

Collaborative efforts were established between Amish communities and local municipalities to address roadway safety issues. The partnerships formed during the three-year time period continues to mature. Outreach occurred in multiple formats. Educational sessions were conducted with 9,410 Amish participants attending a variety of venues. Motor vehicle operators received roadway safety messages through communications in Amish tourism venues, driver education schools, township road-worker training sessions, and Internet access. The educational resources included three factsheets and one video. The over-arching goal is to make a positive impact on the target audiences when they share the roads.

Greene, E.A.*[1]
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The wrath of Tropical Storm Irene was sudden and devastating to Vermont farmers and residents in August, 2011. Roads and bridges washed out, isolating many Vermont communities for weeks. Businesses, homes, farm structures and land were swept away and unceremoniously deposited further downstream. Many farmers had no physical, electronic, or phone access to their farms for hours, days, or weeks after the storm. UVM Extension professionals were on the scene from the beginning and extension, state, and volunteer efforts/resources were pooled to facilitate assistance with paperwork, animal/crop safety, and cleanup efforts on affected farms. It was necessary to utilize all avenues to disseminate information about potential health risks ranging from mycotoxins in corn crops to telling volunteers to use N95 respirators and gloves due to potential toxins in silt during clean up. By partnering with local and state agencies to coordinate/collaborate on both "message" and "efforts"; accurate information and assistance was provided to farmers (and the public) regarding potential risks and requirements with flood-affected land, crops, and animals. Communication mechanisms included on-site

consultations, phone, email, print, television shows, video clips, Facebook, and Twitter for broadest distribution of information. Because this was a "disaster response" type extension program, traditional evaluation methodology was not incorporated, however, one participant arranged to purchase additional feed at a value of $65,000 because of contaminated crop information gleaned from the field-side workshop. He hadn't even considered this option prior to attending. The activities outlined in this application were conducted through the equine extension program.

Search for Excellence in Landscape Horticulture

National Winner

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People of all ages enjoy the benefits of gardening ranging from producing high quality produce to working with the soil. Due to water costs, shortages, and demands, gardeners need to be concerned about water conservation. One effective way to conserve water is by utilizing drip irrigation. A simple, user friendly, and effective system was designed by Juab County gardeners. The system uses PVC pipe and manual control valves. To help educate gardeners about the system, the author produced a PowerPoint presentation and fact sheet titled "Designing a Basic PVC Home Garden Drip Irrigation System" and a 28 minute video titled "PVC Drip Irrigation with Jeff Banks". The PowerPoint presentation is available at http://extension.usu.edu/juab. The fact sheet is available at http://extension.usu.edu/htm/publications/publication=9191. The video is available at http://www.local10.tv/. All three items have been used in workshops taught on a county, state, and national level. As a result of the workshops and materials being placed on the internet since 2008, the author has been contacted by people in 50% of the counties in Utah, 24 states, and 3 countries that are using the system. Users have commented to the author that by using this system, they have lowered their water bills by up to $200, reduced their water usage by up to 75%, and have reduced their weeding and watering time by up to 90%. Using a system like this can help add to the enjoyment and satisfaction of raising home gardens.

National Finalists

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[6] Program Assoiciate, Rutgers Cooperative Extension of Gloucester County, Clayton,NJ, 08312
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As development in rural communities puts pressure on groundwater resources, property owners and municipalities look for ways to manage stormwater runoff. Rain Gardens can be used to filter and recharge stormwater. The "Stormwater Management in Your Backyard" Extension Education Program was a four year USDA NIFA National Water Program funded project that brought together Extension professionals in NJ, NY and VA to deliver rain garden education programs for landscape professionals, Master Gardeners and community volunteers. The training program for 229 landscapers included lectures and participation in a rain garden installation. To promote rain garden installation services, a directory of professionals who completed the program was published. Master Gardeners and community volunteers (267) participated in a "Train the Trainer" program, in which they installed rain gardens. Participants were provided with curriculum materials to promote the use of rain gardens in their communities. Master Gardeners and Extension professionals used the curriculum materials to deliver 31 lectures to 868 people in venues such as schools, garden clubs, farms, libraries and environmental commission meetings. As part of the training program, participants installed 13 community demonstration rain gardens since 2008. The demonstration gardens are located at municipal building, farm, school and park sites, treating runoff from 9,000 sq. ft. of pasture/overland flow and 13,041 sq.ft. of impervious surface. The gardens treat and recharge approximately 550,350 gallons of water from impervious surfaces annually. As a result of this program, the installation of an additional 18 rain gardens by program participants have been reported.

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The increasing use of conventional pesticides has created an increased interest in home grown vegetables. Consumers want to know that they are eating and serving the safest, healthiest food available. To increase consumer's

knowledge about sustainable gardening techniques, Extension agents have developed a curriculum to teach consumers the basic components of vegetable gardening and insect and disease control using the integrated pest management approach. A post evaluation instrument was also developed to measure impact of the "Home Grown" training curriculum. The "Home Grown" gardening training program has been presented at three different locations yearly in Southwest Alabama from 2009 – 2011. A sample of the post evaluation results from 2011 "Home Grown" programs presented indicated that 39% of the participants were male and 61% were female, 85% of the participants were White and 15% were African American, 89% of the participants increased their knowledge of integrated pest management, 52% of the participants would use one or more of the IPM control methods, 50% of the participants would share the information obtained with others, and 100% indicated that the information presented in the "Home Grown" training program was easy to understand.

Jordi, R.L.*[1]
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Newcomers to the county are from other areas of the country and unaware of the unique climate and appropriate horticultural selections in order to provide sustainable, diverse and healthy landscapes. In 2009, the "Trees for Urban Settings" was added to the UF/IFAS Nassau Demonstration Garden in addition to a fruit garden. These demonstration gardens allowed us to introduce large shade trees, several underutilized tree species, and the best fruit varieties for our climate. Sixteen classes were conducted at these sites annually, with 217 attendees last year. Landscape Matters incorporates an emphasis on Florida Friendly Landscapes (FFL) principles. All programs are accompanied by handouts or factsheets for attendees, which are then added to the county website. One hundred sixty-three articles and media releases were published last year with 281 PSA's printed in the metropolitan, community newspapers and online publications. "Trees: Nature's Air Conditioners" an article on the trees in the garden was published in the Fernandina News-Leader and Florida Gardening magazine. Annual media coverage in 2011 was 9.4 million as measured by circulation or hit rate of each publication/medium. The Demonstration gardens have been certified as Wildlife Habitats by National Wildlife Federation. Ninety-seven percent indicated on post evaluations they learned new, valuable information they would use and share with others. Seventy-eight percent stated they would adopt one or more of the FFL practices in their own landscapes. Annual website hits have produced a 41% increase over the last 3 years - from 65,879 per year in 2009 to 93,073 in 2011.

Search for Excellence in Livestock Production

National Winner

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In the mid 1970s, livestock grazing was a contentious issue in southern Utah and northern Arizona, due to the completion of the "Hot Desert" Environmental Impact Statement and listing of the Desert Tortoise (*Gopherous agassizii*) as an endangered species. During this time, federal agencies closed grazing allotments which forced ranchers out of business. Heated arguments and emotions ensued on both sides of the issue. Ranchers and land management agencies requested Utah State University (USU) Extension and University of Arizona (U of A) Extension to collaborate on a science based workshop to improve knowledge and understanding of the issues. Born was the AZ/UT Range Livestock Workshop and Tour. Early on this science based educational program developed productive relationships among all parties. Since the first workshop in 1978, over 7,300 participants benefited from this workshop. During the last three years, workshop participation has spiraled to all time highs. In fact, the 2011 participation reached 391 participants. Success of this workshop is due to excellent partnerships and collaboration, industry sponsors, addressing current and sometimes controversial issues and effective evaluations. During the last three years, the annual range livestock workshop has brought cutting-edge, science-based knowledge to the participants and strengthens relationships among all parties.

National Finalists

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Producing the highest quality milk on a farm is one of the most important jobs. Many factors play into a dairies Somatic Cell Count (SCC), reducing this count can be done by implementing standard operating procedures and having a consistent milking routine. The objectives for this program is to have dairy producers decrease Somatic Cell

Count (SCC), increase profitability and develop Standard Operating Procedures on their farm. Participants will be educated on the newest research that is available on milking procedures and sanitation of the milking facility. Participants will also be given the tools needed to detect mastitis early for best treatment options. Education will be delivered through one day workshops, consisting of a morning lecture and discussion period, in addition to a hands on portion that will be held on farm. This program had a total of 307 participants with 71% (N=256) indicating the intent to implement a new practice learned as a result of the program. A six month follow up evaluation was implemented by phone indicating that 89% (N=198) of participants implemented at least one or more practices discussed at the program. 83% (N=198) of participants experienced a decrease in SCC, as a result of recommendations made at the workshop. The average reduction in SCC was 162,000. It was also determined that 69% (N=198) of participants implemented a change in their milking procedure

HOLISTIC BEEF CATTLE PRODUCTION - UTILIZING A HOLISTIC MANAGEMENT APPROACH TO ENSURE MAXIMUM PROFITABILITY

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The purpose of this educational program was to increase the individual profits of the beef cattle producers in Southwest Mississippi. My goal was to assist area beef cattle producers in identifying ineffective production practices, diagnosing their inefficiencies in production, and prescribing corrective measures to insure their maximum profitability through the optimum utilization of their farm resources. In order to achieve the overall goal of profitability, several smaller goals needed to be met. I utilized multiple program activities and teaching methods, recognizing that different producers learn in different ways. These educational activities included: 77 newsletters and circular letters, 156 newspaper articles, and 142 group activities that reached 1,069 producers. The producers participating in the program indicated through personal surveys the value of the information they gained from these educational activities in the form of savings and increased profits to their operations at over $4 million. However, the increase in knowledge by these producers is a much more valuable indicator of its true success and effectiveness. This is especially true in the area forage production and management.

BEEF AND FORAGE MARKETING AND PROFITABILITY

McLellan, S.*[1]
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McLennan County is home to 80,000 head of cattle, of that 35,000 are beef cattle with 3,600 being dairy cattle. Without forage, the cattle producers in McLennan County would have to buy feed which cuts into any profit margins a producer may experience. A water shortage or contamination would devastate local livestock owners, agriculture producers and all that live in the county. The 2010 McLennan County Annual Ag Increment Report estimates income off of beef cattle at approximately $28.5 million which is the leading single income garnering agriculture commodity out of the $91 million county total. The total cattle income is $38.9 million. Any factor that affects forage or cattle is considered important to the local economy.Agent met with the McLennan County Beef and Forage Committee to discuss current and emerging issues. Agent McLellan worked with the McLennan County Extension Beef and Forage Committee (January 24 and September 12) to develop practical educational programs to offer producers best management practices associated with beef and forage production. This program was targeted to approximately 200 producers. Texas AgriLife Extension Service in McLennan County developed this program effort to address this audience. Agriculture producers and landowners have to apply control methods to keep the aggressive predator/beaver/hog from competing with desirable wildlife (deer) and livestock or the land will be economically useless for cattle/wildlife production. With the current above average prices being paid for beef cattle, producers have invested more into the beef cattle herd to maximize income, but the drought of 2011 complicates beef cattle herd rebuilding. McLennan County has received over 21 inches of rain since September 1, 2011.

Search for Excellence in Remote Sensing and Precision Agriculture

National Winner

Arnold "Beau" Brodbeck*[1], Chris Dillard[2], William "Jack" Rowe[3]
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[2] Specialist, ALabama Cooperative Extension System, Auburn,AL,
[3] REA; Community Forestry, Alabama Cooperative Extension System, Mobile,AL,

The program titled "GPS 101; Low Cost Alternatives for Better Land Management" was originally developed to meet the needs of forestland owners interested in GPS and GIS technology but unaware of its value and capabilities in forestland management. Many landowners and small, often older, forestry consultants found the technology daunting and excessively capital intensive. These facts became obvious as subsequent attendees regularly admitted to having bought a GPS unit but were unaware of how to use it, were uncertain of the capabilities of inexpensive recreational units, and thought that GIS software was reserved only for industry resource managers.

As a result a team composed of two Regional Extension Agents in forestry partnered with the Geospatial Technology Specialist to develop a program that would introduce and train audiences on how to implement this technology. The focuses were:

Introducing inexpensive hardware, software & aerial imagery alternatives

Incorporating hardware & software into land management applications

Applying education in a hands-on format where everyone uses a GPS unit and laptop to manipulate GIS data.

This program was well received by forestland owners and consulting foresters. As a result, between 2010 through 2011 the program was offered statewide in 11 locations and was featured at the Alabama Forest Owners Association and Small Farmers Annual Conferences. The programmatic short-term outcomes include training 214 attendees in a two-year period with an average change in knowledge of 27%. Long term-outcomes include 13% and 6% of trainees purchasing GPS and GIS software respectively and 69% of those using this technology towards forestland management.

National Finalist

Hritz, S.*[1]
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At the end of 2011, the Centre County 4-H program decided to pilot a FIRST robotics program with 24 youth ages 12-18. During the course of the past five months, the team has built, programmed, raised funds for, and marketed a fully functional robot to compete at the 2012 FIRST robotics competition in Pittsburgh, PA. The robot works off of a wireless connection where team members had to program it to function during a fully autonomous mode as well as a period where it was controlled wirelessly with only joysticks. The task that the robot had to complete was to play a basketball game referred to as Rebound Rumble. At the competition, the Centre County 4-H team finished 1st of 11 rookie teams and 9th out of 45 teams total.

The robot that the members created uses a 4 wheel drive with mecanum wheels. These wheels allow the robot to move in any lateral direction as well as spinning clockwise or counterclockwise. Each wheel is driven by a CIM motor controlled by a Jaguar speed controller. We programmed our robot using National Instrument's LabVIEW programming language. The visual nature of the language and the multitude of great examples allowed our rookie programmers to quickly put together useful code. We tailored the Dashboard to display the current states of the State Machines, the gyro angle, and our limit switches. Each function was placed in a separate sub-VI running in parallel with the main programming loop. The main loop receives the joystick inputs, distributes the signals to the appropriate loop, and controls the 4-wheel drive mecanum wheels. We also created a State Machine that utilizes the gyro angle to be able to balance our robot during the end of the competition on a bridge so that we could score additional points.

Regional Winner

Blevins, M.*[1], Gina Britton[2], Lucinda Hendricks[3]
[1] County Extension Director, NC Cooperative Extension, Bolivia,NC, 28422
[2] Extension Secretary, NC Cooperative Extension, Bolivia,NC, 28422
[3] Mapper, Brunswick County GIS Department, Bolivia,NC, 28422

The Brunswick County center of NC Cooperative Extension seeks to deliver programs of all subject matter equitably to residents of our county. To continue in the process of evaluating our effectiveness at doing so, this map was created to provide a visual model of our programming efforts. We can now see what parts of the county are strong in what program areas and where we need to focus more in order to serve more clients and serve them more effectively.

Search for Excellence in Sustainable Agriculture USDA SARE/NACAA Recognition Program

National Finalists

Sackett, J.*[1]
[1] Extension Educator, University of Minnesota Extension, Fairmont,MN, 56031

The Third Crop Program is led by the University of Minnesota Extension Educator – Conservation Agronomist funded by the non-profit Rural Advantage and the watershed group the Greater Blue Earth River Basin Alliance. The mission of this position is to increase citizen knowledge-base around conservation and sustainable agriculture principles and methods. The Third Crop Program is an example of this effort. The short-term objective of the Third Crop Program is to increase knowledge about third crops (alternative crops). This increase in knowledge is hoped to result in the mid-term objective of an increase in third crop acres. The long-term objective is an increase in water quality. There are two main program activities. The Third Crop Producer Meetings are a series of four meetings held each winter. The Third Crop Walk-n-Talks are a series of eight to 10 field days held each summer/fall. Primary teaching methods for the Third Crop Program include presentations, tours and visuals, and publications. Evaluations are conducted to gage program interest and value. Evaluation results have shown an increase in knowledge of third crops as well as increased use of third crops.

Meharg, M.*[1], Dr. Ronnie Schnell[2], Jeff Mullahey[3], Kyle Holley[4], Libbie Johnson[5], William Wendt[6]
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[2] Cropping System Specialist, University of Florida IFAS, Jay,FL, 32565
[3] WFREC Director, University of Florida IFAS, Milton,FL, 32583
[4] PFMA Executive Director, Panhandle Fresh Marketing Association, Jay,FL, 32565
[5] Agriculture Extension Agent II, University of Florida IFAS, Cantonment,FL, 32533
[6] Specialty Crop Program Manager, University of Florida IFAS, Jay,FL, 32565

In the US, Florida has the highest percentage increase (27%) in number of small farms growing specialty crops. Consumers are demanding locally grown food yet the production and distribution is not able to meet this demand. In NW Florida, specialty crops have been successfully grown and marketed, however, production occurs only in the spring-summer growing seasons and a lack of local and regional markets has limited the specialty crop industry. To meet the need of farmers and then consumers, a partnership was formed between the West Florida Research and Education Center, UF/IFAS Extension, and Panhandle Fresh Marketing Association. The three partners together are working toward two goals: To increase the supply of specialty crops by extending the growing season to provide year round sales opportunity and expanding markets by providing farmers with a distribution system. Researchers are working to gather data on extending production under several protected culture systems, while Extension agents have hosted and are planning outreach programs to producers. Production during the first year was lower than expected, mostly due to extreme weather conditions, but significant progress was made in showing the productivity of a low cost production system (shade house, hydroponics, hi tunnel). The team hosted four field days, several food safety demonstrations, and tours in 2011 and will be increasing outreach programs through the Extension agents in 2012. The team also hopes to increase the number of specialty crop farmers by 20% in 2012, thus opening more opportunities for residents or businesses to buy local.

Regional Winners

SOIL HEALTH AND WEALTH

Boyle, * R.R. [1]

[1.] Extension Agent, Kansas State University, Phillips-Rooks District, Stockton, Kansas 67669

A niche market has evolved that provides price premiums for certified organically grown commodities. An organic crop production system seeks to avoid the useof chemical fertilizers, synthetic pesticides, and genetically modified organisms thereby utilizing natural biological cycles and controls in production management. To assist farmers in transitioning their production practices from conventional methods to organic, it was decided to host a field day that would provide them the information needed. The Soil Health and Wealth Field Day was held June 9, 2011 in Norton, KS. Nineteen people attended the Soil Health and Wealth Field Day and specified that they learned how to monitor soil health, manage fertility inputs, and transition into organic production. 85% of attendees indicated that they were likely to make business and/or management changes to their existing operation as a result of information they received at the Soil Health and Wealth Field Day. Furthermore, these changes would have an estimated $7100 total economic impact to these operations.

REED, T.D.*[1], Derrick, D. E.[2], Schavey, E.T.[3], Yates, R. P.[4]
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[2] Regional Extension Agronomist, Auburn University, Centre,AL, 35960
[3] Regional Extension Agronomist, Auburn University, Belle Mina,AL, 35615
[4] Regional Extension Agronomist, Auburn University, Linden,AL, 36748

Recognizing all the pests that can suppress yields and developing an integrated management system for these yield-robbing pests is critical for sustainable soybean production. Prior to 2009 farmers in Alabama rarely used insecticide seed treatments or foliar insecticides to control the Three-cornered Alfalfa Hopper (3CAH), *Spissistilus festinus*, in soybeans. Efforts were initiated in Alabama in 2009 to determine if this insect was reducing soybean yields. Objectives included (1). Evaluating the effects of soybean insecticide seed treatments on girdling of seedling soybeans by 3CAH and assessing the yield response of soybeans to seed treatments (2). Determining the impact 3CAH have on soybeans during the pod-fill stage (3) Surveying soybean fields in different parts of the state and measuring the relative abundance of 3CAH (4). educating farmers about the impact of this insect on soybean production and developing optimum management strategies. Field studies indicated that a combination of insecticide plus fungicide applied as a seed treatment did tend to provide at least a bushel per acre increase and reduced mainstem girdling by 3CAH. Reducing 3CAH numbers with an insecticide in early R5 soybeans resulted in a significant 4 bushel/acre (12%) increase in another study. A sweepnet survey of 49 soybean fields within 22 counties in 2011 showed that 3CAH was the most abundant insect pest in soybeans. This project has contributed to the increased usage of soybean insecticide seed treatments on 10% of Alabama's acreage. The project also has prompted farmers /consultants to consider 3CAH numbers when making soybean insect mangement decisions. The current treatment threshold for 3CAH in soybeans is one per sweep.

Search for Excellence in Young, Beginning, or Small Farmers/Ranchers

National Winner

Ludlow, J.A.*[1], Allison Meharg[2], Andy Andreasen[3], Bill Mahan[4], Charles Simon[5], Doug Mayo[6], Dr. Jamie Ellis[7], Henry Grant[8], Jed Dillard[9], John Atkins[10], Larry Williams[11], Les Harrison[12], Lester Muralles[13], Libbie Johnson[14], Marjorie Moore[15], Mark Dykes[16], Matt Orwat[17], Michael Donahoe[18], Michael Goodchild[19], Mindy Hittle[20], Rob Trawick[21], Roy Lee Carter[22], Scott Jackson[23], Sheila Dunning[24], Shep Eubanks[25], Sherri Kraeft[26], Will Sheftall[27]
[1] County Extension Director, U.F./IFAS.-Extension, Blountstown,FL, 32424
[2] Extension Agent, UF IFAS Escambia county, Cantonment,FL, 32533
[3] Ag Agent, Washington Co. Extension, Chipley,FL, 32428
[4] County Extension Director, Franklin County Extension, Apalachicola,Fl, 32320
[5] Agriculture Agent, Alabama Cooperative Extension-Covington County, Andalusia,AL, 36420
[6] Livestock agent, Jackson Co. Extension, Marianna,FL, 32448
[7] Bee Specialist, UF IFAS, Gainesville,FL, 32611
[8] Agriculture Agent, Gadsden County Extension, Quincy,FL, 32351
[9] Ag Agent, Jefferson County Extension, Monticello,Fl, 32344
[10] Ag Agent, Santa Rosa Extension, Jay,FL, 32570
[11] Horticulture Agent, Okaloosa Co Extension, Crestview,FL, 32536
[12] Agriculture Agent, Wakulla Extension, Crawfordville,FL, 32327
[13] Agriculture Agent, Gadsden County Extension, Quincy,FL,
[14] Extension agent, UF IFAS Escambia County, Cantonment,FL, 32533
[15] FCS agent, Bay County Extension, Panama City,Fl, 32401
[16] Bee Program Assistant, UF IFAS, Gainesville,FL, 32611
[17] Horticulture Agent, Washington Co. Extension, Chipley,FL, 32428
[18] Agriculture Agent, UF IFAS Santa Rosa County, Milton,FL, 3270
[19] Ag Agent, Walton Co. Extension, Defuniak Springs,FL, 32433
[20] Livestock agent, Walton Co. Extension, DeFuniak Springs,FL, 32433
[21] Horticulture Agent, Jackson Co. Extension,

Marianna,FL, 32448
[22] Agriculture agent, UF IFAS Escambia County, Wewahitchka,FL, 32465
[23] Sea Grant Agent, Bay County Extension, Panama City,FL, 32401
[24] Commercial Horticulture Agent, Okaloosa County Extension, Crestview,FL, 32536
[25] Extension agent, Holmes Co. Extension, Bonifay,FL, 32425
[26] 4-H Agent, Wakulla Extension, Crawfordville,FL, 32327
[27] Extension Agent, Leon County Extension, Tallahassee,FL, 32301

The Beekeeping in the Panhandle course consisted of eight, two hour sessions, held over a three month period via internet enabled interactive videoconference equipment. **Objectives**: One hundred small-farm owners will attend an educational beekeeping program emphasizing biology, equipment, pest and disease management, pollination ecology, hive products, and Africanized bees. Seventy-five percent will increase their knowledge of bee biology and best management practices. Seventy-five individuals will attend a Beekeeping Tradeshow and Workshop and participate in hands-on activities related to equipment assembly and hive management. Eighty percent will increase their knowledge and will have greater confidence in establishing their own hives. **Methods**: A diverse group of specialists from the beekeeping industry, UF/IFAS Extension, and the Florida Department of Agriculture & Consumer Services designed and taught the eight classes. A 178 page notebook containing beekeeping Extension publications was provided to each participant. The Saturday Tradeshow and Workshop provided hands-on activities. **Results**: A total of 255 registered clients participated in 15 Florida and Alabama counties. Initially, only 17% (23 of 142) rated their knowledge of bees as a good deal to very knowledgeable but by the end of the course, 91 % (126 of 138) rated their knowledge of bees and beekeeping as a good deal to very knowledgeable, reflecting a 74% knowledge gain. Of 195 respondents, 98% reported a better understanding of bee biology and behavior, 94% have greater confidence in establishing or expanding their own hives, 96% have a greater understanding about the importance of pollination to our food supply, and 97% have a greater understanding of Beekeeping best management practices. Ninety-eight percent (191/194) of participants felt that they had a better understanding of Africanized bees and how to minimize their threat.

National Finalists

J. Robert Sirrine*[1], Cheryl Peters[2], Lizotte, E.[3], Nikki Rothwell[4]
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[4] , MSU, Traverse City,Mi, 49684

The New FARM was formed in the fall of 2009 and included 35 young famers from northwest Michigan. Funding was provided by the USDA, Rotary, Michigan Cherry Committee, Michigan State Horticultural Society, and the NW MI Research Station Foundation. The goals of the New FARM Program included; increasing knowledge of farm transfer; increasing market share through alternative-marketing; increasing farm financial viability; improved land stewardship and farm safety; improved leadership and problem-solving skills; improved action strategies to influence local, state, and national agricultural policies. These goals were addressed through classroom style teaching, tours, problem solving exercises and travel.

Outcomes and Impacts-Midterm Evaluation

- **61% Changed farming/ growing operations or land management practices.** Eight different topics came up. Examples include three participants trying high density apple production.
- **43% Developed or revised a farm plan.** Participants reported diversification in crops or business practices, developing an agritourism plan, or changing their winery/vineyard plan.
- **30% Started farming and 0% stopped farming or were no longer farming.**
- **100% Changed marketing practices**
- **26% Changed business practices.** Three topics where participants had to use new knowledge: farm transfer plans, finances, and farm land preservation efforts.

End-of-Program Final Evaluation

- **89% improved their management or leadership roles** on-the-farm because of what they learned being part of the New FARM program.
- **50% assumed a leadership position** in the agricultural industry or NW Michigan community

- **86% plan to seek a leadership position** in the agricultural industry or NW Michigan community.
- **57% modified or expanded current marketing practices**
- **43% purchased, leased, or taken over family farming operations**
- **89% applied practical knowledge to improve sustainability of farming**
- **50% acted on land stewardship** practices through MAEAP or NRCS programs.

Gao, G.Y.*[1]
[1] Extension Specialist and Associate Professor, Ohio State University South Centers, Piketon,OH, 45661

A series of educational programs were conducted to help small and beginning farmers to grow winegrapes as an alternative cash crop in Ohio. There is a major shortage of Ohio-grown winegrapes due to a dramatic increase in the number of wineries in Ohio. As of March, 2012, there are 161 wineries. Most vineyards in Ohio are small in scale and are less than 10 acres per vineyard. The Key educational programs offered are "Introduction to Winegrape Growing Workshop; Southern Ohio Summer Winegrape Workshop; Grape and Wine Analysis Workshop – A Practical Approach; and Blackberry, Blueberry and Grape Pruning Workshop." We focused on many basic aspects of starting and managing a vineyard, such as site selection, cultivar selection, soil and tissue tests, canopy management, essential analytical methods of vineyard and winery, identification of grape pests and diseases, and sensory analysis of wine aroma." The combined attendance for these four educational programs is 135. Ohio Fruit ICM (Integrated Crop Management) News was also used to keep fruit growers get up-to-date winegrape production information. I have also contributed articles to the Ohio Grape-Wine Electronic News. Last, but not least, a winegrape cultivar evaluation trial was established in 2008 at OSU South Centers. This research vineyard was used as a demonstration vineyard for such topics as leaf pulling, disease identification, pruning, leaf and tissue sampling, and pesticide spraying. These educational programs have reached growers with a collective acreage of 260, and potentially 100 acres in new winegrape plantings.

MEETING THE NEEDS OF SMALL AND BEGINNING SHEEP AND GOAT PRODUCERS

Susan Schoenian*[1], Jeff Semler[2]
[1] Sheep & Goat Specialist, University of Maryland Extension, Keedysville,MD, 21756
[2] Extension Agent, University of Maryland Extension, Boonsboro,MD, 21713

Most sheep and goat producers have fewer than 30 animals and have been raising sheep and/or goats for less than five years. They lack basic management skills and are eager for knowledge. University of Maryland Extension has implemented a comprehensive educational program to meet their needs and support their transition to commercial production. Varied methods include web sites, webinars, publications, schools, workshops, conferences, performance testing, and competitions. A Lambing & Kidding School is held biennially at a different location in Maryland. Schools are aimed at instilling confidence in new producers. Webinar short courses were initiated in 2011. They cover various aspects of sheep and goat production and are aimed at increasing the knowledge of producers and motivating producers to implement research-based practices and ideas. Small and beginning producers are among the primary participants in the on-going integrated parasite management (IPM) workshops, which are aimed at giving producers the knowledge and tools that need to control internal parasites in their flocks and herds. Program evaluations have consistently shown that these various programs are improving producer knowledge and leading to implementation of recommended practices. There continues to be a large demand for programs for small and beginning sheep and/goat producers, as evidenced by participation levels.

Sustainable Agriculture Research Education (SARE) Seminar USDA SARE/NACAA Fellows Program

National Winners

Nathan Winter
County Extension Educator, Minnesota

I wish to attend the USDA SARE/NACAA Fellows Program to enhance my understanding of various sustainable farming systems across the United States. My belief is that attending this program will help me to better understand sustainable systems and apply the information in Minnesota to enhance sustainable agriculture. I have been an advocate

for sustainable agriculture and have held numerous programs on sustainable agriculture. I am a lifelong learner and appreciate any opportunity to enhance my knowledge and skills. My belief is that this program will help me enhance my knowledge and experiences and give me new ideas to implement in Minnesota.

I have been an Extension Educator in McLeod and Meeker Counties for over seven years. Every year I have had an educational program focused towards sustainable producers. These programs have allowed me to network more closely with those involved in sustainable agriculture. These relationships have evolved and have allowed me to be more engaged with what is happening at the farmer level. I have also always been intrigued with alternative agriculture systems. I am always questioning what farmers can grow other than our typical crops and livestock?

I provide significant program management with the University of Minnesota Extension Small Farms Team and small farms programming along with county agriculture programs. I was charged with attending a train-the-trainer workshop in Boise, Idaho called "Living on the Land" with a co-worker in 2007. I coordinated to make sure that the curriculum was adapted for Minnesota and also took on redevelopment efforts on 4 out of the 8 curriculum lessons.

The number of attendees for LOTL since 2008 is approximately 130 total individuals. A follow-up evaluation was provided in 2011 for those that have participated in the LOTL. Feedback noted that 73% of those taking the survey implemented at least one practice to prevent surface water pollution on their property. The feedback also included that 100% of those responding have used the materials and resources provided within the LOTL curriculum.

Another program where I spent significant efforts was the development of LOTL an Expo for Rural Property Owners. The expo was developed following the interest from the LOTL workshop series. My significant role for the initial expo in 2008 was to design the marketing materials and market the expo to the region and broadly to Minnesota

The number of attendees for LOTL and Expo for Rural Property Owners was approximately 400 in 2008 and 400 in 2009. Evaluation data from 325 responses in 2008 averaged a rating of 4 on a scale of 1 to 5 with 1=Strongly Disagree and 5=Strongly Agree for those that would make at least one change to their property based off of the presentation.

Another educational program that I have worked significantly on is the Small Farms U Courses. Small Farm U was started in 2010. These half or full-day programs were focused to provide more in-depth educational curriculum to the public. The number of attendees for all of the Small Farm U opportunities was in 2010 and 2011 was approximately 130 individuals within the six opportunities available. Evaluation data from the two workshops that I solely coordinated had 72 speaker responses asking the participants if they would do at least one thing differently based on the session. Responses averaged a rating of 4.7 on a scale of 1 to 6 with 1=Strongly Disagree and 5=Strongly Agree.

Another key part of the work with small farms has been the development of a listserv to better help distribute small farm programming events and education throughout Minnesota and beyond. In three years the list has grown to 627 people interested in small farm topics and there is now an outlet to assist Extension Educators with upcoming small farm education and opportunities.

Along with my work on small farms, I have also contributed my expertise in crops to help in the development of the Midwest Cover Crops Council – Cover Crop Decision Tool for Minnesota. http://mcccdev.anr.msu.edu/. The decision tool will help Minnesota farmers and agricultural professionals with cover crop decisions. I also collaborated on a cover crop research project in 2011 and we held a field day and workshop. I have also worked with is an alfalfa/grass research plot in my county for the last year to highlight the benefits of grasses along with alfalfa.

My plan for using the information learned would be three-fold. The first plan will be to present four educational sessions to highlight sustainable agriculture after the concentrated learning experiences. These four sessions will be offered via webinar so that we can reach all areas of Minnesota and beyond. I will set these trainings up as part of the Small Farm U educational series and openly advertise them to all those interested in sustainable agriculture. My goal is to show those in Minnesota what is happening around the country. Evaluations of the sessions will be developed to understand the outcomes of the educational offering.

My second plan will be to develop a survey to determine the understanding of sustainable agricultural principles and determine where educational needs are missing. We will utilize the sustainable agriculture listserv, organic listserv, and the small farms listserv to learn more about where learners are at regarding sustainable agriculture.

My third plan will to be to offer a train-the-trainer program at four different regional locations throughout Minnesota. The education provided will be based on the feedback from the survey. These educational offerings will have a written evaluation to get feedback from those that attended the program.

My hope is that my participation in the USDA SARA/NACAA Fellows Program will strengthen the understanding of sustainable agriculture in Minnesota and help to

strengthen areas of educational need. My other expectation is that I will be better able to address sustainable agriculture and alternative farming system questions.

Overall, my hope is that I can become a sustainable agriculture leader in Minnesota with the help of this program. The potential benefits to other professionals and clientele in the geographic area is that there will be a stronger understanding of sustainable agriculture principles and that farmers will increase their sustainable agriculture practices.

John Porter
Extension Agent
WVU Extension Service
Kanawha

In order to ensure the viability of the local agriculture system, it is important to have a full understanding sustainability in terms of production, resource conservation, and economic feasibility. The state of West Virginia has a large number of small family farms, and even large farms are small in comparison to those in major production areas. Many of the small farms in this state are inherited beef operations that do not provide economic stability to families. As a result, a majority of farmers work off of the farm and farming is considered more of a hobby than a business. Many of the farms in the county where I work have less than $1000 in income and the average farm income is a net loss. I hope that participation in this program will give me the tools necessary to jump start the local agricultural economy and give local farmers the tools they need to become sustainable both in terms of production and economics and in stewardship.

Experience

Being a relatively new extension agent, with just over three years of experience, I have attempted to build programs that increase overall sustainability practices among both farmers and gardeners. My educational background is in horticultural science, and programs centered on gardening have been my major focus. To ensure long-term sustainability of the growing movement of community gardens, I worked with an AmeriCorps*VISTA member to develop the Kanawha Community Gardens Association. This association has allowed the community gardens to work together to solve problems and secure funding and resources. This has allowed me to take a more educational and technical role in community garden development and provide volunteer leadership with Extension Master Gardeners. My garden focus has also centered on encouraging agricultural exploration in schools through gardening. The focus has been on developing garden programs in schools. I recently was selected to chair a statewide committee focused on developing resources such as curricula to encourage agricultural awareness and sustainability among students and young farmers.

To provide opportunities for small farm success and sustainability, I have also worked with two communities in the county to develop farmers market. A large market is available, but the fees are high and preference is given to large operations and wholesalers. These markets provide a low cost option for producers and increase availability of local foods to previously underserved communities. One market has insured long-term sustainability through the successful application for a USDA promotion grant.

Expected Impacts

As an overall focus, I have begun concentrating on developing programming to encourage sustainability of farms within the county and region. While I grew up on a farm, my knowledge of practices in other than horticulture is limited. I have been attending professional development opportunities to increase my knowledge in other areas, but participation in this program will ensure that I have the tools necessary to encourage sustainability in local farmers.

My current programming focus has been placed on working with partnering agencies to start a small farm incubator program to provide education and small business training to farmers. In addition, programming focuses will center on providing sustainable practice issues to farmers through workshops and individual interactions. Experience and education gained through the SARE fellows program will allow me to provide authoritative and accurate guidance to farmers through these and other programs. Workshops and other educational programs will be evaluated through pre and post knowledge and implementation evaluations to determine impact. Evaluation of other programs such as the small farm incubator and direct consultation will be evaluated through observation and continued relationships with the farmers. Impact goals are for implementation of conservation practices, improved production systems, and overall economic benefit. Over time, these programs will be assessed refined to assure maximum positive results, such as increased farm family stability, improved production practices, increased market options, and more.

Other benefits

Many resources are shared among agents across the state and in regions throughout the state. The agents in my immediate area cooperate with programming, so one major benefit would be inclusion of their farmers in the programs. The agents would also be able to have me work directly with their producers on issues where this program provides expertise. In addition, our state has a well-functioning professional development program through agents, both through a SARE professional development grant and through meetings of our NACAA state chapter. I

would work directly with our state SARE coordinators and association leadership to develop impactful opportunities for agent development. Providing professional development opportunities through these venues so that information may be passed to my fellow agents will be an important part of the program. WVU Extension also has several statewide and regional development opportunities for farmers, including the Small Farms Conference and Appalachian Grazing Conference where information gained through the program can be shared directly with farmers.

Lara L Worden
Area Agriculture Agent
NC Cooperative Extension
Catawba, Cleveland, Gaston, & Lincoln Counties

I would like to participate in the SARE Fellows Program because I would like to add additional tools to my teaching toolbox. It is my sincere hope that the SARE Fellows Program will give me the additional tools, tips, and resources to teach area part-time and limited resource farmers a completely different type of agriculture – one that creates sustainable communities of soil, plants, animals and people. For farmers who are literally just starting out and for existing farmers looking to diversify or be more economically viable, I would hope to provide a 'Successful Sustainable Farmers' program geared towards planning and launching sustainable farm businesses.

My objectives in previous programming efforts has been to encouragevegetable & livestock producers in Catawba, Cleveland, Gaston, and Lincoln Counties to increase the sustainability of their farms through crop diversification, integration into alternative opportunities and enterprises, expandinto new,local markets and market opportunities, incorporate best management practices, maintainquality water and nutrient management, and implementation of sound business management and record keeping practices.

I have used a number of different program delivery strategies which include one-on-one contacts, field visits, phone calls, monthly business management and sustainable workshops, and weekly/monthly emails to producers. In addition, I work with a team of extension agents across my District to deliver integrated programs.

Past programs involving farmers becoming more economically viable and sustainable include the following:

- I developed a hands-on QuickBooks Pro for Farmers training manual to encourage area producers to use and become more familiar with computer accounting software. I also conducted several two-day & one-day, hands-on trainings for farmers in using QuickBooks Pro across North & South Carolina.

- In 2005, I, along with fellow agriculture & family consumer science agents in fourinitial counties (Catawba, Cleveland, Gaston & Lincoln), collaborated with area producers to develop the 'Foothills Fresh" local food marketing initiativeand websitein order to diminish a gap between being effective marketers and getting the products into the hands of the local consumer(s). As of 2012, we have grown to 8 counties and have approximately 65 farms and farmers markets participating in the program

- In 2007, NC A&T State University collaborated with the United Hmong Association (UHA) of the greater Hickory area in applying and receiving three years of grant funding (2008-2010) from USDA Risk Management Agency through the Hmong National Development, Inc. to provide training and technical support to area Hmong refugee farmers. NCA&T and UHA then turned to the local extension offices for support in building agricultural skills and knowledge. I, as the area specialized agriculture agent, have participated/presented in threeeight week Growers' Schoolswhere I educated Hmong refugee farmers on the following topics: development of new markets for niche, specialty & alternative products; NC farmers' market rules & regulations; development of a marketing plan; building a visual farmer's market display; and designing & creating effective farm signage.

- I, along with two other Certified NxLevel™ Extension agents from Cabarrus and Moore County, co-taught a five week NxLevel™ Business Class for Entrepreneurs who had new agri-business ideas. As a result of this intensive training, two of nine participating adults became limited liability corporations with NC State; three established a partnership to operate business at the Incubator Farm in Cabarrus County; and four existing business owners completed their first business plan that included five year projected forecasts.

- I have also incorporated integrated programming into my programming efforts by calling on and combining the strengths of different colleagues in different program areas and specialties by having them share their knowledge through presentations at the Annual Putting Small Acreage to Work conferences that has been held in December or January for the last four yearsand at the "Ten Acre Tuesdays" Sustainable Agriculture Workshop Series held in the Spring of 2009.

If I were selected as a SARE Fellow, my hope would be to develop a 'Successful Sustainable Farmers' program to help new and existing farmers be successful, productive, and innovative members of their agricultural communities. Program objectives would include the following:

Teach fundamentals of farm business management and sustainable production practices

- Increase participant comfort level with state and federal government agencies and increase participation in their programs

- Development of a workable business plan

- Provide experiential learning through real-world applications

- Link participants with a mentor from a pool of successful farm business operators

The format of the program would include a six-week course that would include the following topics: whole farm planning, evaluating resources and enterprise options, farm and risk management, soil management and conservation practices, sustainable crop production, sustainable livestock production, pest management, direct marketing and farm tours and visits. Evaluation of the program will involve a pre- and post-evaluation of participants to determine whether the program improved their knowledge of sustainable agriculture practices, increased their net income, or improved their soil quality over time. A personal 6 and 12 month follow-up will also be conducted to determine the progress of the participant and whether they need additional support and/or assistance.

Some of the potential impacts and expected results I hope to see, include:

- Changed behaviors or implementation of sustainable agricultural practices

- Development of a personalize Learning Plan/Business Plan to help guide participants learning and activities in the program and beyond

- Improve connections to a local and regional network of people who are active in the sustainable agriculture movement and increased access and exposure to a wide variety of job opportunities, conferences and organizations

- Increased number of farmers selling agricultural products directly to the consumer, which helps to support the local agricultural/food community

- Increased profit margins for new and existing farms through sound business management decisions

- Reduced reliance on pesticides for managing insect and plant pests by providing alternative, sustainable options to area farmers

The potential benefits of such a program include: increasing the number of farmers, supporting area farmers' markets and the local food economy, and building capacity in area partners and the agricultural community.

Maud Powell
Small Farms Extension Agent
Oregon State University
Jackson County

I am interested in participating in the SARE Fellows program for several reasons. I am passionate about sustainable agriculture and have worked to incorporate aspects of sustainability into my extension work with the Oregon State University Small Farms program for the past 5 years. In my years of organizing, facilitating and teaching extension classes and workshops, I have observed that on-farm tours, demonstrations and discussions result in the improved information retention and increased rates of implementation. I am committed to my own professional development, and believe that touring farm operations around the country and engaging in hands-on learning opportunities will greatly enhance my ability to deliver programs in sustainable agriculture. Finally, I am very excited to take part in a national program, connect with growers and agricultural professionals in other regions, and see my work as part of a larger movement.

My husband and I have owned and operated a small, certified organic vegetable and seed farm for the past fourteen years. We grow fruits and vegetables for a Community Supported Agriculture program and raise vegetable seed crops on contract for 5 seed companies across the country. In addition, we have raised small herds of goats and sheep for weed management and meat, and used rotational grazing systems. On our farm, we have implemented a wide range of sustainable agriculture practices including integrated pest management, soil fertility management through crop rotation and cover-cropping, and gravity-fed and drop irrigation systems.

As an area extension agent and instructor in the OSU horticulture department, the classes and workshops I offer usually include elements of sustainable agriculture. I regularly teach a pasture management class which emphasizes the use of legumes for nitrogen fixation, rotational grazing and diverse pasture mixes. In 2009, I built a forage demonstration plot at the Southern Oregon Research and Extension Center which showcases 22 species of pasture grasses and legumes commonly used in the region. I also teach an annual class on weed management, which highlights a multitude of control measures including biological, cultural, mechanical and prevention. I have also hosted classes on soil fertility management. Many of the classes and workshops I organize are geared toward beginning farmers and ranchers, many of whom are interested in sustainable practices. In 2011, we launched a hands-on, seasonal-long education program which includes weekly work hours on a 1 acre teaching farm. The teaching farm includes the production of annual vegetables, grains, cover crops, and perennial crops. We are

employing crop rotation, beetle banks, scouting and other integrated management techniques on the teaching farm.

I intend to use the information learned from the SARE Fellows program in several ways. First, I plan to write an article for our quarterly online statewide Small Farms newsletter during the two years of the program. The newsletterwas downloaded 15,000-23,000 times for each of our four 2011 issues. The eight articles will cover various topics in sustainable agriculture and may feature farming operations toured during the SARE fellows program. Second, I will incorporate information learned into any Small Farms educational programs which are relevant to sustainable agriculture. For most classes, I provide a written evaluation form at the end of each class to assess information learned and satisfaction with speaker presentations. For each of the classes in which I incorporate a sustainable agriculture component, I will add at least two questions regarding comprehension of the topics covered and assessing their intentions to use the techniques. Third, I will upload useful resources and links to both our statewide and local websites.

Finally, I currently organize a quarterly farmer to farmer networking event that takes place on-farms and includes a tour and demonstration. We have a group of approximately 25 farmers who regularly attend these events. I plan to bring in topics related to sustainable agriculture during these events, and choose to tour operations that are actively utilizing sustainable agriculture practices and strategies. To evaluate the impacts of these tours, I will use an annual on-line evaluation to assess knowledge gained regarding sustainable agricultural practices and the level of implementation among participants.

Participation in the SARE Fellows program will greatly impact the OSU Small Farms program. Specifically, I will work to incorporate some aspect of sustainable agriculture into all of the educational programs I teach. Additional programming on sustainable agriculture will result in more implementation of sustainable agriculture practices among program participants. Our statewide Small Farms website, as well as our county Small Farms website, is used by thousands of small farmers around the state. Access to information on sustainable agriculture through these websites will result in greater knowledge and more implementation of sustainable practices. Finally, the impact on our program will be to bring greater recognition to the OSU Small Farms program, which may result in more stable county and state funding.

In addition to the Small Farms program, I will offer to teach for the Master Land Steward program, which is also housed at the extension office in Jackson County. The Master Land Steward program accepts 30-40 participants per year, who take a series of 12 classes focused on best management practices in pasture management, irrigation, weed control, and soil management.

I plan to use information from the SARE Fellows program to help train other agricultural professionals and regional clientele in four ways. First, during both years of the program, I will offer a session on new sustainable agriculture theory and practices at the annual OSU Small Farms conference held in Corvallis each February. In 2012, the conference attracted over 800 participants from around the northwest. Second, I will present an overview of the SARE fellows program, highlighting each of the farms visited and information learned, at the annual Northwest Farmer to Farmer Conference at Brietenbush in Oregon. This conference attracts 100 commercial farmers each year. Third, I will provide email and in-person updates to our OSU Small Farms team, which currently includes twelve instructors and program assistants. Updates will include topics learned about through the program on sustainable agriculture. Finally, I will convene a bi-annual meeting of regional agricultural professionals, including representatives from NRCS, Soil and Water Conservation District, other OSU extension agents and staff, USDA, to discuss topics in sustainable agriculture. I will present information and resources from the Fellows program and then create a roundtable discussion format to exchange information and ideas.

2012 American/World Agriculture Award Recipient

Dr. Don Ball

Dr. Don Ball was born in Owensboro, Kentucky and grew up on a crop and livestock farm in Daviess County, Kentucky. He received a B.S. in biology and agriculture from Western Kentucky University in 1968, spent 3 years in the U.S. Army, and subsequently entered graduate school at Auburn University, from which he received the M.S. in 1973 and the Ph.D. in 1976, both in Agronomy.

Dr. Ball was hired as Extension Forage Crop Agronomist at Auburn University in 1976, and had statewide responsibility for extension educational programs with forage crops in Alabama from April, 1976 until January, 2011. He was awarded the rank of Professor in 1988, was named Alumni Professor in 1997 (the first Extension Specialist at Auburn University to receive this recognition), and is now Professor Emeritus.

He has been involved in many different forage/livestock programs and production systems and has worked closely with faculty members in numerous academic disciplines, at Auburn University and elsewhere. In his work he has placed particular emphasis on minimizing the impact of the tall fescue endophyte, use of forage legumes, reducing hay storage and feeding losses, and minimizing stored feed needs. All of these are of critical economic importance to forage/livestock production.

Dr. Ball has been an extremely active disseminator of information on forage crop topics. He is the author of more than 40 Auburn University bulletins and circulars, over 700 magazine or trade journal articles (surveys have shown that agricultural producers get much of their information from such articles), over 280 Auburn University "Timely Information" sheets, and dozens of other popular and technical articles of various types. The latter include articles in American Scientist and Encyclopedia of Agricultural Sciences.

He was the driving force behind, and first author of, several nationally-oriented publications that have addressed major educational needs in the area of forage/livestock production. Hundreds of thousands of copies of several of these publications have been distributed around the nation and around the world, and they have undoubtedly positively affected the understanding of these topics by scientists, extension workers as well as other agency personnel, livestock producers, and others.

He is first author of the book Southern Forages as well as the popular booklet Forage Crop Pocket Guide, and is sole author of the book Practical Forage Concepts. The book Southern Forages deserves special mention. This 322 page publication has become the most widely distributed practical forage book in the world. Since it was first published in 1991, it has been revised three times and has been translated into several foreign languages, including Chinese. It has been strongly endorsed by top forage scientists, and has been used as a textbook at over 60 colleges and universities in the U.S. and at several in foreign countries. Due to its practical orientation and easy-to-read style, it is also of great interest and value to producers of cattle, horses, sheep, and other forage-consuming animals, as well as to people who are interested in growing forages for wildlife or conservation purposes. This book has had an important influence on knowledge of forage crops, and philosophy of forage/livestock production, in the U.S. and in other parts of the world.

Several other accomplishments are noteworthy. A bermudagrass ecotype was registered by Dr. Ball as the variety 'Russell' after he documented its productivity, and today there are 50,000+ acres of this grass in the Southeast. He conducted dozens of on-farm demonstrations, and spoke at many Extension, other agency, or industry training meetings. During his career he served on the graduate committees of 24 students (5 Ph.D. and 19 M.S.).

Dr. Ball has been active in numerous professional and commodity organizations including the American Society of Agronomy, the Crop Science Society of America, and the American Forage and Grassland Council (AFGC). He is a former president of AFGC and was Chairman of the Southern Pasture and Forage Crop Improvement Conference. He served on the Alfalfa Council Advisory Board for many years, and is Technical Advisor to four Oregon Seed Commissions (Clover, Orchardgrass, Ryegrass, and Tall Fescue).

He has served on the Boards of Directors of AFGC, the Council for Agricultural Science and Technology, the Forage and Grassland Foundation, the American Registry of Certified Professionals in Agronomy, Crops, and Soils, and the Western Kentucky University Alumni Association. He also served on dozens of committees at Auburn University and Alabama Cooperative Extension System, and in various professional and trade organizations.

Frequent invitations to speak on educational topics provide evidence that the information being provided is of interest and value. Dr. Ball has been an invited speaker at over 2,000 events, ranging from county meetings to international conferences. These have included presentations at over 1,000 meetings in Alabama, over 100 out-of-state conferences in the U.S., and more than 20 presentations made at universities, conferences, or meetings of various types in foreign countries including in New Zealand, Argentina, Brazil, South Africa, Mexico, Croatia, the Czech Republic, and China.

Numbers and statements do not adequately reveal the impact of professional activities especially when the focus is a "cutting edge" topic. For example, prior to the printing of the publication "Minimizing Losses in Hay Storage and Feeding," annual losses in the U.S. due to poor hay storage and feeding techniques were estimated at $3 billion. If this publication (of which some 160,000 copies were distributed nationwide) reduced losses by just one percent, annual savings amounted to more than 30 million.

Honors have included the USDA Superior Service Award, the AFGC Medallion Award, the Auburn University Extension Excellence Award, and the Alabama Extension Specialist Association Professional Recognition Award. He received the Auburn University Dean's Award for Outstanding Contributions to Agriculture, the Alabama Cooperative Extension System Distinguished Career Award, and the National Association of County Agricultural Agents Distinguished Service Award. He is a Fellow of both the American Society of Agronomy and the Crop Science Society of America. In addition, he was Western Kentucky University Agricultural Alumnus of the year in 1990 and was inducted into the WKU Hall of Distinguished Alumni in 2001.

2012 Achievement Award Winners

North Central Region

Illinois - Jennifer Schultz Nelson
Indiana - Amy Thompson
Iowa - Mark Licht
Kansas - Shannon Blocker
Kansas - Delta George
Michigan - Dr. Robert Sirrine
Michigan - Phillip Tocco
Minnesota - Laura T Kieser
Missouri - James Quinn
Nebraska - Jessica Gwynne Jones
North Dakota - Lesley Lubenow
Ohio - Jim Jasinski
Ohio - C. Richard Stephens
South Dakota - Connie L. Strunk
Wisconsin - Adam A. Hady

Northeast Region

Maryland - Sudeep A Mathew
New Hampshire - Heather Bryant
New York - Joseph R. Lawrence
Pennsylvania - Stacie Hritz
Pennsylvania - Dana Rizzo
West Virginia - John Porter

Southern Region

Alabama - Elina D. Coneva
Alabama - Dr. Ayanava Majumdar
Arkansas - Craig Allen
Arkansas - Ron Baker
Florida - Leslie Baucum
Florida - Bradley J. Burbaugh
Florida - Elena M Toro
Georgia - David Shane Curry
Georgia - Timothy Daly
Georgia - Mary Carol Sheffield
Kentucky - Corey Payne
Kentucky - Jason Phillips
Kentucky - Amanda Sears
Louisiana - Robert E. Ferguson
Louisiana - Albert Orgeron
Mississippi - Reid A. Nevins
Mississippi - Lester Stephens
North Carolina - Eve Honeycutt
North Carolina - Katy Shook
North Carolina - Becky Spearman
Oklahoma - Brian Freking
Oklahoma - Brian Jervis
South Carolina - Patricia E DeHond
Tennessee - David Bilderback
Tennessee - Christopher Cooper
Tennessee - Chris Hicks
Texas - Zachary A Davis
Texas - David W. Groschke
Texas - Lawrence Perez
Texas - Roger Skipper
Texas - Wes Utley
Virginia - Wythe C. Morris

West Region

Alaska - Darren Snyder
Arizona - Channah Rock
Colorado - Adrian Card
Montana - Rene Kittle
New Mexico - Leigh Ann Marez
Oregon - Clive Kaiser
Utah - Jay Dee Gunnell
Washington - Carrie H. Wohleb
Wyoming - Bridger Feuz

2012 Distinguished Service Award Winners

North Central Region

Illinois - Richard Hentschel
Illinois - Mike Roegge
Indiana - Doug Akers
Michigan - Kevin S. Gould
Michigan - Phil Kaatz
Minnesota - David Nicolai
Missouri - Thomas R Fowler
Nebraska - Tom Holman
North Dakota - Andrew Swenson
Ohio - Wm Bruce Clevenger
Ohio - Chris Penrose
South Dakota - Paul O. Johnson
Wisconsin - Jerry Clark

Northeast Region

Maryland - Jeff Semler
New Jersey - William J. Bamka
New York - Betsy Hodge
Pennsylvania - Susan Boser
Pennsylvania - J. Craig Williams
West Virginia - Larry G. Campbell

Southern Region

Alabama - Ricky Colquitt
Alabama - Kathy L. Flanders
Arkansas - Sherry Beaty-Sullivan
Arkansas - Katie Teague
Florida - Christa L. Carlson-Kirby
Florida - Jennifer Pelham
Florida - Cindy Sanders
Georgia - Wade Hutcheson
Georgia - Jeremy Kichler
Georgia - Ted Wynne
Kentucky - Matthew Campbell
Kentucky - Kevin Lyons
Kentucky - Paul Sizemore
Louisiana - Keith Fontenot
Louisiana - Terrence S. Marshall
Mississippi - Ruby D. Rankin
Mississippi - Houston Therrell, Jr.
North Carolina - Arthur L. Bradley, Jr
North Carolina - Lenny Rogers
North Carolina - Debbie Roos
North Carolina - Phillip Rucker, JR.
Oklahoma - Albert Sutherland
Oklahoma - Mike Weber
South Carolina - Mike Loveless
Tennessee - Karla K Kean
Tennessee - Creig Kimbro
Tennessee - Jonathan Rhea
Texas - Michael L Clawson
Texas - Richie Griffin
Texas - Lonnie Jenschke
Texas - Reggie Lepley
Texas - Terry Millican
Texas - Todd Swift
Virginia - Jonathan M. Vest

West Region

Arizona - R. Dean Fish
Colorado - Thaddeus Gourd
Montana - Joe T. Broesder
New Mexico - Stan Jones
Oregon - John Williams
Utah - Michael G. Pace

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

2012
North Central Region
Hall of Fame Award

David Stenberg

Nebraska
40 Years - Retired

Dave has truly been a valuable leader in Extension education in Nebraska during his outstanding 40-year career in Dawson County which ended in 2008. He began his career in Nebraska Extension in 1968 as an Ag/4-H Agent after serving two years in the Peace Corps. His educational programs targeted the needs of producers and improved their management skills and knowledge. Dave was an early promoter of reduced tillage crop production and as a result, 80% of the crop ground in Dawson County converted from traditional tillage to no-till or ridge-till. Soybean acres in Dawson County increased from 500 to 40,000 acres after he conducted several in-depth soybean workshops. Dave was also involved in variety tests for corn, soybeans and alfalfa. Dave organized and conducted dozens of farm management workshops for producers in both animal and crop production. He also organized the Dawson County Corn Growers and the Annual 4S Meat Goat Expo. Adults were not the only audience impacted by Dave's educational efforts. He coached 34 State Champion and five National Champion 4-H Meats teams from Dawson County. He also co-coached 16 Dawson County 4-H Livestock Judging Teams to national competitions, winning one National Championship. Dave organized 12 Heritage Tours to the East Coast during his career for 360 4-H members and 170 adults. Dave also provided excellent leadership to the Extension organization. He was a NACAA member for 40 years and received the Distinguished Service Award in 1980. He attended 16 AM/PICs and served as the Nebraska Association President in 1999, the year Nebraska hosted the AM/PIC in Omaha. He served as North Central Regional Vice-Chair of Extension Programs Committee during 1977-1979 and coordinated the North Central Search for Excellence Programs in its initial years of existence. In 1978, Dave designed, marketed, and conducted the first DOW Agriculture Study Tour for county agents that included stops in five states. In Dave's commitment to Extension in Nebraska, he served on many NACAA state committees and served as President of the Nebraska Cooperative Extension Association (NCEA) in 1985. Dave has been recognized for his achievements in Nebraska, receiving the Chester I. Walter Extra Mile Award in 1990, Distinguished Educator Award in 1995 and the Outstanding Service to NCEA Award in 1996. Dave continues to use his leadership skills in his community. He currently serves as the Chair of the Dawson Area Economic Development Board, a group which helps existing businesses grow, recruit new business, aid in infrastructure, housing, and retention of youth in the county. His deep faith led him to become involved in the Evangelical Lutheran Church in America (ELCA) – Nebraska Synod, serving on numerous state boards and committees. Dave has a passion for helping those less fortunate through ELCA. He visited Lutheran churches in Argentina and developed working relationships to assist congregations in need. Dave taught adult bible school for 10 years at Grace Lutheran in Lexington where he also served as Church Council Chair for 20 years.

2012
Northeast Region
Hall of Fame Award

W. Edgar Hooper

West Virginia
36 Years - Retired

Edgar Hooper began his extension career in 1967. Some of the activities early in his career included working with 4-H youth in the 4-H Dairy Genetics Project; working with 4-H youth in land judging & cattle judging and organizing educational programs within the agricultural community for improving production. He promoted Agriculture regularly through the news media – radio programs; spot announcements; "Golden Moments in Our West Virginia Environment; TV appearances etc throughout the state and organized numerous agriculture educational activities on crop production & livestock production. Research was an ongoing activity and he worked with local farmers setting up trial plots and collecting information. He conducted "Newspaper for Mulch" and "Don't Bag It" programs in the area of Environmental Education. Throughout his career he served on the Agriculture Program Advisory Committee and the Ohio County Country Fair Committee. Under his leadership the OCCF grew from a budget of $3,000 to one exceeding $39,000 by 2001. He also served in advisory capacity to the Northern Panhandle DHIA, Northern District Holstein Club and the Tri-State Beekeepers Association. Edgar received a total of 32 national awards. Public Information Awards included TV Programs, Radio Programs, Newsletter Team and Video Tape/ TV. He received Outstanding Recognition for his work with the Tri-State Turf Conference for coordinating this event for 12 years. He was honored by the Association of West Virginia Solid Waste Authorities for service to the association and received the "Make It Shine" Award presented by the governor. Edgar has served as counselor of both Junior and Senior High BYF groups, served on the Board of Deacons and as Moderator for eleven years at First Baptist Church. He worked with the Bethlehem Hilltop Baseball League for 10 years. He served on various committees for Kiwanis, Jaycees and Rotary.

2012
Southern Region
Hall of Fame Award

Harvey L. Buehring

Texas
35 Years - Retired

Harvey L. Buehring began his Extension career as Assistant Agriculture Agent on January 1, 1971 in Hidalgo County, Texas. In January of 1972 he was promoted to 4-H Coordinator for the Hidalgo County Extension program. In August of 1974 he accepted the position as Agricultural Extension Agent for Pecos County in Ft. Stockton, Texas. In August of 1976 he accepted the County Extension Agent for Kleberg and Kenedy counties and served in that capacity until November of 1982. Buehring was appointed as Extension Agent-Ag. and Extension Program Coordinator for Nueces County on November 16, 1982 and serves in that capacity until retirement in Aug. 2007. Prior to joining the Extension Service, Buehring had work experiences in cotton ginning, grain elevator operations, retail sales and general farm and ranch work. As an Extension educator in the Coastal Bend area, Buehring has conducted an extensive agricultural result demonstration and crop variety testing program. As a part of this educational effort he annually coordinates a summer tour of crop demonstrations and research projects that are being conducted in Nueces County. In 1997 Buehring was instrumental in bringing to Nueces County the first high fiber quality cotton varieties from Australia for testing. Today these high quality varieties have 80% of the market share and are planted to approximately 100,000 acres netting county cotton producers approximately three million dollars per year in additional returns. Buehring has been involved in organizing and conducting the annual Nueces County Junior Livestock Show and has served as a member of its Board of Directors since 1982. This Junior Livestock Show has grown into one of the largest county shows of its kind in the State of Texas. Buehring has partnered with the local Soil & Water Conservation District to conduct educational programs related to conserving groundwater and other natural resources. For the past 20 years he conducted the annual Tractor and Farm Equipment Safety school for high school youth interested in summer employment on farms. He has served as coordinator of educational programs at the annual Corpus Christi Farm and Ranch Show which he helped organize in 1989. Buehring has done extensive media work with Corpus Christi and South Texas print and broadcast media outlets. His weekly “Farm & Ranch Happenings” column has been a regular feature in the Southern Livestock Standard magazine. His news articles are also featured in a number of weekly rural newspapers. Buehring also serves as Coastal Bend agricultural correspondent on the Texas Farm Bureau Network’s weekly Farm Bureau Roundup program. Buehring’s Extension educational program efforts have been recognized by the National Association of County Agricultural Agents (NACAA). Buehring has been recognized by TCAAA for outstanding Agricultural Demonstration Handbook publications and news column, feature stories and web page communication efforts He was the recipient of their Distinguished Service Award in 1986 and received four national professional excellence awards from NACAA. In 2006 the Texas A&M Board of Regents bestowed him the coveted “Regents Fellow” award for professional excellence in fulfilling the mission of Extension education.

2012
Western Region
Hall of Fame Award

Sandy Macnab

Oregon
32 Years

Sandy’s appointment is as single agent county, divided between multiple program areas: crops, community and economic development, youth, and County Leader.

Colleagues state Sandy is one of the best small grains agents in the state, well respected among his peers and clientele. They commend him on being creative and on the forefront of innovation while keeping it practical for the clientele he serves. This earned him an Excellence in Extension Award from the National Association of Wheat Growers in 1997

In his previous role as Staff Chair and now, County Leader, Sandy leads a small team of highly effective staff members . He is extremely supportive of his staff which is evident through the office camaraderie. As part of his duties he routinely keeps the County Court and public informed through the use of regular reports of activities during County Court sessions and by providing regular news releases to several local media outlets.

Sandy has dedicated himself to obtaining critically necessary office space for Sherman County’s Extension Service. The current building is on the verge of being condemned and has not been suitable for over 12 years. Through fund raising efforts Sandy is close to seeing the vision of a new 3600 sq ft office space, jointly with the OSU Sherman Branch Experiment Station and the County, through to fruition.

One of Sandy’s most notable leadership roles was serving as the Chairman of the 2009 National Association of County Agricultural Agents (NACAA) Annual Meeting and Professional Improvement Conference, held in Portland, Oregon. Oregon had not hosted this rotating national conference in over 30 years. The meeting generally draws between 1,100 and 1,500 county agricultural agents, spouses, and children from across the nation. When polled, many expressed sincere enthusiasm to have Oregon host this conference.

Sandy had been extremely involved with the association since hired in 1979, serving on several NACAA committees prior to placing the bid for the meeting. Some of these leadership roles include: Western Region Chair for Extension Programs, 1996-1998; Western Region Chair of the Early Career Development Committee, 1999-2000; and Western Region Director for a two-year term from July 2004-July 2006. While serving as the Western Region Director the six-year planning process for the conference began.

A meeting of this size and scope is not one that can be assembled over night. Sandy worked hard encouraging Oregon Agricultural Extension Agents (OAEA) members to organize and execute the conference. There was much hesitation and doubt from the NACAA national board that such a small organization of county ag agents (42 members) could effectively pull off a meeting of this size (NC who hosted in 2008 had over 200 members). Sandy led the members step-by-step through the entire process including assigning committee chairs to the various roles and fund raising. The conference requires substantial fund raising and in the harsh economic times it was not an easy task to raise the approximately $300,000 that was necessary. Sandy served as one of the major fund raisers for the conference, contributing over $10,000 from his personal efforts alone.

2012 ABSTRACTS OF THE NATIONAL WINNERS AND FINALIST COMMUNICATIONS AWARDS CONTEST

Audio Recording

National Winner

Layne, D.R.*[1]
[1] Professor and Extension Fruit Specialist, Clemson Extension, Clemson,SC, 29634

I had the great privilege last summer of being interviewed while I was working in a commercial peach grower's orchard for NPR's "All Things Considered" by Melissa Block on August 18, 2011. The link to the nationally broadcasted story is: http://www.npr.org/2011/08/18/139755064/sweet-lessons-from-a-south-carolina-peach-professor

The link to the audio recording also provides a transcript to the story that can be read online. According to the producer of the show, the audience for this program is 2.5 million persons nationwide.

National Finalists

Schwartau, C.*[1]
[1] Regional Extension Educator, University of Minnesota, Rochester, MN, 55904

Several Extension Educators in southeastern Minnesota share the duties of a weekly radio program on KDHL radio, Faribault, MN. The broadcast runs from five to ten minutes, each Wednesday morning. KDHL market share reports indicate a listenership of over 50,000 in about 15 counties. Its listeners are heavily rural so meet our needs for communication to agricultural producers very well.

This program aired February 15, 2012. The primary topic was the need for dairy producers to meet European Market expectations of somatic cell counts under 400,000 for imported dairy product. I specifically wanted to cover how University of Minnesota Extension is helping farmers reach that goal with newly revised educational tools on our website. "Quality Counts" is an extensive collection of assessment tools, worksheets, and resources available at (http://www1.extension.umn.edu/dairy/milk-quality-and-mastitis/) for use by dairymen.

Jerry Groskreutz, KDHL farm director, conducts the program as an interview. Groskreutz is a former dairy producer himself, which makes for an easy flow in a program about dairy resources. This interview is recorded over the telephone.

Londo, A.*[1]
[1] Extension Forester, Mississippi State University, Mississippi State,MS, 39762

The use of firewood for heating homes has increased in recent years, due in large part to high heating oil prices. While using firewood can be cost effective, one must take care to ensure that it is done safely.

This radio program, broadcast on September 9, 2011 on Farm and Family Radio at Mississippi State University (http://msucares.com/news/radio/farmandfamily/archive_11.html) discusses safety items that anyone burhning firewood should keep in mind. Topics such as what species of wood to use, making sure it's adequately dried and seasoned, to checking the chimeny for cracks and blockages. This show is not only applicable to Mississippi, but anywhere wood is used for home heating.

Hibler, A.W.*[1]
[1] CEA-AG Burnet Co., Texas AgriLIFE Extension Service, Burnet,TX, 78611

Radio programing is a very effective tool to get the attention of agricultural producers, homeowners and youth. A well-executed radio program can give good information to the listener and then stir the desire to call and make contact with the agent. For 24 years this agent has utilized radio as a significant part of my educational programing. The Hill Country Ag. Report is a twice a day morning segment that airs on 103.9 FM KBEY radio out of Marble Falls Texas. We record the segment live at 6:20AM as it is being aired. Then the recording is played back again at 8:20AM. The station has a combined listening rating of 24,000 people in a county that has a total population of 46,000. This segment is one recorded at the radio station by the station DJ and engineer. It was ran on March 12th 2012. Daily Ag Reports always provide information on crop production, livestock management practices, horticultural interests and educational events sponsored by the Texas AgriLife Extension Service.

Regional Winners

Falk, J.S.*[1]
[1] Multi-County Specialist, Crops and Soils, K-State Research & Extension, Colby,KS, 67701

Nematodes in corn fields are a problem in several areas in northwest Kansas. However, there are still many

producers who are unsure if they have this pest. Harvest is a good time to detect the circular patterns from the combine cab. If producers will mark these areas in the field, they can easily be monitored and sampled the next spring. Therefore, on November 2, 2011, Jeanne recorded a radio program, to bring this to producers' attention. This program was part of her regular radio program schedule, on the first Wednesday of each month. It is carried on the local radio station, KLOE 730 AM in Goodland Kansas, which broadcasts to northwest Kansas and eastern Colorado. The 4-minute program was recorded in her office using the program 'Audacity', saved as an .mp3 and emailed to the local radio station.

Lentz, E.M.*[1]
[1] Educator, The Ohio State University Extension, Findlay,OH, 45840

This Extension Educator participated in the Ag Talk program every week day on radio station WFIN. Program objective is to keep the rural community informed about the latest agricultural information including crop alerts and upcoming Extension educational activities. Discussion is led by the station's Farm Services Director. Topic and content are provided by the Extension Educator. The program is recorded in advance at the radio station. The recordings are played daily on the main station and aired additionally on two sister stations, WKXA and The Fox. Program is received by about 70,000 listeners. In addition, each Thursday morning, the Extension Educator calls into the station for a live program of Rural News and Issues on recent developments that have occurred between recordings. Sound bites and some programs are aired at other times including weekends. Program submitted was aired 6:35 a.m. on WFIN, December 21, 2011, which addressed concerns about late planted wheat. Recorded programs are stored on county web site for six weeks. For program outcomes, producers have been informed about the latest agricultural issues, provided summaries and Internet locations of latest university research information, and given dates and times of upcoming Extension educational programs. Results of the programs have included producers using the information in their farm operations and attending Extension programs. Programs have also resulted in increased requests for more information via email, telephone, county web visits, or visits to the County Extension Office.

Polanin, N.*[1], Laura DePrado[2]
[1] County Agent II, Rutgers NJAES Cooperative Extension, Bridgewater, NJ, 8807
[2] Director, Club and Community Service, Rotary International District 7510, Branchburg,NJ, 08876

The Rotary and Rutgers Enabling Garden Project, 'Growing Lives One Seed at a Time,' was the topic of a one-hour interview on November 28, 2011 during "The Rotary Hour" and broadcast via the Internet Radio Station found at http://www.hunterdonchamberradio.com/. Hosted by Megan Jones-Holt, who is also the Governor of Rotary District 7510 in central New Jersey, the show featured a discussion of the new partnership building between Rotary and Rutgers University and Rutgers Cooperative Extension in launching a 5-county effort for Enabling Gardens. The interview included both Nick Polanin of Rutgers and Laura DePrado, a Master Gardener and Rotarian. The link for the hour-long broadcast can be found online at http://www.hunterdonchamberradio.com/Radio_Shows/The_Rotary_Hour/ and is the fourth one in the 'Parent Directory of Archived' shows. The actual interview begins at the 11:50 mark of the hour and continues through the rest of the hour. It covers the history of gardening projects that include aspects of Horticultural Therapy, Rutgers Cooperative Extension and The Master Gardener program, and how Rotary and Rutgers are launching this new Enabling Garden initiative. The Hunterdon County Chamber is a pro-active partnership of businesses, approximately 500 strong, dedicated to promoting a favorable business climate, supporting member companies, and providing business leadership throughout the county. This unique 24-hour all-news talk, information, and community based internet radio station provided a springboard for both Rotary Clubs and Rutgers Cooperative Extension Offices to seed this opportunity for gardeners of all ages and abilities.

BEDDES, T.*[1], Taun Beddes[2]
[1] Horticulture Agent, Utah State University, Logan,UT, 84321
[2] Horticulture Agent, Utah State University, Logan,UT,

I write a regular newspaper column that is often adapted by USU Extension marketing into "Ask a Specialist" press releases. One of these press releases, pertaining to harvesting vegetables in the fall, was picked up by the USDA Radio News, a division of the USDA Broadcast and Media Technology Center. As a result, I was interviewed by Rod Bain, a reporter for the center, for a news interview (available at: http://audioarchives.oc.usda.gov/radnewsfeaturedetail.asp?ID=2542) that was heard on over 700 radio stations in the United States, Canada and internationally as well as being available to listeners online. This is the second time I have been interviewed for such as feature. I will continue my efforts in these endeavors to disperse research based information to the green industry and general public.

KERR, S.*[1], Ariel Ginsburg[2], Brian Tuck[3], Ellen Hammond[4], Jeff Hino[5], Shilah Olsen[6]
[1] WSU-Klickitat Co. Extension Director, Washington State University, Goldendale,WA, 98620
[2] Publishing Manager, Oregon State University Extension & Experiment Station Communications, Corvallis,OR, 97331
[3] OSU-Wasco Co. Extension Director, Oregon State University, The Dalles,OR, 97058
[4] , Oregon Department of Agriculture, Bend,OR, 97701
[5] , Oregon State University Extension & Experiment Station Communications, Corvallis,OR, 97331
[6] Conservationist, Wasco County Soil and Water Conservation District, The Dalles,OR, 97058

"Managing Manure" (EC 1637; April, 2011) was created as part of the Oregon State University Extension Service's online "Living on the Land" educational series for new and small acreage owners. The series addresses issues of concern to new rural landowners such as livestock care, pasture management, manure management, water quality and so on. Innovatively, each document in the series has also been developed into a three-installment audio file. In both the document and audio file formats, the information is brief and concise and addresses the basics of each topic. For example, Managing Manure provides basic information for small acreage livestock owners about the amounts of manure produced by different types of livestock, storage and use options, composting, etc. as well as recommendations for more detailed information. The short format and online/audio file delivery were designed to fit essential land and livestock management information into the busy lives of new small acreage owners. Authors of the publications in this series include two Extension educators, a soil and water district conservationist and a state department of agriculture water quality specialist. They were assisted by two Extension communication specialists. Both the pdf and audiofiles of Manure Management are available at http://extension.oregonstate.edu/catalog/pdf/ec/ec1637_toc.pdf. The audiofiles were downloaded a total of 954 times between April 2011 and March 2012 and the pdf was downloaded 163 times; users included visitors from five international locations.

Bound Book

National Winner

Oldham, L.*[1]
[1] Extension Soils Specialist, Mississippi State University, Mississippi State, MS, 39762

The goal of nutrient management is to maximize plant productivity while minimizing environmental consequences. Nutrient management plans document available nutrient sources, production practices, and other management practices that influence nutrient availability, crop productivity and environmental stewardship. This publication brings together many years of science regarding the economic and environmentally responsible use of plant nutrients in Mississippi. Nutrient Management Planning (NMP) is a Best Management Practice, or BMP. While the term "nutrient management"often is associated with manure management, it applies to all nutrient inputs, including organic materials, livestock byproducts, and inorganic commercial fertilizers. When animal manures are a nutrient source for a farm, NMP includes Comprehensive Nutrient Management Plans, or CNMP, particularly when developed by Natural Resource Conservation Service personnel.

This publication is available online at: http://msucares.com/pubs/publications/p2647.pdf. It was written and developed by Dr. Larry Oldham to provide the first comprehensive soil fertility recommendation source published by Mississippi State University since 1979. The target audiences are the growers of agronomic crops produced in the state, and the Extension regional and field staff, consultants, and others who advise the growers on plant nutrition. The Mississippi Department of Environmental Quality provided funding for 2000 hard copies for use in Best Management educational programs and by end-users. Photos were selected by Dr. Oldham from the archives of the MSU Office of Agricultural Communications.

National Finalists

Miller, F.*[1], Bob Bauernfeind[2], Dallas Peterson[3], Doug Jardine[4], Erick DeWolf[5], Jeff Whitworth[6], Megan Kennelly[7], Raymond Cloyd[8], Walt Fick[9]
[1] Pesticide Safety and IPM Coordinator, K-State Research & Extension, McPherson County, McPherson,KS, 67460
[2] Horticulture Entomologist, K-State Research & Extension-Entomology, Manhattan,KS, 66506
[3] Weed Specialist, K-State Research & Extension-Agronomy, Manhattan,KS, 66506
[4] Plant Pathologist, K-State Research & Extension-Plant Pathology, Manhattan,KS, 66506
[5] Plant Pathologist, K-State Research & Extension-Plant Pathology, Manhattan,KS, 66506
[6] Entomologist, K-State Research & Extension-Entomology, Manhattan,KS, 66506
[7] Plant Pathologist, K-State Research & Extension-Plant Pathology, Manhattan,KS, 66506
[8] Ornamental Entomologist, K-State Research & Extension-Entomology, Manhattan,KS, 66506
[9] Range Management Specialist, K-State Research & Extension-Agronomy, Manhattan,KS, 66506

Pesticide use is important in the production on agricultural crops. This manual was intended to be a self-

teaching manual to help prepare commercial applicators for the certification exam. It was created specifically for applicators that are certifying or recertifying in category 1A: Ag Plant, which would be approximately 1,900 applicators in the state of Kansas. The purpose was to provide educational information on common pests, diseases, weeds, equipment and calibration. This manual was a improvement over the previous outdated version. The member was responsible for writing the integrated pest management section, as well as compiling, editing, and formatting the text from the other specialists. The member was also responsible for acquiring the pictures contained in the manual. As pesticide coordinator, she is also responsilbe for making sure the manual adheres to the state pesticide laws and regulations. The manual was duplicated professionally through our communications department, so it could be distributed through the extension distribution system. A total of 5,000 copies were printed. The manual can be found on-line www.ksre.ksu.edu/library/entml2/s19.pdf

Stapper, J.*[1]
[1] CEA-AG/NR, Texas Agrilife Extension Service, Robstown, TX, 78380

This publication was produced for Coastal Bend Area agricultural producers and contains results of demonstrations and applied research projects planned by the Ag Committees of Nueces County. The projects in this publication were conducted to provide information to agricultural producers and interested agribusinesses on the performance of certain new agricultural technologies and management practices under local conditions. The objective of this publication was to provide information that could be used to enhance the performance of agricultural enterprises and also interpret Extension program efforts to key leaders. Moreover, this book also serves as a permanent record of agricultural production statistics for 2011. There were 185 books printed, which was designed by the listed agent.

Bishop, C.*[1], Kynda Curtis[2], Staci Emm[3]
[1] Extension Educator, University of Nevada Cooperative Extension, Logandale,NV, 89021
[2] Associate Professor and Extension Specialist, Utah State University, Logan,UT, 84322
[3] Extension Educator, University of Nevada Cooperative Extension, Hawthorne,NV, 89415

In the western United States, hydrological cycles have changed considerably in the last 50 years. This is largely due to anthropogenic intervention (i.e. human involvement), and research predicts water supplies will reach a crisis stage.As populations in western states increase, urban and commercial water demand increases competition for available supplies for agricultural uses. As more water is diverted from agricultural use to residential and industrial purposes, producers in the Great Basin are facing the challenge of sustaining the economic viability of their enterprises with less water. Alternative low-water-use crops may be an option for producers to remain solvent in regions where water is scarce and agriculture is under social pressure to reduce use.This Western Region Sustainable Agriculture Research and Education (WSARE) professional development (train-the-trainer) curriculum addresses the needs of agriculture producers regarding the following: 1) the economic, political and environmental benefits of reducing water use in agriculture; 2) the basic agronomics of alternative crops available to producers in the Great Basin; and 3) the components of evaluating the economic feasibility of low water use crops. This curriculum features five separate modules: water, agronomics, marketing, selection and implementation. Each module includes a rationale, set of objectives and central topic. The worksheets and activities assist participants in learning the material provided in each module. By educating those individuals involved with relaying pertinent information to agricultural producers, not only can the efficiency of resource utilization be improved but agricultural communities in the Great Basin can sustain their economic viability.

Regional Winners

Ghimire, N.R.*[1], Martin, R.[2]
[1] Agricultural Agent, UW-Extension - Green Lake County, Green Lake,WI, 54941
[2] Agricultural Education and Studies, Iowa State University, Ames,IA, 50011 Abstract:
(206 words)

This book presents findings of a study conducted in the US to identify the importance of 42 professional competencies categorized under the four educational process areas: needs assessment and program development, learning systems, delivery systems, and evaluation systems. The best venue for competency acquisition was also determined. A randomly selected 441 Extension educators from the North Central Region of the US participated in this study through an online survey. Results suggest that participants reported a majority of the competencies to be highly important for their professional development and identified on-the-job experience as the best venue for competency acquisition followed by in-service training and graduate programs. A professional competency development model for Extension educators was developed from the findings. This model could be a useful tool for the Cooperative Extension Service for designing flexible staff development programs through graduate education, in-service programs, and on-the-job training. The model also has application in designing new policies for employee selection, training, professional development, and performance appraisal. It has implications in a variety of international extension

settings for professional development of extension agents. This book was published by Lambert Academic Publishing in Germany with a first print of 1000 copies and is available in major book stores including Amazon: http://www.amazon.com/Model-Applying-Educational-Process-Competencies/dp/3844388508/ref=sr_1_1?s=books&ie=UTF8&qid=1329685976&sr=1-1

Pennington, J.*[1], Chris Suhlinger[2], Hal Liechty[3], Mike Daniels[4]
[1] CEA-AGRI, , Fayetteville,AR, 72704
[2] Forest Manager, University of Arkansas at Monticello, Monticello,ar, 71656
[3] Professor, University of Arkansas Monticello, Monticello,AR, 71656
[4] Environmental Management Specialist, University of Arkansas Cooperative Extension Service, Little Rock,AR, 72204

Streamside property is often highly sought after and prized by land, home, and business owners alike. Streams offer many assets such as water for livestock, irrigation, swimming, fishing, increased property value, wildlife habitat and many more. However, the condition and management of a streambank and the adjacent streamside area can often determine if a streamside use or value is even achievable or realized. The purpose of this guide is to provide streamside landowners and land managers with basic information to increase awareness and consideration of the importance of proper streamside management, and to provide an easy- to- use self assessment guide complete with a free resource contact guide.There are three main parts to this guide including the Stream*A*Syst Worksheet, Stream *A*Syst Action Plan, and Stream*A*Syst Visual Assessment Guide. Each part is meant to help a given landowner successfully investigate stream health and find appropriate technical and commuity resources to address streamside health issues such as erosion. This guide was made in partnership with 18 non-profit and governmental organizations which are listed on the back of the guide. In the first year of publication over 6100 copies were distributed to streamside landowners and 9 watershed organizations in Arkansas and Missourri. So far, the guide has resulted in documented free technical resource aquistion by streamside landowners across the state of Arkansas including a free streambank restoration that prevented a low income elderly individuals house from falling into a creek.

Computer Generated Graphics Presentation

National Winner

Caplan, L.*[1]
[1] Extension Educator, Purdue Extension, Vanderburgh County, Evansville, IN, 47725

Many gardeners reject the use of commercial pesticides for many reasons, including personal health and environmental safety. They long for the days of old, when gardeners and farmers didn't need to rely on toxic chemicals. However, research into the history of agriculture and pest control reveals that as long as humans have been cultivating crops, we have been using all the tools at our disposal to protect them from insects, diseases, and animals. This includes many highly toxic chemical pesticides. This lecture, originally prepared for a local Master Gardener association meeting, explored the history of all forms of pest control from the dawn of agriculture and written history, up to the present day. The presentation being entered has been culled to discuss only the historical use of chemical pesticides.

Slideshow can be downloaded from: http://www.ag.purdue.edu/counties/vanderburgh/Documents/Horticulture/HistoryOfPesticides-NACAA2012.pptx

Separate script can be downloaded from: http://www.ag.purdue.edu/counties/vanderburgh/Documents/Horticulture/HistoryOfPestControlScript.pdf

National Finalists

Neill, K.C.*[1]
[1] Horticulture Agent, NC Cooperative Extension Service, Greensboro, NC, 27405

The press and health advocates are continually promoting how to eat healthier. This is easy to do if you grow your own produce. Unfortunately, there seems to be a generation or two that didn't grow up with a backyard home garden. Guilford County like so many other counties across the nation faced a number of factors that accelerated a renewed interest in the home garden: The downturn in the economy had many looking at ways to reduce their food spending; food safety issues encouraged people to take control over their food; consumers increasingly realized the health benefits of the garden; and the environmental impact of shipping food long distances made "eating local" newly appealing. To meet the demand in home gardening, the Horticulture agent, along with the Extension Master Gardeners, designed a "Back to the Basics" vegetable gardening class that helped home owners get started on the

right track. In 2011, this program was offered both spring and fall with 35 classes being taught to 893 participants. Participants were surveyed 3 months after participating and 78 percent have installed some form of a raised bed vegetable garden.

http://guilford.ces.ncsu.edu/files/library/41/Grow%20Your%20Best%20Veg%20Garden.pdf

Ashworth, T.K.*[1]
[1] County Extension Agent, UT/Extension, Somerville, TN, 38068

This power point presentation was developed to give in-depth information on organic gardening methods. The presentation discusses the safety and effectiveness of various organic methods for managing fertility, weeds, insects, and diseases. Some synthetic methods are also discussed to provide contrast. The presentation was given to an audience of 20 at a meeting on organic vegetable gardening and composting in the summer of 2011, and again to an audience of 30 Master Gardeners in March of 2012.

Banks, J.E.*[1]
1 Agriculture/4-H Youth Agent, Utah State University, Nephi,UT, 84648

People of all ages enjoy the benefits of gardening, ranging from producing high quality produce to working with the soil. Due to water demands, gardeners need to be concerned about water conservation. One effective way to conserve water is by utilizing drip irrigation. People must judge for themselves the kind of system that works best for their situation. A simple, user friendly, and effective system was designed by Juab County gardeners. The system uses PVC pipe and manual control valves. In different studies, the system lowered water costs, used 75 percent less water, and reduced weeding time by 90 percent. To help educate gardeners about the system, a fact sheet titled "Designing a Basic PVC Home Garden Drip Irrigation System" and a 28 minute video titled "PVC Drip Irrigation with Jeff Banks" have been produced. Both are available on internet. The fact sheet and video can be used as a supplement to this presentation. Since 2009 the author has been contacted from people in 24 states and three countries about the drip system. This 2011 PowerPoint presentation and script were prepared by the author and office staff assistants and is available at: http://extension.usu.edu/juab. The objective of this program is to give users a formal presentation that can be used to explain the details of the drip system. This program has been presented at different locations during 2011 and will continue to be presented during 2012 at county and state workshops.

Regional Winners

Durst, P.*[1]
[1] Sr. Extension Dairy & Beef Educator, MSU Extension, Mio,MI, 48647

Breakfast on the Farm is an educational program of Michigan State University. This Educator, working with a committee of 20 dairy producers and friends, planned and hosted a "Breakfast" event at the Kartes' Circle K Farms of West Branch, Michigan in July, 2011. The purpose was to help consumers understand the care and commitment that goes into producing food on local farms. More than 1600 people came and from their reactions, their comments on "Thank You" cards and surveys, we know that they learned, were impressed and were appreciative of the effort that goes into agricultural production. In addition, the agricultural community pulled together in a great way, with more than 160 volunteers on the day of the event. They took great pride in talking with consumers about what they do. This presentation was made by the Education with written quotes from attendees and photos taken by Mindy Stokoszynkski. A slightly longer version of this presentation was sent to each of the sponsors of the event and shown to the planning committee at a celebration dinner. Breakfast on the Farm built more that consumer trust, it built producer pride and confidence.

Barrett, E.E.*[1]
1 Extension Educator, AgNR, Ohio State University Extension, Canfield,OH, 44406

Explaining why many home remedies do not work is a challenge for Extension Professionals due to the history and use of many gardening myths and legends over the years. Everyone has a cure for the problems in the garden, but most of the time their remedy is not treating the real problem – just the symptom. And, many times the remedy is making the problem worse. There are even some claims out there which are downright dangerous to plants and gardeners alike. Many gardening myths and legends are entertaining to brag about and share with others. Many of these also utilize common household items and 'chemicals' in the kitchen. The purpose of the presentation is to not only to debunk many of the myths and legends, but above all to stress the importance of unbiased, research based information provided through the land grant university's extension system.

This educator created a scripted Power Point Presentation utilizing research based information from several land grant universities around the country to debunk some of these myths and explain why many of them seem to work. In addition to the scripted Power Point presentation to be utilized by other Extension Professionals, this educator created a two-page handout for easy note taking. OSU Extension branding

guidelines were implemented to enhance the presentation and pictures provided by the author, other Ohio State University Extension Professionals and the OSU Extension plantfacts.osu.edu internet site.

Schuster, C.F.*[1]
[1] Extension Educator/ County Extension Director, University of Maryland Extension, Derwood,MD, 20855

The management of soil pH is as important as ever as producers work to maintain soil sustainability as well as profitable. Maryland soils as well as other Mid Atlantic region soils will have a low pH value unless they are properly managed. Other areas of the United States will also have this management issue. The addition of many plant nutrients will cause an immediate response that will indicate to the producer that the input was needed and the results should show in yield. The use of a liming material to manage pH is often overlooked, as the response is not as fast or as dramatic as with the other nutrient inputs. With the prices received for grains, with the value of local table food and with the increasing costs of other inputs including fertilizer and fuel to operate the machinery to plant, manage and harvest any crops, getting the most out of a crop is increasingly important. Producers need to understand the importance of managing soil pH to maximize the other inputs they will use. Often overlooked, based upon a review of soil samples that are seen by this Extension Educator, it is the desire to remind producers of the importance of pH management to get the most out of all crop production inputs.

Mangiafico, S.*[1]
[1] Environmental and Resource Management Agent, Rutgers Cooperative Extension, Woodstown,NJ, 08098

This scripted slide set guides the first 15-minutes of a presentation addressing pesticide runoff from agricultural operations. The topics covered in this portion include the reasons why pesticide runoff from agriculture is a concern and a review of some data to describe the extent of pesticide contamination in the environment. The full presentation further covers the mechanisms through which pesticides move offsite and an overview of best management practices that can help reduce pesticide losses. The target audience is primarily agricultural producers and allied clientele. The full presentation has been delivered at the annual Salem County Pesticide Meeting from 2010–2012 to a total of 229 participants. The complete presentation is available for download from the Salem County Cooperative Extension Natural Resources and the Environment webpage (http://salem.njaes.rutgers.edu/nre/ppt/2011-mangiafico-reducing-pesticides-agricultural-runoff.pdf). All writing and composition was done by the author.

McCarty, T.*[1],
[1] Carlisle, PA, 17013

An exploration of four questions using video recordings of answers by local farmers and residents. 1) Is water valuable? 2) Is water vulnerable? 3) How do you protect water? 4) What do you say to a concerned neighbor? The recordings are interwoven with additional material illustrating the nature of water and pesticide movement in the environment. The audience participates in the discussion of the four questions. The summary section includes 4 turning point slides to collect impact data. Two of those slides collect data about intentions and can be followed up later to see if the intentions became actions. This is a thirty minute presentation to earn one core recertification credit.

The video clips that accompany this presentation must reside in the same folder as the powerpoint. They are too big to upload and are being sent separately on a DVD.

Porter, W.*[1]
[1] Area Horticulture Agent, Mississippi State University, Meridian,MS, 39301

Hydrangeas have been part of the American landscape for hundreds of years. Traditionally they were used as door-step plants, decorating and guiding visitors to the front door. For many years hydrangeas languished in the landscape. Development of new cultivars, especially 'reblooming' types, have made them an exciting plant to have in the landscape. This presentation provides provide homeowners with the description the major species (including color photos) and up-to-date information on growing the latest varieties. Topics include information on landscape uses, planting, changing flower color, fertilization, propagation, disease and insect pests. This presentation has been well received by the public at numerous gardening events.

Fact Sheet

National Winner

Porter, J.*[1]
[1] Extension Agent, WVU Extension Service, Charleston,WV, 25304

One of my major program focuses is engaging children in agriculture through gardening. One of the most important tasks in children's gardening is encouraging kids to make the connection between plants and the foods they eat. As such, I have developed a series of easy to follow fact sheets for children, parents, teachers, and others to follow that have children thinking in terms of food when they garden. The series started with "Grow Your Own Pizza" in 2010 and grew to include "Grow Your Own Salad" and "Grow Your

Own Taco" gardens in 2011. I am submitting the "Grow Your Own Salad" fact sheet for consideration of this award. This fact sheet was distributed to a total of 1000 individuals at multiple events: the State Fair of West Virginia, the National Children and Youth Gardening Conference, 4-H leaders trainings and more. The fact sheet is also available for download on the Kanawha County Extension website.

National Finalists

Wyatt, G.J.*[1]
[1] Extension Educator, University of Minnesota, Mankato, MN, 56001

Windbreaks need to be managed and periodically renovated to continue to offer multiple benefits to the rural landscape. With the threat of invasive species potentially damaging or killing tree species it is more important than ever to plant a diverse planting with multiple species to help insure an effective windbreak for years to come.

The purposes of windbreaks include: wind protection, controlling blowing and drifting snow, wildlife habitat, energy saving, living screens, odor abatement and more. The effectiveness of a windbreak depends on suitable tree and shrub selection. This fact sheet offers information on tree and shrub species to consider in diversifying Minnesota windbreak plantings, plant density, plant spacing, web resources and financial assistance.

It was determined that a fact sheet could be used to help inform landowners and conservation specialists about diverse tree and shrub species that could be planted in a windbreak system. The fact sheet was emailed with web site information to all Soil and Water Conservation District and Natural Resource Conservation Service staff in Minnesota. I drafted the fact sheet but involved local, state and federal agency Agroforestry and windbreak specialists to edit and review this document. This publication was made available to the public in December 2011. News articles have been distributed emphasizing the value and benefits of diverse tree and shrub species in windbreaks. The fact sheet is downloadable from the University of Minnesota Extension Agroforestry web site: www.extension.umn.edu/Agroforestry

Stapper, J.*[1]
[1] CEA-AG/NR, Texas Agrilife Extension Service, Robstown,TX, 78380

The objective of this fact sheet is to provide important information to livestock owners as it relates to tasks they should preform as they prepare for an approaching hurricane that could impact their livestock operation. In addition to livestock preparation tips, emergency contact information is also included as well as steps that should be taken after the hurricane event has passed. 500 fact sheets were distributed.

KERR, S.*[1], Ariel Ginsburg[2], Brian Tuck[3], Ellen Hammond[4], Jeff Hino[5], Shilah Olsen[6]
[1] WSU-Klickitat Co. Extension Director, Washington State University, Goldendale,WA, 98620
[2] Publishing Manager, Oregon State University Extension & Experiment Station Communications, Corvallis,OR, 97331
[3] Director, Oregon State University Extension Service-Wasco County, The Dalles,OR, 97058
[4] , Oregon Department of Agriculture, Bend,OR, 97701
[5] , Oregon State University Extension & Experiment Station Communications, Corvallis,OR, 97331
[6] Conservationist, Wasco County Soil and Water Conservation District, The Dalles,OR, 97058

"Managing Manure" (EC 1637; April, 2011) was created as part of the Oregon State University Extension Service's online "Living on the Land" educational series for new and small acreage owners. The series addresses issues of concern to new rural landowners such as livestock care, pasture management, manure management, water quality and so on. Innovatively, each document in the series has also been developed into a three-installment audio file. In both the document and audio file formats, the information is brief and concise and addresses the basics of each topic. For example, Managing Manure provides basic information for small acreage livestock owners about the amounts of manure produced by different types of livestock, storage and use options, composting, etc. as well as recommendations for more detailed information. The short format and online/audio file delivery were designed to fit essential land and livestock management information into the busy lives of new small acreage owners. Authors of the publications in this series include two Extension educators, a soil and water district conservationist and a state department of agriculture water quality specialist. They were assisted by two Extension communication specialists. Both the pdf and audiofiles of Manure Management are available at http://extension.oregonstate.edu/catalog/pdf/ec/ec1637_toc.pdf. The audiofiles were downloaded a total of 954 times between April 2011 and March 2012 and the pdf was downloaded 163 times; users included visitors from five international locations.

Regional Winners

Sschwab, D.*[1]
[1] Beef Program Specialist, , Vinton,IA, 42349

One tool to help extend the grazing season is planting cereal crops in the fall. This was the feature of several demonstrations and field days over the last three years in east central Iowa. This fact sheet has been used as a talking piece and discussion starter at each of these field days.

The audience has been largely cattle producers along with a few USDA agency and media contacts. More than 120 copies have been distributed over three years.

James Jasinski*[1], Ben Phillips[2], Celeste Welty[3], Chelsea Smith[4], Mary Gardiner[5]
[1] Extension Educator, Assistant Professor, Ohio State University Extension, Urbana,OH, 43078
[2] Graduate Student, Ohio State University, Columbus,OH, 43210
[3] Associate Professor, Ohio State University, Columbus,OH, 43210
[4] Graduate Student, Ohio State University, Columbus,OH, 43210
[5] Assistant Professor, Ohio State University, Columbus,OH, 43210

This colorful natural enemies factsheet depicts 39 different species of insects and spiders that aid in the biological control of common crop pests such as aphids, caterpillars, insect eggs, beetle larvae, beetle adults, and true bug adults. In addition to being an excellent resource for identification, a brief life cycle and biology note is attached to each natural enemy. This factsheet was developed as a teaching aid and used in conjunction with a series of six Natural Enemies workshops that were conducted in MI, MN, NY, OH, PA and Ontario, Canada for both organic and conventional vegetable growers. In addition to these formal workshops, most of the Master Gardener programs in the North Central region were also a huge consumer of this information. Over 10,000 color copies of this factsheet have been printed on waterproof, tear resistant synthetic paper and distributed across the North Central region in the past four months.

Bamka, W.*[1], Stephen Komar[2]
[1] County Agricultural Agent, Rutgers Cooperative Extension, MT. HOLLY,NJ, 08060
[2] County Agricultural Agent, Rutgers Cooperative Extension, Newton,NJ, 08760

In order to remain economically viable, many farms are taking advantage of the rural and outdoor appeal of the farm and developing agritourism attractions. A common component of many of these attractions is transporting guests on a hay ride using a tractor and hay wagon. With the potential liability of transporting guests, hay ride safety is an important issue. This fact sheet was developed to assist farmers with new or established agritourism operations to reduce risks and increase the safety of hay rides. The fact sheet is available both electronically and in print. In the six months the fact sheet has been available approximately 500 fact sheets have been distributed.

Barkley, M.*[1]
[1] Extension Educator, Penn State University, Bedford, PA, 15522

The Normal Animal fact sheet was developed as part of a Meat Goat Home Study Course, a six lesson course developed to teach meat goat producers how to improve their management skills in the areas of basic production, reproduction, nutrition, health, marketing, and financial management. This fact sheet was designed to give livestock producers an overview of how a normal animal looks and acts. The fact sheet was mailed out on a CD of course materials: the fact sheet is part of the health lesson. It also appears in electronic format in the web version of the course. Eighty seven producers (11 via postal service and 76 via internet/email) were enrolled in the course this year, while 775 producers have completed the course since it was started in 2001. Results of a follow-up evaluation from the home study course last year (N=64, n=28) 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 one of the photos, formatted the publication for print, and loaded the publication to the Penn State Extension website.

Glover, T.A.*[1], Kerry Smith[2], William (Jack) Rowe[3]
[1] County Extension Coordinator, Alabama Cooperative Extension System, Cullman, AL, 35055
[2] Extension Horticulturist, Alabama Cooperative Extension System, Auburn University,Al, 36849
[3] Regional Extension System, Alabama Cooperative Extension System, Thomasville,Al, 36784

On April 27th, 2011 Cullman County and most of North Alabama experienced the most devastating series of tornadoes on record. In addition to the human tragedy and loss of property many cities, including Cullman, experienced the loss of large numbers of mature trees. After the initial clean-up the rebuilding began. Part of this process will involve replanting of trees. The need for research based information targeted directly to those most impacted by the storm was both timely and critical.

In order to get information directly to the clients a partnership was developed with the Alabama Nursery

and Landscape Association (who funded the printing), the Cullman Power Board and the Birmingham Water Works Board (who distributed the factsheet via the billing process).

Over **200,000** copies of the factsheet were direct delivered to households in some of the hardest hit communities. In addition to direct mailing several thousand copies have been provided to other impacted counties. The information has appeared in three statewide magazines, one regional newspaper and numerous local newspapers. In addition to the factsheet the information was developed into a poster and retractable banner.

Williamson, J.*[1]
[1] Horticulture Extension Agent, Clemson University Cooperative Extension Service, Clemson,SC, 29634

Many South Carolina gardeners that call the Clemson Home & Garden Information Center (HGIC) for gardening advice show interest in learning more about plants that are native to SC. In response, a fact sheet was written for the highly-visited HGIC website, on an easy to grow plant that is frequently available to purchase. This native wildflower is Green & Gold (*Chrysogonum virginianum*). It is native to many counties in SC, but uncommon enough in the wild so as to increase interest in planting this attractive, yellow-flowered groundcover. The fact sheet includes information on its native habitats and the botanical varieties found over the Eastern US. Additional information is given on plant culture, landscape use, commercial cultivars available, and the few pest problems that may arise. Photographs are included for the botanical variety that is native to SC.

Turner, J.*[1], Jerry Hawkes[2]
[1] Extension Horse Specialist, NMSU, Las Cruces,NM, 88003
[2] Extension Range Livestock Economic Specialist, NMSU, Las Cruces,NM, 88003

The "Horse ¢ents" fact sheet was compiled by the Extension Horse and Range Livestock Economic Specialists as a public service piece for the New Mexico Horse Council (NMHC) to share with the general public at several venues throughout the state. The purpose of the piece was to provide a concise summary of the size, diversity, and economic value of the equine industry within the state. The information was compiled from reports in the popular press, the National Economic Impact of the U.S. Horse Industry report published by the American Horse Council (2005), the New Mexico Department of Agriculture, and New Mexico State University Cooperative Extension Service. Over 300 printed copies of the publication were distributed to equine owners and the general public at the NMHC outreach booths at the New Mexico State Fair in Albuquerque, the Southern New Mexico State Fair in Las Cruces, and the Joint Stockmen's Convention in Albuquerque as well as the 2011 New Mexico Equine Industry Summit. Further distribution was achieved when the piece was incorporated into the NMHC newsletter that was sent, in print mailings and electronically, to over 150 members of the NMHC, and the pdf file of the publication was made available to the public on the NMSU Extension Horse Program website.

Feature Story

National Winner

Nagai, P.*[1]
[1] Horticulture Edcuator, Racine County, Burlington,WI, 53105

"Creative Containers" is an article written for American Nurseryman magazine, a national publication of the commercial horticulture industry. Creating beautiful and creative containers is an important aspect of attracting customers to garden centers, as well as increasing profits through the sale of "instant gardens" for patios, porches and other small spaces. Steps for designing colorful containers using flowers, herbs and vegetables, along with how to keep containers healthy through the season are outlined in the article. All photographs were taken by the author, who worked closely with the Editorial Director, Sally Benson, to produce the final copy. Print circulation of American Nurseryman magazine is about 13,000; digital circulation is over 90,000. The publication is available online at http://www.amerinursery.com/article-6801.aspx

National Finalists

Bennett, P.*[1]
[1] State Master Gardener Volunteer Coordinator, ANR Educator, Ohio State Univeristy Extension, Springfield,OH, 45502

The objective of this feature story was to raise the awareness regarding the issue of invasive species in the Midwest among home gardeners. The article appeared in the January/February editions of the Ohio, Indiana, Wisconsin, MIssouri, Michigan, and Pennsylvania Gardener Magazine. The circulation of these state magazines combined is 24,000. One of the issues facing the Midwest is the introduction of invasive species; if gardeners are on the ground, looking for these pests and asking questions, the chances of finding an invasive species, such as Asian Longhorned beetle increases. The earlier an invasive species is found, the lower the cost to eradicate.

The author created the concept and content, provided an electronic copy to the editor who then published it in

the magazine. In addition, the author created a side bar that was specific to Asian Longhorned beetle (ALB), the latest invasive species that was found in Ohio in 2012. This provided a great awareness regarding this potential destructive pest. The objective of the sidebar was to raise the awareness of ALB as well as enourage readers to be on the lookout. Verbal feedback from the article was positive overall with several Ohio Master Gardener volunteers commenting on the article.

Rosenkranz, V.*[1]
[1] Extension Educator, Commercial Horticulture, University of Maryland Extension, Salisbury,MD, 21802

The Delmarva Peninsula is surrounded by both the Chesapeake Bay and many Coastal Bays. In an effort to minimize the amount of nutrient runoff into the Chesapeake Bay, the state of Maryland has created a new law, the Fertilizer Use Act of 2012 that limits the amount of nitrogen and phosphorus that can be applied to a homeowner's lawn. The Shore Home and Garden Magazine is a free publication that is available to all the counties on the Eastern Shore of Maryland with distribution of over 12,000 and is an excellent vehicle to inform the local residents about timely garden tips. As fall is the perfect time to apply fertilizer to lawns, it was also the perfect time to introduce the new Maryland Fertilizer Law. The article included when to fertilize a lawn, testing the soil to know how much fertilizer the lawn needs, and the information on the new law. Under the new fertilizer law, the homeowners are encouraged to test their soil to know how much fertilizer the lawn needs, and only apply the amount of Nitrogen, Phosphorous and Potassium that the lawn needs. The law prohibits the homeowners to have fertilizer on any impervious surface and lists the dates that fertilizer may be applied. It restricts the amount of nitrogen and phosphorus that can be applied and establishes the maximum amounts of both nitrogen and phosphorous that can be applied.

Neill, K.C.*[1]
[1] Horticulture Agent, NC Cooperative Extension Service, Greensboro, NC, 27405

Community gardens in the United States date back to the 1800's. Then, the sole purpose of the community garden was to grow food. From the late 1960's to the present, community gardens have served many different purposes such as improving neighborhoods, expressing cultural traditions and growing food. Recently there has been increased interest in community gardens due to the recession. Community gardens have been gaining national attention for their role in helping people improve their health through better nutrition. These gardens also encourage better fitness through exercise, build bridges between neighborhoods and contribute to a greener community. Guilford County Cooperative Extension, working through the Extension Master Gardener volunteers has established a community garden outreach program. This program was designed to mentor and assist community groups in the establishment and maintenance of community gardens. Today there are a total of 35 community gardens involved in Guilford Counties Community Garden Network. To highlight Extensions efforts, an article with photos was written and submitted to Carolina Gardener magazine. Since the article appeared, several local organizations have called and asked extension for assistance.

Regional Winners

Sirrine, R.*[1]
[1] Extension Educator, Michigan State University Extension, Suttons Bay ,MI, 49682

This article was written for the lay person as an introduction to soils, and carbon in particular, in agricultural production. It was a featuer story in Edible Grande Traverse, a community food system/agriculture magazine in northwest Michigan.

Mangiafico, S.*[1]
[1] Environmental and Resource Management Agent, Rutgers Cooperative Extension, Woodstown,NJ, 08098

Published in February 2011, this feature article describes for readers three laws with implications for water quality that were enacted the previous month in New Jersey. Since these laws affect landscapes throughout the state and regulate both homeowners and professionals, understanding these laws is of interest to the publication's readership including municipal decision-makers, government officials, Master Gardeners, non-governmental organizations, and other clientele. The article was published in the Green Knight Newsletter (http://salem.njaes.rutgers.edu/greenknight/), which addresses resource management issues throughout New Jersey, and is distributed by Rutgers Cooperative Extension. It was published in Volume 2, Issue 1, on pages 4, 13, and 14 (http://salem.njaes.rutgers.edu/greenknight/documents/green-knight-2011-02-01.pdf). This issue has been downloaded 1138 times since publication. All writing and composition was done by the primary author, with review by newsletter editors.

Pezzolla,* S E.[1]
[1] Extension Community Educator, Cornell Cooperative Extension Albany County, Voorheesville, New York 12186

Many gardeners regard the delphinium as one of the 'must have' flowers for their perennial border but to grow this stately plant is not an easy task. Well drained soil and regular fertilization is mandatory but temperature is also a factor as excessive heat and humidity are not conducive to good growth. Many varieties of delphinium are tall and require careful staking. Disease issues and slugs contribute to the challenge of growing delphinium. Division should

be done every three to five years helping to keep the plants healthy but delphinium is often termed a short lived perennial, a trait that many gardeners cannot abide.The belladonna types have been the most garden worthy in the Capital Region but many gardeners now grow the annual version of delphinium, the larkspur, having given up on the fickle perennial. Despite of or perhaps because of these challenges the delphinium gives many gardeners a case of the blues.

Covington, C *[1]
[1] Area Livestock/Forage Agent, Mississippi State University-Claiborne County, Port Gibson, Mississippi 39150

This feature story was published in the April 2011, issue (pages 17 - 23) of Mississippi Sportsman magazine.

This feature story was intended to introduce sportsmen, both old and young alike, to the lost sport of turkey hunting by featuring a die-hard local turkey fanatic as the focal point of the article. It was my intention to reveal the excitement involved and introduce the sportsmen in the state to this traditional sport that many of our ancestors found so addicting. I provided the reader with a brief history of the main character and why he loves the sport so much. I also went into detail about the main character's hunting techniques and provided photographs to give the reader a visual image of what turkey hunting is all about. I received several telephone calls from sportsmen across the state requesting additional information about giving this ancient sport a try.

The article and photographs were produced professionally by the Mississippi Sportsman staff.

WINTER COVER CROPS REDUCE FERTILIZER AND EROSION COST

Callan, P.L.*[1]
[1] Extension Agent, Farm Business Management, Virginia Cooperative Extension – Northern District (Culpeper County based), 101 S. West Street, Culpeper, Virginia 22701

Winter cover crops reduce soil erosion, improve soil fertility and decrease purchased fertilizer inputs. The article was written to show cash-crop and dairy producers that planting winter cover crops can be a win-win proposition for the environment and the producers' pocket books. A table was used to show average biomass yields, pounds of nitrogen fixed, and potential savings in purchased nitrogen for hairy vetch, crimson clover and cowpeas legume cover crops. Nonlegume cover crops such as barley, cereal rye, and wheat absorb existing available soil nitrogen, recycle nutrients from the previous crop and reduce nutrient leaching of nitrogen and phosphorus into surface water and groundwater. The Virginia Tech agronomists' recommended seeding rates and planting dates for barley, wheat and cereal rye were published to help Virginia producers maximize fall growth of these popular winter annualcover crops. The article was published in the October 25, 2011 edition of Hoard's Dairyman which is a national dairy publication that has over 67,500 subscribers in the United States and throughout the world.

The original article is attached and was sent to Hoard's Dairyman. The title of the article was changed by Hoard's Dairyman to Winter cover crops reduce fertilizer and erosion cost.

Baker, S.D.*[1]
[1] Extension Educator, University of Idaho, Challis, ID, 83226

Previous Beef Quality Audits identified many quality challenges in the beef industry including excess external fat, inadequate tenderness, and insufficient marbling. A major industry goal was to educate beef producers to select management practices that increase value and quality of beef. In response, University of Idaho Extension conducted the Idaho Beef Summit in January, 2012 to offer "end-product quality" programming to beef producers. This type of end-product quality workshop had not been offered to beef producers in Idaho since 2004. In order to recap the educational opportunities at the Summit, and market future sessions of the Summit, UI Extension Educator Sarah Baker wrote a feature article for the Idaho Line Rider, the official magazine and publication of the Idaho Cattle Association (ICA) following the conclusion of the event. The ICA represents the Idaho cattle industry of more than 8,000 producers and nearly 2 million head of cattle. The article "*A Steak in Your Bottom Line: Producers Learn About End Product Quality at Idaho Beef Summit*" was featured in the February, 2012 Cow-Calf issue of the Line Rider, which is circulated to over 1,100 beef producers across the state of Idaho, as well as members in Oregon, Utah, and Nevada, and published 8 times a year. Many beef producers have contacted the author and indicated they are interested in attending future sessions of the Beef Summit, as well as others who stated they are now more aware of beef educational opportunities offered by UI Extension, after reading the article.

Chamberlain, A.*[1], Brody, B.[2], Johnson, D. D.[3]
[1] Malheur County Livestock & Rangeland Agent, Oregon State University, Ontario,OR, 97914
[2] Malheur County 4-H Agent, Oregon State University, Ontario,OR, 97914
[3] Harney County Rangeland Livestock Agent, Oregon State University, Burns,OR, 97720

Decisions regarding the health and management of natural resources are more critical than ever. A range camp

committee of Agricultural Research Center Scientists, University Extension Agents, Rangeland Professionals, Community College Instructors and Science Teachers met to develop curriculum, set program goals and objectives and plan the High Desert Youth Range Camp. The overall goal was to provide high school youth the opportunity to engage in a systems approach to rangeland science, encouraging them to pursue educational and career goals in the natural resource field. To achieve this goal a learn-by-doing curriculum was developed for a real-life, field setting learning experience. Learning opportunities were created to develop leadership and basic range skills while exposing youth to various rangeland oriented careers. Youth had opportunities to gain problem-solving skills and strategies, develop awareness of rangeland issues, and learn how they can make a positive difference in rangeland management. Range concepts included: global positioning systems, map reading, compass and orienteering, soils analysis, plant identification and monitoring, fire interactions, grazing, weeds, Juniper and riparian zone investigations, site habitat evaluation for key wildlife species, a site visit to local ranch, student team oral presentations and leadership activities. Evaluations measured participant knowledge, attitudes, skills, career aspirations and behaviors before and after attending camp. As a result of Range Camp, retrospective pre-post evaluations demonstrated considerable change in knowledge in 15 of 16 questions asked. Students reported being able to make informed decisions regarding rangeland management issues and some are now considering possible Natural Resource related careers."

SAGERS, L.*[1]
[1] Horticulture Specialist, Utah State University, Lehi,UT, 84043

This article is about a retired rocket scientist pursuing his passion of raising giant pumpkins. After farming in younger days, Ross Bowman was eager to get away but found he was drawn back to the soil. After some years of failed gardening, he began to see success and recently decided to grow giant pumpkins. He admits he finally learned the basic lesson that good soil is critical to growing good crops. He sought the advice of a member of the Utah Giant Pumpkin Growers and grew three behemoth pumpkins. In the contest that took place the weekend after the article was published, his largest pumpkin broke the former Utah record – only to have another, bigger pumpkin usurp his 15 minutes of fame as Utah's giant pumpkin champion. The grower is the personification of the diligence, persistence, patience and dedication required to raise these giant vegetables. The story the author wrote and accompanying photographs he took show the gargantuan results. It took years of preparation and a season of careful cultivating and planning to grow these for the giant pumpkin weigh off. The story and photos were submitted digitally to the *Deseret News*. Circulation is 73,075. Combined print and online audience is 552,507. There were 2.5 million unique web visitors in March 2011 with more than 31.7 million visitors in 2011. The article is also posted on the Deseret News website at http://www.deseretnews.com/article/print/700180256/Brigham-City-gardener-striving-for-a-1000-pound-pumpkin.html.

Learning Module

National Winner

Sagers, L.*[1]
[1] Horticulture Specialist, Utah State University, Lehi,UT, 84043

Although Utah has had a successful Master Gardener program for more than forty years, it has never had a Master Gardener Manual of its own. Instead it relied on a collection of excerpts from manuals copied from surrounding states. Through the author's thirty plus year career, several people were assigned to write, compile and edit this manual but none ever completed the work. Utah has unique soil and climate conditions, so it is essential to have a manual that addresses these specific garden requirements. Using a focus group that included Master Gardeners, the subject matter needed for the manual was identified. The author, the Master Gardener Coordinator for the state of Utah, took on the task and other agents and specialists were assigned to write chapters for the publication. To complete the much-needed publication, the author wrote most of the chapters for the new manual and edited the entire manual. He also public provided some of the original artwork for the publication. The publication is used for Master Gardener Classes throughout the state of Utah. Layout and graphics assistance was provided by the USU Extension marketing department. The manual can also be found online at http://extension.usu.edu/yardandgarden/htm/mgm. The password to access it is 1888. Please judge the chapters written by the author: Chapters 1, 2, 7, 8, 9, 10, 12, 15, 17 and 18.

National Finalists

Bau, D.*[1], C Robert Holcomb[2], Charles Schwartau[3], Donald L. Nitchie[4], Gary Hachfeld[5]
[1] Extension Educator, University of Minnesota Extension, WORTHINGTON,MN, 56187
[2] Extension Educator, University of Minnesota Extension, Marshall,MN, 56268
[3] Extension Educator, University of Minnesota Extension, Rochester,MN, 55901
[4] Extension Educator, University of Minnesota Extension, Lamberton,MN, 56152

[5] Extension Educator, University of Minnesota Extension, Mankato,MN, 56001

Four regional Extension educators in Minnesota determined the need for a labor management program and teamed up to complete 3 pilot programs in 2011. The team then applied for and received a grant for nine more programs to take place in 2012. The program is titled, "Employee Management Skills for Today: Planning for Success". The program is focused on helping farm manager's deal with workforce management issues.

Agricultural producers in Minnesota rely more heavily than ever on a hired workforce, family and non-family employees, to successfully produce food. This is a significant resource, which most of our farm operators have never learned how to manage. After all, farmers consider themselves producers, not personnel managers.

To help farm operators do a better job of being good employers and to help them understand regulations under which they operate. The program addresses topics built on the most common questions raised by Minnesota agricultural employers.

A 2010 survey of Minnesota dairy farms found that 68% of Minnesota's dairy farms with over 150 cows employ non-family labor. Another 13% have additional family labor on their payroll.

The program topics are legal issues and taxes, communications, hiring process, and worker compensation.

Evaluations were positive with the pilot programs and the team updated the workbook with this feedback. The team added a section on working and communicating with labor from other cultures. The team hopes for a successful year two of the program.

Wilson K.*[1], April Hall Barczewski[2], David Gordon[3], Sharon Pahlman[4], Sheryl Bennett[5], Thomas Hutson[6]
[1] Equine Specialist , University of Maryland Extension, Ellicott City ,MD, 21042
[2] Extension Educator, University of Maryland Extension, Elkton,MD, 21921
[3] Faculty Extension Assistant, University of Maryland Extension, Derwood,MD, 20855
[4] Extension Educator, University of Maryland Extension, Denton,MD, 21629
[5] Extension Educator, University of Maryland Extension, Ellicott City,MD, 21043
[6] Extension Educator, University of Maryland Extension, Easton,MD, 21601

AGsploration – The Science of Maryland Agriculture is a statewide curriculum designed to bolster middle school students' Science, Technology, Engineering and Mathematics abilities as it relates to agriculture. The curriculum includes a printed teacher's guide with 13 peer reviewed lesson plans incorporating inquiry and experiential based hands-on activities, agriculture based educational materials, and evaluation tools. The curriculum is aligned with the Maryland Voluntary Curriculum Standards and focuses on three main areas: production agriculture, the environment, and health and nutrition as it pertains to agriculture. In addition, a careers component is included to help youth think about pursuing post-secondary degrees and careers in agriculture and science-related fields. While written to Maryland Standards, this curriculum can easily be replicated and adapted for use in any state.

The AGsploration team focused on partnering and distributing the curriculum to stakeholders in an effort to integrate this program into Maryland public, private and home school settings, and out-of-school time educational programs. In 2011, a multifaceted approach was taken to pilot test the curriculum. This included twenty-seven teens being trained as instructors to teach the curriculum and expand outreach programming. The curriculum was taught in 2011 to approximately 6,000 Maryland youth through over 200 individual classes. Initial evaluation data showed that 75% of participants indicated having a greater understanding of how Maryland Agriculture relates to science and 74% showed an understanding of how Maryland Agriculture benefits them and their communities.

Marsh, MS., K.*[1]
[1] CEA-Agriculture, Conway, AR, 72032

This notebook was created for the 3rd Annual Mid-South Commercial Horticulture-Fruit Producers Meeting. This is a production meeting that is yearly training for the comm. fruit producers in Arkansas and surrounding states. The objective of this notebook is to provide information about the industry, the services the U of A offers, PowerPoints for that years speakers and information about who is who and other industry information. These notebooks serve as a resource of education and information at the producers finger tips. Each producers that attended in the meeting received this notebook. The notebooks were created in word documents by myself and were complied in my office with the help of my secretary. There were a total of 30 producers from across the state of Arkansas that attended this year's meeting.

Regional Winners

Barrett, E.E.*[1], Bergefurd, B.R.[2], FOX, J. M.[3], Hogan, M.P.[4], Leeds, R. P.[5], Moose, J.B.[6], Welch, M.C.[7]
[1] Extension Educator, AgNR, Ohio State University Extension, Canfield,OH, 44406
[2] Extension Educator, AgNR, Ohio State University Extension, Piketon,OH, 45661
[3] Program Director, Ohio State University Extension, Piketon,OH, 45661
[4] Extension Educator, AgNR, Ohio State University Extension, Wintersville,OH, 43953
[5] Extension Educator, AgNR & County Director, Ohio State University Extension, Delaware,OH, 43015
[6] Information Associate, Ohio State University Extension, Piketon,OH, 45661
[7] Program Specialist, Ohio Agricultural Research and Development Center, Piketon,OH, 45661

Market Ready is a new educational program to help producers prepare to sell to restaurants, grocery stores and other wholesale buyers. The initial program was developed by Dr. Tim Woods at the University of Kentucky and has been adapted by the Ohio Direct Marketing Team. The team developed the materials into a notebook, adding several sections to assist producers in their business endeavors. Multiple programs were taught throughout Ohio in 2011 and 2012. Each program participant received a detailed notebook of materials for the presentation and worksheets to continue their business plans and marketing plans after the program. The notebook contains: 1. Acknowledgements; 2. Market Ready Presentation from their specific site; 3. Restaurant and Grocery Full Reports; 4. Best Practices Checklists; 5. Sample Documents; 6. Additional Resources; and 7. My Marketing Plan. Through the printed notebook materials, participants gained access to detailed research on pricing, labeling, supply, delivery and many other aspects of becoming Market Ready, as well as forms to outline their plans. A CD of all information was provided with the printed notebook, providing interactive budgets, a business plan and a marketing plan for use on a home computer.

Bakacs, M.*[1]
[1] County Environmental Resource Mgmt Agent, Rutgers Cooperative Extension- Middlesex and Union Counties, North Brunswick,NJ, 08902

Community rain barrel programs are a great way to educate residents about the importance of water conservation, reducing stormwater runoff, and controlling non-point source pollution. The objective of this learning module is to provide program materials and guidance to environmental commission members, recycling coordinators, educators, Extension Master Gardeners, and gardening clubs who want to educate their own communities about the environmental benefits of rain barrels. The manual supports the Rutgers Cooperative Extension Rain Barrel Train the Trainer program- http://njaes.rutgers.edu/environment/rainbarrel-trainerprogram.asp.The manual consists of two fact sheets, a scripted 55 slide presentation in PowerPoint format, and 35 pages of original material written by the author including appendices with template materials in Microsoft Word that can be customized when planning and conducting a rain barrel activity. Background information on rainwater harvesting and examples of rain barrel activities from local municipalities and counties are included. The manual also includes how to plan for a rain barrel program, considerations for safety and security in public spaces, instructions for sizing a rain barrel system, template advertising materials, bilingual safety signage, supplies and resource lists, and a program evaluation. The manual's materials have been used to train over 120 participants who thus far have reported conducting 102 rain barrel educational activities reaching 1,213 individuals and distributing 348 rain barrels. The manual is currently made available on CD. Follow up surveys results showed that 85% of respondents indicated the manual's materials have been useful to them. Thus far, 113 manuals have been distributed to program participants.

Harlow, E.E.*[1], Baldwin, R.W.[2], Koehler, P.G.[3], McNeill, C.A.[4], Medley, J.C.[5]
[1] Extension Agent 1, MS, Duval County Extension Service, Jacksonville, FL, 32254
[2] Assistant Professor, Ph.D., Department of Entomology and Nematology, Gainesville,FL, 32611
[3] Professor, Ph.D., Department of Entomology and Nematology, Gainesville,FL, 32611
[4] Graduate Student, Department of Entomology and Nematology, Gainesville,FL, 32611
[5] Senior Arts/Publication Specialist, Department of Entomology and Nematology, Gainesville,FL, 32611

The Bed Bugs and Book Bags Youth Enrichment Curriculum was designed for Health Educators to be used in 3rd through 5th grade classrooms. The curriculum is also appropriate for 4-H club leaders, camps, daycares, community centers, and after school programs. The curriculum is an approved 4-H curriculum and uses the experiential learning model for all lessons. There are three lessons with a total of ten activities. All of the lesson plans are original works by the authors. A teacher's guide was also created and placed at the front of the curriculum to help give educators background on bed bugs prior to teaching the lessons. This curriculum is intended to be used after the teacher has attended an in-person or online 30 minute training session on how to use the curriculum and bed bug biology. Teachers are then able to download the curriculum once they complete a pre and post test. Pre and post tests for students and also parents are also provided. The curriculum

has been presented to local county teachers, 4-H leaders at the Youth Development Institute (YDI), and an in-service training is planned for the future for other agents. The curriculum has been approved by the Duval County School Board to be used in classrooms beginning in the 2011-2012 school year and has IRB approval.

BEST MANAGEMENT PRACTICES FOR PLANTING WOODY ORNAMENTAL PLANTS

Kean, K.K.*[1]
[1] Extension Agent, Tennessee State University Cooperative Extension, Montgomery County, Clarksville, TN 37043

Presentation generated by Karla Kean, TSU Horticulture Extension Agent using University of Tennessee Publications, PB 1621 and PB 1578, which were written by Bill Klingeman, Associate Professor (revising editor), Alina Campbell (translator) Franny Priestley (illustrator) and Lindsay Knapp (layout). Originally developed as "Planting Woody Ornamentals" (PB1621) by Donna C. Fare, former Assistant Professor, Ornamental Horticulture and Landscape Design Planning and preparation are the keys to success of landscape plants. Preparation includes conducting a site analysis, creating a design, selecting plant materials, installation and follow-up maintenance. Proper planting assures rapid plant establishment; however, this requires a little forethought and is more than just digging a hole and throwing a plant in the ground. Originally, the agent developed the presenation to be used for Master Gardener volunteer training on woody ornamental plants. This shorter version was created to cover the basics for a green industry audinece. In 2011 and 2012 this presentation was given to green industry audiences at seminars held at these venues: Middle Tennessee Grounds Management Shortcourse, Professional Landscape Association of Tennessee (P.L.A.N.T.), Tennessee Urban Forestry Council Annual Conference, Tennessee Nursery and Landscape Association Winter Meeting, and the East Tennessee Grounds Management Shortcourse.

Newsletter, Individual

National Winner

AG-WIRE: THE LIVESTOCK AND FORAGE NEWSLETTER FOR UF/IFAS LAKE COUNTY COOPERATIVE EXTENSION SERVICE

Brew, M.N.[1]

[1]Extension Agent, Florida Cooperative Extension, Lake County, Tavares, Florida 32778

Mailing newsletters is no longer feasible financially feasible in most Florida counties. Unfortunately, engaging clients using electronic newsletters can be challenging. Electronic newsletters are often inadvertently passed over by the intended recipient. Anecdotal evidence also suggests that the majority of Extension clientele would prefer printed newsletters. In 2010, the UF/IFAS Lake County Livestock and Forage Newsletter (Ag-Wire) was revamped in order to better capture the attention of readers in an electronic format. Each newsletter contains four distinct sections which individually address timely topics relating to cattle production, forages, small farms and horses. Articles are written by the county livestock agent and summarized from other IFAS publications. In addition to providing timely, research based, information, Ag-Wire also serves as a source for program announcements. Ag-Wire is emailed to a list of 260 Lake County farmers, ranchers and horse owners once per quarter. The newsletter is also posted on the County Website and the link is provided through Facebook. Despite being only available electronically, Ag Wire readership is up 35% since 2009. Subscribers report that the reader-friendly format and interesting subject matter are important in their decision to read the newsletter. Of those surveyed (n-78), 95% indicated that they had learned something new and 89% reported that they had made a recommended practice change as a result of an article they had read.

National Finalists

Chichester, L.M.[1] PhD
[1]Extension Educator, University of Nebraska - Lincoln Richardson County

The *Richardson County News Flash* is a quarterly newsletter that is published and mailed in: February/March/April, May/June/July, August/September/October, and November/December/January. The newsletter was established to make community members and shareholders aware of what is happening in the Extension office and to promote programs and workshops; while at the same time providing education and entertainment.

The latest edition (February/March/April) of the newsletter was mailed to 467 persons, Nebraska (n=454), Kansas (n=11), Wyoming (n=1), and California (n=1). The newsletter is also offered in an electronic format (n=14). Each newsletter is also available online as well as placed in our publication stand for interested patrons to grab. The newsletter's size and quantity printed was causing our printer some problems, so for the last newsletter (February/March/April 2012) I printed the flyers for upcoming programs as separate pieces, and then added them to the center of the newsletter prior to its mailing (hence multiple attachments accompanying this narrative). This format works well for

the persons receiving the newsletter in the mail. For the persons who receive it electronically, there were too many separate attachments to open. For the next mailing I will add the flyers to the content of the newsletter, and then email it to them.

This newsletter was created in February 2010. In two years' time, the number of persons receiving it has increased by 42.7% (2010: n=260, 2011: n=405, 2012: n=454). In addition, a postage permit was also acquired, saving approximately 65% on each bulk mailing compared to standard rate postage!

Ashworth, T.K.[1]
[1] County Extension Agent, UT/EXTENSION, Fayette

The Master Gardener Association Newsletters are published every other month and are distributed to association members by email. Additionally, hard copies are printed and handed out at association meetings to ensure that members who do not have email addresses are still kept informed. The newsletters reach approximately 50 Master Gardeners. The newsletters are intended to keep the members informed about upcoming events as well as foster a sense of community within the association. Association members contribute to the publication in the "Meet an MG", "Recipe Corner" and "Volunteer Spotlight" columns. The newsletter is compiled and edited by Tonya Ashworth, who also writes at least two articles for each issue. Microsoft Publisher is used for the newsletter layout.

Mcfarland, A[1]
[1]Area Extension Educator, University of Idaho, Northern Idaho

The IDAH$_2$O program was launched in fall 2010 through University of Idaho Extension to train volunteers on how to monitor water quality in their local streams. The goals of this program are to (1) increase citizen knowledge on water issues, (2) promote volunteer monitoring on streams and (3) promote watershed stewardship. Certified Master Water Stewards are encouraged to think critically about how their involvement in the watershed could bring about positive changes to water quality.

The first issue of the IDAH$_2$O program's quarterly newsletter, *WaterWatch*, was released in the winter of 2011. Initially, hard copies were made and distributed to local Extension offices and partnering agencies to get the word out about the program. Subsequent newsletters have been made available electronically and are distributed via e-mail and are posted online. Hard copies are still available upon request. Thus far, five issues have been produced and distributed to over 750 individuals. Newsletter subscribers include certified Master Water Steward volunteers, agency and University stakeholders and those that have expressed interest in the program.

This 4-page newsletter contains a wide breadth of information that the program feels pertinent to our audience. This includes a message from the program coordinator, updates on program activities, relevant grant opportunities, water year and weather impact updates and feature stories that highlight watershed groups, activities and data collected through the program. The newsletter serves as a link to the relationships that have been forged through the program and seeks to provide insightful updates to nurture those partnerships.

Regional Winners

Ferree, M.[1]
Extension Educator, Purdue Extension, Bartholomew County

In 2010 The Bartholomew County Extension Agriculture newsletter was published for its 10th year. The purpose of the newsletter is to provide timely information to the agriculture community. The objective of the newsletter is increase the awareness for agriculture programs and education. The newsletter is sent to approximately 700 farmers, agri-business professionals, and community leaders quarterly. Currently the newsletter is created using Microsoft Publisher 2010 on office computers. The finished product is entirely created on the computer and is duplicated by office staff on office equipment. Appropriate insert material is also included that may be provided from other sources. The newsletter has been distributed by bulk mail. For the first time in 2009, the newsletter was also posted on the county website as well as electronic copies sent to those who request that format. The newsletter is developed to give brief detail on current topics and clientele will seek additional information at the Extension Office, by email, or phone call. Feedback from clientele indicates the newsletter is very well done and provides valuable information to them.

REGION 20 EXTENSION NEWS

Dodds,* R.D.[1]

[1]Regional Director, Iowa State University Extension and Outreach, Region 20, Mount Pleasant, Iowa 52641

I write a monthly Regional newsletter which is distributed electronically to elected Extension Council members, ISU Program Specialists, and County Staff. The newsletter is shared with Regional Directors and with Administration on campus. The number of persons receiving the newsletter is 128 persons.

The purpose of the newsletter, enhance and supplement

communication with in our four county region. In the newsletter I share best practices, updates from campus, upcoming events, programs taking place, new publications, new technology and ideas which may be of assistance in serving our citizens.

The results have been improved communication between our four Extension Councils as well as individual council members. I have received comments from Council members who say the information in the newsletter has been helpful to them in marketing Extension to State, County and local decision makers. I have also received positive feedback from staff about the sharing of best practices both from within our counties but also the ideas I share from neighboring regions. The ISU Program Specialists have appreciated knowing about programs taking place outside of their program area. The monthly newsletter has been an excellent tool to share all that is taking place in Region 20 with our Administration on campus.

The newsletter has assisted in wiring yearly reports, evaluations and serves as a historical record. It has been helpful with new staff member orientation.

William Sciarappa
County Agent II

The objective of our quarterly agricultural newsletter is to connect people and communicate information on current farming events, agricultural issues and cropping practices. Agriculture viability and natural resource protection in Central New Jersey are a constant challenge. This colorful eight-page newsletter serves as an educational outreach for these concerns and to create synergy for successful projects. Newsletter topics include current agricultural programs, agri-business regulations, cropping trials, emerging markets, alternative energy and controversial land use issues. Highlights feature current affairs, a little history, nostalgia and humor to better understand and cope with our ever-changing times.

This Agent writes the lead article(s) and other articles are solicited from extension colleagues. In 2011, over 4,000 free copies were bulk-mailed to the Board of Agriculture, County Agents statewide, University Administration, county officials, vegetable producers, field-crop growers, landscape nurseries, and equine farms. Feedback from this new network of people has been quite substantial and positive. The Dean of the College encouraged filling this necessary role that networks a diverse set of interests on common grounds.

"Changing Times" is produced in our office using Microsoft Publisher 2000 and printed 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 for archiving, downloading and printing from a PDF format of Changing Times.

Carol Schurman
Extension Educator - 4-H youth
Penn State Cooperative Extension
Indiana

Objective - To inform 4-H members of opportunities and other information pertinent to them as members

Purpose – 4-H members have many opportunities available to them and need to be informed of important 4-H information. The newsletter provides an appropriate way to do this. The newsletter also recognizes members and leaders for their accomplishments.

Audience - 250 4-H families, printed seven times per year, sent by US mail

Newsletter is printed in county office.

Alexandria Straight
Ag & Natural Resources Extension Agent
WVU Extension Service
Doddridge & Ritchie

The newsletter is distributed to roughly 500 farmers and agricultural enthusiasts in Doddridge and Ritchie County West Virginia. Both counties are very rural with 7000 in Doddridge and 9000 in Ritchie Agricultural News provides them with timely articles and upcoming agricultural programming offered by WVU Extension. It is mailed out via United States Postal Service.

Dr. Wayne Porter
Area Horticulture Agent, Mississippi State University
Lauderdale Co. - East\Central

The *'Green Flash* - News for Horticulture People' newsletter is a quarterly newsletter designed, produced, and published by the author. This newsletter was created to get useful information to clients on various horticulture topics. The information provided can be used as a planning guide since the newsletter is produced quarterly,. Also in the newsletter there is a calendar of upcoming gardening events. The newsletter is e-mailed to 45 counties in Mississippi. County personnel then have the option to use information from the newsletter in their own newsletters, forward it via e-mail to clients, or print copies for local distribution. The number of copies distributed is constantly increasing since new clients are signed up whenever there is a gardening meeting. Currently, quarterly distribution of over a 1200 copies can be documented, primarily through e-mail.

Jason Turner
Extension Horse Specialist
NMSU, NM

This newsletter is distributed bi-monthly to county extension agents, in 33 counties and three tribal extension offices, through the county email list serve maintained by the New Mexico Cooperative Extension Service. The purpose of the newsletter is to provide timely information, helpful hints, and recognition of the accomplishments of 4-H youth and college students in the New Mexico State University system to county faculty and staff working with clientele in the equine area. The agents have the option of forwarding the newsletter as published onto their email list serve for equine owners in their community, or they may incorporate pieces of the newsletter into their own county newsletters for further distribution to clientele. Since we live in the electronic age, the newsletter is formatted to present the facts in a concise manner, and it relies on extensive use of web links to take readers to internet resources that cover the topics in greater depth. All information presented through the web links is reviewed by the newsletter editor for accuracy prior to distribution. Occasionally, the "Lead Line" articles from the newsletter have been "picked up" for publication in popular press magazines, and some have been further developed into peer-reviewed extension publications.

Newsletter, Team

National Winner

A NEW LEAF NEWSLETTER

Delvalle, T.*[1], Brad Burbaugh[2], Erin Harlow[3], Larry Figart[4], Mary Puckett[5]
[1] EXT AGT IV MS Hort, Jacksonville, FL, 32254
[2] Agriculture/Natural Resources Agent, Duval County Extension, Jacksonville,FL, 32254
[3] Commercial Horticulture Extension Agent, Duval County Extension, Jacksonville,FL, 32254
[4] Urban Forester, Duval County Extension, Jacksonville,FL, 32254
[5] Urban Gardening Program Assistant, Duval County Extension, Jacksonville,FL, 32254

This bi-monthly newsletter is produced to provide timely landscape and gardening information as well as promote Extension programs and services. A New Leaf Newsletter helps promote Florida Friendly Landscaping™ that encourage environmentally sound landscape practices. The document is produced in-house using Microsoft Publisher and sent to clients via hard copy, email and posted on our website (duval.ifas.ufl.edu) . In 2011, this cooperative publication was emailed to over 13,000 individuals and accessed over 41,500 times via the world wide web. Results of a reader survey (n=758) attached to the September/October issue indicate that 98.9% of readers learned new information, 93% used the information, and 94.2% adopted Florida Friendly Practices. Additionally, 56.9% attended a program advertised in the newsletter and of those 30% were new attendees to an Extension program. Specific practices adopted by respondents (n=714) included matching plants to the site (68.2%), adjusting irrigation systems when there was adequate rainfall (52.1%), fertilizing plants following IFAS Extension recommendations (55.5%), and using pesticides as a last resort (56.6%). A New Leaf has served as an effective tool to educate Duval County Citizens and recruit new individuals to Extension programs.

National Finalists

Clupper, S.*[1], Bryan Overstreet[2], Ed Farris[3], Kelly Heckaman[4], Margie Zoglmann[5], Stacy Herr[6]
[1] Extension Educator, Purdue Extension, Blackford County, Hartford, IN, 47348
[2] Extension Educator, Purdue Extension, Jasper County, Rensselaer,IN, 47978
[3] Extension Educator, Purdue Extension, Huntington County, Huntington,IN,
[4] Extension Educator, Purdue Extension, Kosciusko County, Warsaw,IN, 46580
[5] Extension Educator, Purdue Extension, Perry County, Cannelton,IN, 47520
[6] Extension Educator, Purdue Extension, Wayne County, Richmond,IN, 47374

The Purdue Women in Agriculture Team was formed to help address the educational needs of women employed in or involved with the agricultural industry. The team is made up of Purdue Extension Educators and Specialists. The newsletter is a collaborative effort among all team members. The purpose of the newsletter is to share upcoming events, sponsorship information, and timely tips to those interested in the work of the Women in Ag Team.

In 2011 the newsletter was converted to all digital format with a distribution list of 825. Two supporters have requested to continue to receive mailed hard copies. The newsletter is also posted on the Women in Ag website (www.extension.purdue.edu/wia) and is available to anyone who visits the site. The newsletter is written 4 times per year with flexiblity in publishing dates depending on upcoming events and deadlines.

Gao, G.Y.*[1], Ellis, M.A.[2], Welty, C.[3]
[1] Extension Specialist and Associate Professor, Ohio State University South Centers, Piketon,OH, 45661
[2] Extension Plant Pathologist and Professor, The Ohio State University, Wooster,OH, 44691
[3] Extension Entomology and Associate Professor, The Ohio State University, Columbus,OH, 43210

Ohio Fruit ICM News is a newsletter that is designed to deliver research-based information to the commercial fruit industry in Ohio. ICM stands for integrated crop management. The author took over this newsletter in May 2011. He served as the editor and one of the primary authors of newsletter. Several of his OSU Extension colleagues contributed articles to this newsletter. Four issues were produced by this author and the team in 2011. The newsletter was created based on a template from OSU Extension's Section of Communication and Technology following OSU Extension branding standards. The primary author took many of the photos that were included in the newsletter from May to December, 2011. This newsletter was emailed to an email distribution list that is maintained at OSU South Center. There are approximately 327 names on this list. It has been an effective tool for our commercial fruit industry in Ohio.

Porter, J.*[1]
[1] Extension Agent, WVU Extension Service, Charleston,WV, 25304

The Kanawha County WVU Extension Service office produces a bi-monthly collaboarative newsletter among all three major program areas in the office: agriculture, 4-H Youth, and Families and Health. Each individual agent and the office administrative assistant are responsible for content. Contributers include myself for agriculture, 4-H agent Sherry Swint, Families and Health Agent Kerri Wade, and Administrative Assistant Bridget Bavetz.

Each agent writes and selects timely articles that are compiled by the administrative assistant. I am responsible for final editing and approval of the newsletter, as well as providing ideas for topics.

The newsletter is distributed to our extension volunteer groups (Extension Master Gardners, 4-Hers and Leaders and CEOS), associated groups, clients, and stakeholders. Total direct distribution through mail and email is 1,000. In addition the newsletter is archived on our office website for future public access. The newsletter articles are picked up by the local section of the Charleston Gazette and Charleston Daily Mail newspapers, which have statewide distribution of around 75,000.

Regional Winners

Huibregste, A.*[1], Behnke, K.[2], Brusveen, D.[3], Sterry, R.[4]
[1] Agriculture Agent, Oconto County, Oconto,WI, 54153
[2] Agriculture Agent, UW-Extension, Shawano County, Shawano,WI, 54166
[3] Former Agriculture Agent, UW-Extension, Sauk County, Baraboo,WI, 54302
[4] Agriculture Agent, UW-Extension, St. Croix County, Baldwin,WI, 54002

As dairy farms grow in size, dairy farm employees become increasingly important. Many of these employees are Hispanic and speak minimal English. A survey done in 2007 in two Wisconsin counties found that almost half the Hispanic employees surveyed had no educational training beyond grade five. In order to provide educational information to dairy farm employees in a format they can read and understand, UW-Extension created 'The Dairy Partner / El Companero' bilingual newsletter. The goal of the newsletter is to provide dairy farm employees information on dairy worker skills and safety in an easy to read format and including photographs. Approximately 1,200 copies of the newsletter are currently printed and distributed to more than 550 farms, mostly in eastern Wisconsin. Another 100 people from across the state and country receive the newsletter electronically through e-mail or by subscribing to 'The Dairy Partner' website. An undetermined number also read and/or print the newsletter as a PDF directly off of the website (http://fyi.uwex.edu/dairypartnerelcompanero/). The development of the newsletter (including writing, layout, editing, marketing, and publishing) has been done by Abby Huibregtse since early 2011. Other Agriculture Agents (Katie Behnke, Denise Brusveen, Ryan Sterry) contributed articles in the past year. Sponsors from the dairy industry support printing and mailing costs. Translation is coordinated by the Babcock Institute in Madison WI. Newsletters are either sent directly to farms or through local Extension offices. The newsletter is also available electronically.

Mathew, S.A.*[1], Beale, B. E[2], Dill S.[3], Fultz, S. W.[4], Grybauskas, A.[5], Hooks, C. R. R.[6], Kolb, L.[7], Kratochvil, R. J.[8], Lantz, W.[9], Lewis, J. W.[10], Martin, D. A.[11], Musser, W. N.[12], Nottingham, J. R.[13], Rhodes, J.[14], Ritter, R. L.[15]
[1] Agent, Agriculture & Natural Resources, University of Maryland Extension, Cambridge,MD, 21613
[2] Agent, University of Maryland Extension, Leonardtown,MD, 20650
[3] Agent, University of Maryland Extension, Easton,MD, 21601
[4] Agent, University of Maryland Extension, Frederick,MD, 21702
[5] Extension Specialist, University of Maryland, College Park,MD, 20742
[6] Extension Specialist, University of Maryland, College Park,MD, 20742

[7] Research Associate, University of Maryland, College Park,MD, 20742
[8] Extension Specialist, University of Maryland, College Park,MD, 20742
[9] Agent, University of Maryland Extension, Mt. Lake Park,MD, 21550
[10] Agent, University of Maryland Extension, Denton,MD, 21629
[11] Agent, University of Maryland Extension, Cockeysville,MD, 21030
[12] Extension Specialist, University of Maryland, College Park,MD, 20742
[13] Agent, University of Maryland Extension, Princess Anne,MD, 21853
[14] Agent, University of Maryland Extension, Centreville,MD, 21617
[15] Extension Specialist, University of Maryland, College Park,MD, 20742

The Maryland Agronomy News Newsletter is a new statewide initiative of Ag & Natural Resources Profitability Impact team of the University of Maryland Extension. The newsletter is published twice a month during growing season from April through October serving state agriculture community. The objective is to provide timely, unbiased, research based information to make agriculture production profitable and sustainable in the state. The size of the newsletter is on an average from 8- 10 pages. The regular features in the newsletter includes production agriculture articles, research reports, regional crop reports, extension program updates, calendar of events and a closing trivia called did you know. The newsletter is written and edited by Sudeep Mathew, Ag Agent Dorchester County Maryland. The newsletter is designed and created in MS Publisher. The PDF version of the newsletter is created and posted at University of Maryland Extension, Cropping System website (http://mdcrops.umd.edu). The PDF version of the newsletter contains hyperlinks and color graphics and images. Previous and archived issues are also available online at newsletters home page. The printed version of the newsletter is mailed to subscribers through county extension agriculture mailing list in 23 counties of Maryland. It was estimated that the printed version is reaching over 3, 000 subscribers. The email circulation lists include approximately 800 people.

Kikkert, J.R.*[1]
[1] Extension Associate, Cornell Cooperative Extension Regional Vegetetable Program, Canandaigua, NY, 14424

The "Cornell Vegetable Program" serves the commercial vegetable, greenhouse, potato and dry-bean industries within 12 partner counties in Central and Western, New York. Five vegetable specialists each take the lead on specific crops and other aspects of the industry. A seasonal weekly newsletter has been one of the most valued contributions of the overall program since the team's formation. Come the growing season, many who have forgotten to renew their enrollment with Extension, call to get signed-up. Cornell Vegetable Program team members embarked on a new format for the 2011 season. The newsletter went from a graphically boring layout of text only to an appealing format with easier to read short articles, photos, crop updates and event notices. Team members enter their articles on a SharePoint website by noon on Tuesday, with last minute updates accepted until 9:00 am Wednesday. The Administrative Assistant compiles the articles and photos, with short turn around so that the e-mail and printed copies are mailed the same afternoon. That way, the most up to date information from our field scouting reports is in the hand of the growers very quickly. In 2011, 20 issues of Veg Edge Weekly were sent to a total of 335 mail and email subscribers plus 300 complimentary readers. When surveyed, 93% of those who had received the newsletter in the past said they liked the new layout and photos, plus the new format made it easier to locate information.

Shooter, M.*[1], Conrad-Acuna, T.J.[2], Eller, E.M.[3], Fisher, Tyrone[4], Goforth, R.[5], Harris, M.[6], Parsons, James[7], Spearman, R.L.K.[8], Wells, D.G.[9], Wood, R.B.[10]
[1] Extension Agent, Livestock, NC Cooperative Extension, Lumberton,NC, 28359
[2] Extension Agent, Livestock, Richmond County, NC Cooperative Extension, Rockingham,NC, 28380
[3] Extension Agent, Livestock, Moore County, NC Cooperative Extension, Carthage,NC, 28327
[4] Extension Director, Harnett County, NC Cooperative Extension, Lillington,NC, 27546
[5] Area Specialized Agent, Poultry, NC Cooperative Extension, Monroe,NC, 28112
[6] Extension Agent, Livestock, Cummberland County, NC Cooperative Extension, Fayetteville,NC, 28306
[7] Area Specialized Agent, Poultry, NC Cooperative Extension, Kenansville,NC, 28349
[8] Extension Agent, Livestock, Bladen County, NC Cooperative Extension, Elizabethtown,NC, 28337
[9] Extension Agent, Livestock, Johnston County, NC Cooperative Extension, Smithfield,NC, 27577
[10] Extension Director, Scotland County, NC Cooperative Extension, Laurinburg,NC, 28376

The objective of the Livestock Newsletter is to inform farmers of upcoming agricultural events, important agriculture updates, and other livestock information. The target audience is farmers and producers in a nine county area. The newsletter includes articles on animal waste management, cattle, forages, meat goats, horses, poultry, and youth livestock. These topics were selected because of the large client numbers involved in these enterprises and client interest about particular subjects. The specialized advisory committees in each county provide input on newsletter topics.

Damona Doye*[1], David Lalman[2]
[1] Extension Economist, Regents Professor, Sarkeys Distinguished Professor, Oklahoma State University, STILLWATER,OK, 74078
[2] Beef Cattle Specialist, Oklahoma State University, Stillwater,OK, 74078
[3] Additional OSU Beef Extension Team Members: Doug McKinney, Chris Richards and Glenn Selk, OSU Animal Science Department; Eric DeVuyst, Derrell Peel, Kellie Raper, OSU Agricultural Economics Department.

In Oklahoma, livestock production is a focus for many educational programs as approximately 2/3 of the state's land base is pasture or rangeland. More than 2/3 of the state's 86,500 farms produce beef. The Oklahoma State University (OSU) Extension Beef Team develops the Master Cattleman Quarterly newsletter which is mailed to more than 700 graduates and students of the OSU Master Cattleman program. The newsletter is also e-mailed to OSU Extension educators – agriculture plus area agricultural economics and animal science specialists for further distribution electronically and at other meetings. Specific articles are also frequently reused in other venues. The newsletter is also accessible on the OSU Master Cattleman website: http://agecon.okstate.edu/cattleman. The newsletters raise awareness of management issues, inform producers about management tools and direct readers to other training and informational opportunities as well as software tools. Topics are varied, providing timely information on outlook, marketing, finance, production and risk management. Given the severe regional drought, recent issues have included articles to assist with tough decisions faced by producers.

Tator, K.J.*[1], Anne-Marie Wilson[2], Laura Bittner[3], Vera Gibson[4]
[1] Program Director / Agriculture Agent, NMSU, Los Lunas,NM, 87301
[2] Extension Home Economist, NMSU, Los Lunas,NM, 87031
[3] Extension Home Economist, NMSU, Los Lunas,NM, 87031
[4] Extension 4-H Agent, NMSU, Los Lunas,NM, 87031

This electronic newsletter was developed in 2009 as an alternative, cost-effective information distribution system, in response to shrinking county budgets, and in part of a continuous effort to keep county residents informed with timely educational information. County agents are able to easily publicize and promote their programs internally, while maintaining relationships with traditional local media outlets. Because the e-newsletter is sent to local stakeholders, program supporters, and decision makers, it has enhanced the visibility and importance of the various aspects of county extension programs within the communities of Valencia County. Every other month, newsletter contributions are made from two family and consumer sciences agents, the 4-H agent, the Ideas for Cooking and Nutrition (ICAN) program, and the county program director/agriculture agent, who also serves as the newsletter's editor. The four contributing co-authors commonly provide a short educational story, helpful internet links, timely tips, upcoming program announcements, and program showcases. The first newsletter was distributed in February 2009 to a small group of program participants and volunteers. In February 2012, newsletter distribution grew to 465 addresses through a county-maintained email list serve. Additionally, the newsletter is posted for download on the county webpage, where visitors also have the opportunity to subscribe their email address to the newsletter. After 3 years, the newsletter has saved an estimated $5,000 dollars in postage and printing costs; however the most notable benefit has been observed in grass-roots support and growing interest in county extension programs.

Nelson, M.*[1], Clint Albrech[2]
[1] Agricultural Agent, Utah State University, Beaver, UT, 84713
[2] Family & Consumer Science Agent, Utah State University, Beaver,Ut, 84713

Beaver County is a rural county of 6051 residents in South West Utah. Approximately 70% of the income from the county comes from agriculture. Agriculture is of major economic importance. Our major agricultural production is alfalfa, beef, swine and dairy operations. In order to keep the residents of Beaver County informed on Extension activities we send out a quarterly newsletter to 693 residents. The news letters are written by Extension Agents and are produced by our Extension Secretary using Microsoft Publisher. I edit my articles and then they are printed on the office colored printer. The finished newsletters are mailed to everyone on our Extension mailing list.

Personal Column

National Winner

Butzler, T.*[1]
[1] Horticulture Educator, Penn State Cooperative Extension, Mill Hall,PA, 17751

I have a column, in Lock Haven's *The Express*, under the standing line "*Keeping It Green*". In most instances, the column starts off with apersonal anecdote or interesting paragraph to draw their attention to the rest of the article. I always submit several photographs, that I have taken, with the written column to add a visual component to attract the reader to the column. If I don't have photographs of my own to utilize for the column then I'll search for photos that compliment my article (but always giving credit). . My information is submitted via *The Express*'s virtual newsroom;

therefore, it was not prepared with letterhead. I try to mix up the style of the column throughout the year. At times, I try to keep the writing light and a bit humorous but always with the goal that information is being disseminated to the reader. This style of writing was used in the December 23rd column titled *Horticulture Wish List*. There are times where the information and writing is a bit more straightforward and I try to attract the reader to these columns with plenty of colorful pictures. A good example is the submitted article from September 23rd titled *Fruit in the Landscape*. An Olympus C-700 was used for submitted pictures. *The Express* has a daily circulation over 10,000. Small town and rural central Pennsylvania affords me the opportunity to interact with readers on a regular basis and I receive many positive comments on the column.

National Finalists

Schwartau, C.*[1]
[1] Regional Extension Educator, University of Minnesota, Rochester, MN, 55904 Scanned columns:

I contribute to a regular column about workforce management in the digital edition of Dairy Today magazine. This column also appears frequently in the magazine's print edition. The target audience of the publication is medium to large dairy farms nationwide (http://www.agweb.com/livestock/dairy/).

"Employees and Training Are Investments Worth Cultivating" appeared in June, 2011. This column focuses on recognizing the value of continued training for employees, even at the risk of losing them to other employers because they are well trained. A well trained employee is more likely to be satisfied and more productive on your own farm so ignoring training can be quite short-sighted.

"Plan for Employee Safety" appeared in December, 2011. This column followed a seminar on OSHA planning for dairy farms. I emphasized the need for safety awareness, worker protection, training and safety planning on the dairy farm. I wanted to convey the value of involving everyone on the farm in safety by watching for hazardous situations, taking specific protective or correction actions, periodically training and reminding employees of safety and developing a plan for your farm.

Jackson, B.L.*[1]
[1] Agriculture & Natural Resources Agent, University of Georgia Cooperative Extension, Whitfield County, Dalton,GA, 30722 Scanned columns:

The objective of this column is to provide unbiased, research-based information to homeowners in Murray and Whitfield Counties. The applicant writes a weekly column that is published every Wednesday in the Lifestyle section of the Dalton Daily Citizen. The average daily printed circulation for the paper is 12,000 copies. Some local business subscribers share waiting rooms with other non-subscribers so the actual audience may be higher. The Dalton Daily Citizen also provides digital subscription to an additional 900 subscribers. The article is written in Microsoft Word before being converted to an Adobe PDF document and then electronically submitted to an editor for the Daily Citizen. The "Inchworm" article was inspired by a large number of phone calls to the Extension Office last spring, each call related to tree leaves being consumed at an alarming rate and black specks on cars and driveways. The "Volcano Mulching" article was written following a recent homeowner visit. On the drive to and from the domicile, the applicant noticed several trees along the way had mulch piled around the trunk of both homes and businesses. The inchworm photograph was added by the editor and the volcano mulch photograph was from the Georgia Center for Urban Agriculture website, http://apps.caes.uga.edu/Urbanag/graphicsfiles/Mulching1.jpg.

Ashworth, T.K.*[1]
[1] County Extension Agent, UT/Extension, Somerville,TN, 38068

The two personal columns submitted were both intended to educate the general public on home vegetable gardening. They were both published in the Oakland News, which has a circulation rate of 8,000. Additionally, the column titled "Vegetable Gardening Memories and New Methods" was published by the Fayette Falcon, which has a circulation of 4,200.

Regional Winners

Ferree, M.*[1]
[1] Extension Educator, Purdue Extension, Bartholomew County, Columbus, IN, 47201

The Purdue Extension News Column appears monthly 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. Currently the news column is created using Microsoft Word 2010 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.

Nagai, P.*[1]
[1] Horticulture Educator, Racine County, Burlington,WI, 53105

Patti Nagai has been writing a personal column for the Racine Journal Times for 14 years. Her weekly column is distributed in the Sunday newspaper to 23,000 people in southeastern Wisconsin, and many people read the column on line at http://www.journaltimes.com/lifestyles/home-and-garden/

The column is written in a question and answer format to address the gardening and environmental questions of the local community.

Sciarappa, W.*[1]
[1] County Agent II, Freehold, NJ, 07728

The objective of the personal column entitled "Agent's Overview" written by the county agent is to quickly engage readers and briefly communicate information on current events, agricultural issues and farming practices in Central New Jersey. As the front page lead of our quarterly agricultural newsletter, this column is designed to communicate, commiserate and provoke in a casual and entertaining manner as well as encourage the reader to read the rest of the eight-page publication.

"Agent's Overview" highlights seasonal developments with a little humor to better understand and cope with our ever-changing times. 4,000 free copies were mailed in four seasonal editions 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 network of people has been quite substantial and totally positive. The Dean of the Agriculture College has encouraged filling this necessary role from a personal perspective that networks a diverse set of interests on common grounds. Recent agricultural topics include Hurricane Irene damage and Ag Agent Retirement Celebration.

This column for "Changing Times" is produced in our county extension office using Microsoft Publisher 2000 and printed at no charge by our county print shop. Digital photos for the column are included as .jpeg files. Our county website www.visitmonmouth.com/07050coopext/forms.aspserves as a source for archiving, downloading and printing the column and full newsletter from a PDF format.

Chinery, D.[1]
[1]Senior Resource Educator, Cornell Cooperative Extension of Rensselaer County, Troy, NY 12180

The "Green Thoughts" gardening column has appeared in three local newspapers weekly since 2004. My basic premise is that while Extension information must be accurate, informative and timely, it shouldn't be dry and boring, since that type of writing doesn't attract readers. Since gardening is full of humorous pitfalls and follies, making the subject lively isn't difficult, and lessons on plant pathology, entomology, and the related sciences can be woven in while the reader isn't necessarily looking for them. Each week I tackle a timely topic which must be somewhat limited in scope, since there is a 500 word limit. While this restriction doesn't always allow me to explore ideas to their full depth, readers today have multiple sources of information at their disposal, so I look upon the column as a starting place rather than an encyclopedia. The weekly format provides for the dissemination of breaking stories rather quickly, such as the advent of boxwood blight disease in the northeast, which cannot be presented as fast in traditional newsletters. While newspaper subscriptions are shrinking, it is still gratifying to meet people who report they read and enjoy "Green Thoughts." Personal columns remain an important way to make people aware of Extension programs.

Keesee, A.*[1]
[1] Ext. Edcuator AG/4-H, OSU, Holdenville, OK, 74747

Upon beginning my Extension career in 2005, one of the first stops I made was to the Holdenville News office to arrange for news articles to be published. My "Extension Connection" columns are normally in the Sunday edition with some appearing in Wednesday's edition as well. The total circulation for the newspaper is about 2,500 per edition and serves most of Hughes County.

Annually, I write approximately 20 personal columns based largely upon personal experiences and calls that have been coming into my office recently. If one person asks a question there are usually others with the same questions that don't ask. In addition to these personal news columns, I use the space to advertise upcoming Extension programs or events and to inform the public on 4-H achievements. Also, my FCS / 4-H coworker submits timely news articles so it is truly an all-encompassing Extension column.

I try to find interesting facts and write about subjects that are somewhat different. My goal is for the column to have a personal feel with technical content. I tend to focus on things homeowners and producers may try (trapping, pruning, grafting, monitoring, etc.) to alleviate their problems. By doing this, they are actively involved in their project and have time invested.

Gibson, R.*[1]
[1] , University of Arizona , Casa Grande,AZ, 85122

Each Wednesday or Thursday, depending upon the publication, my garden and landscape personal column is printed in five local newspapers, circulation about 14,000. My objective is to teach basic garden and landscape principles to experienced as well as novice desert gardeners. Pinal County has seen a tremendous population growth over the last decade with a 2010 census count double that of 2000. This rapid growth has created a diverse audience. Some have gardened in the desert for many years. Others are new to desert conditions. In addition, my audience also includes commercial landscapers. I strive to meet the needs of all. The information I present is local and research-based. I write the copy in Word Perfect 12 and deliver the material electronically by email to the local newspaper office where it is given a new title and formatted to fit into onto the newspaper page. Word of mouth feedback indicates that the columns are often clipped and used as a resource by home gardeners, professional horticulturalists, and Master Gardener volunteers. About 50% of those calling the Extension office indicate that they follow my columns and use the information.

Sagers, L.*[1]
[1] Horticulture Specialist, Utah State University, Lehi,UT, 84043

The Deseret News publishes the author's weekly columns. "Teaching children the joy of gardening" was a feature column published April 3, 2011 just as the gardening season was getting underway. The author explored the benefits of gardening with and for children for the child's development and family relationships. He offered suggestions of local places and programs where parents can involve their children in gardening. The second column, published on October 31, 2011, "Seven Sons Flower can add special charm to garden" describes a little-known plant that could be an asset to Utah landscapes. The Heptacodium plant was considered a "new," previously unknown plant, but in reality, pressed herbarium specimens were brought to this country in 1907. The plant produces large bouquets of butterfly-attracting fragrant flowers in clusters of seven. It has exfoliating bark that gives it winter interest. The weekly column provides current, factual horticultural information and is an effective way to advertise USU Extension events. The author prepared the story and photos submitting them electronically to the Deseret News. Circulation is 73,075. Combined print and online audience is 552,507. There were 2.5 million unique web visitors in March 2011 with more than 31.7 million visitors in 2011. The articles can be found at http://www.deseretnews.com/article/print/700124045/Teaching-children-the-joy-of-gardening.htmland http://www.deseretnews.com/article/print/700193003/Seven-Sons-Flower-can-add-special-charm-to-garden.html

Program Promotional Piece

National Winner

Barber, D.L.*[1]
[1] Extension Agent II, UF/IFAS Extension, Lake City,FL, 32025

Columbia County, Florida has seen a forty-three percent increase in the number of farms. Over seven hundred farms are less than twenty acres in size. One of the most common questions asked by these landowners is "What can I do with my land"? To answer this question, a program called Living on a Few Acres was developed. This brochure was designed to give individuals who are interested in beginning or improving a small scale agricultural operation an overview of the series of monthly classes. The goal of this program was to give an introduction to basic production techniques in beginning or improving a small scale agricultural operation. Monthly meetings were held at the county extension office covering the following topics; small farm management, alternative enterprises, producing vegetable crops, backyard poultry, pasture management, beef and small ruminant production, pond management, equine management, organic production, fruit and nut crops, wildlife habitat, and marketing. The distribution of this brochure resulted in 63 participants attending monthly classes.

National Finalists

Wyatt, G.J.*[1], Jeff Hahn[2], Liz Erickson[3], Robert Koch[4]
[1] Extension Educator, University of Minnesota, Mankato,MN, 56001
[2] Extension Entomologist, University of Minnesota Extension, St. Paul,MN, 55108
[3] Communications Coordinator, Minnesota Department of Agriculture, St. Paul,MN, 55155
[4] Entomologist, Minnesota Department of Agriculture, St. Paul,MN, 55155

The Brown Marmorated Stink Bug(*Halyomorpha halys* (Stål) or BMSB) is an invasive insect not native to the United States. The BMSB is native to Asian countries. This insect was found in Pennsylvania in 1996 and is currently found in 33 states.

The BMSB feeds on over 300 plants including peaches, apples, green beans, soybeans, cherry, raspberries, and pears. This insect is also attracted to and overwinters in homes. The BMSB is a potential risk to agriculture as well

as a nuisance to homeowners and seems to be spreading to new regions each year.

The idea of a plastic BMSB identification business card was created by a collaborative team from the University of Minnesota Extension and the Minnesota Department of Agriculture (MDA). The BMSB card is similar to the Emerald Ash Borer (EAB) identification card which was developed by the USDA. The front side of the card has a short list of host plants that can be damaged by the BMSB plus the "Arrest the Pest Hotline" phone number to MDA. On the back side, it has actual size photos of the BMSB adult, nymphs, look a-like bugs and inches/centimeters rule.

The purpose of this card is to be a pocket size informational guide for homeowners and professionals who may see the BMSB. It's our goal that residents will be aware of this insect pest and to report possible infestations to MDA. Over 10,000 BMSB cards have been printed and are being distributed at educational programs and events.

Benson, A.*[1], Janice Degni[2]
[1] Small Farms Educator, Cornell Cooperative Extension, Cortland, NY, 13045
[2] Team Leader, South Central NY Dairy Team, Cornell Regional Extension Team, Cortland,NY, 13045

The Project 36 Card was developed by Fay, who is the project manager for the New York Organic Dairy Initiative. In 2010 the Task Force which guides the Initiative identified a barrier to the marketing of organic dairy products in New York; 30% of the organic milk sold in the state was coming from a large dairy in Colorado.

The Task Force came up with the idea to educate consumers to read the code on milk carton so they could identify what state the milk came from. They asked Fay to come up with a simple teaching tool to accomplish this task. The tool had many evolutions which eventually became known as "Project 36" since 36 was the code for products packaged in New York. The card was so popular Fay was asked to create a similar card for conventional milk as well. This card has been used at various New York County Extension events including County Fairs and Annual Meetings.

Banks, J.E.*[1]
[1] Agriculture/4-H Youth Agent, Utah State University, Nephi,UT, 84648

The objective of the "Spring Gardening Class Series" flyer is to promote the annual garden class series to Juab County residents. For the past 22 years, the author has tried different methods to advertise the classes. For the last three years, a simple, but informative one page flyer designed by the author and office staff has been used to promote the classes. Microsoft Publisher was used to create the flyer. The 2012 promotional flyer was included in the March 7, 2012 edition of "The Times News". As a result of using the flyer as an insert, all 2600 households in Juab County received the flyer. In addition to the mailed copy, the flyer was also available on the Juab County Extension website and at horticultural related county businesses. During 2009-2011, the years of using the promotional insert, average class attendance increased 20% in comparison to the three years previous, 2006-2008. Of the 200 residents that attended the 2011 classes, over 90% participated because of receiving the flyer. Since the author is the only agent in the county with an Agriculture and Horticulture assignment, the agent has the responsibility of providing information to meet the resident's needs in these areas. In addition to providing horticulture information, the gardening series has increased the visibility of the Extension staff and informed readers of resources and staff support available to help them. Through the years, the author has received many thanks for providing information that has helped them in their lives.

Regional Winners

Dodds, R.*[1]
[1] Regional Director, Iowa State University Extension, Montrose,IA, 52639

In the fall I contacted Mike Roegge at the University of Illinois and Dr. Alex Carpenter at the University of Missouri about a Tri-State Agriculture Summit. The purpose of the summit was to bring the three land grant universities together, pooling very limited resources, yet provide a high quality learning experience for Agriculture Producers and Ag-Professionals. Each state selected a topic and an outstanding presenter. Western Illinois was also included in the summit.

Over 500 of the fliers were mailed or distributed electronically to producers and professionals with over 175 persons attending the first Ag Summit in Keokuk, Iowa. The collaboration between the Universities drew a great deal of interest not only with attendees but also, local and state radio, newspapers, and TV, with excellent coverage during the conference.

To keep the registration costs to a minimum over $2500 was secured from five sponsors. The support was used to provide educational materials, covered the meeting facilities and equipment. Continuing education credits for Certified Crop Consultants were offered to professionals from all states at no cost.

The producers rated the program as unique, one of the best they have attended, encouraged it to continue and appreciated hearing from four different colleges in one program. Missouri has agreed to host the summit in 2012,

and Illinois 2013 with a Small Farm Tri-State Summit planned for fall of 2012 in Iowa.

Chichester , PhD, L.M.*[1]
[1] Extension Educator, University of Nebraska - Lincoln, Falls City,NE, 68355

In May 2011 Extension personnel in Nebraska and Iowa had the opportunity to attend a joint Animal Welfare Professional Development session. The high quality of information presented at the session, led Educators to plan a meeting for livestock producers in Nebraska. Planning began in July 2011. The program was held in four locations across the state. During this process we worked with several commodity group leaders to determine presenters and create a series of programs to fit producer needs. Goals and outcomes of the meetings included providing education to livestock producers about perceptions and perspectives of animal welfare in relation to consumers, retailers, and advocacy groups.

The brochure was finalized in December 2011 and 5,000 copies were direct mailed in January 2012 to livestock producers across the state whose names and addresses had been provided by other Educators. In addition, the brochure was electronically distributed to all Extension personnel. Promotional pieces for this program were put on individual county websites, advertised in several agricultural magazines distributed in and around Nebraska, and several live interviews were conducted by media outlets across the state to advertise the program.

Overall, 121 people attended across the state. At each location there was media representation. This program received positive feedback in UNL's Market Journal, the Lincoln Star Journal, the Kearney Hub, and the Brownfield Radio Network. 97% of attendees reported they would come to another program like this and 69% reported they would make changes to their operations as a result of this program.

Infante-Casella, M.*[1], Jenny Carleo[2], Stephen Komar[3]
[1] County Agent, Associate Professor, Rutgers New Jersey Agricultural Experiment Station Cooperative Extension, Clayton,NJ, 08312
[2] Agricultural Agent, Rutgers NJAES Cooperative Extension, Cape May Courthouse,NJ, 08210
[3] Agricultural Agent, Rutgers NJAES Cooperative Extension, Newton,NJ, 07860

In January 2012, the Rutgers NJAES Agritourism Working Group team hosted 3 day-long conferences on agritourism subjects in North, Central and Southern New Jersey. Funded by a USDA Specialty Crop Block Grant, in collaboration with New Jersey Farm Bureau, New Jersey Department of Agriculture and USDA, the conference was held in three separate locations to accommodate attendees in north, central and southern New Jersey: January 24 in Pittstown, NJ; January 25 in Westampton, NJ; and January 26 in Clayton, NJ.Attendance and feedback from the conference indicate a welcome response by New Jersey growers. Originally budgeting for 50 attendees at each site, attendance was 211 participants total at the three locations. The direct mail piece developed was distributed through 12 county extension office mailings, via the Rutgers NJAES calendar of events web site as a pdf document, and through New Jersey Farm Bureau mailings.

Brabham, B.E.*[1]
1 Extension Agent, WVU Extension Service, Spencer,WV, 25276

The promotional piece was created in January 2012 by Brandy Brabham to promote the WVU Extension Master Gardener Course and increase participation in the program in Spencer, WV. Twelve copies were printed and posted in public places and 35 copies were mailed to potential Master Gardener trainees, who had previously expressed interested in the program. Sixteen existing Extension Master Gardeners received the flyer via email to print and hand out to potential trainees. The target audience was home gardeners and individuals engaged or interested in commerical gardening. The community target has a very rural population with many retired individuals residing in the area. There are 28 trainees enrolled in the course. The entry was created by the applicant in Mircosoft publisher using print screen images from the WVU Extension's Gardening webpage borders and edited with colorful auto-shapes & text boxes to convey information about the course and the Extension Master Gardener program in general. It was printed in the county office using a colored printer.

Simpson, A.*[1]
[1] CEA - 4-H/AGRI, , Arkadelphia,AR, 71923

In 2011, Arkansas Registered Foresters were required to obtain six Continuing Forester Education (CFE) hours to maintain their registered status. The southwest Arkansas counties of Clark, Nevada, Pike, and more recently Calhoun have joined together for the last six years to provide those continuing education hours to the foresters in one day at a reasonable cost. Before, foresters had to attend many different meetings in different locations to get credit for just a few hours at a time. Many times these meetings would cost hundreds of dollars. This brochure was both mailed and emailed out to all 491 Arkansas Registered Foresters in 2011. Of those 491, 238 foresters attended and were able to obtain their CFE's for the year. The brochure was created in Microsoft Publisher by Amy Simpson, County Extension Agent in Clark County. The brochure was saved as a PDF in order to email it out effectively.

Kelly, L.S.*[1], Phillip Smith[2]
[1] Consumer Horticulture Specialist, Mississippi State University, Verona,MS, 38879
[2] Extension Associate III, Dept of Ag Com, Mississippi State University, Starkville,MS, 39759

The promotional "rack card" was written by the lead author and designed by a colleague in the Department of Ag Communications. It was used to promote the Southern Region Master Gardener Conference held in Natchez in early May which MSU Extension Service and the Mississippi Master Gardeners were hosting. Information was included that would spur interest in attending this conference and inform potential participants of the web address and online registration information. These cards were mailed to State Master Gardener Coordinators in surrounding southern states with instructions to distribute to counties with Master Gardeners. Five thousand of these were printed, 3 1/2" by 8 1/2", 2-sided full color, and either distributed by mailing or by direct distribution at the International Master Gardener Conference, garden days, field days, and other programs and events in state and out of state. In addition, an electronic version was e-mailed to the listserv of all State Master Gardener Coordinators in the U.S. Registration to this conference is ongoing through April with the number of registered people exceeding expectations as of March 1st, due in part to the effectiveness and distribution of this promotional piece.

Turner, J.*[1]
[1] Extension Horse Specialist, NMSU, Las Cruces,NM, 88003

This promotional flyer and accompanying letter of invitation was prepared to invite leaders from the equine industry in New Mexico to a forum to discuss current issues and challenges facing the industry. The invitation and flyer were sent to over 100 individuals representing local, regional, and statewide equine associations within the state. The purpose of the forum was to establish greater communication within the equine industry by making them aware of issues common to all segments of the industry regardless of their specific discipline or event. The action required of the 75 participants was accomplished in small group break-out sessions, led by county agents that were members of the Extension Horse Program Advisory Committee, where they completed SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis for seven specific issues challenging the industry. Forty-eight evaluations of the program were returned for rating the success of the program. The majority of evaluations (consistently over 95%) "agreed or strongly agreed" that "the information presented was very informative and useful to me as a leader in the New Mexico equine industry." Furthermore, the majority of evaluations (consistently over 65%) "agreed or strongly agreed" that "the information presented led me to change my attitude or reconsider the beliefs" that they had on that specific topic. The overwhelming success of this program brought about a follow-up summit later in the year.

Chamberlain, A.*[1]
[1] Malheur County Extension Agent, Oregon State University, Ontario,OR, 97914

Cattle, the #1 grossing Ag commodity, are king in Malheur County. Steer numbers remain high at the Malheur County Fair but, until recently, beef breeding numbers were minimal. Recognizing this, the local Cattlemen's Association decided to implement a beef heifer replacement program for youth. Interested students submit an application and are interviewed; recipients are paired with a donating producer and are responsible for all care and maintenance of the animal. The female is shown at the Fair as a bred heifer and the second year with a calf at side. Students must attend six approved beef educational events over the two-year program. Heifers are artificially inseminated by the local Genex representative who also provides semen from any bull in their catalog. Initially the intention was to increase beef breeding projects, provide students with educational opportunities that teach them about the industry, and ultimately aid a student in returning to the county to be involved in some aspect of the cattle industry. It's working, but current President, Morgan Johnsrud states, "we didn't account for the incredible relationship and contacts that would be made, the public speaking and interpersonal skills that would be enhanced, the confidence and sense of achievement that students would obtain." To date, 23 heifers have been awarded with a combined value over $22,000, 18 students have participated in 84 beef educational activities and events and breeding project numbers are up from a low of eight head in 2007 to 34 head in 2010 and 32 head in 2011.

Publication

National Winner

COOSA CREEKS TRAIL GUIDE/MAP

Vines, Roger*[1], Browne, Charles[2], Harris, Shane[3]
[1] County Extension Coordinator, Alabama Cooperative Extension System, Rockford,AL, 35136
[2] County Extension Coordinator, Alabama Cooperative Extension System, Opelika,AL, 36803
[3] County Extension Coordinator, Alabama Cooperative Extension System, Dadeville,AL, 36853

Coosa County has two free flowing streams, Hatchet Creek and Weogufka Creek, which are very popular sites for canoe and kayak enthusiasts. However, many of those attempting to plan a float trip simply cannot find adequate information to plan a safe and enjoyable trip. In addition, many who float the creeks are simply unaware of the biodiversity of the creek, historical facts, and other reference information needed for planning a successful float trip

The Coosa County Extension Office addressed this need by writing a grant to develop a detailed map and visitor guide to these two creeks. First various county maps, topographic maps, and references from Google Earth were collected to determine the best launch sites and the best roads for accessing these locations. Then all sections were floated to create a photographic record of various landmarks and collect GPS coordinates.

The data collected was assimilated into a reference map showing Hatchet Creek on one side and Weogufka Creek on the other side. The maps were then printed on semi-water proof paper. These are being distributed through the Coosa County Extension Office

National Finalists

Semler, J.*[1], Backus, G.[2], Fultz, S.[3], Heller, M.[4], Johnson, D.[5], Myers, G.[6], Vough, L.[7]
[1] Extension Educator, AGNR, University of Maryland Extension, Boonsboro,MD, 21713
[2] Communications Specialist, NRCS, Annapolis,MD, 21409
[3] Extension Agent, Dairy Science, University of Maryland Extension, Frederick,MD, 21402
[4] CBF Project Co-Coordinator, Chesapeake Bay Foundation, Upper Marlboro,MD, 20772
[5] Extension Farm Management Specialist, University of Maryland Extension, Keedysville,MD, 21756
[6] Extension Marketing Specialist, University of Maryland Extension, Keedysville,MD, 21756
[7] Extension Forage Specialist, Emeritus, University of Maryland Extension, College Park,MD, 20740

The practice of grazing is as old as the art of keeping domesticated livestock however, in recent years the art of grazing has been joined with the science of grazing. In addition both seasoned and new livestock producers have had to learn or relearn proper grazing management. In order to meet the needs of this audience a calendar/planner was developed. This is a collaborative effort of University of Maryland Extension, National Resources Conservation Service and the Chesapeake Bay Foundation. The objective of the calendar is to provide a space for recording management data, while including management tips, marketing tips, network tips and upcoming events. Each month contains a picture of a certain management practice applicable to the given month as well as a supplement picture of a different practice. The Grazers Checklist is for review of practices you could be implementing during the month. The authors are responsible for content and some of the photographers. The PI was instrumental in the conception in the development of this publication along with the collaborators. The PI was responsible for layout, editing, captions and several of the photos. This is the second edition and nearly 1,000 copies of the 2012 Maryland Grazers Network Planner has been distributed across Maryland and the Mid-Atlantic Region. Virginia Soil Conservation paid us the highest compliment by creating their own version for their producers.

Schurman, C.*[1]
[1] Extension Educator - 4-H youth, Penn State Cooperative Extension, Indiana,PA, 15701

Objective - To provide information for 4-H members to teach them about making a good impression

Purpose – Handout was developed for a presentation at the Southwest Teen Leader Retreat

Audience – 64 4-H teens

Results – Sixty-four youth were trained in making a good impression. 97% indicated that they had learned ideas on how to make a good impression.

Item was printed in agent's office.

Sagers, L.*[1]
[1] Horticulture Specialist, Utah State University, Lehi,UT, 84043

Roses are the most popular flowering shrub in Utah. They are favorites among home gardeners whether they want a rose garden or a single specimen to highlight their landscape. "Roses for Utah Landscapes" is designed to educate homeowners on finding and caring for roses that will grow and thrive in Utah's unique climate and soil conditions. It defines different categories of roses and their growth characteristics, and offers buying and selection guidelines. It also outlines rose care instructions including planting and summer and fall pruning guidelines, winter protection and growing suggestions. A chart provides information and characteristics on varieties that grow well in Utah and their classifications. More charts list rose diseases and pests and their symptoms and suggest cultural and chemical controls. The document was created in Microsoft Word and is used as a take-home supplement to a PowerPoint Presentation the author uses to teach Master Gardener, landscaping and other classes. The publication is also distributed to home gardeners through USU Extension Service offices and Master Gardeners. It is also used as a guide to the roses at the Thanksgiving Point Rose Gardens where the author and

Master Gardeners routinely conduct tours of the plantings. Approximately 15,000 copies were distributed in an earlier format and this publication is now updated and expanded with color photographs.
Regional Winners

Martinson, K.B.*[1]
[1] Equine Extension Specialist, University of Minnesota, St. Paul,MN, 55108

Many horse owners find round-bales convenient, less labor intensive and more affordable than other hay types, but report an inability to control horse weight gain and excessive hay waste. To the best of our knowledge, no resource existed that aided horse owners, managers, and professionals in selecting round-bale feeders. The objective of this publication was to aid horse industry members in making informed decisions, based on research, when purchasing round-bale feeders. *Selecting a Round Bale Feeder For Use During Horse Feeding* includes photographs, results, and a discussion on research that investigated hay waste, horse intake, horse weight change, and economics of nine round-bale feeders and a no-feeder control when fed to horses. The peer-reviewed publication was posted on the University of Minnesota Extension Horse Website (www.extension.umn.edu/horse) in October 2011. Since then, the publication has received 2,275 page views and is available for viewing and printing at no cost. My role as co-author included securing grant dollars; serving as principal investigator during the research trial; writing the content; designing the publication; over-seeing the peer-review process; and posting the publication. Co-authors (non-members) assisted with securing grant dollars, conducting the research, and writing and editing publication content.

McCutcheon, J.*[1]
[1] Extension Educator, Ohio State University Extension, Mt. Gilead,OH, 43338

While working with farmers that want to improve their pastures you can explore several options. You can look at planting new forages. You can explain the benefit of fertilizer. You could also look at changing the way the grazing of the pastures is managed. All of theses options could improve the pastures. There is always one nagging question: How will they know if they actually improve the pastures? Getting producers to relate their pasture production in terms of quantifiable numbers is a start to improving pasture management. Numbers could easily be related to the animals as in feed availability, pounds of dry matter per acre. Measurement is the first step toward actual improvement. They can be used to make a lot of decisions about pasture management easier. This publication was produced to show livestock producers different ways that pasture measurements could be useful. Since July around 200 copies of the publication have been distributed at field days and in grazing schools in two states. The author wrote and submitted the text, graphs, tables and pictures for publication. The Communication & Technology formatted the final publication and posted it on-line.

Nagai, P.*[1]
[1] Horticulture Educator, Racine, Burlington,WI, 53105

The UW-Extension Publication A3905-01 "Community Gardens – Where people and plants come together" is the first publication in the "People + Plants" series of print materials, podcasts and videos on how to build, maintain and make the most of community gardens. The concept of a community garden often varies from person to person and community to community. The author explains about the many types of community gardens and the many benefits research shows gardens offer to individuals and communities. Also included are things to consider before starting a garden and a list of resources for more information. Written by Patti Nagai, the publication is greatly enhanced by photographs from community gardens around Wisconsin. Editorial assistance, graphic design and layout were done by UW-Extension Publications staff. The People + Plants multimedia series com community gardening is sponsored by the UW-Extension Cooperative Extension Horticulture Team. The publication is newly released to the public in February 2012.

This publication can be found on line at http://learningstore.uwex.edu/Community-GardensWhere-People-and-Plants-Come-Together-P1574.aspx

Rowe, A.A.*[1]
[1] Environmental and Resource Management Agent, Rutgers Cooperative Extension, Roseland,NJ, 0706

Permeable pavement is a stormwater drainage system that allows rainwater and runoff to move through the pavement's surface to a storage layer below, with the water eventually seeping into the underlying soil. This is a relatively new stormwater management technique that has recently grown in popularity in some areas of the country. In New Jersey, adoption of permeable pavement has been slow despite some successful installations throughout the state. At a recent workshop for municipal, county, and state workers, engineers, planners, and decision-makers, 73% of survey respondents answered that "lack of education" was a major obstacle in the installation of permeable pavement, while 58% of participants responded that they had encountered "fear of untested technology" as a barrier to permeable pavement implementation. In response to these results, this publication was created as an introduction to permeable pavement and to present the many benefits of its use. The intended audiences for this publication are engineers,

planners, and decision-makers at the state, county, and municipal levels. The fact sheet could also be useful to the general public. The publication has been downloaded 185 times from the Rutgers website and the link has been shared via Facebook, newsletters, and email blasts to more than 300 followers and listserv participants. Amy Rowe, Environmental and Resource Management Agent for Essex and Passaic Counties in New Jersey, contributed 100% to the finished product.

Bowling, L.*[1]
[1] Catlettsburg,KY, 41129

This calendar is intended to be used by home gardeners to be able to raise a more productive garden for vegetables as well as to know when to perform certain tasks in the home landscape. There were approximately 1200 calendars distributed. The horticulture agent did the complete layout of the calendar as well as the articles for each month. The Master Gardeners conducted a photo contest to determine the pictures for each month and then they were responsible for copying and binding them. The Master Gardeners then sold the calendars as a club fund raiser to pay for educational programs.

Kelly, L.S.*[1], Bob Brzuszek[2], Pat Drackett[3]
[1] Consumer Horticulture, Mississippi State University, Verona,MS, 38879
[2] Associate Professor of Landscape Architecture, Mississippi State University Extension Service, Starkville,MS,
[3] Director Crosby Arboretum, Mississippi State University Extension Service, Picayune,MS,

The publication, Home Landscape Design, was written for the consumer interested in learning more about home landscape design. It uses a typical southern landscape to illustrate the steps and procedures of the landscape design process from beginning to end. It is a 30 page full color publication packed with actual landscape design photos and design plans. The initial printing was 500 color copies with the pdf color version online through the publications section of the Mississippi State University Extension Service website: http://msucares.com. The publication was available in late January of 2012 and by mid-February the demand and popularity of this publication was so high that another printing of 1000 was approved to meet this demand. Lelia Kelly, MSU Extension Service, was the lead author and developed the overall outline for the contents of this publication.

Esser, A.D.*[1]
[1] Extension Agronomist, Washington State University, Ritzville,WA, 99169

Wireworms (*Lumonius* spp) can damage cereal grain crops, resulting in increased weed pressure and reduced stands, yields, and profits. Wireworms are the immature larval stage of click beetles, and these beetles can spend several years in this larval stage feeding on germinating seeds and young seedlings, resulting in thin crop stands and lower yields. Crop damage is not detected until after planting when it is too late to make preventive pest management decisions. This situation makes wireworm scouting prior to planting essential. The shovel method is the quickest and easiest way to sample for wireworms, but it may be the least accurate. The most important aspect is to sift through at least 20 shovels of soil from different locations in the field. If you find more than 4 wireworms it is probably worth treating. The modified solar bait trap method requires additional time and is more difficult to use, but it is also the most accurate method for wireworm sampling. This method uses a mixture of non-treated wheat and corn placed in a nylon stocking. The stocking is soaked in water for 24 hours and is than buried in the field and covered with a piece of black and clear plastic. The bait is left in the field for 7-10 days and an average wireworm per trap is calculated to determine the level of wireworm control required.

Published Photo & Caption

National Winner

Kinder, C.*[1]
[1] Extension Educator, University of Idaho, FAIRFEILD,ID, 83327

This picture was submitted to the Gooding County Fair & Rodeo Tabloid, printed a week before the county fair. Objective of the article was to show case the 1st Annual Chicken Races; a new event happening during fair week. The Tabloid is printed (1200) and distributed through the Lions Club for area residents to be informed of events that are happening at the fair. I co-wrote the article and took the photo and then gave it to the editor for printing.

National Finalists

Butzler, T.*[1]
[1] Horticulture Educator, Penn State Cooperative Extension, Mill Hall,PA, 17751

Weather is always a topic with people, whether they are growers or homeowners. When environmental conditions

start affecting local agriculture, I try to illuminate the issues for the non-agricultural community in my newspaper column. I always submit several photographs with the written column, hoping that at least one photograph will be included with the text. This visual component is used to attract the reader to the column and bring to life some of the text. The article, with photos, was published on July 8, 2011 by the above author. The irrigation of the potato field was aesthetically pleasing and thought it would draw reader attention to the text. It was submitted via *The Express*'s virtual newsroom; therefore, it was not prepared with letterhead. An Olympus C-700 was used for the photograph. *The Express* has a daily circulation over 10,000. Several phone calls were generated because of the news article and some callers requested additional information.

Tanner, S.C.*[1]
[1] Area Extension Agent, Clemson Extension Service, Greensville, SC, 29601

Knowledge of proper pruning practices is lacking in much of the general population and something as simple as limb removal is often done improperly. Improper limb removal can cause serious damage as the branch splits away by tearing bark down the trunk of the tree, damaging the branch collar, and/or leaving too large of a wound. The three-cut pruning technique is the accepted horticultural practice for limb removal to avoid excessive damage. To educate the general public on this subject, the author created a series of four photos and three captions that visually demonstrate the proper way to perform the three-cut pruning method. This photo series appeared as a sidebar to an article written by the author titled "Pruning for structure." The photos and captions were printed with the article on page 26 of the February 2012 issue of South Carolina Living (SCL) magazine, published by The Electric Cooperatives of South Carolina, Cayce, SC. The photos, captions and full text of the article are also available at scliving.coop. SCL is the largest print publication in S.C. and reaches more than 450,000 households. By the time of this submission, the author had received several email requests from SCL readers for additional pruning information, has distributed copies of the article during invited speaking engagements, and has emailed it as a PDF document to interested individuals. The photos and captions provide a clear illustration of how to properly remove a tree limb while preserving the long-term health and integrity of the tree.

Sagers, L.*[1]
[1] Horticulture Specialist, Utah State University, Lehi,UT, 84043

The International Peace Gardens, in Salt Lake City is a 12-acre local tribute to promoting peace and understanding between nations. Each of the 28 gardens-within-the-garden reflects the garden designs and traditions of 28 ethnic groups or nationalities. The caretaker, Charlene Badger, honors the requests of various groups to provide specific flowers that they request to create the look of the countries' cultures. Hardscape features such as the Matterhorn in the Swiss garden or using colors found in the countries' flags further the impression of a world visit. She shares her favorite plants and the secrets she uses to create fresh and attractive garden designs year after year. Using existing trees and perennials, the gardens are changed each year by mixing annuals and new plants best suited to the conditions of the planting spot. The author took the photos and prepared the copy submitting it electronically to the daily *Deseret News*. The print edition contained three pictures but the online edition included all four that are submitted. The author electronically submitted the story and photos to the *Deseret News*. Circulation is 73,075. Combined print and online audience is 552,507. There were 2.5 million unique web visitors in March 2011 with more than 31.7 million visitors in 2011. The article is posted on their website at http://www.deseretnews.com/article/print/700167329/International-Peace-Gardens-aim-to-promote-understanding.html

Regional Winners

Denkler, S.*[1]
[1] Horticulture Specialist, University of Missouri Extension, Poplar Bluff,MO, 63901

Smaller attendees of the tour enjoy some newly picked flavor from peaches at the Tanner Orchard.

Kandel, H.*[1]
[1] NDSU Extension Agronomist, NDSU Extension Service, Fargo,ND, 58108

A photo was published in the Prairie Grains Magazine in January 2012. The magazine is distributed to 19,900 agricultural producers in Minnesota, North Dakota, South Dakota and Montana. The picture was taken in September 2011 during soybean harvest of North Dakota State University variety trials. The 1944 x 2592 pixel JPEG file with a size of 1.99 MB showed a new combine harvesting soybean. The caption under the photo stated: Harvesting soybean variety trials with a research plot combine.

Bennett, P.*[1]
[1] State Master Gardener Volunteer Coordinator, ANR Educator, Ohio State Univeristy Extension, Springfield,OH, 45502

The author took these photos from her Field Trial research plots in Clark County in Springfield, Ohio. The

objective of the article was to highlight those annuals that were top performers in the trials and to draw readers attention to the article as well as the plants that can be used successfully in the garden. The photos were used to capture the readers attention and encourage them to read the article. The photos and article were used in the LIfe section of the Springfield News and Sun and the Dayton Daily News, circulation 23,000 and 110,000 respectively. Feedback from the area garden centers was overwhelmingly positive. They had customers coming into the stores with the photos, seeking the specific plants. Readers also noted that they appreciated the color photos along with the article.

The author took the photos and supplied them with captions to the editor for insertion in the feature story. The editor and staff prepared the article. The author also created the content for the article.

Mickel, R.C.*[1]
[1] County Agent II, Flemington, NJ, 08822

In March of 2009 the New Jersey Department of Agriculture along with assistance from Rutgers Cooperative Extension developed Criteria and Standards for Animal Waste Management (N.J.A.C. 2:91) as a legislated act requiring all animal producers to be in compliance with animal waste management rules. A team of Rutgers Cooperative Extension professionals were charged witht the development and delivery of the educational aspects of the law and as such held over 70 statewide and species specific training sessions. Over 2,200 producers attended the sessions and were required by the legislation to file a "declaration page" that bascially declared that they had completed the confidential plan. With the deadline looming for compliance on March 16, 2012, Agent Mickel placed a photo and caption in the New Jersey Farmer in the February 15th edition of the statewide agricultural publication with a by-monthly circulation of 5,000 editions. The photo depicted circumstances that if found existing on farms would be considered illegal and by the state legislation subject to potential fines and penalities if not corrected.

Photo Caption: NOT FINE, BUT FINE WORTHY.....

If a simialr scene to above exists on a New Jersey farm, that operation owner would be in violation of the New Jersey Animal Waste Managment Rule, regardless of the nunmber of animal units. Manure cannot be stockpiled within 100 feet of any body of water. Animal producers must be in compliance with the rule by the 16th of March 2012. Non-compliance could cost violators big dollars.

Blue, L.G.*[1]
[1] Agricultural Extension Agent, Urban Horticulture, North Carolina Cooperative Extension, Asheville,NC, 28801

As the population of Buncombe County has grown to over 218,000, the demand for horticultural information appropriate to the area has increased accordingly. And as the population increases, so does the potential for environmental impacts of inappropriate gardening practices. The western North Carolina area tends to attract people with an interest in outdoor activities and in protecting the environment.

The Home & Garden section appears in the Asheville Citizen-Times on Friday. Circulation is approximately 70,000, not including internet readers. Story ideas are scheduled in advance with the section editor. Material is planned to be timely and of broad interest. Articles are typed on a word processor and sent to the editor by email one week in advance. Response from the readership has been excellent.

The purpose of this story was to illustrate how replacing a poorly designed landscape can update the appearance of the house, as well as to promote an upcoming lecture series. The "before" picture was taken with a film camera and scanned to JPG. The other two pictures were taken with a digital camera and all were submitted to the newspaper electronically.

4-H MEMBERS GET TO GRILLING

Ashworth, T.K.*[1]
[1] County Extension Agent, University of Tennessee Extension, Somerville,TN, 38068

The objectives of this submission were to inform the general public in our county about the 4-H Outdoor Meat Cookery Program and to generate interest in the 4-H program as a whole. The photo was taken at the Regional Outdoor Meat Cookery Contest and shows the contestants from Fayette County 4-H. A short article with information about the program along with contact information was submitted along with the photo to three area newspapers. All three newspapers printed the photo and article. Those papers included the Fayette Falcon, with a circulation of 4,200, the Oakland News, with a circulation of 8,000, and the Community Section of the Commercial Appeal. T.K. Ashworth took the photo on a Canon Power Shot S3IS, which is property of UT Extension Fayette County, and prepared the article in Microsoft Word. It was submitted by email to the three news outlets.

Video Presentation

National Winner

Handley, D.*[1]
[1] Vegetable & Small Fruit Specialist, University of Maine Cooperative Extension, Monmouth,ME, 04259

Red raspberries are an increasingly popular crop with home gardeners in Maine. Recent surveys show commercial acreage is also expanding, and our UMaine Extension bulletin "How to Grow Raspberries and Blackberries" has been among the most popular hard copy and most frequently viewed on-line publications for several years. To enhance the educational value of our information and to expand its accessibility, we've recently developed YouTube videos regarding raspberry growing. A pruning video was filmed at the Highmoor Farm Maine Agricultural and Forest Experiment Station in Monmouth in the fall of 2010. The script and staging were developed by the authors with an informal "friendly advice" atmosphere coupled with scientifically sound information. We wanted it to be short and relevant for both home gardeners and small commercial growers. The final eight minute video "How Do I Prune Raspberries?" was produced by the University of Maine and posted on YouTube in January of 2011 (http://www.youtube.com/watch?v=pOzo4s9Z9jE). The video was also embedded into our on-line raspberry growing factsheet (http://umaine.edu/publications/2066e/) so readers have an alternate method of learning this topic and may click on the video to see a demonstration. In just over a year, the video has received over 36,000 hits. As a result of the posting the editors of *Fine Gardening* magazine requested we write an article for their periodical (circulation approximately 150,000), and posted the video on their web page. Over 30 comments are posted regarding the video and are very positive, indicating a greater understanding of pruning raspberries.

National Finalists

Wagner, T.*[1], Carl Duley[2], Jennifer Blazek[3], Randy Knapp[4], Trisha Wagner[5]
[1] Ag Agent, UW-Extension, Black River Falls,WI, 54615
[2] Agriculture Agent, UW-Extension, Alma,WI,
[3] Agriculture Agent, Polk County UW-Extension, Balsam Lake,WI,
[4] Agriculture Agent, Chippewa County UW-Extension, Chippewa FAlls, WI,WI,
[5] Agriculture Agent, Jackson County UW-Extension, Black River Falls,WI, 54615

The use of skids steers as a farm machinery implement continues to grow in popularity. Skid steer operation is commonly assigned to youth or less experienced employees as the machine is often perceived to be a safer to operate compared to other farm machinery. In addition, the number of non-English speaking employees on farms has increased as farm size in Wisconsin continues to grow, resulting in the need for more farm laborers. Dairy farm managers seeking compliance with OSHA standards need to provide training for any employee operating a skid steer.

Agriculture Agents of the Western District developed a unique program offered to farm owners and employees wanting to learn more about basic safe operation of skid steers. The program includes a DVD which demonstrates the basics of skid steer operation, pre-operation inspection and common on-farm hazards. This DVD was created in both English and Spanish and is available for farms through their local county Extension office. To date 90 DVDs of the 100 produced have been distributed.

A follow-up survey has been created to accompany the DVD. Preliminary informal surveys indicate farmers interested in the DVD "want to take the extra precaution to avoid an accident on their farm" and "have youth or young adults working with skid steers on the farm, and want to make sure they get safety training". Some farm employers want their employees "to understand the importance of taking precaution when operating the skid steer and avoid further incidences".

FACTS, FUNCTIONS AND FIGURING FERTILIZERS

Haddock, S.R.*[1], Lofland,B.[2]

[1]Commercial Horticulture/IPM/Small Farms Agent, UF/IFAS Hillsborough County Extension, Seffner, FL 33584

[2]Video Producer, UF/IFAS Hillsborough County Extension, Seffner, FL 33584

The Green Industries Best Management Practices (GI-BMP) certification training focuses on the negative environmental impacts of non-point source pollution resulting from nutrient run off and leaching from urban landscapes. The program teaches commercial and governmental horticulture professionals to practice proper landscape and irrigation design, use of correct landscape inputs, integrated pest management and have reasonable performance standards with the ultimate goal of preserving water quality and quantity.

A social marketing campaign was designed to focus on the effects of non-point source pollution and encourage attitude and behavior change that benefit the environment and promote horticultural professionalism.

A series of five ten-minute videos were produced as part of this campaign. This video presents the facts,

functions and figuring of fertilization rates and includes information on why plants need fertilization, nutrients, soil properties, fertilizer types, nutrient run-off and leaching, and application guidelines. The video series will also be used as a tool to gain continuing education units towards GI-BMP recertification.

On main ProHort webpage (link below) scroll down to *Green Industries Best Management Practices & Certification Exam* and click on Video 4: Facts, Functions and Figuring Fertilizers.

http://hillsborough.extension.ufl.edu/prohort/

Jackson, K.*[1]
[1] Hort. Agent, , Hopkinsville, KY, 42240

This video was produced by the Christian County Office of the University of Kentucky Cooperative Extension Service to demonstrate step-by-step instructions on how to assemble a low-cost high tunnel. High tunnels are becoming increasingly popular for use by small farm operators who often market directly to consumers. They have also proven to be economically advantageous to farmers who wish to capitalize on high prices obtained either early or late in the growing season. Extension and research personnel at the University of Kentucky have been working to develop a low-cost high tunnel covered with a single layer of plastic that can be quickly assembled. Dr. Tim Coolong of the Department of Horticulture developed the script and I provided the editing and voice narration. Also featured in the 5:23 film is Darrell Sloan, Research Farm Supervisor, and graduate student Lucas Hanks.

http://youtu.be/VPkuRrrt1Nw

Regional Winners

Tocco, P.*[1]
[1] Extension Educator, MSU Extension, Jackson, MI, 49202

Food safety has emerged as a critical need within the fresh produce industry. The CDC recently reported that fully one third of multistate foodborne illness outbreaks were produce related in 2011. The need for practical food safety education on demand led me to produce the Agrifood Safety Minute YouTube Videos. This is one such video about the proper use of chlorine test strips for making sanitizer. http://www.youtube.com/watch?v=jB3lDLu6_Gc&list=UUJR1ghohR6oes_e1D7RNfLA&index=19&feature=plcp_

Jepsen, S.*[1], Chris Dicus[2], Christopher Zoller[3]
[1] , Ohio State University Extension, Columbus,OH, 43210
[2] Producer, The Ohio State University, Columbus,OH, 43210
[3] Assistant Professor, The Ohio State University, New Philadelphia,OH, 44663

An educational video was developed to improve roadway safety in Amish communities where horse-drawn vehicles share the roadways with motorized vehicles. The video can be viewed online (http://www.youtube.com/watch?v=5b7HuinLPQM) or in DVD formats. It has been shown to motorists during roadway safety outreach events and through closed circuit programming offered at tourist bed and breakfast facilities near Amish communities. Amish populations also viewed the video during Extension outreach events, while attending community health fairs or safety demonstrations, and through the Internet when they have access at their worksites (which is increasing within many progressive communities). The purpose of the video is to educate about roadway dangers in an overall effort to reduce crashes that result in property damage and injuries. Two audiences are targeted, including motor vehicle operators and Anabaptist (Amish and Horse & Buggy Mennonite). The educational objectives addressed on the video include 1) Speed Differential, 2) Visibility, and 3) Unexpected Vehicle Actions. Safe operation for each audience is described as they both share a responsibility to operate safely while on public roads. This outreach effort directly addresses a need to improve roadway safety in rural areas, as stated in the white paper, "Agricultural Equipment on Public Roads, (2010)" authored by the National Institute for Agriculture NCERA-197 committee. The production was jointly sponsored by Ohio State University Extension and the Ohio Department of Public Safety. Circulation to date includes 158 Internet views, approximately 120 guests of tourist establishments, and 670 Amish family members. Final publish date was April 27, 2011.

Hlubik, W.*[1], David Smela[2], George Hamilton[3], Kristen Bartlett-Healy[4], Richard Weidman[5]
[1] County Agent 1, Professor, , North Brunswick, NJ, 08902
[2] Public Information Assistant, Rutgers Cooperative Extension of Middlesex County, North Brunswick,NJ, 08902
[3] Extension Specialists in Pest Management, Rutgers Cooperative Extension, NJAES, New Brunswick,NJ, 08901
[4] Ph.D Postdoctoral Associate, Rutgers University, NJAES, New Brunswick,NJ, 08901
[5] Program Associate, Agriculture, Rutgers Cooperative Extension of Middlesex County, North Brunswick,NJ, 08902

The elimination or reduction of mosquito breeding habitat around the home is a key component of a successful mosquito management program. Mosquito breeding habitat is an increasing problem in New Jersey and other states because of population dynamics and natural or man-

made habitat nearby dwellings. The 60-second public service announcement (PSA) addresses critical locations and sources of standing water around the home that serve as breeding habitat for mosquitoes. In 2011, the mosquito PSA aired over 50 times on local cable stations that are part of a larger network of stations, Jersey Access Group (JAG), in New Jersey. In addition to television, the PSA has a web presence on YouTube™ http://www.youtube.com/watch?v=yJcxc8bwpkY&feature=relatedwith over 160 views to date. Multiplex Cinemas in East Windsor, NJ ran a 30-second version approximately 390 times per week (15 screens) for 12 weeks with a potential viewing audience of 10,000 each week. Middlesex County Cooperative Extension filmed most of the footage with a Sony HD video camera and it was edited with Final Cut Pro® software on Mac Pro®. Authoring software, DVD Studio Pro®, was used for DVD production and a combination of audio production software products were used for voice and music. William Hlubik provided oversight and the voiceover for the PSA video product.

Loyd, Bruce*[1], Roger Nestor[2], Ronnie Helmondollar[3]
[1] Extension Agent, West Virginia University Extension Service, WESTON,WV, 26452
[2] Extension Agent, West Virginia University Extension Service, Philippi,WV, 26416
[3] Extension Agent, West Virginia Univeristy Extension Service, Elkins,WV, 26241

There is a statewide need for training for those with a private pesticide applicators license, who must attend approved training sessions to maintain their license. Counties with no agriculture agent lack the expertise to provide this training. To meet this need, a statewide pesticide recertification program was produced. This program was a two hour DVD that was distributed to all 55 counties in the fall of the year. The goal was to provide a quality, up-to-date, educational video to each county, that would enable the viewers to earn five pesticide recertification credits. Statewide, about 600 pesticide applicators viewed the program. This video was one of six produced that made up the entire two hour DVD. This segment was recorded, produced, edited by Loyd. The content was prepared and delivered on the video by Helmondollar and Nestor, who also prepared a fact sheet to accompany the video. The video was duplicated and distributed statewide by the agents' program unit staff. Loyd distributed video instructions, a pretest/posttest, and an evaluation of the video by email. On evaluations, 92% rated the quality as "good" or "excellent" and the pretest/posttest scores increased from 51% correct to 86% correct.

Brunson, M.*[1]
[1] ANR Catch-A-Dream, Mississippi State University, Mississippi State,MS, 39762

Drury Outdoors, one of the premier outdoor television production companies in the country, gathered some of its pro staffers and celebrity friends to put together a video testimonial about how their involvement with the Catch-A-Dream Foundation has changed not only their business model, but also their profesional and personal lives. As an integral component of the script and show plot for the highly popular show called "Dream Season" http://www.druryoutdoors.com/10/tv/dream-season.php on the outdoor channel, Catch-A-Dream has been embraced by millions of fans across the country as they have watched one of our Catch-A-Dream children interact with the Dream Season cast each year for the past 7 years. Our impact on the children and families is obvious and by design; the impact on everyone involved with one of these child trips, however, has been even more remarkable.

Locations for the video:

http://www.catchadream.org/testimonials/ (lo res web version)

http://dl.dropbox.com/u/24900265/Drury%20and%20CADF%202011.mp4 (.mp4 version)

http://www.youtube.com/watch?v=D6Q1w1Cllu4

Patterson, R.*[1]
[1] Agriculture/4-H Youth Agent, Utah State University, Price,UT, 84501

Many modern homeowners have limited space for a garden. Tomatoes are one of the most popular vegetable plants for home gardens. The problem is that tomatoes, grown naturally, take up a lot of square footage in the garden—especially indeterminate varieties. With the increased popularity of heirloom and cherry tomatoes, which are mostly indeterminate, it is important to fit them to the growing space. Tomatoes can be trained to grow up rather than spread out. This video is targeted for gardeners who wish to save space but still grow indeterminate tomatoes. It shows how to sucker prune and trellis indeterminate tomatoes on a simple trellis. The video is available on the Utah State University YouTube website for easy, international access at http://www.youtube.com/watch?v=dutDEelEXvw.

This video was filmed by the author in the field with a Flip video camera, assisted by his wife, in May 2011. The author is responsible for the entire content. It was edited and posted to YouTube by technical staff at Utah State University Extension in January 2012.

Hoheisel, G.A.*[1], Baugher, T.[2], Lewis, K.[3], Yung, I.[4]
[1] Regional Extension Specialist in Tree Fruit and Grapes, Washington State University Extension and CPAAS, Prosser,WA, 99350
[2] Tree Fruit Educator, Pennsylvania State University, Gettysburg,PA, 17325
[3] Regional Extension Specialist in Tree Fruit, Washington State University Extension and CPAAS, Ephrata,Wa, 98823
[4] Communications Coordinator, Washington State University Extension, Prosser,WA, 99350

The project Comprehensive Automation for Specialty Crops(CASC) is funded by the USDA Specialty Crop Research Initiative—established by the 2008 Farm Bill—with 100% matching funds from industry and university partners. CASC is a flagship project, with $12 million in total funding, dedicated to developing automated technologies for the U.S. tree fruit and nursery industries. We are multi-institutional and multi-disciplinary with engineers, biologists, extension, growers, and manufacturers. We have collaborators in California, Maryland, Oregon, Pennsylvania, and Washington; representing 74% of U.S. tree fruit production.

We are vested in good communication with stakeholders about our research and successes. One way we accomplish this is to maintain a dynamic website (www.cascrop.com) with videos. Our most recent videos are on our website with a more complete set on our YouTube channel (http://www.youtube.com/user/TheCASCrop?ob=0&feature=results_main). We have developed videos for 8 of the 10 research areas of CASC while integrating economics and sociological data, the other two areas, into other videos. Robotics and automation can be difficult concepts to grasp so we focus on providing simple explanations that clearly define the research progress and relevance to growers. We are applying for this award based on our collection of 31 videos, however, four of the best are:

CASC Reconfigurable Mobility: APM interface (produced in the first year of the project)

http://youtu.be/rLiV9G5I7V0

CASC Driverless Vehicle: review of years 1,2,3 (shows progression of the technology)

http://youtu.be/BqkPadVPeFM

CASC Bin Dog mode on Autonomous Vehicle(other technologies developed)

http://youtu.be/46t37LCBJoc

CASC DBR Harvest Assist System Update (other technologies developed)

http://youtu.be/b_C7o-tpeT0

Garrelts, A.*[1], Gade, G.[2], Geiger, M.E.[3], Heald, T.[4], Keto, D.[5], Mealor, R.D.[6], Mount, D.E.[7], Peterson, E.M.[8], Russell, J.M.[9], Sebade, B.[10], Smith, M.L.[11], Stam, B.R.[12], Thompson, J.S.[13]
[1] Extension Educator, University of Wyoming, Douglas,WY, 82633
[2] Retired Extension Educator, University of Wyoming, Sundance,WY, 82729
[3] Energy Extension Coordinator, University of Wyoming, Laramie,WY, 82071
[4] Retired Extension Educator, University of Wyoming, Casper,WY, 82604
[5] Video Producer/Designer, Unversity of Wyoming, Laramie,WY, 82071
[6] Extension Specialist, University of Wyoming, Laramie,WY, 82071
[7] Extension Educator, University of Wyoming, Wheatland,WY, 82201
[8] Retired Extension Educator, University of Wyoming, Pinedale,WY, 82941
[9] Extension Educator, University of Wyomng, Ft. Washakie,WY, 82514
[10] Extension Educator, University of Wyoming, Sundance,WY, 82729
[11] Extension Educator, University of Wyoming, Rawlins,WY, 82301
[12] Extension Educator, Unversity of Wyoming, Thermopolis,WY, 82443
[13] Small Acreage Coordinator, University of Wyoming, Laramie,WY, 82701

A team of Extension Educators film short video clips titled: Exploring the Nature of Wyoming. The objective of the videos is to enhance the knowledge of Wyoming residents about different aspect of agriculture and natural resources. Topics explored in the series include history, wildlife, rural living, water, soil, rangelands, and plants. This topic set enables the team to educate people with all types of interests and backgrounds. Video clips are shown once a week at the end of a news broadcast for the KCWY13 news station in Casper Wyoming and are then uploaded onto YouTube. http://www.youtube.com/ENOW2008.

The team has scripted, filmed, produced, and distributed 234 videos. The YouTube channel's current views sit at 337,112. This can be calculated into approximately 337,112 minutes or 5,618 hours of intense, one-on-one, focused educational programming provided to a client who searched out that educational experience. Estimated viewership of the news program in which a segment is embedded is 9,000. Since we offer 52 segments per year the actual audience reached could be as many as 936,000 views per year for a total of 15,600 hours of contact time. Unfortunately, there is no way to know if the viewer tunes into the segment or treats it like a commercial. Views of this video series have generated

positive feedback from clientele. One viewer wrote: "Just dropping by to view a few more of your videos! Thank You for your time & effort to show us the little informative tidbits of the many places & things about Wyoming! Very enjoyable to watch & learn!—IntoWisOutdoors".

Website

National Winner

SMALL SCALE HOPS PRODUCTION IN THE GREAT LAKES REGION

Sirrine, R.*[1]
[1] Extension Educator, Michigan State University Extension, Suttons Bay, MI, 49682

Based on increasing demand from potential hops growers in the Great Lakes Region we built a MSU website as an introduction to hops production. The site is a repository of information and offers information on: Getting Started, Pest Management, Weather and Climate, Markets, Resources, Research, Images, and Contacts.

The url was determined based upon previously successful MSU based websites including: http://grapes.msu.edu and http://cherries.msu.edu and has had thousands of visitors since its' launch. The site was built with collaboration from Mallory Fournier, Joy Landis, and Annette Kleinschmit.

We use google analytics to track the number of site visits and location of visitors. From December 2011-March 2012 we have had 1759 visits and 5284 pageviews from visitors in over 10 different countries.

http://www.hops.msu.edu offers information on every aspect of hops production that a potential grower would need to make a decision to enter into this new market.

National Finalists

Held, N.*[1]
[1] Extension Educator, Purdue Extension, Spencer County, Rockport, IN, 47635

While traditional methods of Extension communication (printed newsletters, mailings, newspaper articles, etc.) are still useful, they are not as effective at reaching clientele, particularly younger audiences, who rely predominately on web-based resources for receiving information. In addition, the timeliness of traditional methods is often limited. Farm, Home, and Garden Gazette was developed in order to better reach this increasingly tech-savvy audience in a timely fashion. The site was developed by the Educator using Blogger, a Google blogging application. The layout was designed within the Blogger template and the banner and background were customized using photos taken by the Educator. New content is posted to the site regularly by the Educator and consists of agricultural and horticultural Extension news articles from Purdue and around the Midwest, as well as articles and updates written by the Educator or county Master Gardener participants. Site features include a moderated comments section allowing readers to ask questions or post comments, a keyword search box, a Purdue University News Service feed, links to related websites and blogs, and the ability to subscribe to the site via email or RSS feeds. The site also includes a mobile version formatted to easily view on mobile devices such as smartphones or tablet computers. The site has received nearly 800 total page views since it was launched in October 2011. Usage continues to increase and the site has proven to be an effective communication method to reach audiences in Spencer County and beyond.

http://farmhomeandgarden.blogspot.com

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Recognizing that agritourism is a new consumer-centric business model for many farmers, one that is a departure from the traditional production-wholesale marketing paradigm, the Rutgers NJAES Cooperative Extension Agritourism Working Group has developed multiple educational resources and multimedia content to educate and outreach with clientele on the subject of agritourism. The goals of the Rutgers NJAES Agritourism Working Group are to find answers to the following issues, to serve as a resource for Agritourism in New Jersey, and provide timely information as it becomes available to the farmer, agricultural educator, tourism professional, policy maker, development planner, or farm visitor.

- Researching accepted practices; defining markets; facilitating collaboration and encouraging entrepreneurship.
- Helping farm families transition from a wholesale to a hospitality business model; helping farmers understand risk management issues in agritourism enterprises.
- Informing and educating policy makers and economic development planners interested in the economic opportunities seen with agritourism; building consensus on regulatory issues to allow agritourism to flourish while being sensitive to public needs.
- Training agricultural professionals to convey methods discovered through scientific research that yield profitable, environmentally sound agricultural practices while managing financial risk.
- Raising consumer awareness about the benefits agritourism provides to their family and community.

http://njsustainingfarms.rutgers.edu/agritourism.html

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Dissemination of timely information is very important to assist Arkansas row crop producers, crop consultants, agribusiness personnel, and county agents in making timely production decisions. Many of these individuals are obtaining information from the internet, email, and other electronic means. The Arkansas Row Crops Blog (http://www.arkansas-crops.com/) was developed to be a "one stop shop" for everything related to Arkansas row crop production. Weekly crop updates from agronomist, market reports, production publications, and pest alerts are just a few of the items that can be found on the Arkansas Row Crops Blog. Visitors can look at the Photo Library to identify insects and diseases or watch the latest Soybean Podcast. To provide the most flexibility, the Arkansas Row Crops Blog is smartphone compatible. Since the Arkansas Row Crops Blog went live in March 2011, approximately 30,000 individuals have visited the website.

Regional Winners

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The Ohio Ag Manager web site located at http://ohioagmanager.osu.eduis home to a variety of farm management resources, current information and the Ohio Ag Manager Newsletter. The website was completely redesigned in July, 2010 to allow the enhanced search capabilities as well as incorporating multiple social media capabilities such as Facebook and Twitter. Additionally, at the web site clientele can easily access links to a variety of current management topics, Extension, and departmental resources. As a result of the website update the average visits per month went from 2,000 to 45,000 within 4 months and has maintained the 45-50 thousand visitors per month since then. Additionally, the number of page views increased from an average of 5,000 per month to over 100,000. Since four months after the update, page views have remained consistent at above 100,000 per month. Information from this website is used by Educators in all 88 Ohio Counties, the 825 individuals and agribusinesses have subscribed to the Ohio Ag Manager electronic list serve, and the numerous clientele that access the site monthly.

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University of Maine Cooperative Extension has a new website specifically geared towards providing information to new and beginning farmers. The New Farmers website provides decision making tools, publications, resources and contacts, as well as many videos on topics relevent to new farmers. There is also a blog for educational opportunities and links to farming newsletters. The New Farmers website is particularly useful because it incorporates videos and links to multiple agencies in Maine who work with farmers.

URL: http://extension.umaine.edu/new-farmers/

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[3] Extension Specialist, University of Maryland Extension, College Park,MD, 20742
[4] Extension Educator, AGNR, University of Maryland Extension, Centreville,MD, 21617

The statewide grain marketing website informs farmers, landowners and educators of grain marketing information and much more. This site was originally formed through the grain marketing focus team to post information and materials from workshops. It has expanded to include many areas of risk management including crop budgets, lease agreements, crop insurance and custom rates. The web address is www.mdgrainmarketing.umd.edu.

Materials posted on this website are available to farmers through PDFs, excel spreadsheets and graphs. Crop budgets are updated twice a year to reflect currently commodity prices and input prices. These are available by spreadsheet so that farmers can update them for their cost estimates. Grain marketing basis tables are updated yearly as well as other annual statistics when available.

In 2011 this site received 15,309 hits. The majority of searches that lead to this site were those looking for grain marketing, crop budgets, land rent and custom rates. This site constantly changes and updates with new budget rates, survey and market data. It is also growing to include estate planning and other risk management tools.

Brunson, M.*[1]
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The Catch-A-Dream Foundation is a uniquely positioned 501c3 charity created and based at Mississippi State University and operating within the auspices of the MSU Extension Service. The web page was recently completely recreated and now serves to connect the Foundation with children, families, partners and supporters across North America and beyond.

url: http://www.catchadream.org

Ligon, J.*[1]
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The Buckingham Cattlemen's Association (BCA) has successful yearly feeder calf sales and heifer sales to help producers market their cattle. The agent initiated an on-line marketing strategy for the sales using a BCA website she designed and maintains. This website describes the Association's programs, protocols, contains their membership form, advertising pamphlet (which she also designed), and upcoming events. The agent created, edited, and posted video footage of all producers' cattle in the feeder calf sale and all lots in the Heifer sale on YouTube in a BCA account. Links to the videos were also posted on the BCA website. The heifer sale videos received over 700 views by sale night. There were 50 head of heifers and 7 bred cow/calf pairs. With over 130 buyers and additional bidders on the phones, the heifers averaged nearly $1500, a $400 increase per animal over last year. The young bred cow/calf pairs were new this year and averaged nearly $2300 with one buyer on the phone from Florida. With over 350 views, the feeder calf sale also had a record breaking year. There were 1760 cattle sold and over 60 buyers on the phones. The sale brought in approximately 1.6 million dollars to our local producers with approximately $130,000 in premiums when compared to Lynchburg Livestock Market sales of the same week. www.buckinghamcattlemensassociation.org

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The New Mexico State University Extension Horse Program website (horses.nmsu.edu) was organized and made available to the public in September 2009 using the Mango Content Management System. The Extension Horse Specialist routinely updates the content on the site at least once per month. The website contains information on equine care and management that is readily available to the general public. The site contains archived editions of newsletters, peer-reviewed fact sheets, and other miscellaneous items that may be useful to those working in the equine area. The site also provides links to useful information from other reputable sites with equine content as well as a page of RSS feeds from The Horse Magazine and SureBet Racing News. These RSS feeds allow the website to share the "news of the day" without requiring constant maintenance by the Specialist. Since this is the only website in the NMSU system focusing on equine content, it also provides some information about research efforts and student activities to showcase those parts of the land-grant mission to people interested in NMSU.

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Historically, there has been a lack of research-based information electronically available to OSU Extension clientele in the Willamette Valley. Growers and ag industry professionals have depended on receiving paper copies of

publications, visiting with their local Extension agent, and attending grower meetings to access recommendations and other agronomic information. While some resources have been available online, quantity and accessibility have been limited. The aim of the "Willamette Valley Field Crops" website is to provide a single location where growers and ag professionals can easily access OSU field crops resources. It can be found at http://oregonstate.edu/valleyfieldcrops/. The website contains key agronomic information, including nutrient and pest management recommendations, marketing resources, a calendar of events, links to Extension publications, and other helpful resources for cereal grain, grass seed, legume seed, and oil crops growers in the Willamette Valley. In 2011, nearly 7,000 hits were recorded on the site. Nicole Anderson, regional field crops Extension agent, constructed the website and manages content.

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The project Comprehensive Automation for Specialty Crops(CASC) is funded by the USDA Specialty Crop Research Initiative with 100% matching funds from industry and universities. CASC is a flagship project, with $12 million in total funding, dedicated to developing automated technologies for the U.S. tree fruit and nursery industries. We are multi-institutional and multi-disciplinary with engineers, biologists, extension, growers, and manufacturers. We have collaborators in California, Maryland, Oregon, Pennsylvania, and Washington; representing 74% of U.S. tree fruit production.

We are vested in good communication with stakeholders about our research. One way we accomplish this is to maintain a dynamic website (www.cascrop.com) linking to our educational material on YouTube, SlideShare and FaceBook. Cascrop.com is visually appealing and simple to navigate for a complex project. The homepage features a rotating banner of images, a carousel of the best videos, and seven navigation options to guide users. Each research area has a page with goals, accomplishments, links to publications and videos, and comment forms. Since we use Joomla, a content management system, information is easily tagged and shared within cascrop.com; making it easy for us to manage and easy for end users to find information.

Using socially accepted websites allows our work to be found by more than just our industries. We have nearly 3500 hits from people going directly to Cascrop.com. However, we have nearly 5000 views from 31 videos on YouTube and over 8100 views from 22 presentations on SlideShare. These other sites lead them back to Cascrop.com for more information.

NACAA Member Presentations

2012 NACAA

97th
Annual Meeting
and
Professional Improvement Conference

Charleston, South Carolina

4H & Youth Development Presentations

LINKING WITH COUNTY MASTER GARDENER PROGRAMS TO REACH AT-RISK YOUTH

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National Statistics indicate a high incidence of accidental poisonings among young children under 5 years old. That information, combined with the identification of the need to teach young children about pests, pesticides, and poison prevention as noted in the 1st grade Pennsylvania State Curriculum Standards, and the mission of county Master Gardener programs to provide education in the areas of pests, IPM, and pesticide safety, drove the development of an outreach education program offered by the Pesticide Education Program at Penn State University. The outreach program was designed as a presentation for 1st grade students to be delivered during March, Poison Prevention Month, fostering a hightened awareness of accidental poisonings and a need to prevent them. The fun, upbeat presentation is given to 1st grade students at their schools by Master Gardeners and includes supplemental materials for students, parents, and teachers. Evaluative tools were created to provide program impact data. Into its second year as an outreach program offering, program numbers have grown over 250%.

AGSPLORATION: THE SCIENCE OF MARYLAND AGRICULTURE

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AGsploration – The Science of Maryland Agriculture is a statewide curriculum designed to bolster middle school students' Science, Technology, Engineering and Mathematics abilities as it relates to agriculture. The curriculum includes a teacher's guide with 21 peer reviewed lesson plans incorporating inquiry and experiential based hands-on activities, agriculture based educational materials, and evaluation tools. The curriculum is aligned with the Maryland Voluntary Curriculum Standards and focuses on three main areas: production agriculture, the environment, and health and nutrition as it pertains to agriculture. In addition, a careers component is included to help youth think about pursuing post-secondary degrees and careers in agriculture and science-related fields. While written to Maryland Standards, this curriculum can easily be replicated and adapted for use in any state.

The AGsploration team focused on partnering with stakeholders in an effort to integrate this program into Maryland public, private and home school settings, and out-of-school time educational programs. In 2011, a multifaceted approach was taken to pilot test the curriculum. This included twenty-seven teens being trained as instructors to teach the curriculum and expand outreach programming. Another element was the Summer Science Programs where youth experienced lessons, visited farms and learned about agro-science related degrees and career opportunities. The curriculum was taught in 2011 to over 6,000 Maryland youth. Initial evaluation data showed that 75% of participants indicated having a greater understanding of how Maryland Agriculture relates to science and 74% showed an understanding of how Maryland Agriculture benefits them and their communities.

OKEECHOBEE 4-H HORSE DAY CAMP

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Okeechobee 4-H Horse Day Camp, also known as "Just Horsing Around" is a series of week long day camp that are conducted three weeks during different months of June and July. The camps are open to all youth ages eight to 18. Each week is different, but activities all three weeks focus on youth and horses with the goal to provide meaningful educational experiences for youth. The day camps provided for a continuance of learning opportunities during the summer months as well as motivation to be physically active in a safe supervised venue. Young people are introduced to many different aspects of the horse program. "Hands-on" activities, as well as classroom activities, followed the experiential model for effective teaching and learning experiences. The goal is to increase the equine activity level of at least 250 Okeechobee youth in three years of the Okeechobee 4-H Horse Day by giving youth positive alternative activities as measured by pre- and post-test. Youth did increase their knowledge and skill levels of equine safety and activities through participation in the Okeechobee 4-H Horse Day Camp. 100% of the youth participants, even experience riders, increased their knowledge and skill levels by 92% as indicated by observation and parent testimony. 100% of the 264 youth participants reported and/or demonstrated an increase in some equine skill level of at least 75% as a result of their participation in the 4-H Horse Day Camp.

AMERICORPS VISTA – A GREAT WAY TO BUILD CAPACITY IN YOUR EXTENSION PROGRAM!

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From 2008–2011, UGA Cooperative Extension lost 31% of its budget and experienced a 1/3 reduction in the number of personnel. Georgia 4-H applied to AmeriCorps VISTA for a grant to increase capacity by utilizing VISTA employees to enhance fund, grant and volunteer development and to increase marketing and public relations. VISTAs provide indirect service to create sustainable organizational systems.

In an effort to build much needed capacity and to gain additional resources, GA 4-H applied for an AmeriCorps VISTA grant. AmeriCorps is a non-profit organization that strives to build capacity in poor and rural areas and has goals that are very complimentary to 4-H and Cooperative Extension. The original proposal asked for four VISTAs to serve three, 1 – year terms in Southwest District and 2 VISTAs to serve in the State 4-H Office. The Southwest District was targeted due to poverty demographics with 39 of 41 counties being considered persistently poor. In the first 18 months of this partnership, results have already exceeded the three year expectations. $177,773 has been raised by the VISTA members, they have created over 250 marketing materials and in the participating counties, volunteer activity has increased by 37%! In addition, one of the VISTAs coordinated writing a grant that resulted in two additional part-time employees being hired. Because of this success, GA was selected to receive two additional VISTA positions to be placed in extreme poverty counties.

YOUTH MAKE AN IMPACT WITH 4-H GPS/GIS NATURAL RESOURCE PROJECTS

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Teen 4-H members in Unicoi County, TN are using GIS (geographic information system) to promote conservation, tourism, and active lifestyles. The objectives were to improve technology, communication, conservation, fitness, and career preparedness skills in youth while developing GIS resources that would positively impact the community. The GIS team began hiking and collecting GPS data along local sections of the Appalachian Trail (AT) after the county was designated as an AT Community. Forty 4-H'ers hiked 8-13 mile segments of the AT for a total of 53 miles and twelve members of the 4-H GIS Team began meeting weekly afterschool in a computer lab to develop an AT poster map and brochure. The team continues to meet weekly. Current projects include a new trail map, greenway guide, river recreation guide, and recycling map. Questionnaires and interviews have shown that the youth improved their teamwork, communication, career preparedness, and technology skills. All participants report they can make a difference in their community. Three of the team members joined the National 4-H GPS/GIS Leadership Team and the team made presentations at four professional GIS Conferences, county and city government meetings, and to local civic groups. The Unicoi County AT Map won the Best Student Map Presentation Award at the 2011 ESRI International GIS User Conference. Since receiving a $1,000 grant from the Conservation Fund, over a thousand local AT Brochures have been distributed through the Chamber of Commerce and U.S. Forest Service to promote tourism and active lifestyles.

BEEF CAMP EDUCATES YOUTH BEEF PRODUCERS ABOUT END PRODUCT QUALITY IN IDAHO

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The last four national Beef Quality Audits identified many quality challenges in the beef industry including excess external fat, inadequate tenderness, insufficient marbling, and lack of uniformity. A major industry goal was to educate beef producers to select management practices that increase value and quality of beef. This includes youth producers who are raising beef animals as in 4-H and FFA. It is important for youth to recognize the impact they have on consumer demand, and ultimately the industry with their management decisions. In response, a proposal was submitted to the Idaho Beef Council (IBC) to fund BEEF Camp, a youth "end-product quality" educational event. The curriculum for BEEF Camp includes presentations, hands-on activities, and live animal demonstrations. Topics include Measuring Carcass Quality, Meat Quality Attributes, Feeds Affecting End-Product Quality, Selecting Market Steers, and Beef Quality Assurance. Hands-on activities include conducting a Taste Panel and a Beef Cut Identification contest. To date, three BEEF Camps have been conducted with over 100 youth reached thus far. Scores from pre– to post-tests increased from 42.5% to 90.7%, respectively. Participants ranked the overall experience of the program and the educational materials provided as 1.4 on a scale of 1-5 (1=outstanding, 2=good, 3=average, 4=poor, 5=unacceptable). All BEEF Camp attendees also indicated they learned something new regarding the relationship of livestock management and beef quality. It is intended that the partnership between the University of Idaho Extension and the IBC will continue and BEEF Camp will continue to educate youth beef producers in Idaho.

HIGH DESERT YOUTH RANGE CAMP

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Decisions regarding the health and management of natural resources are more critical than ever. A range camp committee of Agricultural Research Center Scientists, University Extension Agents, Rangeland Professionals, Community College Instructors and Science Teachers met to develop curriculum, set program goals and objectives and plan the High Desert Youth Range Camp. The overall goal was to provide high school youth the opportunity to engage in a systems approach to rangeland science, encouraging them to pursue educational and career goals in the natural resource field. To achieve this goal a learn-by-doing curriculum was developed for a real-life, field setting learning experience. Learning opportunities were created to develop leadership and basic range skills while exposing youth to various rangeland oriented careers. Youth had opportunities to gain problem-solving skills and strategies, develop awareness of rangeland issues, and learn how they can make a positive difference in rangeland management. Range concepts included: global positioning systems, map reading, compass and orienteering, soils analysis, plant identification and monitoring, fire interactions, grazing, weeds, Juniper and riparian zone investigations, site habitat evaluation for key wildlife species, a site visit to local ranch, student team oral presentations and team building/ leadership activities. Evaluations measured participant knowledge, attitudes, skills, career aspirations and behaviors before and after attending camp. As a result of Range Camp, retrospective pre-post evaluations demonstrated considerable change in knowledge in 15 of 16 questions asked. Students reported being able to make informed decisions regarding rangeland management issues and some are now considering possible Natural Resource related careers."

HOW TO GET YOUTH EXCITED ABOUT SCIENCE

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For the past three years Beaver County 4-H members participated in the 4-H National Youth Science Day. This annual event contributes to the goal of exposing one million new youth to science, engineering and technology programs. This year's science program, was Wired for Wind, and it focused on the science needed to make energy using wind power. This is a recognizable technology for the students because of the 165 windmills currently operating in Beaver County. Beaver county 4-H partnered with Andy Swapp and his Milford High School Renewable Energy class to instruct and provide a hands-on learning experience for all the 6th graders in the county regarding the science of producing energy from wind. Those students worked together in teams designing blades for a wind turbine, and the turbines were tested by hooking them up to a voltmeter and placing them in front of a fan to see which style would produce the most electricity. Students were encouraged to re-designed the blades to improve the voltage output from their designs. This program definitely got the kids excited about science and 4-H.

4-H LEADER LIVESTOCK PROJECT ONLINE LEARNING MODULES

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Three online training modules were developed by an interdisciplinary team of Washington State University Extension faculty/staff for 4-H leaders working with youth livestock projects. These resources were created to educate 4-H leaders about various aspects of livestock production and support them in their work with youth. Increasingly, new 4-H leaders have little or no previous direct experience with livestock production; resources such as these provide concise, research-based and flexible training opportunities for leaders. The modules were also created to address increasing public concern about livestock health and welfare, biosecurity and food safety issues. The modules include Disease Prevention (84 slides, 237 viewers to date), Quality Assurance (45 slides, 90 viewers to date) and Housing Environments (52 slides, 90 viewers to date). Each module uses Adobe Presenter presentation software with audio, supplemental activities, links, resources and an evaluatory quiz. All three modules can be accessed at http://4h.wsu.edu/volntr/elearning.htm. During the presentation, the modules will be demonstrated and participants will have the opportunity to experience module content personally.

Administrative Skills

TRANSFORMING YOUR EVERYDAY EXTENSION WORK INTO PACKAGED CURRICULUM TO ADVANCE OUR PROFESSION AND YOUR CAREER

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Educators throughout the country create high quality presentations, handouts and activities. Many times though, this information is not shared in a manner that is useful to other Educators. Packaging this information into curriculum can be a plus for these Educators and for the Extension system.

The purpose for packaging everyday work into curriculum is to help us share our knowledge in a manner that allows for elimination of duplication of effort. This can ultimately lead to a higher level of scholarship. If all Educators are not spending time recreating a similar basic lesson on something like Quality Assurance, then time is spent on a novel or other critical issue or topic. There are times when an individual's study or research can be replicated and the combined knowledge or results can either be generalized or

total knowledge about a topic can be increased. Packaging curriculum is an opportunity to refine methodologies and to improve our scientific approach to our work.

This presentation will help participants understand the value of creating and sharing with other Extension Professionals through developing information and basic presentations into curriculum. Examples from everyday Extension work will be given to show the steps necessary to get from presentation to curriculum.

USING A TEAM BASED APPROACH TO FARM MANAGEMENT TO IMPROVE PROFITABILITY

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Farm management teams consisting of agriculture professionals who work with dairy producers are an effective process to address farm management issues. By gathering professionals from different sectors of the industry, producers get ideas and learn new methods to improve management. Through a team-based approach, producers are able to address issues on the farm that might not otherwise be solved by a single agriculture professional. Extension educators play an important role as the team facilitator by being the lead communicator through coordinating meetings dates and agendas, keeping the group on task, and also serve as a key link between University based research and Specialist input. Successful teams create a network of agriculture professionals amongst each other while providing professional assistance from their respected industry. Successful management teams in Kewaunee County, Wisconsin consisting of the Extension educator, veterinarians, nutritionist, agriculture lenders, and University specialists have increased farm profitability as much as over $100,000 per year per farm.

The proposed presentation will address how to manage a successful team through communication, addressing what happens when a team becomes dysfunctional, and how to lead a positive team based approach by incorporating university based research , state specialist, and branching out beyond the agriculture industry for innovative ideas. The presentation will lay out a blueprint for developing a team, facilitating, and following-up after the team has reached desired goals.

LEADERSHIP POSITIONING IN COUNTIES: BUILDING A COMPETETIVE ADVANTAGE

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In today's economic climate, it has never been more important for leaders of Cooperative Extension programs and units to build relationships and to communicate with community leaders of all kinds, including elected, appointed, and particularly those community leaders who remain behind the scenes and may not actively participate in Extension programs. Building good relationships and lines of communication with leaders is particularly important for newly appointed county directors and unit leadership. These relationships can mean the difference in keeping resources to support programming or seeing resources moved to support non-Extension organizations and programs. A survey was used to gather input from County Extension Directors and County Managers across North Carolina on their perspectives on what a County Extension Director could do to enhance Extension's leadership position in a county, who should be part of the communication network, frequency of contact, relationships with "external" and "internal" groups, and whether efforts should only be focused at the local level. Both groups were asked to list the top five things a County Extension Director can do to enhance Extension's leadership position. A strategy to use when identifying "behind the scenes" leaders is discussed. Extension programs that provide impact are the most important factor in building leadership position, and a strong volunteer leadership and advisory structure is another key factor. The strategy presented is meant assist with communicating directly with those in the community who influence public policy.

Agricultural Economics & Community Development

HELPING FARMERS CREATE GREAT SIGNAGE FOR DIRECT MARKETING

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Signage is one of the most important aspects of farm direct marketing. But, for many growers there is never enough time during the season to create good signage. But why does this happen? Isn't signage one of the easiest ways to communicate with our customers?

Growers simply cannot talk with every customer, so what can they do to communicate with customers? A new variety is not selling. Sales per customer are too low. Potatoes are not moving fast enough. What is the solution? Make a sign. A sign can solve each of these problems.

Signage keeps sales moving when things are too busy. Signage answers questions and promotes products – just like an employee does. Signage can create consistent communication. It can increase sales, answer questions customers are too afraid to ask and signage can ensure customers did not forget something they really needed. Signage is income!

These educators will share their knowledge of signage through adventures across the country, including farm markets, farmers' markets and agritourism operations in nearly half of the states. Their presentation will review

signage materials, design and much more. Participants will receive farm signage plan worksheets and a presentation they can use to teach signage to direct marketers in their home areas.

PROMOTING ECONOMIC VIABILITY OF SMALL FARMS WITH A REGIONAL FARM TOUR

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Consumers learn about farms and farm practices firsthand as they visit farms during the annual 2-day Kaw Valley Farm Tour. Farmers have the opportunity to share their practices directly with consumers as well as promote and sell their farm products. Seven years since inception, the farm tour is averaging more than 2,000 attendees per year. Attendees are currently being surveyed to determine if education received while attending the farm tour changed their beliefs or behaviors regarding local agriculture. The farm tour is organized through a partnership between Cooperative Extension, a local Convention and Visitors' Bureau, a food cooperative, and area farmers. The number of participating farms has grown from 14 to 24 and now encompasses a 5-county region. The diversity of farms has also grown and includes fruit, vegetable, and nut production; nursery/greenhouse production; apiaries; pumpkin patches; small-scale livestock, dairy, and fiber production; wineries; pumpkin patches; Christmas tree farms; and a conventional row crop operation. The farm tour started with a small grant, but has since relied on ticket sales and minimal farm participation fees to become self-sustainable. The tour's success allowed organizers to hire a part-time coordinator in 2011. Results of the consumer survey will be available by early summer.

A WORKSHOP TO INCREASE FARM MANAGERS' RECORDKEEPING AND MANAGEMENT SKILLS WITH QUICKBOOKS™ SOFTWARE

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QuickBooks™ software is used by many farm businesses in Pennsylvania for financial recordkeeping. Farmers often report frustration with their level of understanding of QuickBooks™ software, and feel that they are not using the program to its full potential. In response to this need, a series of statewide workshops were held in five locations in Pennsylvania during the fall and winter of 2011/12. The primary objective of these workshops was to increase the understanding and skills of participants about using QuickBooks™ for completing several key farm recordkeeping and analysis tasks common to most farm businesses. Workshops were conducted as a two-part series. Response to the workshops was excellent, with several full locations. The workshops used a computer lab of ten laptop computers, each with QuickBooks™ 2010 Accountant Edition installed. Each workshop was customized to the individual needs of participants through polling of topics during the introduction of the workshop. An evaluation survey was conducted at the conclusion of the workshops. The majority of respondents to the surveys rated the program to be "Good" (30%) or "Excellent" (63%). Based on answers to post program survey questions, these workshops were successful in improving the knowledge, attitudes, and likely actions of participants with respect to key financial management and analysis tasks using QuickBooks™ software in their agricultural businesses. There is good demand for this workshop subject matter, and it will be continued in the future.

GARDEN HARVESTS - AN EDUCATIONAL BONANZA

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Growing and donating fresh garden produce to those in need is a very rewarding volunteer experience for many Master Gardeners. Typically the harvests are donated to food pantries, soup kitchens or other third-party organizations. Every week during the harvest season, Oxford County, Maine Master Gardeners distribute fruits and vegetables directly to people with limited access to fresh produce. This direct distribution method has many advantages: 1) it provides an opportunity for the Master Gardeners and recipients to get to know each other and to breakdown stereotypes of "those in need'; 2) it provides opportunities for nutrition education; 3) it allows for cross-programming possibilities; University of Maine Cooperative Extension Eat Well staff provide samples from nutritious, low-cost recipes that focus on a vegetable currently being harvested from the garden; 4) it provides an opportunity to expose recipients to other Cooperative Extension programs and workshops and 5) by having the distribution at the garden site, recipients have the chance to give back by helping to pick, clean and sort the produce, set up the display area or become vegetable gardeners by applying techniques they see at the Extension office to their personal gardens or by applying to become a Master Gardener. A survey conducted in 2011 of distribution night participants shows that this distribution method has promise: 76.5% of respondents made at least one recipe; 98.5 % think the nutrition factsheets are somewhat to very useful and 42.1% attended at least one other Extension program.

TENNESSEE'S MULTI-FACETED APPROACH TO CULTIVATING AGRITOURISM

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Agritourism continues to grow as farmers start new and expand existing operations in efforts to add value to farm resources and generate farm income. These enterprises are not without challenges, however, and University of Tennessee Extension has worked with state government agencies and producer organizations to support the development and growth of the industry in the state.

As Extension's lead representative on the Tennessee Agritourism Initiative Steering Committee, Bruch will share background on the initiative's efforts to increase farm income and stimulate rural economies through agritourism. Bruch will discuss the team, their plan, what has been done so far, impacts, factors of success, challenges faced, lessons learned and plans for the future.

GROWING AGRICULTURAL BUSINESSES AND PROVIDING LOCALLY GROWN FOOD

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Buying locally grown food is a trend that is increasing nationwide through direct markets such as farmers markets. Farmers across the country sell directly to customers but in Yuma, the countries largest producer of winter vegetables, no direct sales are available. The majority of Yuma's agriculture producers are large acreage corporate entities; their produce is under contract to large distributors so they are unable to make direct sales to consumers. This means very little locally grown produce is available in Yuma. The University of Arizona, Yuma County Cooperative Extension offered a new class to train interested community members in business and agricultural practices so they could start their own agriculture businesses. This was achieved through a combination of hands-on and classroom learning. Lectures included business topics such as business planning, obtaining land and capital, marketing, and taxes. Production based topics such as growing vegetables, soil and water management, food safety and pest management were also offered. Land at the Yuma Agriculture Center was set-aside for the participants to grow produce. During the first eleven weeks of the class, participants also planned and marketing Yuma's first locally grown farmers market. Once the classroom portion ended the produce grown was harvested and sold at the farmers market. The market supplied the need for locally grown produce in Yuma while providing a place for start up agricultural businesses to access interested buyers.

Ag Issues & Public Relations

PICKAWAY COUNTY AGRICULTURAL DEVELOPMENT ROADMAP TO THE FUTURE

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Since the beginning of the national recession in 2008, many communities across the United States have come to realize the impact that the agricultural economy has on their local economies. Residents of Pickaway County, Ohio not only have come to realize this, they want to enhance and support this important aspect of their community for years to come. Local leaders are supporting the creation of an agricultural economic development plan to create a roadmap to direct current and future agricultural businesses into the global reality of agriculture. Pickaway County stands at a crossroads in its agricultural heritage. With metropolitan Columbus at the northern edge of the county, many feel helpless against encroachment and with it the resulting land use changes while others see a wide array of opportunities. This economic development plan currently being developed by local partners engaged in agriculture and the county economic development office will best guide the community to retain and enhance current agricultural businesses and provide a framework for new agricultural entrepreneurs. The process of creating an even more supportive culture for jobs and prosperity for Pickaway County through agricultural economic development planning will be achieved through a more encompassing community-based process. Ultimately through this process strategies will be developed to support the creation of value-added agribusinesses that compliment Pickaway County's production agriculture sector. Even more importantly as a result of this process, a larger and more diverse number of community volunteers will be engaged in the exchange of ideas, be active collaborators with business, government, and other agricultural communities in Pickaway County. Although early the early stages of development, the Pickaway Competitiveness Network (PCN) Agriculture Steering Committee has created a vision, mission and some clear strategies for taking Pickaway County Agriculture forward. Vision-Pickaway County residents prosper through the opportunities created by the food and agriculture sector. Mission-The PCN Agricultural Steering Committee represents agriculture to PCN and Pickaway Progress Partnership (P3) and provides support as they promote homegrown entrepreneurship, new investment and the value of Pickaway County's existing strengths in food and agricultural business.

Strategies

- Create Paths to Success for Existing Businesses, Entrepreneurs and New Businesses in Pickaway County, Ohio
- Brand Pickaway County's agricultural assets

Three immediate goals of the committee for 2012 are to:

1. Assist entrepreneurs to establish successful food and agricultural businesses in Pickaway County.
2. Help attract new food and agriculture business investment to Pickaway County
3. Promote the value and increase demand for existing food and agricultural products grown in Pickaway County.

WHAT ARE/ WILL BE THE KEY ISSUES FACING AGRICULTURE AND EXTENSION PROFESSIONALS IN THE FUTURE?"

Stephen Komar, New Jersey; Scott Gabbard, Indiana; Bill Burdine, Mississippi and Mark Heitstuman, Washington.

DEVELOPING SCIENTIFICALLY-BASED CONSENSUS FOOD SAFETY METRICS FOR LEAFY GREENS AND TOMATOES

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Food safety will continue to be one of the biggest concerns for produce growers in the future. Growers ask what factors are the most critical to evaluate when they do their risk assessments. In an effort to address these concerns, the University of Maryland is heading up a Specialty Crops Research Initiative to assess the relationship between microbial contamination in water and produce. The research and extension personnel are evaluating how frequently surface water needs testing since there are no frequency standards in the United States. Northeast growers (2011) questioned the need/size for buffers around flooded fields, which our research group will try to answer. Factors related to manure: Animal encroachment, airborne pathogen transport and the potential pathogen spread in a production field are especially important for small growers who have wildlife presence. This project will try to assess the importance of the animal manure interaction as it relates to possible leafy green and tomato pathogen contamination. Temperature control from harvest to packing, storage and transportation can influence produce quality and pathogen growth. Temperatures are being monitored to determine where improvements can be made in post-harvest handling methods. Extensions role in this project is to develop an effective multi-directional communications with growers, extension professionals, trade organizations, government agencies, food marketing companies and consumers. This is being done through personal interviews, in-depth listening sessions and regional meetings. Results from the research will be disseminated through a website, trade associations, extension publications and grower meetings.

STATE OFFICIALS AND MACAA WORK TO BENEFIT EXTENSION BUDGETS

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During weak economic times, positive relationships with elected officials are crucial to maintaining Extension budgets. The Mississippi Association of County Agents Association (MACAA) ivites House and Senate Ag Committee members to speak during our state's Improvement Conference. Legislators receive a captive audience from the Town Hall format and Extension is recognized as experts on agricultural issues. MACAA has provided this forum since 2006 and officials welcome the opportunity to address the group. Legislators see the scope and depth of inservice trainings and realize the benefits tax-payers receive for their support. The Town Hall is designed so Legislators feel they are doing us a favor but the real benefit is the support Extension receives through state appropriations.

ENHANCING COMMUNITY AGRICULTURAL AWARENESS WITH SCHOOL HYDROPONIC VEGETABLE PRODUCTION EDUCATION

Abstract: ENHANCING COMMUNITY AGRICULTURAL AWARENESS WITH SCHOOL HYDROPONIC VEGETABLE PRODUCTION EDUCATION

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In need of technical expertise, Bradford schools FFA instructor sought advice on commercial hydroponic cropping systems. An awarded business grant required the students to grow and market hydroponically grown crops. Extension and school educators planned to (1) teach greenhouse structural components, (2) teach Integrated Pest Management (IPM), (3) grow four crops with three types of cropping systems, (4) market the produce, (5) use the facility to train farmers and (6) increase agricultural awareness and appreciation in the community; all within the framework of a hands-on learning experience. Eleven group teaching events and twenty-six "train the trainer" sessions reaching 924 attendees included presentations to Rotary, Kiwanis, Farm City and students resulting in a heightened sense of agricultural awareness and appreciation and students demonstrating skill development in greenhouse structural components, IPM practices for pest exclusion, growing cucumber, tomato, lettuce, herbs and strawberries using three hydroponic production systems (Bato buckets for climbing cucumber and tomato, vertical growing systems for leafy greens and herbs and lay-flat bags for strawberries), minimized water and fertilizer use by leachate monitoring and marketed their produce. A hands-on demonstration workshop hosting 75 farmers, parents and students was a public relations success. Several attendees, including another FFA agriculture instructor, traversed multiple counties to attend the workshop. A high impact

success, the project exceeded all defined objectives. The transformation of an under used, cost accruing greenhouse facility into a vibrant learning center has been recognized throughout the community.

REACHING OUT TO THE WORLD WITHOUT LEAVING THE COUNTY

Stevenson,* C.T.1, Johnson,* L.1, Allen, P.H.1, Lee, D.C.1, Hinkle, A.1, Bolles, E.1, Brown, K.D.1, Meharg, A.1, Mahan, W. 2, Donahoe, M.C., 3, Atkins, J.D. 3

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The Gulf Coast Citizen Diplomacy Council is a non-partisan, non-profit 501(c)(3) organization whose mission is to work with the US Department of State to create and encourage collaboration between like-minded community stakeholders to share our community with the rest of the world. This organization brings in international visitors regularly to learn about the Gulf Coast. Escambia County Extension has hosted six delegations interested in agriculture, horticulture, food safety and the Extension model for delivering informal educational programs to citizens. From 2010-2011, the following delegations visited our office and demonstration garden and learned about the practical, "how to" education offered to adults and youth related to agriculture, nutrition, water resources, 4-H, and the relationship with the University of Florida/ Land Grant Mission. Several groups took field trips out in the community to view various aspects of agriculture.

- Kazakstan (4 delegates): "Food Security & Sustainable Agriculture," introduced visitors to IFAS Extension concept and led tour of demonstration garden. Agriculture agent led them on tours to Ag Inspection Stations, a farm, and beekeeping operation.
- Botsawna, Lesotho, Mozambique, Sudan, Swaziland (5 delegates): "African Women Entrepreneurship Program," discussed small business development, agriculture, food safety, and environmental issues. Led tour of windstorm building and demonstration garden.
- Latvia, Lithuania, Sweden, Switzerland, Croatia (5 delegates) "Project on U.S. Foreign Policy Challenges," visited row crop farming operations and discussed commodity trading, governmental regulations, and farm bills.
- Saudi Arabia (6 Delegates): "Municipal Administration," discussed use of drought tolerant vegetation with mayors interested in planned community beautification efforts.
- Kyrgyzstan (10 Delegates): "U.S. Higher Education System," elaborated on the county's relationship to the University of Florida and how practical "how to" education is offered for adults based on university research.
- Thailand, Laos, & Vietnam (4 Delegates): Women's Roles in Sustainability," discussion highlighted seafood safety and business development, included Polycom conference with Bill Mahan, CED from Franklin County.

Feedback from the Diplomacy Council organizers routinely mention that the visitors' time with Extension has been very helpful and exposed the visitors to new methods of teaching clientele that are applicable to clientele in their home countries.

Agronomy & Pest Management

THE EFFECT OF AT-PLANTING NITROGEN APPLICATION RATES ON NO-TILL CORN YIELD

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The optimum corn nitrogen application rate varies from year to year as environmental conditions such as soil moisture impact crop yields. The objective of these experiments was to demonstrate to growers that optimum nitrogen rates vary from year to year. Nitrogen fertilizer was applied as ammonium nitrate at a rate of 0, 60, 120, 180, 240 and 300 pounds of actual nitrogen per acre. The ammonium nitrate nitrogen was surface applied at planting on no-till corn following soybean. Seven years of data are summarized showing the optimum rate varied from year to year. One year, 2011 had the highest nitrogen efficiency producing over 200 bushels of corn with 120 pounds of actual nitrogen per acre. The years of 2005 and 2006 also produced approximately 200 bushels per acre with 180 pounds of nitrogen applied. Years 2007 and 2008 required 240 pounds of nitrogen to grow approximately 200 bushels of corn per acre. Next, the year of 2009 had the highest yields in the plots producing over 250 bushels of corn per acre with 300 pounds of nitrogen. Also 2010 maximized yields with 300 pounds of nitrogen per acre. Corn yields were maximized within a range from 120 to 300 pounds of nitrogen per acre depending on the year.

WEST-CENTRAL MISSOURI HAY PRODUCTION WORKSHOP

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For the past several years, University of Missouri Extension has strongly encouraged stockpiling of tall fescue, management intensive grazing, and other practices to promote year-round grazing. Extension agents and cattle producers alike have long known that it is much cheaper to graze cattle than it is to provide them with grain, hay, or other products. However, the fact remains that Missouri cattle producers must feed hay for a portion of the year. Over the last 5 years excessive rainfall during Missouri's biggest haying months, May and June, has made it difficult

to cut hay on time. This, along with rising fuel and fertilizer prices, has made it nearly impossible to produce and feed hay without losing money. West-central Missouri agricultural specialists, with assistance from their colleagues in southwest Missouri, developed a hay production workshop that focuses on producing quality hay that meets the nutritional needs of cattle at an affordable price. The hay production workshop was held in Clinton, Missouri in March of 2012. Topics covered in the workshop included economics of hay production, fertilizing hay fields, livestock nutrition, hay testing, and weed control. Preliminary evaluation indicated that workshop participants learned of resources and techniques they could utilize to produce a higher quality hay at a lower cost.

SKIP ROW CORN PLANTING TECHNIQUES WITH COVER CROPS FOR SUSTAINABLE GRAZING

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Broadcasting cover crops into standing corn has the potential to increase forage dry matter production, increase total forage quality available for grazing and increase livestock grazing capacity. However, the dense foliage canopy of traditional high plant population systems limits light penetration necessary for cover crop seed germination until normal crop senescence at the R-5 stage of growth. A research design that compares the local standard corn population to a reduced planting population and skip-row planting techniques to modify canopy light penetration was begun in 2010. Data collected included grain yield, cover crop dry matter, weed dry matter, and cover crop species percentage of harvestable sward. A randomized complete block design with four treatments of 0.75 ac, and five replications was used for this research project. Two years of data collection to date of a three year study found significant differences in corn grain yields, cover crop dry matter yield and weed dry matter yield. First year results found significantly greater grain yield and cover crop dry matter yields. Grain yields were greater in the highest corn populations, and cover crop plus weed dry matter yields were highest in lower corn populations. Second year results also found significant differences in grain and cover crop yields. However, the lowest corn plant populations had the greatest grain yields and the highest cover crop dry matter. Rainfall amounts and patterns influenced results in both years studied. A third year of study is planned.

WINTER CANOLA -- A POTENTIAL OIL CROP FOR OHIO

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For the past ten years winter canola has been evaluated as a new crop for Ohio. During this time available varieties were tested in variety trials at one or two sites each year. Various management practices were also evaluated. These practices included planting date, seeding rate, nitrogen rate, and response to sulfur and boron. Results of these studies have shown that acceptable winter canola varieties are available for Ohio conditions. Health of the stand in the fall was a more reliable indicator of performance than winter hardiness. Winter canola behaves much like a new stand of alfalfa rather than wheat. Since canola needs to be planted no later than September 15, it will most likely have to follow wheat in an Ohio cropping system. Winter canola requires larger nitrogen rates than wheat, at least 120 pounds per acre. Crops did not respond to supplemental sulfur or born applications. Seeding rates should be around four to six pounds per acre.

MISCANTHUS-OHIO'S NEWEST BIO-FUEL CROP

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Giant miscanthus (Miscanthus x giganteus) is a large warm-season grass and is a new biomass crop in the United States. Experience in Europe suggests giant miscanthus will be productive over a wide geographic range in temperate regions, including marginal land. Northeast Ohio was chosen by the United States Department of Agriculture as a Biomass Crop Assistance Program (BCAP) project area on June 15, 2011. This program is providing federal benefits to farmers who transition part of their farm acreage to miscanthus production. The 2011 allocated BCAP budget will allow 5,000 acres to be planted in 2012 with a final acreage goal of 50,000 acres by 2015. In response to the emergence of this bio-fuel crop in Northeast Ohio, OSU Extension has developed an educational and research program to help local farmers. To date, three educational programs have been held and a miscanthus research plot was planted at the Ohio Agricultural Research & Development Center (O.A.R.D.C.) Ashtabula Research Station in Kingsville, Ohio in July, 2011. OSU Extension has also developed a Miscanthus web resource page and is developing economic budgets for miscanthus in Northeast Ohio. This presentation will share background information on Giant miscanthus and share information on how OSU Extension is helping farmers learn best production practices and overcome the challenges of growing a bio-fuel crop in Northeast, Ohio.

COMPARISON OF WATER USE AND CROP WATER USE EFFICIENCY OF MAIZE, SORGHUM, AND SOYBEAN IN NEBRASKA

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Water is a crucial resource for agricultural production. As the availability of freshwater resources is decreasing in parts of Nebraska and the world, newer hybrids and varieties have been developed for handling stresses like water-limited conditions. While the trend of losing rainfed sorghum acres

to maize acres continues, data lack in terms of water use efficiency between maize, sorghum, and soybean. Field studies were conducted in two rainfed fields in South Central Nebraska to determine crop water use efficiency of these three crops over several years. Watermark granular matrix sensors measured soil water status every 1 ft up to 4 ft for the entire growing season and a general soil water balance equation was used to quantify seasonal crop water use and water use efficiency. In 2009, the evapotranspiration (ET) of maize, soybean, and sorghum was 14.5, 14.0, and 13.7 inches and in 2010, 23.3, 22.0, and 21.3 inches, respectively. By accounting the final grain yields, the overall crop water use efficiency of maize was 6.7 bu/inch in 2009 and 4.3 bu/inch in 2010; for soybean it was 2.4 bu/inch in 2009 and 2.0 bu/inch in 2010; and for sorghum it was 5.6 bu/inch in 2009 and 5.5 bu/inch in 2010. Rainfed maize was most efficient in the drier year of 2009. However, sorghum was the most consistent water use-efficient crop between the two years of varying environmental conditions with rainfall received from crop emergence to physiological maturity of 10.1 inches in 2009 and 16.4 inches in 2010.

EVALUATING COMMERCIAL PRECISION AGRICULTURE SOFTWARE FOR AUTOMATING ON-FARM RESEARCH

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As complicated as precision agriculture is, it offers producers the best opportunity for increasing profitability while protecting the environment. The ability to conduct on-farm research is a tool which provides an opportunity for one to succeed in the adoption of precision agriculture technologies. On-farm research is certainly no replacement for the small plot, university trials. But on-farm research can complement small plot research and validate small plot research in a large field environment. It has been known precision agriculture tools such as a yield monitor can be utilized for conducting field-scale research and spatially documenting yield differences across fields or treatments. One aspect of on-farm research not as easy to implement is the design and development of field-scale research plots through software automation. The focus on this study was to evaluate two commercial precision agriculture software packages for the purpose of automating the process of designing strip or block on-farm research trials. Part of the study also evaluated the process on analyzing yield monitor data from three example on-farm research trials. It was concluded commercial precision agriculture software can automate the process of conducting on-farm research by extending the functionality of current software capabilities. A future product of this study will be a guide and online course on the design and analysis of on-farm research trials utilizing commercial precision agriculture software.

MANAGEMENT OF SOUTHERN ROOT-KNOT NEMATODE

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Management of the plant-parasitic nematodes is of critical importance throughout Georgia and annually costs producers more than $100 million. The southern root-knot nematode (Meloidogyne incognita) is especially important in Appling County where sandy soils and long-term cotton production allow for damaging populations of this organism to develop quickly. The objective of this study was to determine appropriate management strategies for management of M. incognita with the use of a partially resistant variety (PHY 367B2RF), a seed treatment nematicide (AVICTA Complete Cotton) and Telone II. The population of M. incognita in the field used in this study was as much as 6X the economic threshold level for the southern root-knot nematode in Georgia. Little difference was noted between damage to the PHY 367 versus PHY 375. Yield for resistant PHY 367 treated with AVICTA was 191 lb/A greater than where PHY 375 was planted. Fumigation with Telone II in conjunction with either variety resulted in a numeric reduction in root-damage and an increase in yield (413 lb/A).

MANAGEMENT OF PALMER AMARANTH USING TILLAGE, RYE AND HERBICIDES IN SCREVEN COUNTY

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Glyphosate-resistant Palmer amaranth is a major problem for producers in Georgia. Current research efforts for controlling glyphosate-resistant Palmer amaranth include a combination of cultural (rye cover crop), mechanical (deep plowing or tillage) and chemical (residual herbicide) strategies. Preliminary results from small-plot trials have been promising; in combination, these methods substantially improve our ability to manage Palmer amaranth. In 2011, research trials were established to scale up the small-plot studies to the "field" level in order to evaluate the efficacy of this combined program in a real world setting. One such study was conducted in Screven County, GA. The 3 treatments included: cotton strip – tilled into weeds without deep tillage (bare ground); cotton strip – tilled into fall-planted, spring-killed and rolled rye without deep tillage (rye-deep tillage); and cotton strip-tilled into fall-planted, spring-killed and rolled rye with deep tillage (rye+deep tillage). Each treatment was applied to an area that was approximately 3 acres in size. Weeds in each system were managed using the same Roundup (glyphosate) based herbicide program, which included the used of residual herbicides at-planting. With respect to Palmer amaranth density, infestations were larger in the bare ground and the rye-deep tillage treatments as compared to the rye+deep

tillage treatment at all observation periods (PRE, PT1, PT2). Although this is not recommended for all acres, the use of deep tillage in combination with rye cover crop and an herbicide program that utilizes residual herbicides may help with the management of Palmer amaranth populations in heavily infested fields.

WEATHER TOOL FOR REDUCING DRIFT

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Surfactant, sprayer and nozzle technologies have been developed to reduce spray drift risk. While these technologies have definite advantages, spray drift potential still comes down to particle size and weather conditions. A weather-based forecast tool has been developed in Oklahoma that allows applicators to better plan and identify low drift risk windows. Educational programs on this new forecast tool have been widely requested by clientele. These educational programs have also addressed changes in label language by the USA EPA that have created tighter application weather parameters.

REDUCING SOIL COMPACTION TO IMPROVE WINTER WHEAT YIELD

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Producers in the dryland (<12 inches annual precipitation) cropping region of eastern Washington continue looking for methods of improving water infiltration, reducing restrictive soil compaction layers, maintaining crop residue to prevent wind erosion and improving winter wheat (Triticum aestivum L.) grain yield. The Case IH Ecolo-til 2500 minimum till ripper is an implement designed to minimize residue decomposition, reduce soil compaction, and increase water infiltration. The objective of this research is to determine if this implement benefits dryland winter wheat- summer fallow production. An on-farm test (OFT) was initiated in the fall of 2008 after winter wheat harvest examining two treatments: 1. Case IH Ecolo-til 2500 operation; 2. no Case IH Ecolo-til 2500 operation. The on-farm test was repeated in 2009. The 10 acre OFT was a RCBD with 5 replications each year. Data collected included soil compaction data to a depth of 18 inches, soil moisture to a depth of 4-foot in 1-foot increments, grain yield, and grain quality. Overall the Case IH Ecolo-til 2500 minimum till ripper significantly reduced soil compaction between 9.6-23.5%, soil moisture and grain yield varied between treatment and years.

USING EXTENSION METHODS TO TEACH IMPROVED IRRIGATION METHODS TO FARMERS IN MALAWI

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I was invited to teach irrigation management to farmers Malawi on the east coast of Africa. Farmers in Malawi rely mainly on a five month rainy season for crop production, but irrigation allows crops to be raised during the dry season. My assignment was to evaluate alternatives to the current irrigation delivery using cans and treadle pumps and recommend more efficient methods of water application. One water delivery alternative is the use of a diesel pump and had been implemented by one farmer for his potato fields. This alternative works very well, and I demonstrated how to use and maintain the diesel pump. However, a diesel pump costs more than most individual Malawi farmers cannot afford, and I encouraged the farmers to work in groups of ten to buy a pump. A cooperative effort would make it possible for them to irrigate many more acres of crop ground and ensure a more sustainable food supply. I also taught over 100 farmers how to conserve water by mulching their fields and how to determine the amount of moisture in the soil so they know when to irrigate their fields. One really good outcome from my visit is that the farmers continue to meet together and discuss things every week.

PRIONUS BEETLE PRIONUS CALIFORNICUS MOTSCHELSKY LURE EVALUATION AND MATING DISRUPTION STUDIES IN UTAH SWEET CHERRY ORCHARDS

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California Prionus beetles have been shown to attack apple, rose, lilac, oak, and hop vines in North America and sweet cherries and peach trees in Utah. The females lay eggs on/in the soil near the base of the host trees where they hatch and move into the soil to feed on the roots of plants for the next 3-5 years. This feeding on the tree roots causes decreased nutrient uptake, water stress, reduced growth, tree decline and mortality, eventually reducing orchard longevity. There are no effective chemical or biological controls listed and current recommendations are to fallow the orchard for 6-10 years. In Utah, the adults (1"-2 ¼" long) emerge from the soil in early July – early September where they mate, lay eggs and die. During this time period they do not feed on plant materials. In 2009, the female-produced sex pheromone of P. californicus Motschulsky was identified and synthesized as (3R,5S)-3,5-dimethyldodecanoic acid by Rodstein et al., J Chem. Ecol. 35: 590-600. In 2009 and 2010, Utah State University Extension tested a 0.1 mg research lure in both panel and bucket traps in Utah sweet cherry orchards. The bucket traps were highly effective in catching the adult beetles over the panel traps. In 2011, we tested

a new commercial lure developed by Contech Enterprises and compared it to the research lure. The Contech lure was statistically superior in trapping the adults in comparison to the research lure and lasted for four weeks before needing to be replaced. Pacific Biocontrol developed an Isomate mating disruption (MD) dispenser which was evaluated in two sweet cherry orchards in 2011. The dispenser had an incredible 90% trap shutdown when compared to the control orchards. These studies suggest that the Contech lure and the MD dispensers may provide a management tool option for orchards with Prionus beetle concerns.

SUCCESSFUL TREATMENT OF RUSSIAN OLIVE (ELAEAGNUS ANGUSTIFOLIA)--YEAR ROUND

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Russian olive is an invasive, woody species that is overtaking riparian areas and pastures in the Western United States. Studies show that diversity of avian and mammalian species decrease as Russian olive replaces native vegetation. Its thorns discourage livestock grazing and are hazardous to humans and farm equipment. The label of one glyphosate product states, "For best results, [cut stump] applications should be made during periods of active growth and full leaf expansion." The major concern with the growing season application is that farmers and ranchers are busiest during that time of year, so Russian olive control is moved toward the bottom of the list of things to do. This field trial in east central Utah was to determine which times of year a cut stump application of glyphosate or imazapyr would be most effective.

From December 2009 through November 2010, six Russian olive trees were cut down each month. Three stumps were immediately treated with undiluted 41% glyphosate herbicide applied to the cambium layer at the rate of 1 cc herbicide per inch of trunk diameter. Three stumps were untreated controls. From December 2010 through November 2011, nine Russian olive trees were cut down each month. Six stumps were immediately treated with two glyphosate products and three were treated with imazapyr. The results indicate that 100% dormant and growing season control can be achieved with cut stump treatments of glyphosate or imazapyr on Russian olive, thus allowing farmers and ranchers more time to schedule Russian olive control.

CONTROL OF BUCKHORN PLANTAIN IN IRRIGATED PASTURES

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Buckhorn plantain (Plantago lanceotata) is a weed with increasing significance in Wasatch County. Other names for buckhorn plantain are narrow-leaf plantain, ribwart plantain, English plantain, and ribgrass. Plantain is a problem because it uses up soil nutrients, water, light and crowds out desirable plant species. Experiments were conducted during spring 2011 on a 12 acre site in Wasatch County, heavily infested with buckhorn plantain, to compare the effectiveness of five herbicides (chlorsulfuron, metsulfuron, triclopyr, 2,4-D, and 2,4-D amine) listed on their label to control plantain. The site was divided into eighteen equal sections (50 feet wide by 425 feet deep, and each herbicide applied to 3 randomly assigned sections. The three remaining sections received no herbicide treatment and served as the comparison for determining the percent reduction in the incidence of plantain achieved by the herbicides. Application of the pesticides decreased the incidence of plantain by 52%, 0%, 68%, 63% and 64%, respectively. Incidence was measured by random sample of tossing quarter square meter, ten times in each section, replicated at one month intervals three times. Plans for the coming year are to duplicate the trail using the two most effective herbicides from 2011 and adding three additional herbicides.

THE USE NATURAL SELECTION TO COMBAT ALFALFA STEM NEMATODE

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Producers have been left without an effective pesticide for controlling alfalfa stem nematode owing to regulations and policy decisions. In response, producers are implementing non-traditional solutions to combat alfalfa stem nematode. An alternative based on principles of natural selection is to plant alfalfa, harvest the alfalfa for hay over the productive stand life of the crop, and harvest alfalfa seed from the thinning crop at the latter end of the stand life. This management practice results in seeds being collected only from the most durable plants, and stands established from the 'naturally selected' seeds are expected to have a longer productive life. This practice was implemented in areas of Millard County, Utah infested with alfalfa stem nematode. According to data collected from producers, alfalfa stands established from 'naturally selected' seeds had a productive stand life of 5-6 years as compared to a 1-2 year productive life for stands established from other commercially available alfalfa seed. Such increase in the productive stand life of alfalfa reduces replanting costs and lost productivity by up to $1200/acre over the life of the stand.

Animal Science

APPROACHING SENSITIVE TOPICS: HOW NEBRASKA EXTENSION IS FOCUSING ON ANIMAL WELFARE AND CARE

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There is no doubt that Nebraska has strong agricultural ties through the production of beef and pork animals, row crops, dry beans, or popcorn production – agriculture is key to Nebraskans and the economy. As animal welfare regulations increased and a HSUS Director moved into Nebraska, creating a team of Specialists, Veterinarians, and Educators to begin to address animal welfare was seen as a need by Administration. As this was a new topic for UNL, collaboration with Iowa State University to develop a joint Animal Welfare professional development for Extension personnel (n=95) was the beginning. Stemming from this professional development, a series of Animal Welfare and Current Industry Issues for Livestock Producers meetings (n=121) were held around the state. In an effort to provide current and useful information to Extension personnel working with 4-H and FFA families, a website was created to house educational materials and a series of youth best management guidelines for livestock are being developed. In addition, Animal Care Wednesdays Webinars (n=40, March 7) provide Extension personnel in NE, IA, MO, and WY a chance to chat about an animal welfare "hot topic" with specialists and industry producers. With a steep learning curve, there have been some successes and tribulations which include but are not limited to being a relatively new faculty member, working with industry leaders, and development of new materials. Future plans include providing resource materials and fact sheets for Extension personnel and 4-H/FFA youth, as well as programming on good management practices for producers.

OHIO PASTURE MEASUREMENT PROJECT

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Livestock farmers who practice some form of grazing management would benefit from timely information on the performance of their pastures. The Ohio Pasture Measurement Project was started in 2005 as an attempt to help producers understand the value of timely measurement of their forages. The two objectives for this project are 1) to provide a source of current, objective information on the relative performance of forages growing in Ohio and 2) to demonstrate the use of pasture measurement/monitoring to aid in the management of grazing. Initially, the project involved taking forage measurements weekly at three different farms in Ohio. In 2011, 31 farmers cooperated. The pastures measured contain typical forages found in Ohio pasture fields including: tall fescue, orchard grass, timothy, perennial ryegrass, festulolium, bluegrass, and white clover. Management of the pasture fields including when to graze, clip or fertilize was up to the cooperating farmer. Measurements were taken weekly, from April through November, with additional measurements before and after grazing. Pasture growth was determined by a rising plate meter. We know that cool season forages do not grow at the same rate all year. Average daily growth rates in 2011 ranged from 13.9 lb to 94.2 lb of DM/ac. Typically we teach a bimodal growth pattern based on the seasonal yield distribution reported in the Ohio Agronomy Guide. This bimodal production is not apparent in the on-farm results we measured.

GALLIA COUNTY CALF POOL; SMALL PRODUCERS MAKING A BIG SPLASH

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Feeder cattle are the number one commodity in agricultural receipts ($) in Gallia County. The average herd size is similar in number to the national average, at approximately 20 head. Most calves are sold at weaning on the open market through the local livestock auction. OSU Extension and a local cattleman saw this as an opportunity to add value to the calf crop in the county. By grouping similar calves to be sold in semi load lots, starting an all-natural program, health program, and a 45 day wean program, calves sold through the pool are marketed direct to feedlots at a premium. Since this management style was new to Gallia County, a series of educational meetings were held on Calf Pool Protocols and Herd Sire Selection. At the Gallia County Calf Pool Field Day, producers learned about heat synchronization, body scoring, mineral use, and rotational grazing and how these impact conception rates in an artificial insemination program. The calf pool program currently has seven producers that represent 325 brood cows. The group works together to synchronize breeding of all the cows in the program. They use the same genetics and help each other breed cattle, wean and vaccinate. Over the last two years, the pool has sold close to 500 head direct to feedlots and have averaged $13.00/cwt. over market price the day of delivery. The Gallia County Calf Pool continues to gain recognition in the community and hopes to add members and cattle numbers each year.

DOES GENETIC SELECTION WORK FOR YOUR HERD? PERSONALIZED GENETIC TREND VISUALIZATION TOOL FOR PENNSYLVANIA DAIRIES

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Response to genetic selection has been demonstrated in national datasets, but not within individual herds. This customized tool for Pennsylvania dairies was developed to demonstrate the effect of genetic selection within a dairy producer's herd so that they can make future selection decisions that maximally enhance herd performance. It helps producer answer the questions: Do daughters of high milk bulls produce the most milk in your herd? Do daughters of high productive life bulls remain in your herd longer? Producer's are able to visualize how daughters of high and low genetic potential perform within their unique herd. Utilizing customized web and download files and unique herd access allows herds to identify if their genetic goals are being achieved within their herd.

BEEF CATTLE REPRODUCTIVE MANAGEMENT SCHOOL

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Reproductive management of beef cattle is critical to the success of cattle operations in Florida. To enhance knowledge of and therefore increase reproductive efficiency, a Beef Cattle Reproductive Management School has been conducted in excess of fifteen years with an artificial insemination certificate added the last two years. This five-day intensive school combines didactic and clinical experiences to thirty students annually with combined attendance of more than four hundred students. Because the school is a partnership between Deseret Cattle Ranches of Florida providing facilities and 500 head of cattle annually and instruction provided by Extension Agents, UF professors, graduate students, American Breeders Service and local veterinarian costs have been kept to three hundred dollars per student for a five day school. The school provides intensive instruction with professors and students in group and one-on-one settings. The school, open to advanced mature high school, college students and cattlemen has had participants from Florida, surrounding states, as well as other countries. Knowledge gained has included: shortening breeding seasons of three-hundred and sixty-five days to ninety to one hundred and twenty days by the majority of attendees, participants purchase higher quality bulls instead of raising their own and have increased their selection pressure within herds using pregnancy determination and replacement heifer selection. Younger students have become large animal veterinarians, obtained degrees in Animal Sciences, and have taken knowledge back to their farms. Participants that historically did not attend Extension Events now attend other Extension programs to obtain additional knowledge.

GETTING A CALF: THE NUTRITION/ REPRODUCTION INTERACTION Abstract: GETTING A CALF: THE NUTRITION/ REPRODUCTION INTERACTION

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The impact of cow nutrition on calf survival and ultimate performance is well documented. The term fetal programming describes the impact maternal stresses may have on calves and their ultimate performance. Cow nutrition, during both early and late gestation, is one of the most powerful maternal influences with both energy and protein impacting calf survivability and performance. Insufficient cow energy intake may result in small, weak calves lacking vigor to stand and nurse, higher death rates in newborns, calves more prone to scours and respiratory problems, and reduced performance. Protein is the second most limiting nutrient class; excess protein may lead to early embryonic loss and protein deficiencies may contribute to lower calf weaning weights. Insufficient protein intake of the dam during mid-gestation resulted in reduced calf performance in gains, carcass weights, and carcass traits. During late gestation, reduced protein intake resulted in a negative fetal programming effect on daughter fertility. Dry cow nutrition, in the last trimester of pregnancy, is often neglected. However, historical data and new research demonstrate that profitability can be negatively impacted by poor nutrition at that time.

BEEF CATTLE WINTER FORAGE CALCULATOR

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Winter feeding requirements for cow-calf operations in Florida constitute 40-60 percent of the annual operating budget. Often, cow-calf operators either over or under estimate their winter feed needs resulting in surplus resources being wasted or more often improper nutrition being provided the herd. Objectives: To raise producer awareness of the importance of accurate estimations, to provide them with an improved understanding of basic beef nutrition, and to enable them to improve enterprise efficiency through calculated winter feed estimations. Methods: Five programs have been delivered to producer and agent groups around the state. In these programs, participants were provided a "how to" EDIS publication AN244 Winter Feed Estimator: A Practical Tool for the Beef Cow-Calf Producer and a corresponding slide chart to be used to calculate herd dry matter requirements. Results: As a result of these programs

100% (n=120) of the participants indicated knowledge gain and 65% indicated that the results were significantly different than was expected (most indicated that the calculated value was much larger than expected). Conclusion: Producers who rely on uncalculated estimations typically under estimate herd requirements. The effect of this error results in longer calving seasons, lower weaning weights, and increased secondary health issues. By properly feeding their herd producers will see improved operating efficiencies.

Early Career Development

PLANNING AND FORMATTING A SUCCESSFUL PROMOTION AND TENURE DOSSIER

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Obtaining promotion and tenure (P&T) is challenging for new Extension faculty. As part of this process, most Extension systems require the creation of a portfolio showcasing the faculty member's accomplishments. Even though specific documents required in this portfolio vary, competent authorship of such documentation includes certain principles that must followed. Of these, program needs assessment, program evaluation, thorough recordkeeping, use of peer reviewers and mentors are paramount. Being a pre-tenure agent myself, I am personally experiencing this process and have been fortunate to be honored by USU Extension for my efforts as an invited pre-tenured faculty panel member at a University-wide P&T training symposium; invited as a panel participant in USU Extension specific new hire training seminars; and by having my P&T portfolio formatting adopted by USU Extension for use by all new, tenure eligible field faculty starting in 2012. This presentation will show from personal experiences how I successfully created supporting documents in hopes that others may be able to utilize aspects from this presentation in their own P&T adventures.

PAINLESSLY PUBLISHING IN THE JOURNAL OF NACAA

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Whether you are in a tenure track, tenured or non-tenure track position, getting published in a peer reviewed journal will have a tremendous positive impact on your resume for the rest of your career. Practically any successful Extension professional is conducting research and/or programming that is worthy of publication in the Journal of the National Association of County Agricultural Agents. The Journal of NACAA publishes articles on research, case studies of Extension programs and innovative ideas. Because the Journal of NACAA only accepts articles in which at least one author must be a member of NACAA, it has a low submission rate. Consequently, it can be very friendly experience for the first-time journal author. This presentation will teach you what you need to know to become a successfully published author in the Journal of NACAA. Topics will include potential article ideas, submission requirements, navigating the online submission process, the peer review process and more.

FIVE ESSENTIAL ELEMENTS FOR GREAT EDUCATIONAL PROGRAMS

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Planning and implementing Extension educational programs can be overwhelming at times. It is important to generate effective sustainable educational programs that will improve the social, economic, and environment of individuals and communities while documenting successes to funding agencies. This process of conducting educational programs can be simplified into essential elements. Great sustainable educational programs contain five essential elements. The first element is discovery. Determining the community educational need is a very important first step. The second element is program development. This entails developing funding sources, selecting the needed facilities, obtaining or creating presentations and visual aids, and conducting tours/demonstrations. The third element is advertizing and promotion. There are many new and emerging ways to reach a select audience that will support the educational program. The fourth element is conducting the program in a professional and efficient manner. The final and often forgotten element is evaluation. Conducting an evaluation plan to document the educational programs' effectiveness in transferring knowledge to the attendees is critical to show funding agencies and supervisors. Following these five essential elements can elevate an average educational program into an excellent sustainable program.

Horticulture & Turfgrass

PROFITABILITY OF HIGH TUNNEL STRAWBERRIES

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Interest in high tunnel production of vegetables and small fruits remains at a high level among Extension horticulture clients. Frequently, growers will ask about strawberries in high tunnel systems. High tunnel crops

should usually be those producing the greatest return per square foot, in order to more quickly pay off the investment in the tunnel. While strawberries are not the highest yielding crop per square foot, there may be a place for them in a high tunnel system under some circumstances. Strawberries would certainly work well in a crop rotation scheme, for example. They also may be a personally preferred crop for some growers, which will work if the selling price remains high from year to year. This presentation will outline the experiences of a producer growing high tunnel strawberries, showing how the crop is grown through the year. Profitability and other considerations will be given to help Extension agents guide their clients when questions about high tunnel strawberries are raised.

TREES MATTER! CONDUCTING TREE SURVEYS WITH MASTER GARDENER VOLUNTEERS

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Trees and the urban forest are an important part of communities. In the past, discussions and presentations on the value and importance of trees had limited economic data to support the necessity for tree maintenance and planting programs in the urban landscape. Today, there is a resource available that can be used to demonstrate the economic and environmental services provided by the trees, thus providing a concrete dollar value for our urban forests. Stakeholders such as community leaders and others tend to grasp and understand the values of trees when a dollar value is assigned.

Participants will be introduced to the state-of-the-art, peer reviewed free software called i-Tree, which allows tree survey data to be analyzed and provides the economic and environmental impacts, learn how Master Gardener Volunteers in Ohio are being trained to conduct tree surveys and gather data, as well as how MGVs are leveraging this effort in their communities. This data is then provided to stakeholders who are using it to demonstrate the value of the urban tree canopy, set priorities for urban tree maintenance, and to increase budgets for planting and maintenance,

As a result of conducting the tree surveys, Master Gardener Volunteers participating in the program have indicated an increase in skill level in identifying trees, shown a greater awareness of the value of their own community trees as well as the geography of the community, and have a greater understanding of the value and need for diversity in the urban forest canopy. Master Gardener Volunteer programs that market and publicize their efforts also gain an increased awareness of the program from stakeholders and community members.

PRODUCTIVITY AND CHARACTERISTICS OF AMERICAN ELDERBERRY IN RESPONSE TO VARIOUS PRUNING METHODS

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American elderberry [Sambucus canadensis L.; Sambucus nigra ssp. canadensis (L.) Bolli] is being increasingly cultivated in North America for its edible fruit and flowers, yet it remains largely undeveloped as a horticultural crop. Elderberry is a shrub that produces fruit on both new and old wood, thereby offering unique pruning management opportunities and challenges. The objective of this study was to document the response of American elderberry to various pruning methods in terms of flowering, fruit yield, phenology, plant growth, and incidence of disease and arthropod pests and to consider the impact of various pruning methods on horticultural management. Four pruning treatments (annual removal of all shoots, biannual removal of all shoots, annual selective pruning, and no pruning) were studied among three cultivars at two Missouri sites over 5 years. Although significant interactions among experimental effects made interpretation challenging, several trends were evident. Annual selective pruning was an excellent way to manage elderberries with mean yields of 1086 g/plant across all experimental parameters; however, pruning to the ground annually or biannually also resulted in satisfactory yields (855 and 1085 g/plant, respectively) with a fraction of pruning labor involved. Pruning plants to the ground consistently resulted in fewer, but larger, fruiting cymes compared with selectively pruned or unpruned plants, which may be important in terms of harvest efficiency. Pruning treatment generally affected the time of flowering and fruit ripening; plants that flowered only on new stems (after removal of all shoots) ripened fruit 14 to 21 days later than plants that fruited on old wood. Although annually pruned plants generally yielded lower, the plants remained vigorous and productive, and this pruning management technique may have numerous advantages over other pruning methods.

MASTER COMPOSTER TRAIN-THE-TRAINER (MICHIGAN)

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This is an introductory training session for offering a Master Composter workshop or short course. This session offers an overview from planning through facilitated learning to evaluations. The newly revised Michigan Master Composter curriculum was created as a partnership with Michigan State University Extension and Michigan Recycling Coalition/Michigan Composting Council will be discussed including its support materials. (A complete curriculum including support materials will be available for purchase on a CD.)

WINEGRAPE CULTIVAR RESEARCH AT OSU SOUTH CENTERS

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Winegrapes are gaining popularity in Ohio. The wine and winegrape industry represented an economic impact of $582.8 million based on a survey conducted in 2008. In 2012, there are 160 wineries in Ohio. Due to this rapid increase in the number of wineries, there is a major shortage of Ohio-grown winegrapes. A winegrape cultivar evaluation trial was established in 2008 at OSU South Centers in Piketon, Ohio. Both Vinifera (European/French)and French-American hybrid cultivars were planted. Bilateral High Cordon system and Vertical Shoot Position system (VSP) were used. Vinifera cultivars were trained on VSP while hybrid grape cultivars were trained on Bilateral High Cordon system. There were quite bit winter injuries to Vinifera grapes in 2011 when low temperatures went down to -6F. French American hybrids were more winter hardy and suffered less winter injuries. Pros and cons of selected wine grape cultivars will be discussed in addition to production techniques. This project is funded by the Ohio Grape Industries Program.

WINEGRAPE CULTIVAR RESEARCH AT OSU SOUTH CENTERS

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It is important that Master Gardeners be able to address consumer horticulture questions in Extension offices with limited staffing. Master Gardeners need to have the proper training in addition to the subject education modules to be comfortable with this role and especially if they manage a telephone hot line or resource line. Training programs need to begin when they first start in the program as an intern. This presentation discusses teaching methods and programs that this Extension Educator has utilized to successfully trained Master Gardeners to be confident in answering consumer horticulture questions in Extension offices with limited budgets and personnel.

LOCAL FOODS WEEK

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There is great interest in local foods in Northeast Missouri. The number of vendors at the farmers' markets around the region has doubled and the number of customers shopping for local foods has increased. University of Missouri Extension-Adair County and Truman State University in Kirksville partner on projects, and in 2010-2011, received a Specialty Crops Grant for $73,564 through the Missouri Department of Agriculture. This grant allowed us to hire a local foods coordinator to oversee the vegetable production and vineyard on the Truman State Farm. Instead of hosting a Food Fest as we had done the previous 10 years, we organized "Local Foods Week" in Kirksville, MO. I wrote a proclamation and met with the city council where it was signed by the mayor, declaring it "Local Foods Week", September 24-October 1, 2011. Local Foods Tee-shirts were made and sold to raise funds to support a local school garden. Activities were planned for each day of the week. Restaurants featured local food items on their menus at a discount, a vegetable tour and local foods meal was held at the University farm, cooking demonstrations were held at a grocery store using local foods, a farmers' market was held on the mall at Truman State University, an open house was held at the farm of a local grower, and news articles were written about growing, buying and eating local foods. Approximately 1500 people participated in the activities and were made aware of the availability of local foods.

EARTH-WISE LAWN AND LANDSCAPE CARE

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The Earth-Wise Lawn and Landscape Care educational program was developed to provide training for Master Gardeners and School Landscpe Maintenance Professionals in New Jersey. The 100 slide PowerPoint presentation along with self produced educational videos encourage proper selection and care of lawns and landscape plants in order to reduce unnecessary applications of pesticides and fertilizers and conserve water use in landscapes. TurningPoint is used to gather data from class participants and students are asked to sign a committment sheet to follow the practices learned in class. In 2011, a total of 486 students were trained in 9 counties. 86% of students committed to recycling grass clippings back to 83.4 acres of lawn whcih would reduce the need for 3,633 pounds of nitrogen fertilizer. 89% of students reported changes in irrigation that would reduce over 18 million gallons of water use in landscapes.

COST EFFECTIVE SOLAR HEATING FOR SEASON EXTENSION OF VEGETABLE PRODUCTION

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Local food production is limited by the growing season. While high tunnels protect crops from adverse weather and increase the heat units crops receive, high tunnels cannot keep crops at ideal growing temperatures during extended cold weather in early spring and late fall. Heating a high tunnel with traditional fuels would be very costly and not environmentally sound. The goal of this project was to evaluate the use of water heating solar panels designed for heating swimming pools to heat high tunnels. Five 4' X 8'

solar panels were installed and connected to an 800 gallon in ground water tank. Fountain pumps are used to pump water through the solar panels and move water from the tank through radiators to heat the greenhouse. Heat from the system was used in April, May, October and November. The system produced 3.1 million BTU of heat and 1.6 million BTU of heat was required from a backup propane heater to keep the greenhouse at a minimum of 50oF. This period of time would allow farmers to confidently start growing 30 days earlier than is currently practiced and would allow production to continue 30 days longer in the late fall. While some supplemental propane heat was needed in this research to maintain 50oF, falling below that for short times at night would not be problematic for most crops. The cost for the system installation and use is around $35 per million BTU which is less expensive than the operation and installation of propane heat.

SCHOOL GARDEN 101 AND 201: TWO SIMPLE COURSES THAT EMPOWER SCHOOL STAFF TO PLAN, INSTALL AND EFFECTIVELY USE GARDENS

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Schoolyard gardens and greenhouses have experienced a tremendous resurgence in Maine. Projects begin with great enthusiasm, but in too many cases, due to inadequate planning, pinched budgets and lack of horticultural know-how, the gardens become neglected weed patches, and greenhouses serve as storage places for athletic equipment. School Garden 101 is a five-part course that provides school staff with basic organic gardening skills, focused planning time, networking opportunities, and curriculum ideas to start and manage a school vegetable garden that is tied to the classrooms and cafeteria. School Garden 201 is a two-part course for schools with established gardens that focuses on the advanced techniques of succession planting and season extension, and introduces a process to fully integrate gardens throughout the school system. Thirty-four school teachers, cooks, aides and health coordinators from twenty schools have participated in school gardening training since the spring of 2010. Of the twenty schools, 1) eight schools have started new gardens, 2) seven schools have expanded existing gardens, 3) seven schools have started vermiculture systems to compost food wastes 4) twelve schools provided fresh produce to their cafeteria, and 5) twenty schools developed and incorporated garden-based learning activities into their classrooms.

MASTER GARDENERS AS CITIZEN VOLUNTEER PEST SURVEY LEADERS

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In 2010, APHIS piloted a new, multi-state outreach and early pest detection initiative that went beyond simply informing citizens of the threats posed by invasive species, and instead engaged citizen volunteers to actively assist with the survey of invasive species and report findings both negative and/or positive to APHIS. As a result of the success of The Citizen Volunteer Pest Survey (CVPS) pilot, APHIS launched a comprehensive effort to survey for ALB and the Emerald Ash Borer (EAB) in 21 states. In 2011, the NJ Department of Agriculture (NJDA) partnered with Rutgers Cooperative Extension (RCE), specifically in eight counties bordering or adjacent to Pennsylvania. This partnership utilized the existing Rutgers Master Gardener Garden Helplines to monitor for reports and incidents of ALB and EAB, along with BMSB and SPB, to name a few. Data were collected monthly via email from the cooperating offices and a spreadsheet was created to share the findings with NJDA personnel. A Memorandum of Understanding was created to focus both NJDA and RCE efforts in the survey, from data collection and training on invasive forest pests for Master Gardeners to principle contacts for both agencies and supplemental funding available through APHIS. This partnered approach can be utilized across the nation in expanding the First Detector training and status of many Master Gardeners to enhance their role in protecting our valuable forests and natural resources.

PROVIDING EXTENSION PROGRAMMING THROUGH COMMUNITY GARDENS

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Community gardens are emerging as a tool for individuals of various economic means and geographic locations to produce food for their families. This phenomenon is no doubt linked to current economic issues and an interest in locally produced wholesome foods. Extension professionals from nearly all programming units can harness community gardens as a tool for providing excellent programming to target audiences. In Kanawha County, West Virginia community gardens were brought together by WVU Extension Service to form a county-wide association. The gathering of all of these diverse groups not only allows extension programming to be efficiently delivered to one large group (as opposed to many small groups), but allows for the development of leaders and advocates from the underserved populations extension strives to reach. Community gardens can be amazing agents of change and are places where essential education, innovative leadership and good deeds come together. In Charleston, one man mentors children of incarcerated parents through gardening, extension master gardeners teach others about gardening while producing over 3000 pounds of produce for a soup kitchen and an abandoned pool and mini-golf center finds new life as a community center garden. Community gardens are about much more than growing sunflowers and

radishes, they are about growing communities, growing leaders and growing the future. By harnessing this potential, extension can be the guiding hand of this growth and reach a broad spectrum of clients from numerous underserved populations.

COMMERCIAL PESTICIDE APPLICATOR TRAINING IN GWINNETT COUNTY, GA

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The Georgia Department of Agriculture requires anyone who wants to purchase restricted use pesticides or apply pesticides of any type for payment to obtain the Georgia commercial pesticide applicators license in category 24, ornamental and turf is. There is a high failure rate among those taking the licensing exam. To address this problem, day long training was developed to help prepare participants pass the exam. It consists of using audio-visual methods covering the material in the study books for the exam. Participants also take practice tests that simulate the actual licensing exam. At the end of the class, the participants were given an evaluation sheet. The training received many positive comments such as "The knowledge of Mr. Daly. For the amount and type of material covered today, I do not think it could have been any more helpful," and "I am more confident that I will be able to pass the exam thanks to this training." Many of the participants said taking class helped them pass the exam. We are collaborating with other metro Atlanta area Extension offices, Urban Agriculture Council of Georgia and Georgia Arborist Association to expand the program. One long term plan is to create narrated powerpoints covering the material and possibly make it available via the internet.

BEST MANAGEMENT PRACTICES FOR WOODY ORNAMENTAL PLANTS Abstract: BEST MANAGEMENT PRACTICES FOR PLANTING WOODY ORNAMENTAL PLANTS

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Presentation generated by Karla Kean, TSU Horticulture Extension Agent using University of Tennessee Publications, PB 1621 and PB 1578, which were written by Bill Klingeman, Associate Professor (revising editor), Alina Campbell (translator) Franny Priestley (illustrator) and Lindsay Knapp (layout). Originally developed as "Planting Woody Ornamentals" (PB1621) by Donna C. Fare, former Assistant Professor, Ornamental Horticulture and Landscape Design Planning and preparation are the keys to success of landscape plants. Preparation includes conducting a site analysis, creating a design, selecting plant materials, installation and follow-up maintenance. Proper planting assures rapid plant establishment; however, this requires a little forethought and is more than just digging a hole and throwing a plant in the ground. In 2011 and 2012 this presentation was given to green industry audiences at seminars held at these venues: Middle Tennessee Grounds Management Shortcourse, Professional Landscape Association of Tennessee (P.L.A.N.T.), Tennessee Urban Forestry Council Annual Conference, Tennessee Nursery and Landscape Association Winter Meeting, and the East Tennessee Grounds Management Shortcourse.

LONG-TERM OUTCOMES & IMPACTS OF THE ALABAMA VEGETABLE INTEGRATED PEST MANAGEMENT PROGRAM

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In Alabama, vegetable production is worth $20 million and is one of the fastest growing agriculture industries. The number one issue for vegetable producers is insect pest. Most vegetables have nearly zero tolerance for insects due to direct loss of marketable produce and risk of contamination. Therefore, major objectives for the vegetable integrated pest management (IPM) Extension program are to provide rapid information about insect outbreaks to producers and to increase IPM adoption rate for economic benefit. Prior to the Extension campaign (2008), the IPM adoption rate was about 40% (based on Extension surveys conducted statewide). From 2009-2012, nine grants from state, federal and industrial sources provided over $2.4 million in vegetable research and Extension programs resulting in an intensive IPM campaign that has benefited producers. The Regional Extension Agents (REAs) have functioned as the catalysts in changing knowledge and behavior of producers resulting in 8-10% rise in IPM adoption levels each year. Over 2,500 vegetable famers, gardeners and small producers have directly received IPM training via 56 presentations, 18 workshops, 54 newsletters, various news releases & bulletins, websites and social media channels. The IPM traveling exhibit has reached 7,000+ audiences in multiple states. The current IPM adoption is 70% among vegetable producers, and nearly 80% producers are using Extension publications for decision-making. Farmers who were having tremendous difficulties in identifying and controlling insect pests are now reporting significant increase in their confidence level in IPM. The IPM campaign has also reduced major barriers to IPM adoption, like lack of awareness and lack of accessibility to information, by 13-15%. Based on findings from Extension evaluations, the impact of this IPM project is estimated to be about $1.5 million due to savings from using economic thresholds and reduced insecticides, more emphasis on cultural control practices, and the conservation of natural enemies.

LEGACY GARDEN—A ECO-FRIENDLY DEMONSTRATION HABITAT GARDEN

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The Faulkner County Master Gardeners and the County Agent drew up landscape plans, organized resources, implemented/planted landscape—legacy garden over the last three years. This project used to be called the water conservation garden and had to be moved to a new location in 2009. Thus the legacy garden took new form and location at the Natural Resources center/Extension office. This garden is designed to educate the public on how to implement these gardening practices: (irrigation, native plantings, wildlife & environment friendly plants, etc.) into their own home landscapes. This garden serves as a great teaching tool –"right in the back yard" for the county agent to work with school tour groups, garden clubs, clients and the general public. This garden is nearly an acre and is broken up into over seven gardens, each teaching a different aspect of gardening such as butterfly, children's garden, low water irrigation system, etc.

ENGAGING VOLUNTEERS TO ENHANCE COMMUNITY GARDEN EFFORTS

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A recent media focus has been healthy eating. It's easy to do if you grow your own food, and community gardens can provide an excellent way to do that. Community gardening is not a new concept, going back to the 1800s in this country. They have served many different purposes: improving neighborhoods, expressing cultural traditions, and growing food. Community gardens have gained national attention for their role in helping people improve their health through better nutrition. They also encourage exercise, build bridges between neighborhoods and communities, and contribute to a greener community. Learn how Cooperative Extension, working through volunteers, can establish community garden outreach programs. Learn how to create a program that uses these Volunteers to mentor and assist community groups in the establishment and maintenance of community gardens. Working together we can educate participants with research based, environmentally sound, and economically practical gardening information. Let's not forget the rising number of homeless and hungry in your communities. Let us show you how to use these same Community gardens to share fresh produce to those in need through a 10% campaign.

USING A HANDS-ON APPROACH TO TEACH VEGETABLE GARDENING AND TO ENCOURAGE HEALTHY EATING AMONG ADULTS

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Interest in backyard vegetable gardens and small farm vegetable production has increased significantly in recent years. Many factors have contributed to the increased interest including rising grocery costs, a desire to eat healthier, and fears of contaminated food. To meet the demand for information on how to grow backyard vegetables, and to encourage healthier eating among adults, a 12-week, hands-on class titled "Be Healthy, Grow Your Own: Vegetable Gardening in Florida" was created. The class was a collaborative effort between Family and Consumer Sciences, Horticulture, and Agriculture Extension agents. Participants were assigned a 20'x20' garden plot (located on the Extension office campus) where they could practice the lessons learned during a weekly, two-hour lecture. They were provided with everything they needed for their garden including soil amendments, fertilizer, irrigation, seeds, and transplants, which were produced in the Extension greenhouse by Master Gardeners. Participants selected the vegetables they wanted to grow, and they kept everything they grew. The Horticulture and Agriculture agents taught all of the gardening sessions, and the Family and Consumer Sciences agent taught sessions on food safety, harvesting, cooking, and preserving fresh vegetables. To date, two classes have been delivered with nearly 80 participants in each class. A six-month, follow-up survey was delivered to participants in the first class (the second recently ended). Thirty-eight of the 41 participants who responded to the survey said they felt confident about vegetable gardening on their own after taking the class compared to only 11 who felt confident before taking the class. Thirty-two respondents indicated they planned to preserve their fresh vegetables after taking the class; only 12 participants planned to preserve vegetables before taking the class. More surveys will be conducted in the future to determine what impacts the program has had on producing and consuming fresh vegetables.

DETERMINING ECONOMIC IMPACTS OF COMMERCIAL HORTICULTURE EXTENSION

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An environmental horticulture production extension agent wanted clearer impact statements for extension efforts that were primarily non-programmatic. Site consultations, e-mails, and phone calls were the primary efforts of

education for the agent. A method was undertaken to arrive at consistent and clear impact statements that could be used statewide with other commercial horticulture agents. The agent surveyed district commercial horticulture agents to find out what types of economic impact measurements were needed from non-programmatic consultations. These areas included 1) calculating the value of trees saved in the landscape, 2) the value of distributing CEUs for pesticide applicators, 3) the impact of saving plants or trees in the nursery production setting, 4) adding new crops to nursery producers. The agent worked with an agricultural economist extension specialist to obtain methods to calculate the above areas of extension effort. A methodology was determined to assist other commercial horticulture agents in creating impact statements for internal and stakeholder use. The agricultural economist also arrived at value added economic numbers to show the larger impact of extension efforts within the community.

SUSTAINABLE KIDS SUSTAINABLE GARDENING PROGRAM: MASTER GARDENERS PROMOTING LOCAL GARDENING AND HEALTHY EATING HABITS

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Asotin County is ranked near the bottom (36th out of 39 Washington counties) on standardized health indicators. To address this issue, WSU Asotin County Master Gardeners (MGs) implemented a gardening/nutrition pilot project in 2011 at Parkway Elementary School in Clarkston, WA to investigate long-term solutions to the alarming rise in youth obesity, diabetes and other nutritionally-related diseases. The goal of the Sustainable Kids Sustainable Gardening (SKSG) project was to promote healthy eating choices, and increased knowledge of local fruit and vegetable production for 4th and 5th grade students. MGs taught one-hour weekly lessons to 100 students from November to June. A hands-on curriculum was developed consistent with the Washington State K-12 Science Curriculum Standards. Lessons presented the complex gardening and nutrition systems; their related subsystems; and component parts. Presentations and experiments began with discussing the soil system and its importance in growing nutritious food plants. Youth studied the complex human nutritional food cycle, with its essential nutrients, and focused on developing long-term eating habits for a healthier, disease-free life. Each weekly lesson included taste-testing of different fruits and vegetables. End of the class surveys indicated that youth learned to read, understand and use food labels to make better food choices; and to make small changes in their food choices, which will lead to healthier long-term health implications. SKSG is continuing in 2012, with Body Mass Indexes being collected on each student by the local Health District as a baseline measurement to evaluate the long-term effectiveness of this program.

TREEBROWSER MOBILE – NOT JUST FOR THE DESKTOP ANYMORE

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In 1999, USU's Extension Forester and Horticulturist published an extension publication titled "Selecting and Planting Landscape Trees". The publication allowed readers to select trees with various growth related, ornamental and cultural characteristics. The information in that publication was enhanced by developing it into a searchable database software program, TreeBrowser a computer program containing native and introduced trees growing in Utah and the Intermountain West. In 2009, USU Tree Browser migrated into an interactive website, http://treebrowser.org, containing information on 241 native and introduced trees growing in Utah and the Intermountain West, including 1,070 full color photographs. Users browse through a complete list of trees or can narrow their choices by selecting from 21 general, growth-related, cultural, and ornamental characteristics. Many users asked if the website could be modified so they could more easily access the website with their "Smart Phones" In 2012, TreeBrowser's architecture was retooled utilizing HTML 5, a more advanced programming language that allows TreeBrowser's functionality to work on many different platforms such as IPhone, IPad, Android, PC and Apple. The new website can be found at http://treebrowser.org/treeBrowser/usuTreeBrowser/TreeBrowserNew/index.cfm/pages.

COMMUNITY SUPPORTED GARDENING IN SOUTHEAST ALASKA

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Community Gardening in Southeast Alaska has taken many leaps in the past four years with Extension's support in developing 7 new gardens. Each garden has worked with its own set of challenges and opportunities which have shaped the projects physically, financially and socially. Intentional development of community and maximizing greater community support has created enduring programs to the satisfaction of gardeners, managers and other community members. An array of different types of gardens from groups of a few homeowners to large housing projects with many different models of land ownership, garden mission and garden management have presented valuable lessons with applications which should be considered for existing and future community garden projects.

NEEDS ASSESSMENT OF GREATER SALT LAKE AREA

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522 greater Salt Lake area residents were surveyed at the 2012 Salt Lake Tribune Home and Garden Show in Salt Lake County in March 2012. Salt Lake County houses over 1 million residents. The 2011 Salt Lake Tribune Home and Garden Show attracted over 34,000 attendees. The survey asked residents (1) if they contact the Extension service with lawn and garden questions, (2) preferences regarding pesticide use in their fruit and vegetable garden, (3) interest in reducing or eliminating pesticide use in the garden, (4) interest in attracting pollinators to the garden, and (5) preferences for accessing gardening information from USU Extension. 38% of residents contact the Extension Service with gardening questions. 21% of respondents use pesticides in their garden but 81% of pesticide users would like to reduce or eliminate pesticide use. 82% of respondents would like to learn how to attract pollinators to their garden. Due to survey results, USU Extension in Salt Lake County plans to offer more 'green gardening' information and programming to help residents reduce pesticide use and attract pollinators to the garden. Fact sheets were the most popular form of gardening information (67% respondents would use), followed by email contact with a knowledgeable gardener (57%),gardening classes (52%), online gardening videos (50%), gardening blog (34%), helpline via phone (29%), walk into the Extension Service office (18%), and Facebook (15%). The variation in replies indicated that residents prefer to access gardening information through multiple sources. Due to survey responses, USU Extension in Salt Lake County plans to expand our capability to answer gardening questions via email, create an online blog focused around low pesticide gardening, and post 'green gardening' videos online.

Natural Resources & Aquaculture

URBAN STREAM PROCESSES EDUCATION

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Rivers and streams are at the core of many urban areas. These waterways perform many important functions such as transporting runoff and sediments as well as providing habitat for wildlife, opportunities for outdoor recreation and moderation of city temperatures. Natural stream design helps restore and maintain these functions and minimize negative impacts of urbanization such as erosion and flooding. Maintaining or restoring riparian vegetation along urban streams can also improve surface water quality throughout a watershed by filtering non point source pollution. Over 300 professionals including municipal planners and storm water managers, professional engineers, and parks department employees participated in six day-long Texas AgriLife Extension workshops that combined classroom and hands-on activities to introduce and illustrate natural stream processes in Fort Worth and Arlington, Texas in 2009 and 2010. The majority (67%) of participants were attending their first Extension educational program. Almost every participant (99%) surveyed said that they would recommend this workshop to others. Topics included natural stream processes, classification of streams, and stream restoration options. Hands-on components included a stream demonstration, surveying a stream segment, and stream substrate analysis. Seventy -three percent (73%) of those who participated said that they planned to take action or make changes based upon what they had learned. As a result of the Extension sponsored workshops, two professional engineering firms have hosted and sponsored workshops for their employees and clients. In 2011, past participants were invited to a two day design short course, and eight individuals completed this intensive class.

NATURAL CHANNEL DESIGN STREAMBANK RESTORATION

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The Soque Watershed Partnership in Habersham County, Georgia implemented a natural channel design streambank restoration project at the farm of Lamar Whiting in Clarkesville, Georgia. The project included the reestablishment of a flood plan, a riparian vegetation planting, stream crossing and fencing. The project rehabilitated 500 linear feet of severely impaired streambank to a fully restored riparian buffer area during the summer of 2011. The presentation will highlight the project and it's partners from start to finish.

CROSS-DISCIPLINARY FIELD WORKSHOP ON THE PERDIDO RIVER

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The Escambia County Agriculture and Coastal Sustainability agents sought to increase public awareness of the ecology and history of the Perdido River. The Perdido is an historic local river that serves as the natural border between Alabama and Florida. Two canoe liveries and a new landing have improved river access, yet it is still rarely used by residents of the heavily populated central and southern parts of the county.

We planned a canoe trip downriver with three interpretive stops, lunch, and a river cleanup along the route. Stops

included discussion of watersheds and stormwater (led by a county engineering staffer), local history and timber industry (led by a livestock producer), and river ecology (led by an Extension agent). The diversity of topics and speakers added depth to what might have otherwise been a simple canoe trip. Participants included Master Naturalists/ Gardeners, college students, and educators (total=22).

Feedback from the event was extremely positive. While 80% of the respondents had canoed or kayaked before, 90% had never gone on the Perdido River. Knowledge gained included the local history, timber industry, and awareness of the river's watershed. Highlights of the trip included the scenery, camaraderie, and a bald eagle sighting.

Environmental impacts included the removal of 7 large bags of trash from the river and the improved ecological awareness among the group. Direct economic impacts can be measured at a gain of $320 for the livery, which may be expanded via word of mouth and reuse by our participants. In addition, all of the participants gained health benefits from canoeing and spending time outdoors, including burning an average of 700 calories apiece. In 2012, we expanded this program to other audiences and locations around the northwest district of Florida, and the model of "adult field trips" has been very popular with clientele.

INTERSEEDING FORAGE KOCHIA IN ESTABLISHED RANGELAND GRASS STANDS

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In the Western US, millions of acres of rangeland are utilized by livestock and wildlife for summer or winter grazing. Due to factors including weather conditions and annual precipitation, forage production can be quite limited. In 2006, to offset these grazing limitations, producers in Juab County, Utah received a $7,621 Western Sustainable Agriculture Research and Education grant entitled "Interseeding Forage Kochia in Established CRP Land for Enhanced Livestock and Wildlife Utilization". The objectives of the project funded by the grant were to (1) establish a large scale demonstration plot interseeding forage kochia in existing CRP land, (2) increase production and utilization by livestock and wildlife, and (3) collect data and share results. The 114 acre test plot (part of a 600 acre CRP field), was divided into 20 plots, 47 feet wide by 1 mile long. Ten plots were treated with one pass of a 47 foot-wide chisel plow to thin the existing stand to about 50%. The other 10 plots received two passes with the chisel plow to thin the stand to 25%. The snow covered plots were aerial seeded in January 2007. In the fall of 2010 and 2011, plant population and forage analysis data was collected. Results indicated by interseeding forage kochia that forage protein levels increased by 237% and forage pounds per acre increased by 252%. Interseeding forage kochia shows great potential for improving existing western rangeland.

OTENTIAL RISK OF WESTERN JUNIPER-INDUCED ABORTION IN BEEF CATTLE

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Ponderosa pine needles are known to induce late term abortions in cattle. Labdane acids including isocupressic acid (ICA) and agathic acid are the compounds responsible for initiating the abortions. Current research results suggest that an ICA concentration of 0.5% is required for pine needles to be a risk for inducing abortions, while pine needles that contain > 1% ICA pose a significant risk. However, stage of pregnancy, amount consumed, snow cover, temperature and other issues contribute to the overall risk. Research on ponderosa pine needles has demonstrated large variation in the concentrations of the abortifacient compounds, both geographically and seasonally. Concentrations vary from location to location as well as seasonal fluctuations in some areas throughout the year. This variability results in differential potential for pine needle-induced abortions to occur depending upon the location and the time of the year. A number of other trees, including many species of pine, juniper, cypress and cedar contain either isocupressic acid or agathic acid at concentrations sufficient to be a risk for causing abortions in late term pregnant cattle. In this study, we present data that western juniper Juniperus occidentalis trees contain compounds known to be abortifacient in cattle and that consumption of large amounts of bark in the third trimester of gestation can induce abortions. We also examined the geographical variation in the labdane acid content of western juniper trees by measuring the labdane acid content of bark, needles, and berries from western juniper trees from six different locations in Baker County Oregon. The berries had a higher concentration of labdane acids than needles ($P<0.001$) and bark ($P<0.001$). Interestingly, bark had a higher concentration of labdane acids than needles ($P<0.001$). However, there was no difference in the concentrations of labdane acids from location to location for berries ($P=0.33$), needles ($P=0.13$), or bark ($P=0.15$). These results indicate that there is a similar risk for western juniper trees to cause late term abortions in cattle across Baker County Oregon.

Sustainable Agriculture

SUSTAINABLE AND DIVERSIFIED AGRICULTURE TOURS PROVIDE EDUCATION ON LOCAL FOOD SYSTEMS AND VALUE-ADDED ENTERPRISES IN NEBRASKA

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In recent years there has been a great deal of interest in local foods and also in diversified agricultural opportunities, particularly in the rural areas of Nebraska. The Nebraska SARE Program sponsored sustainable ag tours in 2010 and 2011 for ag educators to learn about local food systems in Nebraska. For 6 years, the University of Nebraska-Lincoln Extension has sponsored a Diversified Ag Tour in southeastern Nebraska for farmers, entrepreneurs and educators to view value-added enterprises.

In 2010, on the SARE tour, 31 people visited farms and other components of the local food system in and around the urban/rural interface of eastern Nebraska. In 2011, 22 people traveled to rural Nebraska and visited several diverse farms that represented a cross section of suppliers to the local food system in Nebraska. In evaluations following these tours, on a scale of 1-5, 90% of ag educators indicated a moderate to significant increase (>3) in knowledge gained in local food systems, growing and marketing vegetables and in growing and marketing naturally raised meat. Participants will use knowledge gained from these tours for classroom instruction and working with prospective entrepreneurs in food production systems.

Beginning in 2006, 124 people have participated in the diversified ag tours in southeast Nebraska. Seventy-five percent saw new ideas they could use. Over 70 percent of tour participants believe they will improve their farm sustainability, expand their markets for locally grown food and incorporate diversified ag opportunities into their farming operations by attending these tours.

ORGANIC GRAIN CROPPING SYSTEMS : AGRONOMIC RESPONSE

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A field size experiment was initiated in 2001 in Northwest Ohio to compare the agronomic response of certified organic grain cropping systems compared to conventional systems. The experiment is addressing ways to maintain grain production and economic viability while building soil quality. The treatments include three certified organic, a conventional no-till, and an integrated conventional grain cropping system. All treatments consist of 5 replications that are randomized throughout a 30 acre field. Each treatment has utilized different soil improvement strategies to provide crop nutrients and improve soil quality. Recent soil test analysis shows that all 3 organic systems have significantly higher active carbon content at the 6 – 12 inch soil depth compared to both conventional systems. Also, phosphorus soil test levels showed significant differences, with the organic 1 (O1) system at 54 parts per million (ppm) different from the organic 3 (O3) system at 21 ppm. The conventional no-till (36 ppm) and integrated (29 ppm) were similar to each other but significantly less than the O1 system phosphorus levels. All other soil analysis showed no significant differences. Economic analysis of the organic 3 (O3) system showed the greatest income over the 6 year period. These results indicate that tillage along with soil amendments in the organic systems can economically maintain soil quality when compared to conventional systems without these amendments.

PRODUCTION OF ARONIA AS A SUSTAINABLE HIGH-VALUE CROP FOR MARYLAND FARMS

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Aronia [Photinia melanocarpa, (Michx.) Robertson and Phipps] or Black chokeberry, as it is known commercially, is a small fruit-bearing shrub in the Rose family. Its range is from Newfoundland, west to Ontario, south into Alabama and east to Georgia, and is hardy to zone 3(USDA NRCS, 2011). The aronia fruit has nutraceutical qualities, heightening its marketability and sales potential as a value added product. There is currently great interest in fruits and vegetables that contain high concentrations of flavonoids, considered potent antioxidants (Gu et al., 2004; Pietta, 2000). In a recent study (Wu et al., 2004) aronia was shown to contain high levels of flavonoids including anthocyanins and proanthocyanidins, and has a total oxygen radical absorbance capacity (T-ORAC) of 16,062 ìmoles Trolox Equivalents (TE) per 100 g of fresh fruit (USDA ARS, 2010). Upon conducting the research evaluating Aronia's cultural management, cultivar adaptability, disease and pest resistance, and fertility requirements to produce optimum yield at University of Maryland, Wye Research and Education Center, authors through extension programs introduced this High-Value crop for Maryland farms. This crop was introduced through a multiple extension events targeting the interest of value-added sustainable agriculture enterprise. An annual Farm Twilight meeting was organized during 2010 and 2011 where farmers were given an opportunity to see the plant, fruit and showcasing potential products that can be made from the fruit. This presentation will discuss about Aronia crop production, grower response and adaptation of this crop in Maryland.

BEEKEEPING IN THE PANHANDLE: A DIVERSIFIED TEAM EFFORT TO EDUCATE NEW AND EXISTING BEEKEEPERS ACROSS COUNTY AND STATE LINES

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The Beekeeping in the Panhandle course consisted of eight, two hour sessions, held over a three month period via internet enabled interactive videoconference equipment. Objectives: One hundred small-farm owners will attend an educational beekeeping program emphasizing biology, equipment, pest and disease management, pollination ecology, hive products, and Africanized bees. Seventy-five percent will increase their knowledge of bee biology and best management practices. Seventy-five individuals will attend a Beekeeping Tradeshow and Workshop and participate in hands-on activities related to equipment assembly and hive management. Eighty percent will increase their knowledge and will have greater confidence in establishing their own hives. Methods: A diverse group of specialists from the beekeeping industry, UF/IFAS Extension, and the Florida Department of Agriculture & Consumer Services designed and taught the eight classes. A 178 page notebook containing beekeeping Extension publications was provided to each participant. The Saturday Tradeshow and Workshop provided hands-on activities. Results: A total of 255 registered clients participated in 15 Florida and Alabama counties. Initially, only 17% (23 of 142) rated their knowledge of bees as a good deal to very knowledgeable but by the end of the course, 91 % (126 of 138) rated their knowledge of bees and beekeeping as a good deal to very knowledgeable, reflecting a 74% knowledge gain. Of 195 respondents, 98% reported a better understanding of bee biology and behavior, 94% have greater confidence in establishing or expanding their own hives, 96% have a greater understanding about the importance of pollination to our food supply, and 97% have a greater understanding of Beekeeping best management practices. Ninety-eight percent (191/194) of participants felt that they had a better understanding of Africanized bees and how to minimize their threat.

UF AND FDACS SPECIALTY CROP BLOCK GRANT: EXPANDING PRODUCTION THROUGH NEW IDEAS AND PROTECTED STRUCTURES

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In the US, Florida has the highest percentage increase (27%) in number of small farms growing specialty crops. Consumers are demanding locally grown food yet the production and distribution is not able to meet this demand, partially because production occurs only in the spring-summer growing seasons and a lack of local and regional markets. To meet the need of farmers and then consumers, a partnership was formed between the West Florida Research and Education Center, UF/IFAS Extension, and Panhandle Fresh Marketing Association. Goals: 1) To increase the supply of specialty crops by value/total sales and by extending the growing season from 7 to 12 months to provide year round sales opportunity and 2) expanding markets by providing at least 20 farmers with an improved regional distribution system. Outcomes: The team hosted four field days (Hi Tunnel, Shade Production, Fall Production, and Food Safety/Marketing) that reached 379 participants, 3 food safety programs that reached over 40 producers, several food safety training demonstrations to enable producers to see an easy way to become food safety compliant, and over 15 tours in 2011. From post program evaluations, local producers reported an increase in the total number of protected production structures and an increase in the total number of growers applying for NRCS Loans for new growing structures. Impact: In 2011 and early 2012, ¬39 number of specialty crop farmers signed up to participate in the Panhandle Fresh Marketing Association, with a total value of $97000 of local produce reaching regional consumers.

TEACHING FARMERS TO BUILD THEIR OWN FOOD SAFETY MANUAL

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As increasing pressure from buyers on farmers emerged, small and mid-sized farmers in Florida were becoming aware of the need to develop farm food safety plans. Most small farms do not have the financial capacity to hire personnel to develop and implement these plans and asked for help from Extension Agents. The objectives were1) develop a training program to develop food safety plans and, 2) implement an In-Service training for Extension agents. Activities included securing funding, developing curricula and compiling resources, delivering workshops to farmers and Extension agents and providing other educational opportunities. Teaching methods included classroom instruction and experiential learning via farm tours and follow-up farm visits to reinforce the concepts learned. A total of 14 workshops to 185 producers and packers have been offered in the last 3 years. Overall, the evaluations showed the farmers valued the training, viewed food safety plans as very important and plan to implement a food safety program on their farm. Nearly half indicated they plan to have a third party audit, customer, or regulatory audit conducted. These trainings have saved farmers an estimated $460,000 in fees that would have been paid to hire a consultant to prepare for an

audit. The success and impact of this program has been two-fold; more agents now have the expertise and skill to teach farm food safety reaching many more farmers and secondly well over 150 farmers have developed plans. The program has garnered great respect and recognition statewide from agricultural industry leaders in Florida.

LIVING ON THE LAND PUBLICATIONS AND PODCASTS

Susan Kerr[1]; *Tuck, B. [2]
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Washington and Oregon State University (OSU) Extension personnel and soil and water conservationists in the Mid-Columbia area of Oregon and Washington teamed to create a series of educational resources for new and small acreage landowners. The goal was to create high quality, concise and appealing resource materials with application to a variety of new and small agricultural enterprises. The publications in the "Living on the Land" series are limited to two pages in length, use short and simple sentences, are easy to read, and include tables and colorful, high-quality photos. The first publication was developed in 2010 and entitled "Pasture and Livestock Essentials" EC1634, followed by "Winter Livestock Care" EC1635-E, and "Managing Manure" EC1637-E. "Attracting Birds of Prey for Rodent Control" is in production. Members of the OSU Extension and Experiment Station Communications Department approached the authors about turning these publications into podcasts for increased accessibility by the target audience. Consequently, each publication has been divided into three podcast sessions. The podcasts are attractive and user friendly, with background sounds that enhance each podcast. Since their publication, podcasts in the series have been downloaded over 8425 times and the pdfs have been downloaded 605 times. Publications in the series have won a variety of NACAA Communication Awards, including the 2010 National Award in the Fact Sheet category. "Living on the Land" series resources can be accessed at http://extension.oregonstate.edu/catalog/details.php?search=living+on+the+land.

Teaching & Educational Technologies

DOCUMENTING PROGRAM IMPACT WITH CHALLENGING AUDIENCES: EXAMPLES OF USING AUDIENCE RESPONSE TECHNOLOGY

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Utilizing audience response technology (ART) with a PowerPoint platform has been shown to successfully engage extension audiences such as farmers, 4-H youth, and Master Gardeners. Often Extension educators encounter other types of challenging audiences where traditional approaches through written surveys and audience participation do not work for documenting program impact. This presentation will describe two programs where ART was an integral part of successfully documenting program impact with challenging audiences. One program involved working with Spanish speaking, low literacy residents about safe gardening techniques in urban environments. The second program involved working with veterans to teach green infrastructure practices for stormwater management. Both of these audiences presented a series of challenges in documenting knowledge gained and program success. Both language barriers and different literacy levels proved to be a problem for Spanish speaking gardeners in reading questions and writing answers to surveys even when assistance was given from bilingual volunteers. Within the veteran community, feelings of survey overload, perceptions of program surveys as test taking, and test anxiety prevented successful documentation of program impact. Utilizing ART devices helped to better engage audience members, reduced resources and the number of volunteers needed to administer program surveys, eliminated the need for written responses, and helped program participants feel confident in their anonymity when answering questions. Examples of methods of utilizing this technology with both audiences will be reviewed.

EXTENSION BLOGGING -- IT'S EASY AND EFFECTIVE

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A blog is a type of web site in which an individual or group of individuals shares information on a regular basis. Blogs are more dynamic than traditional web sites. Information is dated and presented in chronological order. New content is instantly viewable and picked up by search engines. Extension clientele can subscribe to a blog via an RSS reader or blog entries can be distributed via e-mail. For extension educators, a blog is an ideal way to create a professional-looking web site, deliver unbiased, research-based information to the public, and extend the reach of university extension programs. Blogging software uses content management software, so educators do not need to have any knowledge of HTML coding. There are no direct costs associated with blogging, as there are several free blogging services. Blogs can be dedicated to a narrow subject (or program) or cover broad subject matter areas. In addition to text entries, blogs can include links, images, videos, and widgets (small applications). Blogs allow user interaction and can be integrated with other social media. As with the overall internet, blogs are changing the way people receive information and the way the land grant university serves its public.

ASSESSING UNDERGRADUATE EDUCATION ON-LINE THROUGH ECOLLEGE

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An on-line eCollege format for two different subjects - Issues in Environmental Pollution and Organic Farming and Gardening has evolved over the last five years at Rutgers University School of Environmental and Biological Sciences. Course content, evaluation rubrics and grading categories were newly developed for these fully on-line formats because class numbers of both courses taught conventionally had risen to exceed maximum room class size. By offering an on-line alternative over the last 2 years, the two conventional class numbers were lowered to 63 students while adding 335 students through distance learning. Thus, a total increase of over 250 students occurred through an eCollege, on-line format. This transition also created logistical benefits including time savings, time shifting, classroom space, energy savings in facilities and fuel savings in transportation. On-line courses had 21 learning modules. The on-line approach incorporated more digital video technology, more independent student study, more digital peer-to-peer engagement and substituting webinars for "live" communication. Detailed statistical analysis of coursework assessed the quantity, frequency and quality of on-line participation. Personal student satisfaction was evaluated between the conventional and on-line teaching methods with "sister" surveys. Academic student performance was measured via their learning responses with pre-post testing and a historical comparison to a conventional test-bank scores.

USING BLOGS TO PROMOTE EXTENSION AND REACH A NEW AUDIENCE Abstract: USING BLOGS TO PROMOTE EXTENSION AND REACH A NEW AUDIENCE

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Extension clientele are becoming more independent in the way they search out information and answers to their questions on their own using the internet. It is now more likely that someone will do an internet search for something that they once would have called the local Extension office. To respond to this new reality, local Extension offices have set up their own websites and Facebook pages. Additionally, the public has become less reliant on local newspapers to get their news and information. A blog, or web log, is a new tool that Extension agents can use to reach the people that no longer read the local newspaper. Agents can use a blog to relay the same type of information that normally would be featured in a news article. Additionally, a blog can create a feeling of relationship between the reader and the agent that a news article cannot provide. Blogging is a free and easy method to reach the public that already uses websites and social networking sites. This presentation will cover how to set up a blog, what type of information to include in your blog, and how to get an audience for your blog.

GETTING ONLINE INFORMATION TO COME TO YOU

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[1]. Social Media Strategiest, eXtension and Auburn Univerity, Auburn, AL, 36849
[2]. Extension Area Agent, Information Management, North Carolina Cooperative Extension, Weaverville, NC, 28787

Today we face a problem, not of information scarcity, but an over abundance of information. Getting useful online information to flow to you is critical to keep pace with the explosion of online knowledge.

We often find reliable and interesting sources of information, but find it difficult to keep returning to see what's been posted recently. RSS feeds and feed readers help deliver up-to-date content from the sources you choose. This session will explain what an RSS feed is, and how you can use a feed reader to aggregate all these updates in one, easy to read, place - and keep them out of your inbox.

In this session, we will give examples of typical feeds an educator might want to keep up with.

CREATING YOUR LEARNING NETWORK

Adrian, A.M.[1]; *Dorner IV, J. [2]
[1]. Social Media Strategist, eXtension and Auburn University, Auburn, AL, 36849
[2]. Extension Area Agent, Information Management, North Carolina Cooperative Extension, Weaverville, NC, 28787

Learning is an individual self-directed process, but learning does not have to be a solitary process. Often it is best done with others. Fortunately, there are many tools you can use to help you continue your learning. Which tools are the right ones for you? Who do you go to to ask your questions? How do you find these people?

Many of today's social media sites make it easy to find the right people and the right information and to share what you know. Google+, LinkedIn, Twitter, Delicious, Diigo, Pinterest, Scoop.It, Slideshare, YouTube, Vimeo, TeacherTube, eXtension Learn, Facebook, StackExchange, WikiPedia, Google Alerts, RSS feeds, and podcasts are just some of the places you can share and learn.

In this session, we'll discuss which tool to use for which job and how to find the information that you want.

PROTECT U.S. – A NEW RESOURCE DESIGNED FOR USE BY EXTENSION FACULTY AND K-12 TEACHERS TO TEACH ABOUT INVASIVE SPECIES ISSUES

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IFAS, Gainesville, FL, 32611
[3]. Director, NC IPM Center, University of Illinois, Urbana, IL, 61801
[4]. Protect U.S. Coordinator Entomology and Nematology, University of Florida/IFAS, Gainsville, FL, 32611

Protect U.S., the community invasive species network (www.protectingusnow.org) educates small farm producers, homeowners, the general public, and K-12 audiences about invasive species issues (such as exotic pests and diseases) that affect both agricultural and natural areas as well as home landscapes. The network is a collaborative partnership between the National Plant Diagnostic Network (NPDN), Regional Integrated Pest Management (IPM) Centers, United States Department of Agriculture, Animal and Plant Health Inspection Service, Plant Protection and Quarantine (USDA-APHIS-PPQ), National Institute of Food and Agriculture (NIFA), the National Plant Board, the Department of Homeland Security (DHS), Land Grant University Extension, and other organizations involved in invasive species issues. Protect U.S. delivers their educational content online in three different formats: scripted presentations, e-learning modules, and K-12 lesson plans. The scripted presentations are for educator use (e.g. professors, county extension agents, crop consultants, master gardener trainers, etc.). The e-learning modules (which are based on the scripted presentations) are designed for use by small farm producers, master gardeners, homeowners, and the general public. K-12 lesson plans are based on the National Science Education Standards (particularly the Life Science standards) and feature a scripted presentation for use by the teacher along with several grade appropriate activities from which to choose for the students (e.g. an experiential assignment, a report project, a computer lab activity, etc.). These multiple delivery options and material content allow Protect U.S. to provide invasive species educational options to many diverse audiences.

INVOLVING THE PUBLIC IN CULTIVAR EVALUATION RESEARCH

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Regional cultivar trials are useful for evaluating adaptability to climate and soil conditions, and typically compare yield, fruit size, and disease resistance. Comparing subjective traits such as aesthetic and flavor characteristics can be difficult, but these characteristics are key to direct-market producers and home gardeners. A simple technique was developed to survey USU Botanical Center Farmers Market customers regarding their preference for 37 cultivars of raspberry and blackberry. Over five market days from 21 July to 22 Sept, ripe fruit were displayed in containers with a coin bank next to each cultivar. Each participant (350 total) was allotted ten pennies and instructed to taste all cultivars before "voting" for their preferred cultivars, where one to ten votes could be cast for a single cultivar. The top summer raspberry cultivars were 'Saanich' and 'Cascade Dawn', the top fall raspberries were 'Anne' and 'Polka', and the top blackberry cultivars were 'Triple Crown' and 'Apache'. Results from this survey were presented at a national research meeting, and directly to local nurseries who utilized the information in selecting cultivars to stock for the coming season. This project represents Extension faculty using a unique approach to involve the general public in answering important research questions. The project also increased community awareness of Extension research and county Extension as a local resource.

LIVING ON THE LAND PUBLICATIONS AND PODCASTS

Susan Kerr[1]; *Tuck, B. [2]
[1]. WSU Extension Educator, Washington State University, Goldendale, WA, 98620
[2]. Extension Regional Administrator and MCAREC Director, Oregon State University, The Dalles, OR, 97058

Washington and Oregon State University (OSU) Extension personnel and soil and water conservationists in the Mid-Columbia area of Oregon and Washington teamed to create a series of educational resources for new and small acreage landowners. The goal was to create high quality, concise and appealing resource materials with application to a variety of new and small agricultural enterprises. The publications in the "Living on the Land" series are limited to two pages in length, use short and simple sentences, are easy to read, and include tables and colorful, high-quality photos. The first publication was developed in 2010 and entitled "Pasture and Livestock Essentials" EC1634, followed by "Winter Livestock Care" EC1635-E, and "Managing Manure" EC1637-E. "Attracting Birds of Prey for Rodent Control" is in production. Members of the OSU Extension and Experiment Station Communications Department approached the authors about turning these publications into podcasts for increased accessibility by the target audience. Consequently, each publication has been divided into three podcast sessions. The podcasts are attractive and user friendly, with background sounds that enhance each podcast. Since their publication, podcasts in the series have been downloaded over 8425 times and the pdfs have been downloaded 605 times. Publications in the series have won a variety of NACAA Communication Awards, including the 2010 National Award in the Fact Sheet category. "Living on the Land" series resources can be accessed at http://extension.oregonstate.edu/catalog/details.php?search=living+on+the+land.

Speaker Profiles

2012 NACAA
97th
Annual Meeting
and
Professional Improvement Conference

Charleston, South Carolina

2012 AM/PIC SPEAKER PROFILES

Dr. Cathie Woteki - Under Secretary for USDA's Research, Education, and Economics (REE) mission area, and the Department's Chief Scientist.

Before joining USDA, Dr. Woteki served as Global Director of Scientific Affairs for Mars, Incorporated, where she managed the company's scientific policy and research on matters of health, nutrition, and food safety.

From 2002-2005, she was Dean of Agriculture and Professor of Human Nutrition at Iowa State University. Dr. Woteki served as the first Under Secretary for Food Safety at the U.S. Department of Agriculture (USDA) from 1997-2001, where she oversaw U.S. Government food safety policy development and USDA's continuity of operations planning. Dr. Woteki also served as the Deputy Under Secretary for REE at USDA in 1996.

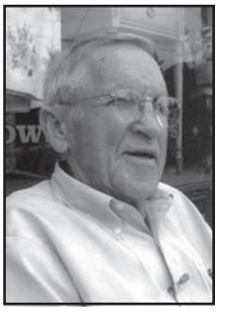
Prior to going to USDA, Dr. Woteki served in the White House Office of Science and Technology Policy as Deputy Associate Director for Science from 1994-1996. Dr. Woteki has also held positions in the National Center for Health Statistics of the U.S. Department of Health and Human Services (1983-1990), the Human Nutrition Information Service at USDA (1981-1983), and as Director of the Food and Nutrition Board of the Institute of Medicine at the National Academy of Sciences (1990-1993). In 1999, Dr. Woteki was elected to the Institute of Medicine of the National Academy of Sciences, where she has chaired the Food and Nutrition Board (2003-2005). She received her M.S. and Ph.D. in Human Nutrition from Virginia Polytechnic Institute and State University (1974). Dr. Woteki received her B.S. in Biology and Chemistry from Mary Washington College

Commissioner Gary W. Black - is the sixteenth Georgian to hold the office of Commissioner of Agriculture since the department's inception in 1874. He began his career with the Georgia Farm Bureau leading the young farmer leadership development program. He served 21 years as president of the Georgia Agribusiness Council, a chamber-like organization representing all facets of Georgia's food and fiber industry.

During his career, Black led the development of AgriTrust of Georgia, a renowned workers' compensation insurance program for farmers and agricultural businesses. He has championed sound policies throughout Georgia ranging from private property rights to food safety, and from lower taxes to science-based environmental stewardship.

Commissioner Black is an active supporter of agricultural programs that expand opportunities for young people. He serves in advisory capacities for 4H and FFA. As a student, Black served as State FFA President in 1975-76.

Black earned a degree in Agricultural Education from the University of Georgia College of Agricultural and Environmental Sciences in 1980 and is a past president of the college's alumni society. He would rather be referred to as Lydia's husband and Ward and Caroline's dad. Lydia teaches family and consumer science at Jackson County High School. Ward is a development coordinator for the UGA College of Agricultural and Environmental Sciences. Caroline is an Agricultural Communications Masters student at Texas A&M University. The family is active at Maysville Baptist Church where Black serves in the music and adult Sunday school ministries.



J. Frank McGill will be addressing NACAA AM/PIC participants at the 2012 Opening Ceremony on July 15, 2012 in Charleston, SC. With over 50 years of professional service to World agriculture, his inspirational address will most definitely be something you won't want to miss.

McGill was born on a small family farm and began his service to Georgia, American and world agriculture as a county agent in Southwest Georgia.

After serving as a county agent, he became Georgia's Extension peanut specialist for 28 years, after which he was a peanut consultant for M&M/Mars for 16 years, to insure that nothing but the highest quality peanut gets in the Snicker bar. He then ended his professional career at USDA's National Peanut Research Laboratory in Dawson, GA, developing a computer model of the peanut plant. Ironically, this is where he began his career in 1951 as a county agent.

During his career, McGill has received more than 40 state, national and international awards including NACAA's Service to American/World Agriculture and induction into UGA's Hall of Fame. He is author of a book entitled From the Mule to the Moon and has conducted short-term peanut feasibility studies in 21 Third World countries at no expense to US taxpayers. His most recent honor was serving as a technical advisor for "Modern Miracles" on the History Channel in Los Angeles, CA. This production was a documentary on George Washington Carver which has been televised around the world.

McGill currently holds a UGA Brooks Distinguished Professorship of Agronomy (Emeritus) and is reported to be the last faculty member so named who does not have a Ph.D.

Today McGill and his wife of 60 years, Janet, are very active in their local church and community affairs. They also co-operate a small 180-acre peanut and cotton farm and are the proud grandparents of 17 grandchildren.

"Super Seminar –
Managing Agricultural Risks Under the 2012 Farm Bill"
1:30 – 4:30 PM Wed July 18

Dr. Joe Outlaw, Professor and Extension Economist, Texas A & M University. Dr Outlaw frequently interacts with members of congress and key agricultural committee staff to provide feedback on likely consequences of agricultural policy changes. The growing interdependence between agriculture and renewable energy policy has led him to conduct research on several renewable energy topics. Dr. Outlaw will be providing an overview of the

2012 farm bill: time table; ramifications for farmers and ranchers; and extension's role in helping producers understand farm bill legislations.

Dr. Laurence Crane, Vice President of Education and Communication for National Crop Insurance Services, Oakland Park, KS. Dr. Crane is responsible for industry wide crop insurance technical training and educational activities. He is also actively involved in risk management education and outreach to small, limited resource and socially disadvantaged farmers. During his tenure at NCIS, he has served as project director or principle investigator for over 30 research or risk management education projects. Dr. Crane will explain the role of crop insurance in the new farm bill, what has changed and what has not, and how producers can utilize crop insurance as a primary risk management tool during the life of the farm bill.

Ruth Hambleton, Founder and President of Annie's Project-Education for Farm Women. Ms. Hambleton retired from the University of Illinois in 2009 after 30 years of county, area and state responsibilities with Extension. In her current role, she develops instructor teams and coordinates first and second level Annie's Projects for the state of Illinois. Her latest project has been the development of "Managing for Today and Tomorrow" a business, transition, retirement and estate planning program for farm women. Hambleton will be showcasing this recently developed program.

ANNUAL MEETING AND
PROFESSIONAL IMPROVEMENT FUTURE CONFERENCE DATES

2013

Pittsburgh, PA (Galaxy IV).....Sept. 15-20

2014

Mobile, Alabama.....July 20-24

2015

Sioux Falls, South Dakota....July 12-16

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