The County Agent

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OF COUNTY AGRICULTURAL AGENTS

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NACAA - 6584 W. Duroc Road - Maroa, IL 61756 - (217)794-3700

We are not in Kansas anymore.

Many of us did find it hard to leave after such a well-organized professionally done annual meeting that the Kansas Association agents put together for us. As any of you that have ever been on an AM/PIC meeting committee know there are literally thousands of details and potential pitfalls when you do a meeting of this size. Our friends from Kansas pulled it off and even made it look effortless in doing so. As I told the facilities chair, Chuck Otte, it is like the duck gliding across the surface of the pond. All looks calm to the naked eye while underwater there is continuous effort to stay afloat. If there were glitches or minor problems they were never seen in Overland Park. Once again the Kansas crew is to be commended on a well-run Annual Meeting and Professional Improvement Conference.

When we left Kansas, we left with lots of good memories, new stories, and new skills and knowledge gained from all of the professional improvement opportunities that were available to us at the AM/PIC. From the brown bag sessions, Search for Excellence presentations, member presentations, committee workshops, and general sessions there was a large amount of information for those that were seeking knowledge that would help them in their daily duties. The professional improvement tours covered a very diverse taste of the many things Kansas is famous for. The opportunity to network and visit with peers from across the United States is always a valuable component of the meeting. This year was no exception as everywhere I looked I saw groups of members talking about the things that are important to us as extension professionals. The poster session displayed the wide array of subjects that our members are considered the leading source of information. No other organization that I know of has members that have expertise in areas ranging from aquaculture to range management, youth programs to public relations, row crops to livestock, with every region of the United States represented. When you stop to think about all the things that NACAA members do, the impact is truly staggering.

NACAA President Paul Wigley and wife Susan

2011-2012 NACAA Board of Directors - Front Row (L-R): Richard Fechter, Secretary, Kansas; Henry Dorough, Vice-President, Alabama; Stan Moore, Past-President, Michigan; Paul Wigley, President, Georgia; Paul Craig, President-Elect, Pennsylvania; Parman Green, Treasurer, Missouri; Back Row (L-R) Stephen Hadcock, Northeast Region Director, New York; Larry Howard, North Central Region Director, Nebraska; Jerry Clemons, Southern Region Director, Arkansas; Mickey Cummings, Policy Chair, Georgia; Mary Small, Western Region Director, Colorado, Tim Varnedore, Southern Region Director, Georgia.

Our capstone speaker, Dr. Barry Flinchbaugh, is probably one of the best that I have ever heard in my 34 year career. His meaningful insight to our nation's economic and political situation coupled with his candor and frankness made his talk both thought provoking and entertaining. His reputation and credibility in his field was further validated when NACAA presented him with the Service to World and American Agriculture award.

FACES OF KANSAS

Photos from the 2011 NACAA AM/PIC are now available for viewing and printing at

http://2011ampic.com/Photos.html

PRESIDENT'S MESSAGE

If you were at the general session or the delegate session you heard me mention several times that we must remain relevant to our membership if we are to remain a viable professional improvement organization. Simply put, the way we did business 20 years ago or even 5 years ago may not be the best way to meet the needs of our members. You were given the opportunity to complete a survey that was designed to give NACAA input on which direction we need to point our ship in the next 5 to 8 years. This completed surveys have been compiled. A committee of 8 persons that are from all regions of the United States and cover many of our program areas has been charged with evaluating this data and making recommendations to the NACAA board. I have asked this committee to have a preliminary report to me before the winter board meeting which will be held in December. The board will review this report and make comments or suggestions. The committee will then have until early March to prepare the final report that will be reviewed at the spring board meeting. The final report and recommendations for action will be presented at the voting delegate session at the 2012 AM/PIC in Charleston, South Carolina. There is no member of the NACAA board sitting on this committee. I wanted to make their deliberation as much "hands off" as possible. We also tried to put as many new and emerging leaders in our association as possible on this committee. By doing so we hope to have a fresh look at who we are and where we are going as an organization.

I am a product of the Georgia Extension System. I grew up on a small farm in North Georgia with swine, broiler production, and a small amount of row cropping. One of the most valuable things to my family as I was growing up was the on-farm demonstrations that our local county agent conducted each year. This let us see how things would work in the "real world". In the changing landscape of extension across the US, many delivery models are being tried and evaluated. One thing that came from the administrators meeting that was held at our AM/PIC was that our member needed practical training on how to conduct on-farm demonstrations. There was strong opinion that this skill could be utilized no matter what delivery system you worked in. That was a topic that was already on my radar. Since I held that topic near and dear, I quickly embraced their suggestion and have charged the Vice President and Council Chairs with developing educational opportunities for our members at next year's AM/PIC. They are already discussing options and developing resources for that program.

The new website is up and running. I encourage you to visit it and use it. If you find problems please let me or Scott Hawbaker, our NACAA Director, know. We will try to correct the problem as soon as possible.

We as extension workers share a common bond and desire to help and serve others. In this era of trying economic times we can find support from our co-workers at home and across this great nation. One thing that has not changed no matter what type of delivery system you work in or in what region you live in is this – we must let our funding partners and administrators of the good things we do. We are making an impact in the lives of Americans of all walks every day. Even if we do not have direct contact with these people we help provide for a safe and plentiful supply of food for the American public. The trend continues that we must do more with less. One hundred years ago over a quarter of our population was involved in agricultural production. Today less than two percent of our population feeds many, many more everyday here and around the globe. The number of extension professionals continues to decline across our great land. Our work load has increased exponentially during this decline. It is imperative that we continue to tell our story.

I thank you for your trust, faith, and support as I go through the next year as your President. It is a challenge that I look forward to. As always if you have concerns or suggestions for NACAA please let us know. You can send these comments through your regional director or drop me a note. We cannot stay relevant to our membership if we don't know what the membership wants.

I look forward to seeing all of you next July in Charleston, South Carolina.

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The 600 mile cattle drive!
2011 Animal Science Pre-conference Tour

Phil Durst, MSU Extension

It was an excited, if drowsy, group of 34 that boarded a bus at 5:45 in the morning for day 1 of the NACAA Animal Science pre-conference tour. Wearing a variety of hats including cowboy hats, university ball caps and some with our new Kansas Livestock Association "Eat Beef" hats, this group represented 17 states. And we were ready for an adventure! Here is a description of the stops we made.

Creekstone Farms

We began with the end in view – at Creekstone Farms slaughter plant. It is good to be reminded that what starts as a calf ends up as a steak. This premium beef company uses a live receiving and slaughter process based on design and consultation of Dr. Temple Grandin, an animal welfare specialist at Colorado State University. Killing only Black Angus and only cattle younger than 30 months of age, Creekstone has been growing in their export to Japan (cattle 20 months and younger) and to the European Union (less than 30 months and non-hormone treated cattle, NHTC). In addition, they run a natural fed beef line for the domestic premium beef market.

Selling premium product allows them to pay premiums for cattle that fit their type and grade. The manager said that genetics plays a role in quality grade, but so too does the handling of cattle during the feeding phase. They want cattle delivered that help them produce consistent quality and consistent size of meat cuts to the customer. While it is easy to concentrate on the steaks, products such as rumen walls, washed small intestine, tails and more left the plant in boxes as well. You're right, lets think about those steaks!

Alexander Ranch

Drought wasn't the story of the next stop, Alexander Farms; managing drought was. Ted Alexander and son Brian, the 4th and 5th generations on this ranch have recognized that the time to be prepared for drought is before it happens. Their plan, implemented through rotational grazing and management of animal numbers and size, has enabled them to maintain the cow herd on their ranch while many others, similarly impacted, have sold off cows. A dedicated program of clearing the land of red cedar and other trees through burning and cutting has reclaimed pasture.

Brian is a young rancher with an inherited enthusiasm for the business. Having and working a plan makes the difference. Brian said that he is looking at pastures and paddocks six weeks out and developing his use plan and then rechecking them two weeks out to fine-tune his plan. He told us that he knows his next three steps and the target dates for those. It is a plan based on taking care of his primary assets; the grass and his soil. He said that cows and stocker cattle can come and go, but his long-term view is to manage the assets that stay.

Then it was off to Buster's in Sun City (or should we say Sun settlement) for pulled pork sandwiches and a large helping of atmosphere.

Sandhill Farms

Good business sense matched by good production performance is always impressive. Kevin and Vera Schultz of Sandhill Farms pulled off that combination and matched it with gracious hospitality. Their motto, "The Brand that Exceeds your Goals!" is Kevin's business philosophy. He recognizes that Angus is the top dollar breed but they believe that their polled Herefords, with ever-improving genetics, have traits that are better for either crossbreeding or pure-breeding. That is his goal, to convince buyers that they can do better with his cows and bulls. He wants to prove it.

The auction that they have had each of the past three years provides plenty of information on what buyers want and are willing to pay for. Following the performance of steers at slaughter also helps him correlate genetics with the grading on the rail. The results of their efforts were recognized as Sandhill Farms was named the Beef Improvement Federation (BIF) Seedstock Producer of the Year in 2010. Congratulations Shultz family!

Ward Feed Yard

Management is the command of information to make good decisions, the consistent achievement of objectives through committed people and the measurement of results to guide the next decisions. Chris Burris, manager of Ward Feed Yards of Larned embodied that type of management.

What sets Ward Feeds apart? Why will they succeed in a future that has fewer cows nationwide? According to Chris, it is: Good people, Good performance, Good customer base, Good consistency and maybe most importantly, A good risk management plan. Risk management enables them to lock in profits and manage cattle and feed to best advantage.

They source cattle from all over but they want long-term relationships with owners who will place cattle with them – to the point of turning away cattle when it doesn't make economic sense for the owner. Every decision is an economic decision. They have become part of a company with seven feedlots, giving them the strength of management.

Dinner at sunset

Steaks on the grill, beer in the cooler and cowboy stories. That's what was served up by K-State Extension Agents and Jim Grey, a local cowboy historian.

Abilene Greyhound Park

Day 2 of the tour started off by going to the dogs – the racing dogs that is. Abilene is the heart of the greyhound industry in this region. We visited a training track where owners brought their dogs to train them on an oval track just like in race conditions. For $3 a dog per training run, the owners came twice a week to train their dogs. Chasing the lure (stuffed rabbit), the dogs covered the quarter mile in 25-27 seconds. Was it a hoot to watch them race? You bet! And you place that bet at the $2 window!

Then we visited at the ranch of a breeder who raises 300 greyhounds, walking through the air-conditioned litter house and seeing the pens of dogs and the training areas he has. These are the dogs raised for tracks in Florida, West Virginia, Arkansas, Kansas and elsewhere. "Go Greyhound" took on new meaning for us.

Hildebrand Farms Dairy

The samples of chocolate, strawberry and root beer milk at Hildebrand's dairy store tasted so good that we got a half-gallon of rootbeer milk for the bus ride. The Hildebrand family, brothers David and Alan and their families,

long in the business of producing milk, came to a business crossroads; it was either get out of dairy or increase the income from dairy. They chose the latter and invested in a milk processing plant and store on the farm. The first milk put in glass bottle was in September 2008. Now they are in 52 stores and directly selling about half of the production from their 150 cows. Their goal is to directly market all of what they produce. In the meantime, they sell all their milk to the co-op and buy-back the portion they bottle.

Bottling milk was a return to their roots. Three generations back, Swiss immigrants Arnold and Rose Hildebrand had sold milk door-to-door from four Holstein cows in the 1930's. Now, 80 years later they are back at it. When 4th generation Melissa, daughter of Alan & Mary, came back from college, she became the plant manager as well as the marketing manager. She took great pride in showing off the milk processing plant because of the quality and taste they put in each bottle.

Sun Rock Ranch

This ranch has tried various cattle breeds and even agro-tourism where folks got to work cattle from horseback. Now concentrating only on the cattle herd they have, the owner and manager work with pasture rotations to achieve their goals. Jerry, the manager, told us how he was impacted by a former long-term employee at the ranch, who acted as a mentor, teaching him about caring for the land.

We sat on a hill overlooking pastures and a watering pond, enjoying the breeze on a warm sunny day, talking about pasture and cattle management. Then, wanting to show us the other side of the ranch, we rode the straw bales on the long flatbed truck trailer down the road at road speed. All we could do was to hang on to our hats and whoop it up, yelling "Hee haw!"

Historic Hays House

Hays House in Council Grove, established in 1857, is the oldest continuously operating restaurant east of the Mississippi. We enjoyed a "lupper" (is that what you call lunch at 3:30 in the afternoon?) and listened while Kansas State Representative, Tom Moxley talked with us about his efforts to bring a diverse group together, representing various interests, in order to come up with a workable solution for burning pastures. Balancing the air quality issues with the need to rejuvenate pastures and get rid of trees, he is a staunch advocate for ranchers.

2i Feeders and Wildcat Feeds

It was a management philosophy of maximizing the use of every resource that permeated and drove the companies. Five companies were linked arm in arm, each feeding off of and adding value to the others. Things learned in the feedlot fueled ideas for Wildcat Feeds. Sustainable Environmental Consultants (SEC) worked with 2i Feeders to keep them compliant and is offering value-added service to feedlot owners to help them reduce their carbon footprint, while mulch handled by Wildcat feeds provided material for silt barriers of SEC.

It is a relationship of companies based on a relationship of people. Three, including Arman Miller, are partners in all five companies. Partners, he said, are great. More partners mean more ideas. As he recruited partners, one important criteria was that he wanted partners who would not let the business fail. That was borne of bad experience that forced the start of Wildcat Feeds 10 years ago.

2i stands for innovation and integrity. The innovation is evident in that they take waste products and commodities such as potato slurry, Tang® orange drink mix and others and uses them to background cattle with rations that produce the targeted gains through programmed management. The feedlot owns no cattle, but does recruit investors for about half of the cattle they feed, while custom feeding the others. Investors have been receiving return on their investments of 20-30 percent. These cattle are ready for a finishing feedlot when they leave 2i.

Summary

It had been a hot, dry summer for Kansas. The countryside in the southern midsection of Kansas could be characterized as crop failure after crop failure. Corn was being cut and round baled for feed. Soybeans and cotton were so

sparse that it couldn't hide rabbits, and grass plains had little to feed hungry cattle. We agonized with the Kansas producers whose crops were stunted, not established or burned up by the heat and drought.

Yet in spite of these bleak conditions, the producers we talked to showed the optimism common among farmers and ranchers; the belief that they can get through this and that better days lay ahead.

For the sponsors of this tour we wholeheartedly thank them for their generosity that allowed us to learn. For the host businesses we are thankful to be able to visit them and get to know some dynamic Kansas producers, processors and agri-business people. And for the Kansas Agents who put this together; Ron Graber, Clint Milliman, Cade Rensink and Elly Sneath, we want to express great thanks for the fantastic job you did making this a great tour from top to bottom.

Upcoming Issue of
The County Agent Magazine

December, 2011
Committee Awards Directory
Deadline for articles: November 15, 2011
Mail Date: December 20, 2011

April, 2012
AM/PIC Registration Issue
Deadline for articles: February 25, 2012
Mail Date: March 15, 2012

June, 2012
Open Topic Issue
Deadline for Articles: May 20, 2012
Mail Date: June 15, 2012

2011 NACAA Poster Session National Winners:

Applied Research

1st Place

CONTROLLING WIREWORMS WITH NEONICOTINOID INSECTICIDES IN WHEAT

Esser,* A. E.[1], Dewald, R[2], Pike, K. S,[3]

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Wireworm (Limonius spp.) populations and crop damage have been increasing in wheat (Triticum aestivum L.) production across eastern Washington. Today nearly all cereal crop acres throughout eastern Washington are treated for wireworm control with neonicotinoid insecticides such as Cruiser® (thiamethoxam) and Gaucho® (imidacloprid) at rates between 0.190-0.315 oz/cwt. At these rates, the neonicotinoids are toxic to wireworms but at sub-lethal doses, or in other words they repel or provide some seedling protection only. Our objective is to determine if we can find a lethal dose of neonicotinoid insecticide and reduce wireworm populations. An on-farm test (OFT) was initiated in the spring of 2008 to examine spring wheat treated with 2.00 oz/cwt of Gaucho vs. a non-Gaucho treated spring wheat control. At this location 2.00 oz/cwt Gaucho had a trend for improved yield, economic return over costs, and reduced wireworm populations and concluded additional research is needed. A second OFT was repeated in the spring of 2010. Spring wheat treated with 2.00 oz/cwt Gaucho significantly improved yield, economic return over costs, and wireworm population data will be collected this spring using a modified wireworm solar bait trap and this data will be presented.

2nd Place

THE IMPACT OF FERTILITY AND MOWING HEIGHT ON WEED POPULATION IN TALL FESCUE TURF

Blevins,* P.K.[1]

[1] Extension Agent, Virginia Cooperative Extension, Washington County, Abingdon, VA 24210

Mowing height and fertility management are major factors affecting weed population in urban lawns in Southwest, Virginia. Four mowing heights (1.5 inches, 2 inches, 3 inches, and 4 inches) were evaluated within three fertility treatments. The fertility treatments were low (no additional fertilizer after establishment), medium (1 lb/1,000 ft^2 N in the fall and 0.5 lb/1,000 ft^2 N in the spring), and high (1 lb/1,000 ft^2 N 2X in the fall and 0.5 lb/1,000 ft^2 N 2X in the spring). Plots were seeded with the tall fescue variety Falcon III on August 25, 2008. Plots were mowed with a rotary push type mower weekly (spring into fall). The experiment was conducted as a randomized complete block with a split plot arrangement of treatments. Whole plots were fertility levels and sub-plots were mowing height. Weed population ratings were analyzed using ANOVA techniques and means were separated using Least Significant Difference (LSD, ▫= 0.05). Weed population was statistically different for all fertility treatments with weed population decreasing as fertility level increased. Mowing heights of 1.5 and 2.0 inches were not statistically different from each other but were statistically different from the 3.0 and 4.0 inch treatments (which were not statistically different from each other). This study suggests that fertility and mowing height can be useful in reducing weed populations and improving turf quality while reducing herbicide treatments. Low and medium fertility levels and mowing heights of 2.0 inches or less (in tall fescue) result in significant increases in weed population over time.

3rd Place

EFFECTS OF SUPPLEMENTAL VITAMIN E AND OIL SOURCE ON THE PERFORMANCE OF PRECONDITIONED BEEF CALVES

Mills,* R.R.[1], Mueller, C.J.[2], Sexson, C.[3]

[1] Extension Livestock Agent, Oregon State University, Pendleton, Pendleton, OR 97801
[2] Assistant Professor, Eastern Oregon Agricultural Research Center, Oregon State University, Union, OR 97883
[3] Former Manager, Soap Creek Ranch, Oregon State University, Corvallis, OR 97331

Sixty-four Angus-cross calves were used to evaluate supplemental vitamin E with or without supplemental oil sources during a 35-day preconditioning period on subsequent feedlot gain and immune response. Preconditioning dietary treatments were: CON (corn-soybean meal base diet), SE (base diet plus 68 IU supplemental vitamin E per lb diet), ELA (SE diet plus 1.5% safflower oil), and ELNA (SE diet plus 1.5% linseed oil). Following preconditioning, calves were shipped to a commercial finishing feedyard. On arrival at the feedyard and again at 20 days post-arrival, all calves received a modified live intranasal vaccine for Infectious Bovine Rhinotracheitis (IBR) and Parainfluenza-3 (PI_3) to stimulate an immune response. No differences ($P>0.10$) were detected for ADG (1.32, 1.14, 1.48, and 1.18 lbs/day respectively for CON, SE, ELA, and ELNA) during the preconditioning period or the finishing period (2.61, 2.62, 2.59, and 2.46 lbs/day respectively for CON, SE, ELA, and ELNA). There were no differences in carcass characteristics across dietary treatments ($P>0.10$). Morbidity rates were less than 1% and consistent across treatments. Supplementation of vitamin E resulted in greater amounts of IBR titer at day 35 and day 36 ($P<0.05$). The SE calves had higher PI_3 titers ($P<0.05$) at day 35 compared to ELA or ELNA calves. However, no differences ($P>0.10$) were detected for PI_3 titers after the preconditioning period. Supplementation of preconditioning diets with vitamin E with or without dietary essential fatty acids showed limited improvement in subsequent feedlot gain or immune response indicators in weaned beef calves.

Regional Winners

COMPARISON OF WATER USE AND CROP WATER USE EFFICIENCY OF MAIZE, SORGHUM, AND SOYBEAN IN NEBRASKA

Rees,* J.M.[1], Andersen, D.[2], Irmak, S.[3]

[1] Extension Educator, UNL Extension Clay County, Clay Center, Clay Center, NE 68933
[2] Water Quality Specialist, Little Blue Natural Resources District, Davenport, NE 68335
[3] Soil and Water Resources Engineer, UNL Biological Systems Engineering Dept., Lincoln, NE 68583

AGRICULTURAL ENERGY INFORMATION NEEDS AND INTERESTS OF NACAA MEMBERS AND THEIR CLIENTELE

Kluchinski,* D.[1]

[1] County Agent I, Rutgers NJAES Cooperative Extension, New Brunswick, NJ 08901

EPSOM SALTS ON FERNS 2010

Mitchell,* C.C.[1], Kelley, M.J.[2], Kessler, J.R.[3], Pinkston, C.B.[4]

[1] Extension Agronomist-Soils & Professor, Auburn University, Auburn, AL 36849
[2] Regional Extension Agent, Alabama Coop. Extension System, Auburn, AL 36849
[3] Professor of Horticulture, Auburn University, Auburn, AL 36849
[4] Regional Extension Agent, Alabama Coop. Extension System, Cullman, AL 35055

EVALUATION OF SEED TREATMENTS FOR SWEET CORN IN THE COLUMBIA BASIN OF WASHINGTON

Wohleb,* C.H.[1]

[1] Extension Educator, Washington State University Extension, Grant-Adams County, Ephrata, WA 98823

Finalists

DETERMINING NUTRIENT REMOVAL RATES FOR SELECTED HERBACEOUS PERENNIAL CROPS

Dudek, *T. A.[1], Gould,M.C.[2]

[1] Senior District Extension Horticulture and Marketing Educator, Michigan State University Extension, West

Olive, West Olive, MI 49460
[2] Extension Educator, Michigan State University Extension, West Olive, MI 49460

ENCOURAGING CITIZEN SCIENCE ACTIVITY TO OBTAIN DATA ON BUTTERFLY DISTRIBUTION IN MICHIGAN

Elsner,* E.A.[1], Nielsen, M.C.[2]

[1] Agricultural Educator, Michigan State University Extension, Traverse City, Traverse City, MI 49684
[2] Adjunct Curator of Lepidoptera, Department of Entomology, Michigan State University, East Lansing, MI 48824

EVALUATION OF THE EFFECTIVENESS OF GYPSUM APPLICATIONS ON WATER INFILTRATION RATES AND CROP YIELD

Flanary,* W.F.[1], Chapple, R.W.[2], Crawford, J.J.W[3]

[1] Agronomy Specialist, University of Missouri Extension, Oregon, Mo 64473
[2] Retired Ag Engineer, University of Missouri Extension, Rockport, Mo 64482
[3] Farm Coordinator, University of Missouri Extension, Rockport, Mo 64482

ON-FARM EVALUATION OF TWIN-ROW CORN AND SOYBEAN IN SOUTHERN MINNESOTA

Stahl*, L.A.B.[1], Coulter, J.A.[2], Naeve, S.L.[3]

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[2] Extension Corn Agronomist, University of Minnesota Extension, St. Paul, MN 55108
[3] Extension Soybean Agronomist, University of Minnesota Extension, St. Paul, MN 55108

Extension Education

1st Place

UNIVERSITY OF FLORIDA/IFAS EXTENSION RAINWATER HARVESTING DEMONSTRATION TRAILER

Rudisill, K.R.[1]

[1] Horticulture Agent, NACAA, Panama City, Panama City, Fl 32401

To increase awareness, knowledge, and efficient use of rainwater harvesting, smart irrigation, and sustainable landscaping by homeowners and irrigation/landscape contractors in Florida and proximal states. After receiving an Extension Enhancement grant, our team created a "Rainwater Harvesting Demonstration Trailer," which is wrapped in eye-catching graphics and can be towed throughout the district, state, and adjacent states. The trailer contains everything needed for workshops and/or demonstrations, including a working tabletop water collection display, a rain barrel, a cistern, a mock landscape with multiple irrigation distribution types, and educational banners and handouts. A CD was compiled with regional publications and instructional guides on irrigation, plant selection, and using cisterns and rain barrels. A website, www.gardeninginthepanhandle.comwas launched and features maps of rainwater reuse demonstration sites around the district with photos, a workshop schedule, database of suppliers, demonstration videos, testimonials and photos from homeowners who have installed rainwater harvesting devices. Rain barrel workshop participants consistently respond (over 90%) that their understanding of water conservation's importance and application at home has improved. An online database will have photos and testimonials from participants. Additional economic and environmental impacts can be estimated remotely with combined data supplied by program participants and regional weather station information. Response from participants at county workshops and larger venues in 2010 was positive. Over 200 names of interested parties

and workshop participants have been gathered and will be contacted at a later date to determine whether interaction with our exhibit encouraged them to make changes to their landscape and/or water use.

2nd Place

STORMWATER MANAGEMENT IN YOUR BACKYARD: AN EXTENSION EDUCATION INITIATIVE FOR NEW JERSEY, NEW YORK AND VIRGINIA

Flahive DiNardo, M.[1], Benham, B.[2], Boyajian, A.[3], Crawford, D.[4], Cummings, M.[5], Hoffman, L.[6], Lawrence, J.[7], Obropta, C.[8], Pearson, B.[9], Rusciano, G.[10], Rusinek, T.[11], Thompson, J.[12]

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[4] Program Coordinator, Cornell Cooperative Extension of Ulster County, Kingston, NY 12401
[5] Program Associate, Rutgers Cooperative Extension of Gloucester County, Clayton, NJ 08312
[6] Master Gardener, Virginia Tech Cooperative Extension Frederick County, Winchester, VA 22601
[7] Consultant, Opequon Watershed Association, Winchester, VA 22601
[8] Extension Specialist, Rutgers Cooperative Extension, New Brunswick, NJ 08901
[9] Program Associate, Rutgters Cooperative Extension Water Resources Program, New Brunswick, NJ 08901
[10] Former Program Associate, Rutgers Cooperative Extension, New Brunswick, NJ 08901
[11] Horticulture Educator, Cornell Cooperative Extension of Ulster County, Kingston, NY 12401
[12] Program Associate, Rutgers Cooperative Extension Water Resources Program, New Brunswick, NJ 08901

As watershed areas in rural/suburbanizing Gloucester County, NJ, Ulster County, NY and Frederick County, VA experience new development, the adoption of stormwater management practices on public and private land is essential to protect and recharge groundwater resources. Stormwater Management in Your Backyard is a USDA NIFA National Water Program project that empowers local stakeholders, including Master Gardeners and professional landscapers, to design, install and maintain rain gardens on public, commercial and residential properties. The project has two objectives: to provide landscape professionals with training so that they can offer rain garden installation services; and to teach Master Gardeners and community volunteers how to install and maintain demonstration rain gardens so they can share their knowledge with the community. Professional landscapers, Master Gardeners and community volunteers have installed 13 community demonstration gardens as a part of their training. Pre-Post Surveys were used to evaluate the training programs. The survey results show an increase in knowledge about rain garden design, installation and plant selection. An extension bulletin listing landscape professionals who completed the training was published to assist the landscapers with promoting rain garden services. Curriculum materials were developed for Master Gardeners and other volunteer organizations to use to promote the use of rain gardens. Master Gardeners have used the materials to deliver 29 rain garden education programs in their communities.

3rd Place

FARMERS' MARKETS AT WIC CLINICS INCREASE ACCESS TO FRESH FRUITS AND VEGETABLES

Martin, D. A.[1], Concanon, M. A.[2], Erauth, M[3]

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[2] Extension Educator, University of Maryland Extension, Cockeysville, Cockeysville, MD 21030
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Fruit and vegetable check redemption rates are historically low for the Women, Infants and Children (WIC)

program in Baltimore County. In response to this situation, University of Maryland Extension Educators collaborated with the Baltimore County Department of Health and local growers to provide one-day farmers' markets in WIC Clinic parking lots on the day fruit and vegetable checks were distributed. Eleven, one-day markets have occurred since 2005. WIC participants experienced shopping in a farmers' market and the increased access allowed them to more easily redeem their checks. Extension Educators selected growers, assisted in the site selection, guided WIC participants with how to shop at farmers' markets, know what's in season, and choose, store and prepare fresh produce. The evaluation of the market project was done by University of Maryland Extension Educators who observed the one-day (WIC) farmers' markets, reviewed fruit and vegetable check distribution, and recorded the revenues of participating local growers. The results of the market project showed that WIC participants learned about and experienced shopping in a farmers' market; farmers' market check redemptions increased indicating that WIC participants selected more fresh produce over baseline; and local growers increased their revenues by ≈$700 –to over $1,000 during each of the one-day WIC farmers' markets.

Regional Winners

USING HANDS-ON DEMONSTRATIONS TO TEACH YOUTH ABOUT AGRICULTURE

Crawford, J.J.W.[1], Chapple, R.W.[2], Flanary, W[3]

[1] Natural Resource Engineering Speciali, University of Missouri Extension, Rock Port, MO 64482
[2] Extension Associate, University of Missouri Extension, Rock Port, MO 64482
[3] Agronomy Specialist, University of Missouri Extension, Oregon, MO 64473

ACCEPTANCE OF WEB-BASED EXTENSION AGRITOURISM PROGRAM DELIVERY

Komar,* S.J.[1], Jenny Carleo[2], Rich, S.R.[3], Schilling, B.[4], Stacy Tomas[5], Susan Colucci[6]

[1] Agricultural Agent, Rutgers University, Newton, Newton, NJ 07860
[2] Agricultural Agent, Rutgers University, Cape May Courthouse, NJ 08210
[3] Assistant Professor, North Carolina State University, Raleigh, NC 27695
[4] Assistant Professor, Rutgers University, New Brunswick, NJ 08901
[5] Assistant Professor, North Carolina State University, Raleigh, NC 27695
[6] Agricultural Agent, North Carolina State University, Hendersonville, NC 28739

AMPLIFYING AGRICULTURAL PROFITABILITY IN NORTHWEST GEORGIA: BEGINNERS SCHOOL FOR SMALL FARMERS "TOO MUCH TO MOW, WHAT DO I GROW?"

Mickler, K.D.[1], Bowman, G[2], Ensley, R.[3], Haygood, C.[4], Pugliese, P.J.[5], Sheffield, M.C.[6], Thompson, P.E.[7]

[1] Extension Agent, UGA Cooperative Extension, Rome, GA 30161
[2] Extension Agent, University of Georgia Cooperative Extension Bartow County, Cartersville, GA 30120
[3] Extension Agent, University of Georgia Cooperative Extension Polk County, Cedartown, GA 30125
[4] Coordinator, Natural Resource Conservation Service, Rolling Hills Resource Conservation and Development, Cedartown, GA 30125
[5] Extension Agent, University of Georgia Cooperative Extension Cherokee County, Canton, GA 30114
[6] Extension Agent, University of Georgia Cooperative Extension Paulding County, Dallas, GA 30132
[7] Extension Agent, University of Georgia Cooperative Extension Haralson County, Buchanan, GA 30113

4-H AND FFA YOUTH HORSE FIELD DAYS: BUILDING COMPETENCIES FOR SUCCESS

Schmidt,* J.L,[1]

[1] County Director and 4-H Extension Educator, Washington State University Whitman County Extension, Colfax, WA 99111

Finalists

A DAY ON THE FARM: STUDENTS INCREASE KNOWLEDGE OF AGRICULTURE

Behnken, T.J.[1]

[1] Extension Educator, University of Nebraska-Lincoln Extension, Fremont, NE 68025

CROP SCIENCE INVESTIGATION (CSI): ENGAGING YOUTH IN PLANTS AND SCIENCE

Rees,* J.M.[1]

[1] Extension Educator, UNL Extension Clay County, Clay Center, NE 68933

FARM FINANCE FOR WOMEN

Woodruff, J.N.[1], Bruynis, C.[2], Clevenger, B[3], Herringshaw, D.[4], Mangione, D.[5]

[1] Extension Educator, Ohio State University Extension, Sandusky, OH 44870

[2] Extension Educator, Ohio State University, Upper Sandusky, OH 43351
[3] Extension Educator, Ohio State University, Defiance, OH 43512
[4] Extension Educator, Ohio State University, Bowling Green, OH 43402
[5] Extension Educator, Ohio State University, Chillicothe, OH 45601

MISSOURI MASTER NATURALIST PROGRAM BUILDS VOLUNTEERS

Herring, M.D.[1]

[1] Agronomy/Natural Resources Specialist, University of Missouri Extension, Union, MO 63084

PRODUCING HORTICUTURE TIPS PUBLIC SERVICE ANNOUNCEMENTS

Baker, T.P.[1], Johnson, D.S.[2]

[1] Horticulture Specialist, University of Missouri Extension, Gallatin, MO 64640
[2] Producer/Director Radio Media, Cooperative Media Group, University of Missouri, Columbia, MO 65211

USE OF A PRODUCER DISCUSSION GROUP FOR PASTURE-BASED DAIRY EDUCATION

Probert, T.R.[1], Hambelton, S.L.[2], Hamilton, S.A.[3], Kenyon, S.L.[4], Prewitt, W.R.[5], Rickard, T.R.[6], Schmitz, E.G.[7]

[1] Regional Dairy Specialist, University of Missouri Extension, Hartville, MO 65667
[2] Agriculture Business Specialist, University of Missouri Extension, Gainesville, MO 65606
[3] State Dairy Specialist, University of Missouri Extension, Mount Vernon, MO 65712
[4] Agronomy Specialist, University of Missouri Extension, Alton, MO 65606
[5] Agriculture Business Specialist, University of Missouri Extension, Nevada, MO 64772
[6] Regional Dairy Specialist, University of Missouri Extension, Cassville, MO 65625
[7] Regional Livestock Specialist, University of Missouri Extension, Warsaw, MO 65355

DEMONSTRATION OF MANAGEMENT INTENSIVE GRAZING SYSTEMS FOR DAIRY PRODUCTION

Fultz,* S.W.[1], Lawrence, L.[2], Semler, J.W.[3]

[1] Extension Agent, Dairy Science, University of Maryland Extension, Frederick, Frederick, MD 21702
[2] Chief, Resource Conservation, Maryland Department of Agriculture, Annapolis, MD 21401
[3] Extension Agent, Agriculture and Natural Resources, University of Maryland Extension, Boonsboro, MD 21713

COLLABORATING WITH COUNTY PARTNERS TO DEVELOP AGRI-TOURISM ZONING IN HARRIS COUNTY

Morgan, S.[1], Wolfe, K.[2]

[1] Harris County Extension Coordinator, UGA Cooperative Extension, Hamilton, GA 31811
[2] Extension Marketing Specialist, Center for Agribusiness and Economic Development, Athens, GA 30602

THE FUTURE OF AGRICULTURE - CREATING LEADERS FOR THE NEXT GENERATION

McGinley, B.M.[1]

[1] County Extension Agent - Agriculture, University of Arkansas Division of Agriculture, Mount Ida, AR 71957

WILDLIFE HABITAT EVALUATION PROGRAM TEACHES 4-HERS WILDLIFE MANAGEMENT SKILLS

Haller, B. W.[1], McPeake, R. J.[2]

[1] County Extension Agent - Staff Chair, University of Arkansas Cooperative Extension Service, Searcy, AR 72143
[2] Extension Specialist - Wilidlife, University of Arkansas Cooperative Extension Service, Little Rock, AR 72203

Agriculture Awareness and Appreciation Award

National Winner

Schurman, C.*[1]

[1] Extension Educator - 4-H youth, Penn State Cooperative Extension, Indiana, PA, 15701

County 4-H staff conducted plant science programming with 78 youth in three settings at county day camps. The theme was "Meet The Plants". A regional 4-H camp was conducted with the theme "Fun Farmtastic Animals". Twenty-four teens were counselors, and fifty-nine campers were involved. In the county camps, increase in knowledge gained on an 11 point pre/post test was 4.15 points, an increase of 45%, with 100% of the campers showing increase. A second part of the test asked campers to list as many items/products used from plants as they could. Campers increased an average of 5.47 items per camper (highest camp increase of 7.39), indicating they knew more about plant uses at the end of camp, as well as the importance of plants in their lives. Campers were also asked to rank what they knew about plant science before and after camp, based on a scale of 1 to 5. These scores increased from 3.02 to 4.35, increase of 44%. At the regional camp, a life skill evaluation showed that campers learned to treat others fairly, think before making decisions, chose to try new activities, respected other campers, and were responsible for own behavior. Over 90% were able to list things learned about dairy cattle, beef cattle, dairy foods, and other animals. 100% were able to answer "One thing I will do because of camp is…" Concepts listed were make new friends, have a good time with animals, and always wear a helmet with a horse.

Excellence in 4-H Programming

National Winner

SET PROGRAMMING

Munk, S.*[1]

[1] Extension Educator, 4-H/Youth Development, South Dakota Cooperative Extension Service, Sioux Falls,SD, 57104

ISSUE: Young people in the United States are not prepared with the necessary science and technology work force skills to compete in the 21stcentury. This is supported that nationally 16% of 12th grade students have a science achievement level of being proficient and only 4% are considered advanced. Undergraduate degrees in the United States for science and engineering are 5% as compared to China at 59% and Japan at 66%.

GOAL: To conduct SET programming that will contribute to the National Initiative which is to involve 1 million new youth across the U.S. in Science, Engineering, and Technology programs by 2013.

INNOVATION OBJECTIVE: Develop opportunities that use hands on experiential scientific learning and discovery techniques that increase science, engineering and technology skills and competencies as well as proper and safe construction skills.

The concept I had and share with Mark Rowen (4-H Educator in the adjoining county) was to form a 4-H Youth Science Engineering and Technology (SET) Group. The SET Group would be made up of youth that would be 8-18, meet once a month and they would determine the programming direction and projects/topics the group worked on.

Core fundamentals established for the projects were that they needed to be hands on experiential learning projects that stirred interest, create awareness, and excitement, while developing proper construction skills along with life skills such as communication, problem solving and team work, all done in a safe environment.

I also wanted to convey potential SET careers related to the various projects they worked on.

ACTION TAKEN: Promotion was done through 4-H newsletters in a 3 county area. The meetings were set for first the Monday of the month. As Educators, we would facilitate the meetings and when possible, bring in outside expertise (including parents) to teach the classes.

The first night we introduced the concept to the members and they took old VCR and DVD players apart and as they did so it was explained how they work. We informed them to keep key parts that would be used for future projects.

Other projects to date, include using a list of criteria to design a robotic car out of salvaged electronic parts, spoon flash lights, solid fuel rocket building, creating and understanding polymers, building and launching hot air balloons, table top hovercrafts, egg drop structure construction, mini steam engine boats, table top trebuchets and a group project of constructing a larger sized trebuchet,

super freezing with dry ice and alcohol, soldering electrical circuits from salvage parts form DVD players, air vortex guns, PVC compressed air guns and CSI. Patience, communication and team work were also woven into the project activities. We selected projects that encouraged methodical experiential step by step thinking to reach each project's objective, or the task they were given. This required decision making through trial and error; to think through the consequences of the decisions made for each step taken. Some of the concepts experienced during SET Club activities include relationship between speed, distance & mass, air pressure and water pressure, electric circuits, ratios, thermodynamics variables and designing and building simple and compound machines along with the related safety concerns for each project.

A positive spin off outreach activity that excited the SET Group was an activity coordinated with the Sioux Falls Canaries Amateur Baseball Team. We met with the Canaries Head Office to see if there could be a special 4-H Night at one of their games and shared that the SET Club could be a specific group of 4-Hers that could contribute to the evening, and also serve as a good promotion tool for the 4-H SET program.

They agreed and the night of the game the SET Club members used a larger trebuchet that they had built to throw out the first pitch of the Canaries Baseball Game and during the game they fired Canaries T Shirts into the crowd of 3700 people the with their PVC compressed air cannons made as a SET Group Project.

IMPACT: The results have been very positive. We have had good turn outs for the meeting and with 30 years of youth programming it is the first group that has had one if not both parents attend with their children at each meeting.

An extensive evaluation was conducted using the electronic "Turning Point" responder survey system to survey participating youth. The results were very positive and indicated the participation in the SET Group activities generated positive results in creating interest in SET subject areas, in subject matter, construction skills and life skills development. The survey results are attached to the application for viewing. The survey included quantitative responses as well as narrative responses from the youth and parents.

REPLICATION: The SET Group concept has been shared with our coworkers in our Extension District and a few others state wide. A more formal sharing of the concept state wide will be made through the State 4-H Educators Association, SDAE4-HE Spring and Fall Professional Improvement Meetings. We have had inquires from three counties that are interested in starting SET Groups.

We have shared the concept at the SD state wide State 4-H Leaders Association Meeting.

This award application is another venue to help share the SET Group Concept beyond the local and state area.

CONCLUSION: The SET Group has been a great and rewarding experience. The experience has allowed the youth, parents and Extension Educators to grow in many different ways. The project has involved local subject matter experts to participate in youth programming. It has created fun, unique marketing and PR opportunities to convey what 4-H has to offer in SET programs and life skill development.

It has generated excitement for all involved, as we strive to meet the goal of the National SET Initiative!

Search For Excellence Crop Production

National Winner

MANAGING WIREWORMS

Esser, A.D.*[1]
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Wireworm (Limonius spp.) populations and crop damage in cereal grains have increased across eastern Washington even when using seed-applied insecticides. The educational objective of this project is twofold: (i) to help eastern Washington cereal grain producers profitably manage wireworms with cultural controls and registered insecticides, and (ii) to examine new insecticides with the potential to control wireworms and gain product registration. A modified solar bait trap kit was developed to quickly and effectively monitor wireworm populations. A series of on-farm tests (OFT) were established examining cultural controls and the feasibility of neonicotinoid insecticide for reducing wireworm populations within the soil and improving crop production and profitability. Incorporating no-till fallow winter wheat into a continuous spring wheat system has decreased wireworm populations. Neonicotinoid insecticides have produced mixed results. Teaching methods have focused on field tours and grower meeting presentations. So far 1,400 plus growers have been educated at over 50 events. From the inception of the program, evaluation has been critical in order to ensure that educational objectives are being reached. This project has moved the chemical and cereal grain industries and it began with improving the growers' awareness and increasing

their knowledge. Since the inception of the project, the ability to identify wireworms, diagnose wireworm damage and scout for wireworms has increased dramatically. The industry has moved neonicotinoid rates from 0.19 oz/cwt in 2009 to between 0.50 to 1.00 oz/cwt in 2011. The Washington Grain Commission has established a Distinguished Professorship endowment in 2010 and based on grower needs, wireworm control in dryland wheat-based cropping systems is a top priority.

Search for Excellence in Farm and Ranch Financial Management

National Winner

WYOMING MASTER CATTLEMAN PROGRAM

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[3] Area Educator, University of Wyoming, Afton,WY, 83110

[4] Beef Cattle Specialist, University of Wyoming, Lingle,WY, 82223

The objectives of the Wyoming Master Cattleman Program are to promote the sustainability of Wyoming cattle producers through use of a comprehensive production strategy and risk assessment program. Producers first receive training on goal setting, insurance options, risk management strategies and financial enterprise analysis tools. Producers then receive information on marketing and production strategies. To reinforce the tools taught participants practice risk assessment and enterprise analysis for an example ranch at the end of each production strategy session. The program consists of eight, 3-hour, workshop sessions and has been offered in fifteen locations throughout Wyoming and two Utah locations from 2007 - 2011. In addition we provide written and web publications and one-on-one consultation with interested producers. Over 200 producers have now completed the program.

Search for Excellence in Farm Health and Safety

National Winner

SOUTHWEST CENTRAL FLORIDA FOOD SAFETY PROGRAM

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Agents in the Hillsborough and Manatee County region of Central Florida have collaborated to bring a certified food safety program to the tomato, strawberry, blueberry and vegetable growers in this region. For tomato growers this program is part of a mandatory statewide food safety initiative. Growers need the certification to be in compliance with state rules. For other commodities the program is voluntary but all educational efforts can be documented in their third party food safety audit plans. The purpose of the trainings, not only to meet the tomato food safety training requirement, was to educate agents of each produce operation to go back and train workers on how to prevent the contamination of fresh produce with foodborne illness organisms. Also to look for possible contamination points in their supply chain and take corrective action. The goal of this program is to make fresh produce from Florida as safe for consumers as can reasonably be possible. Agents worked with University of Florida Food Science and Human Nutrition specialists to put on two meetings in the spring of 2009 and 2010 that met the tomato certification training requirements. The meetings were classroom style lectures. The two meetings had a total of 140 attendees representing 93 farming operations. Pre and post tests were given and a positive educational knowledge gain (6-8%) was shown. Also certificates were awarded at the end of the training to be used to document the attendance at a food safety training. These two counties comprise the largest tomato and strawberry growing region in the state accounting for over 25,000 acres.

Search for Excellence in Landscape Horticulture

National Winner

ESTIMATING AND BIDDING FOR PROFITABLITY OF LANDSCAPE INSTALLATION COMPANIES

Swackhamer,* E.[1], Burk, S.[2]

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[2]. President, Scott's Landscaping Inc., 110 Maple Drive, Center Hall, PA 16828

The Pennsylvania Landscape and Nursery Association estimates Pennsylvania's Green Industry generated more than $5.6 billion in total sales in 2010, and provided more than 73,000 jobs. While there is a lot of opportunity, many landscape companies fail in their first few years because proprietors lack the business skills needed to be profitable and competitive. Even established companies can benefit from re-examining their estimating methods. A two day short-course was held for landscape estimators to explore the true cost of business. The course was offered three times in the last three years, attracting a combined attendance of 81. The course was taught by Scott Burk, a graduate of the Penn State Landscape Contracting undergraduate program, president of Scott's Landscaping, Inc, and a member of the Pennsylvania Landscape and Nursery Association. Participants engaged in classroom discussion and exchanged real world answers to estimating challenges they all face. Each class participant received an electronic spread sheet they could use to calculate their overhead, and the instructor explained every line of the spread sheet using real examples from his successful business. The Educator recruited and screened the instructor, contributed to curriculum development and classroom discussion, marketed, facilitated and evaluated the course. Nine months after the classes, six participants estimated the techniques they learned in this class resulted in a total increase of $139,000 in net returns to their business during that nine months period. By continuing to use these practices, these businesses should reap similar increases every year.

Search for Excellence in Livestock Production

National Winner

BEEF 300/LAMB 300 SHORT COURSE

Heitstuman, M.D.*[1], Busboom, J.R.[2], Doumit, M.[3], Neibergs, J.S.[4], Nelson, M.L.[5], Schmidt, J.L.[6], Smith, S.M.[7], Unruh, J.[8]

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[2] Extension Meats Specialist, Washington State University, Pullman,WA, 99164

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[4] Extension Economist, Washington State University, Pullman,WA, 99164

[5] Ruminant Nutritionist, Washington State University, Pullman,WA, 99164

[6] Whitman County Extension Director, Washington State University, Colfax,WA, 99111

[7] Extension Educator, Washington State University, Ephrata,WA, 98823

[8] Meat Scientist, Kansas State University, Manhattan,KS, 66506

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

Search for Excellence in Remote Sensing and Precision Agriculture

National Winner

NeATA CONFERENCE

Varner, D. L.*[1]
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Over the past three years the Nebraska Agricultural Technologies Association (NeATA) has served as a catalyst and support group for agricultural producers, industry representatives, agribusiness professionals and post-secondary education institutions. This agricultural-based non-profit association was co-founded by University of Nebraska-Lincoln (UNL) Extension and innovative Nebraska farmers and agribusiness representatives that share a common desire to stay abreast of emerging agricultural technologies. NeATA is a grassroots oriented emerging agricultural technology support group that partners with UNL Extension to identify, evaluate and document practical applications of new agricultural technologies. The NeATA conference and tradeshow provides more than five million dollars in annual economic benefit to Nebraska agriculture. NeATA has been instrumental in developing, promoting and conducting timely, focused emerging technology educational opportunities for Nebraska agriculturalists. NeATA maintains one of the most extensive and active agricultural technology information sharing listervs in the Midwest and is now building a Facebook following. Two primary themes arose from recent focus group interview conversations with veteran NeATA members regarding benefits of the organization and what they gained from attending NeATA conferences. The first theme focused on acquiring new knowledge related to available technologies and how to incorporate such tools into an operation in a functional and economical manner. The second theme centered on the opportunity to interact with other event participants regarding various technologies and processes of interest. Attending NeATA conferences increased participants' awareness of emerging agricultural technologies, their understanding of technologies and helped them identify financial and environmental benefits from the use of technology. The opportunity to share experiences in implementing technology and to learn from others was very highly valued by NeATA conference attendees.

Search for Excellence in Sustainable Agriculture USDA SARE/NACAA Recognition Program

National Winner

COVER CROP EDUCATION IN OHIO

Hoorman, J.*[1], Alan Sundermeier[2], Dr. Rafiq Islam[3], Randall Reeder[4]

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[2] County Extension Educator Wood county, Ohio State University Extension, Bowling Green,OH, 43402
[3] Extension Soil Scientist, Ohio State University Extension, South Piketon,OH, 45661
[4] Extension Specialist, No-till & Cover Crops, Ohio State University Extension, Columbus,OH, 43210

The Ohio State University Cover Crops (OSUcc) team is promoting the use of cover crops and no-till to improve soil productivity and improve the environment. The OSUcc team has conducted a number of meetings, field days, workshops and conferences (Conservation Tillage and Technology Conference, National No-till conference, Ohio No-till Field Days/Conferences) for over 11,165 farmers, consultants, and agency personnel since July 2008. Presentations have been made in Ohio, Michigan, Indiana, Pennsylvania, North Dakota, California, Texas, and Missouri, Iowa The OSUcc team has worked with the Midwest Cover Crops Council (MCCC); a consortium of 9 Midwest Universities plus University of Guelph, Canada; to promote cover crops and no-till throughout the Midwest. OSU, Michigan State, and Purdue developed a web-based Cover Crop Selector Program to help farmers select, use, plant, and manage cover crops that improve the soil quality, soil health, and water quality. OSUcc team members received 8 cover crop grants (EPA, SARE, CTTC) and wrote 3 journal articles, 18 journal abstracts, 10 papers in proceedings, 7 fact sheets, 15 newspaper and magazine articles, and conducted 56 radio interviews since July 2008. On a five point Likert scale (1 =Low Knowledge, 5 =High Knowledge) participants gained 0.9 points in knowledge from OSUcc presentations on cover crop management. Instructors scored a mean rating of 4.61 on 5 point Likert scale for stimulating learning, relating program content to real life situations, and presenting useful information. Cover crop seed sales have increased 500% in certain locations in Ohio. Environmental impacts of Ohio cover crop research and education include water quality improvement from reduced soil nitrate and phosphorus losses, improved water infiltration, decreased

soil compaction, and reduced soil erosion when cover crops were used. Keeping the land green keeps the water clean.

National Winner

EVALUATING MARKETING CHANNEL OPTIONSFOR SMALL SCALE FRUIT AND VEGETABLE GROWERS

LeRoux*, M.N.[1]

[1]Agricultural Marketing Specialist, Cornell Cooperative Extension of Tompkins County, Ithaca, NY, 14850

Farmers spend many hours picking, washing, and packing their produce in preparation for market. When everything is finally loaded in the truck, the produce may be distributed to many places – the supermarket, the farmers' market, restaurants, CSA members, etc. Throughout this time and labor intensive process, many farmers find themselves wondering which marketing outlet is actually the most lucrative. Evaluating factors such as the volume sold, time commitment, etc. for each marketing channel can be a confusing and daunting task.

The Marketing Channel Assessment Tool is available for small and mid-sized farms to help evaluate the overall performance of a farm's different marketing channels based on five factors. The tool aids farms in channel selection and to create 'benchmarks' for produce farmers in New York.

Small to mid-sized farms participate using this tool for a one week period. They fill out a simple activity log each day documenting the time spent on harvest and market preparation. In return, I analyze the data to determine the best performing channels and optimum channel combination using a programmed Excel spreadsheet. Farmers use the results to improve their operation, usually by eliminating or reducing participation in the worst performing channel and increasing participation in the best channel. The resulting decisions improve the economic viability of the farm as well as enhance the quality of life and enjoyment of work for the farmers, goals which are identified by the SARE/NACAA recognition program.

National Winner

ON- FARM MORTALITY COMPOSTING

Pugh, B.C.*[1], Payne, J.B.[2]

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[2] Area Animal Waste Management Specialist, Oklahoma Cooperative Extension, Muskogee,OK, 74401

Large animal carcass disposal options can be costly and limited throughout the US. However, composting livestock mortalities is an economical, sustainable, biosecure and environmentally sound approach to carcass disposal. The objective of this project was to conduct livestock mortality composting research, distribute the resulting information to producers and Educators, and initiate a change in producer mindset regarding carcass disposal and sustainable agricultural practices. Information gathered from a livestock composting research trial was developed into a program and over the past three years has been delivered at 32 total seminars, presentations and field days on a state and national level to over 1980 producers and professionals. Articles in High Plains Journal and Beef On-Line Magazine, a segment on OSU's agriculture television program SUNUP, a published OSU fact sheet and a webcast archived on eXtension summarizes the direct outreach of this program. Results indicate that carcass composting is a feasible and sustainable disposal option that is accepted by producers. The optimum bulking agent reached temperatures sufficient for pathogen elimination and after 150 days reduced the carcass to a few brittle bone fragments. The natural process of microbial degradation converts an otherwise unusable carcass into a beneficial humus-like product ideal for land application. This disposal method could potentially eliminate $21.7 million in OK burial costs while recovering $1.5 million in lost nitrogen annually. Surveys and evaluations from producers indicated an overall acceptance rate of 85%. Comments included: "Complies with state laws", "Recycles lost nutrients!", "Good for environment and future generations". The live webcast reached 182 viewers that potentially impact 18,139 producers; 98% were "likely to most likely" to encourage livestock composting. This indicates in light of current environmental trends, composting large animal mortalities is likely to become more popular and necessary in the near future.

National Winner

GROWING GRAINS ON A SMALL FARM

Powell, M.*[1]

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"Growing Grains on a Small Farm" assisted producers in developing markets for locally-produced grain, in gaining access to scale-appropriate equipment, and finding information on varietals suitable for organic and low-input production.

In 2010 we held a series of six classes. Course material included techniques for each phase of production, as well as marketing networks and equipment- sharing cooperatives. The first class featured a panel of brewers and bakers; discussion included pricing, quality control, storage, and other potential obstacles. Subsequent classes took place on 7 local farms during the growing season,

featuring demonstrations of equipment, and information on equipment needs based on enterprise scale. In addition, a field trial component contracted three producers to grow different wheat varietals. Data collected has been disseminated to local producers who are interested in growing varieties well suited to our bio-region.Finally, we have developed a webpage with resources on small-scale, sustainable grain production, which has already been linked with two other universities.

147 producers participated in the grain series. Impacts were measured through conversations with farmers, evaluations distributed after each class, and interviews conducted six months after the classes ended. 66% of producers surveyed indicated that they are growing grains this season as a direct result of attending the class series. 96% said that their methods of production are based on information provided in the classes. A total of 56 additional acres of grain will be produced in the Rogue valley as a direct result of the class series.

An unexpected result of the program is that OSU Extension has attracted several pieces of donated grain equipment. We are currently facilitating the formation of an equipment-sharing working group and have applied for funds through a USDA Rural Business Enterprise grant to purchase and restore cooperatively owned equipment.

Search for Excellence in Young, Beginning, or Small Farmers/Ranchers

National Winner

START FARMING

Tianna DuPont*[1], Alison Grantham[2], Andrew Frankenfield[3], Dupont, T.[4], Dwane Miller[5], Emelie Swackhammer[6], John Berry[7], Mena Hautau[8], Michael Fournier[9], Morgan Firestine[10], Robert Leiby[11], Scott Guiser[12]

1 Sustainable Agriculture Educator, Penn State Extension, Nazareth,PA, 18064
2 Beginning Farmer Program Coordinator, Penn State Extension, Nazareth,PA, 18064
3 Extension Educator, Penn State Extension, Collegeville,PA, 19426
4 Educator- Sustainable AG, , Nazareth,PA, 18064
5 Extension Educator, Penn State Extension, Pottsville,PA, 17901
6 Extension Educator, Penn State Extension, Allentown,PA, 18104
7 Extension Educator, Penn State University, Allentown,PA, 18104
8 Extension Educator, Penn State Extension, Leesport,PA, 19533
9 County Extension Director, Penn State Extension, Doylestown,PA, 18901
10 Extension Educator, Penn State Extension, Leesport,PA, 19533
11 Extension Director, Penn State Extension, Allentown,PA, 18064
12 Extension Educator, Penn State Extension, Doylestown,PA, 18901

Start Farming, the PA Beginning Farmer and Rancher Program is led by a team of eleven Penn State Extension Educators in collaboration with PA Farmlink and the Seed Farm -- a Lehigh County Agricultural Incubator Project. Our goal is to enhance the success of beginning farmers and ranchers by providing information and hands-on training in production, marketing, financial management and land/resource acquisition.

To date, the Southeast Pennsylvania Beginning Farmer and Rancher Program, "Start Farming" has produced 20 program brochures including a yearly calendar of events, 1 new website, and 36 blog articles. In year one: 406 new and beginning farmers participated in 19 courses in seven counties. All courses were face-to-face with 1 to 8 sessions per course.

61% of participants attending introductory workshops said they learned a great deal or a moderate amount, 38% said they learned a great deal. Of 133 participants in intensive courses the average increase in real knowledge was 35%. 54% of participants plan to adopt at least one new practice as a result of classes attended. 51% plan to continue farming and 26% plan to start farming.

Sustainable Agriculture Research Education (SARE) Seminar USDA SARE/ NACAA Fellows Program

National Winners

Marlin A. Bates

Horticulture Specialist
University of MO Extension
West-Central Region

As a horticulture specialist in Missouri's west-central region, my work is primarily with specialty crop producers of all sorts. It is apparent to my why specialty crops are an economically viable option for producers surrounding metropolitan areas like Kansas City. What is often lacking in my programming, though, is a coherent argument for why these producers should invest in sustainable practices. This is why I am interested in becoming a NACAA SARE Fellow.

After reading past participants' accounts of the fellows program, I feel that I have a lot to gain from this program. By seeing real-world examples of sustainable agriculture operations across the country, I will be able to expand my working definition of and application of sustainable agriculture.

In my extension programming, I work with the Growing Growers program that was established through NCR-SARE Research & Education grant funds. This program provides opportunities for interested individuals to learn about sustainable agriculture and local food production through apprenticeships with select host farms and through season-appropriate workshops. The workshops are taught by extension educators and successful producers. While there is certainly an emphasis on sustainable practices, the topics that are covered could be expanded to incorporate more comprehensive concepts of sustainable agriculture systems.

Separately, in my own plan of work for reaching the commercial fruit and vegetable producers in my area, I place a tremendous emphasis on Integrated Pest Management, proper pruning practices, food safety, and production planning; all of which are components of sustainable practices for these crops. As an educator, I feel that I could benefit from additional information relating to how these concepts can be tied together under the umbrella of sustainable agriculture, and that is a skill that I would hope to learn through the fellows program.

I envision a primary benefit to my programming as a result of my participation in the fellows program as being an enhanced conceptualization of sustainable agriculture. This will allow me to speak more fluently about the benefits and communicate the incentives for sustainable agriculture to my constituents. Additional benefits will include an increased desire to work closely with extension professionals in other areas of agriculture (livestock, agronomy, etc.) as they will be able to bring information to fruit and vegetable producers that will help them to accomplish a fully sustainable system.

Aside from the increased efficacy in communicating with producers about sustainable agriculture that I am sure to gain, I hope to bring back information to my colleagues within the University of Missouri Extension system, specifically the agricultural specialists in the West-Central region of Missouri. I will accomplish this by presenting information about the activities of the fellows' trips and by sharing the resources that will be provided by the Sustainable Agriculture Network during one of our regular category meetings. I will further engrain the concepts of my experiences by engaging my peers to participate in comprehensive programming as mentioned above.

Evaluation of my efforts as an extension professional is important now more than ever. From constituent relations and making certain that I am meeting their needs to stakeholder relations and making sure they understand the value of my work, great evaluation data is always in high demand. The evaluation processes for my work as it relates to sustainable agriculture education is no different than any other activity that I engage in. Pre- and post- test assessment, while useful, is not always possible. Where it is not possible, I will work to identify audience-appropriate means to collect meaningful data to capture participants' concepts of sustainable agriculture and how their interest in adopting sustainable practices may have changed because of their involvement with my program(s).

If chosen as a NACAA/SARE Fellow, the impact that this experience will have on my programming will be tremendous. As mentioned before, I hope to gain a more consequential understanding of sustainable agriculture so that I can more easily convey to producers the benefits of adopting these practices. Moreover, the quality of programming that I will be equipped to deliver will be of a higher caliber because I will have the experience of seeing and hearing about successfully sustainable operations across the country from which I will be able to draw during discussions about sustainable agriculture.

Rest assured that I will share my experiences with other extension professionals and agency personnel in my geographic region. I have experience in leading professional development discussions for my peers. For example, last year I organized the Missouri portion of a NCR-SARE Professional Development Program on Good Agricultural Practices that was funded through our neighboring institution K-State entitled "Developing Extension Competence in Good Agricultural Practices and Farm Food Safety Planning for Fruit and Vegetable Growers in Kansas and Missouri." My interest in sharing my experiences with agency personnel stems from the recent adoption of the Natural Resource Conservation Service to include soil health practices and high tunnel production as parts of their offerings to producers.

In closing, I appreciate your consideration of my application to the NACAA SARE Fellows Program. I feel that as a horticulture specialist on the urban fringe of city in the Midwest, I stand to learn a lot about sustainable agriculture through this program, and more importantly I will have a waiting audience who will be anxious for the information that I return with.

Thomas Maloney

Senior Extension Associate

1. Why I wish to attend: I am a Senior Extension Associate in the Dyson School of Applied Economics and Management at Cornell University. I am responsible for Extension programs in farm business management, specifically human resource management and agricultural labor policy. I am interested in this program because sustainability is taking on increased importance in agriculture. It is changing the way food is produced and how farmers manage their businesses. Today's farm manager is under increasing pressure from environmentalists, consumers, food companies and others to demonstrate sustainable farming practices. As an Extension specialist I feel it will be vital to my success in the future to understand sustainability issues and to be able to incorporate them into my statewide and regional Extension programs.

2. Experience: I was a County Extension Agent early in my career and for the last 25 years I have been an Extension Associate in farm management at Cornell. At Cornell I have provided training for Extension educators, farmers and agricultural leaders in the areas of human

resource management and agricultural labor policy. I have conducted numerous applied research studies as well as conferences, seminars and other educational programs on both of these topics. Beginning in 2006 I worked in conjunction with colleagues at Penn State on a two-year Northeast SARE grant entitled "People in Ag: Human Resource Management for Agricultural Advisers". This program for Extension educators and agribusiness professionals, addressed best human resource management practices in the farm business. Participants then went on to use what they learned as they worked with their farm clients.

3. Plan of Extension work: I plan to apply the principles of sustainability to human resource management practices on Northeast farms. To be sustainable farms must attract and retain a qualified, productive and legal workforce. Workers must be compensated fairly and provided with safe and comfortable working conditions. The primary goals of this project are to define sustainability as it relates to production agriculture and to develop a detailed outline of sustainable human resource practices for farm businesses. Step 1 will be a survey of relevant literature to determine the extent to which human resource issues have been addressed in past sustainability initiatives and to examine the definitions of human resource sustainability that already exist. Step 2 will utilize a focus group to provide input for the development an Extension bulletin that attempts to define human resource sustainability and describe in detail a set of sustainable human resource practices for the farm business. The focus group will consist of innovative farm managers who are successfully implementing sustainable production practices on their farm. Step 3 will look at the attempts food companies and farmer cooperatives are making to address human resource sustainability issues in agriculture. Practices used by 3 of these firms will be studied and documented in the Extension bulletin. Step 4 will include development of a PowerPoint presentation on sustainable human resource practices in agriculture to be used with farm audiences. The presentation will focus on implementation of sustainable human resource practices. Step 5 will be program delivery. The extension bulletin will be completed and posted on my web page to provide stakeholders an opportunity to react to it and use it in their work. The PowerPoint presentation will be used in annual in-service training programs for Extension educators and agribusiness professionals. The PowerPoint program will also be presented to a minimum of six farm audiences as a part of my ongoing Extension programming. The evaluation will include a tally of the number of individuals who access the Extension bulletin online. In addition extension audiences will be asked to provide an evaluation of the content of the PowerPoint and suggestions for improving its content. As a part of their evaluation of the PowerPoint presentation, farm managers will be asked how they intend to implement what they have learned. The Extension bulletin and PowerPoint presentation will also be useful in sustainability policy discussions as development of sustainable management practices continues to evolve. It is very likely that the food industry will become increasingly involved with production practices on farms including how employees are managed and treated. As these discussions evolve policy makers and other stakeholders will have an increasing interest in clearly defining sustainable human resource practices and policies.

4. Potential impact and results: I plan to include the results of this work in many aspects my Extension program. There are many faculty members here at Cornell who have a direct interest in sustainability as it relates to agriculture. I plan to partner with them to add human resource sustainability to their Extension efforts. I plan to include human resource sustainability topics in my ongoing Extension educator training in New York and in the Northeast. I also plan to include sustainability topics in my seminars and conferences targeting agricultural employers and other members of the agricultural community. The ultimate goal these efforts will be to encourage farm managers to include best human resource practices in their farm sustainability plans and to inform the public about and their improved management practices.

5. Benefits to other professionals and clientele: Extension educators and other professionals will have access to all educational materials developed in this project through my web page. I also plan to reach out to food companies who are planning sustainability initiatives for agricultural producers. My long-term plan is to encourage a further discussion of sustainable human rsource practices on farms with a range of interested stakeholders.

Brad J. Burbaugh

Extension Agent, Agriculture & Natural Resources

Duval County

Why you wish to attend? I want to learn more about agricultural systems that are profitable, environmentally sound and good for communities. As a SARE Fellow I would stand out as a person who could offer holistic viewpoint of research, teaching and outreach programs related to sustainable agriculture in Florida.

Details of your experience and past activities that would demonstrate the understanding of and interest in sustainable agriculture and alternative farming strategies. Below are two recent programs that I have developed. The first program is a statewide initiative related to pasture-raised poultry. This educational program included classroom and field instruction as well as a virtual field day, educational exhibits, videos, learning module and multi-media presentations. The latter two were recognized as national winners in the NACAA Communications Awards program (2008, 2010). Additionally, efforts related to poultry production were recognized by NACAA as the best program in the nation for small, beginning and young farmers (2010). Secondly, I was a founding member and co-leader of the Northeast Florida Small Farms Working Group. This group of extension agents and small farmers was developed to establish strong farmer/farmer

and farmer/extension partnerships. This group serves as a catalyst to supply practical, applied, hands-on methods in sustainable agricultural production, marketing, processing, and regulatory issues. Additionally, until 2009 the Florida Association of County Agricultural Agents (FACAA) did not have a sustainable agriculture committee. As a member of the board of directors I talked to each board member and the President of our organization about the value of a sustainable agriculture committee. On October 12, 2009 the board of directors voted to establish a sustainable agriculture committee and appointed me as the committee chair.

A plan on how you intend to use the Fellows program information in your local Extension programs and the evaluatiogoudyg events for farmers that incorporate research-based and practical information related to sustainable practices used in production. Evaluation: 6-12 month follow-up survey measuring individuals utilizing information and resources presented at the learning events.

1. Speak at 3 industry events to promote the key concepts of sustainable agriculture and connection of agriculture and the well-being of individuals, families, businesses and our local community. Evaluation: Number of industry partners willing to support and partner with local farmers and sustainable agriculture advocates.

2. Provide technical assistance to 15 local farmers to help them assess the sustainability of their farms. Evaluation: Track the number of consultations and follow-up regularly with farmers and track the number of new practices implemented as result of assistance provided.

The potential impacts and expected results that your participation could have on your local Extension sustainable agriculture program. Byconducting and producing high-quality learning events, publications, and curriculum I will be able to increase the visibility of sustainable agriculture as a viable alternative in Florida. I will work to establish credibility through projects that help build capacity for sustainable agriculture issues. The following impacts are expected:

1. Build an expert system embodying the expertise of experienced farmers and agency, institutional, and agri-business specialists to help promote and support sustainable production systems in Florida.

2. Support Florida farmers through research, education and outreach focused on production, storage, processing, and marketing technologies that will boost small farm profitability, protect natural resources, and enhance rural communities.

3. Develop the Florida SARE program into a national model by communicating the scholarship of the aforementioned activities through a variety of professional improvement forums including journal articles, conference proceedings and presentations.

The potential benefits to other professionals and clientele in their geographic area. Preference will be given to applicants who plan to train others (extension agents, other professionals and clientele) upon completion of the program. My plan would be to develop professional training and resources for agents who deliver programs related to agricultural production by:

1. Developing and distributing a PowerPoint presentation that agents can use to promote SARE at field days and workshops.Evaluation: Survey educators to document the number of times the presentation was used at learning events.

2. 20 educators will refer clients to the identified resources including the SARE library afforded to the SARE fellow. Evaluation: Track information requests.

3. 50 extension educators will utilize SARE publications in outreach activities and in one-on-one consultation with their stakeholders. Evaluation: Track the number of publications distributed to extension offices and agents.

4. Using the sustainable agriculture publication series as a guide, 15 agriculture professionals will each assist two producers to evaluate current production or marketing methods. Evaluation: Survey educators to document the number of one-on-one interactions with land owners.

5. 10 agriculture professionals will each assist at least one farmer to transition from a current production system to a new, more sustainable system. Evaluation:6-12 month follow-up questionnaire measuring actual number of individual farmer contacts utilizing information and resources presented and developed by this applicant.

Aaron D Esser

Extension Agronomist
Washington State University
Lincoln-Adams Area

Why you wish to attend

I want to participate in the USDA SARE/NACAA Fellows Program to advance myself as an Extension educator, benefit my farmer clientele, and expand my program for the betterment of my Extension colleagues here at Washington State University (WSU). Through participation in this program, I expect to gain new experiences, and expand my knowledge and skills in sustainable agriculture, as experience is a critical part of learning. Being involved

in this program will also improve my ability to help farmers better understand and incorporate sustainable agriculture practices into their operation and way of life. Sharing in this program with other participants from different regions across the United States will also enhance my capacity to learn from them and help other Extension colleagues understand and incorporate sustainable agricultural practices into their program.

My interest in participating in this program peaked after visiting with my WSU Extension colleague and SARE Fellows class of 2009 participant Steve Van Vleet. Listening to him talk about his experiences and his renewed passion for agriculture sustainability, along with the talented network of colleagues and friends he met along the way, made me realize how much I want to share in this program, not only for myself, but for those I can positively impact.

Details of your experience and past activities

I have been with Washington State University Extension for 13 years, grew up on a family farm, and have a strong background in economics and its relationship or interaction with production. My Extension education program has, and will continue to, develop and advance sustainable agricultural systems that improve profitability and enhance soil quality. Profitability is the first and most important step in a sustainable agricultural system whether if it is a small organic vegetable farm or a larger dryland wheat farmer incorporating a direct or no-till seeding system. If it doesn't make economic cents, it doesn't make sense. Soil quality is also extremely important as soil provides a link to plant, animal, and human health. Soils provide nutrients for plant growth that are essential for animal and human nutrition and they help with the recycling and detoxification of organic material and the recycling of many nutrients and global cases.

Monoculture winter wheat systems that incorporate summer fallow with intensive soil tillage dominate the landscape across the dryland cropping region of eastern Washington. This system relies on commercial fertilizers and chemicals to remain profitable and this practice degrades soil quality through excess soil erosion and reduced soil organic matter. Within my Extension education program I often use on-farm testing research as a method to help farmers develop and advance sustainable agricultural systems that improve soil quality and limit the reliance on commercial fertilizers and chemicals. I annually establish ten to twelve on-farm tests focusing on alternative farming strategies that include conservation tillage and direct or no-till seeding systems, integrated pest management systems and diversified cropping systems which include atmospheric nitrogen fixation crops and biofuel crops.

Plan of how you intend to use the Fellows program and the evaluation program

My plan of work following the Fellows program experience will be impacted in multiple ways. I am always looking for new and innovative ideas to incorporate into my local Extension program, including methods to improve teaching and outreach delivery skills, program evaluation, or the latest sustainable farming systems or practices that could be examined and incorporated in our region. Relationships developed and information gathered through the Fellows program will allow for lifelong Extension program enhancement.

I implement various program evaluation methods into my Extension program including incorporating the TurningPoint® data collection system into my PowerPoint presentations. This system has proven to be a valuable method for quickly and easily getting nearly 100% farmer/participant feedback to assure specific learning objectives are being achieved.

Potential impacts and expected results

My local Lincoln-Adams Extension area program includes one of the largest wheat growing areas in the nation, producing 30 million bushels on 600,000 acres. Farmers in this dryland wheat production region of eastern Washington continue to adopt sustainable agricultural systems focused on conservation tillage and direct or no-till seeding systems, integrated pest management systems, and diversified cropping systems. However the adoption rate should be greater among area farmers. Through my sharing in the Fellows program, I expect that farmers will increase their rate of adoption of sustainable agricultural systems which will lead to increased farmer profitability and improved soil quality across the area.

Potential benefits to other professionals and clientele

My education and outreach plan of work goes well beyond my local Lincoln-Adams Extension Area. Participating in this program will allow me to better benefit industry, research and extension education. Each year I am invited to speak at numerous conferences and grower meetings across the region and I produce publications in regional popular press articles. These presentations and publications educate farmer clientele as well as other professionals, landowners, area field men, and crop consultants. Specifically within WSU, I actively organize and participate in the Dryland Cropping Extension Team which encompasses Extension colleagues and WSU research faculty. I am an Affiliate Faculty member with the WSU Crop and Soil Science Department and actively participate and provide input into research and extension focused on sustainable agricultural systems. I serve on both the Washington Wheat Advisory System and the Washington State Crop Improvement Education and Promotion Committee, providing input on sustainable agricultural systems. I also work directly with the local conservation districts to host educational workshops focused on sustainable agricultural practices.

2011 ABSTRACTS OF THE NATIONAL WINNERS COMMUNICATIONS AWARDS CONTEST

Audio Recording
National Winner

KILL IT WITH YOUR SHOE!

Hall, G.*[1]
[1] Regional Extension Education Director, Iowa State University, Mason City, IA, 50401

The audio recording is used to educate listeners about current topics impacting North Iowa residents. The use of personal stories and factual, research based information provides listeners with an interesting piece they can enjoy and gain knowledge. The recording is prepared by the author weekly using a freeware program, "Audacity." An MP3 file is downloaded from the computer program and sent as an attachment with an email to the radio stations. The email informs the station about the topic and also contains the text of the program. The email and attached audio is sent to 12 radio stations and 3 television stations in north central Iowa and south central Minnesota. Interest has been high as stations come to rely on the program in their weekly program schedule. Kill It With Your Shoe! was produced October 26, 2010.

Bound Book
National Winner

FLORIDA-FRIENDLY LANDSCAPING™ (FFL) PROGRAM

Wichman, T.*[1], Alvarez , A.[2], Gelmis, G.[3], Gilman , E.[4], Hansen , G.[5], Momol, E.[6], Niemann, B.[7], Rainey, D.[8], Scheinkman, M.[9], Schutzman, B.[10], Thomas, M.[11], Tolbert, J.[12]

[1] Ext Agt I State Coord. Master Gardener, Gainesville, FL, 32611
[2] Landscape Instructor, UF/IFAS Extension, Gainesville,FL, 32611
[3] Florida-Friendly Landscaping™ Program Senior Information Specialist, UF/IFAS Extension, Gainesville,FL, 32611
[4] Urban Tree Management Professor, UF/IFAS Extension, Gainesville,FL, 32611
[5] Landscape Design State Extension Specialist, UF/IFAS Extension, Gainesville,FL, 32611
[6] Florida-Friendly Landscaping™ Program Director, UF/IFAS Extension, Gainesville,FL, 32611
[7] Florida-Friendly Landscaping™ Program Statewide Homeowner Coordinator, UF/IFAS Extension, Gainesville,FL, 32611
[8] GI-BMP Statewide Program Coordinator, UF/IFAS Extension, Sarasota,FL, 34241
[9] Environmental Specialist, Florida Department of Environmental Protection, Tallahassee,FL, 32399
[10] Senior Computer Programmer/Analyst, UF/IFAS Extension, Gainesville,FL, 32611
[11] Professional Engineer, Florida Department of Environmental Protection, Tallahassee,FL, 32399
[12] Florida-Friendly Landscaping™ Program Senior Information Specialist, UF/IFAS Extension, Gainesville,FL, 32611

The goal of the Florida-Friendly Landscaping™ (FFL) Program is to provide science-based interdisciplinary educational resources that result in the adoption of environmentally friendly landscape practices to reduce water use & nonpoint source pollution, protect water bodies and natural resources and enhance the lives of Floridians. The Florida-Friendly Landscaping™ Guide to Plant Selection & Landscape Design targets the needs of Florida's 7.5 million homeowners as well as those of green industry professionals and landscape architects, enabling them to create Florida-Friendly Landscapes. Ten-thousand copies were printed with 7,500 of these having already been distributed to the public through the Cooperative Extension Service. A PDF version is also available on the FFL website. The guide begins with an overview of the nine FFL principles and includes design scenarios, a step-by-step approach to the conversion process, an overview of ecological considerations, a landscape planning worksheet, common gardening mistakes, and the plant list. The plant list consists of 500 species that are well adapted to Florida growing conditions with a color photo and detailed summary for each plant. Tom Wichman, served as one of the main sources of plant information and also provided a considerable number of the photographs used in the document. Don Rainey's expertise was invaluable as he was able to write and review content with an emphasis on the commercial landscape professions. This guide will serve as a tool to enable homeowners and industry professionals alike to protect and conserve the limited water resources remaining.

Computer Generated Graphics Presentation
National Winner

SELECTION AND CARE OF WOODY ORNAMENTAL PLANTS

Peronto, M.*[1], Reeser C. Manley[2]
[1] Extension Educator, , Ellsworth,ME, 04605
[2] Science Faculty Member, Shead High School, Eastport,ME, 04631

This fifty-slide PowerPoint presentation was developed as an educational tool for the Maine Master Gardener Volunteer training on Selection and Care of Woody Ornamental Plants. Additional components of this three-hour training, not included here, are a presentation on Nonnative Invasive Woody Species in Maine: Identification, Growth Habits, Impact and Management; and a lecture/demonstration on tree and shrub planting and care. The attached presentation speaks to the importance of landscaping with native plants, highlighting twenty-five native trees and shrubs suitable for four types of managed landscapes in Maine: the shady woodland landscape, the sunny well drained landscape, the seasonally flooded landscape, and the coastal landscape. Images and text describe the ornamental character, landscape use, wildlife value and cultural requirements of selected plants. The slide show was designed by Marjorie Peronto, the script was co-written with Reeser Manley. Images are original photographs taken by Reeser Manley. This presentation with questions and answers takes roughly 1 hour. This program has been presented by Marjorie Peronto in nine of the thirteen Maine counties where the Master Gardener program is offered, and used by two other county Extension faculty for their trainings, reaching approximately 300 volunteers. It was also presented at nine additional public workshops reaching an additional 220 people across Maine in 2010.

Fact Sheet
National Winner

Held, N. *[1]
[1] Extension Educator, Purdue Extension, Spencer County, Rociport, IN 47635

Indiana's Fertilizer Applicator Certification Rule, took effect in July 2010. The rule requires certification for fertilizer applicators as well as anyone transporting or distributing fertilizer material, including commercial fertilizer products and manure. Full compliance with Category 14 regulations will be required by January 1, 2012. "Category 14 – What Does It Mean?" was developed to provide fertilizer applicators, transporters, and distributors with a brief, simple, easy-to-understand factsheet outlining who is required to be certified and the procedures to become certified. The factsheet defines the various levels of certification, the steps, fees, and exam options to become certified, and how to obtain the exam study manual. The factsheet was designed and developed in Microsoft Publisher, using a Purdue Extension publication template. Factsheet content was obtained from Indiana State Chemist and Purdue Pesticide Programs resources and was reviewed by both organizations before release. The factsheet was direct-mailed to 159 producers in Spencer County and was distributed at pesticide applicator training sessions and other Extension programs. A PDF version of the factsheet was made available on the Purdue Extension-Spencer County website, along with other Category 14 resources. The factsheet was also utilized statewide. All Indiana ANR Extension Educators received an electronic copy allowing them to change the contact information and regional exam information to make the factsheet more suitable for use in their own counties. Fertilizer applicators and Extension Educators from across the state expressed appreciation for the factsheet and stated it helped them better understand the Category 14 rule.

Feature Story
National Winner

VEGETABLE GARDENING: GETTING STARTED

Banks, S.*[1]
[1] Horticulture Agent, Smithfield,NC, 27577

Many people are looking for reliable, local information on how to grow a vegetable garden to reduce what they pay at the grocery store. The Triangle Gardener editor was looking for an article on getting started with a vegetable garden. This article outlines several things to do when getting started with a vegetable garden for the first time. Steps are outlined as to how to select a garden site, take a soil sample, and how to make a garden plan to know when crops need to be planted or harvested. The

Triangle Gardener is a free publication to gardeners in the triangle area of North Carolina with a following of 90,000 readers. The magazine is paid for by advertisements from local suppliers with articles written by local professionals who have knowledge of what works locally.

Learning Module
National Winner

BEAVER LAKE LAKESMART

Teague,K.*[1],Hightower, M.[2], Maginot, J.M.[3], Ouei, P.[4]

[1] CEA-AGRI, Fayetteville,AR, 72704
[2] Assistant Director Communications & Marketing, University of Arkansas Division of Agriculture, Little Rock,AR, 72204
[3] Program Associate, University of Arkansas Division of Agriculture, Fayetteville,AR, 72704
[4] Extension Agent, University of Arkansas Division of Agriculture, Bentonville,AR, 72712

Beaver Lake serves as the drinking water supply for more than 350,000 Arkansans and garners $34 million from recreation and tourism activities. To protect and improve the water quality of this important regional resource, the LakeSmart environmental self-assessment notebook was designed to engage shoreline residents in minimizing their contribution of nutrients, sediment, bacteria, and other pollutants to the lake. A series of LakeSmart cove workshops have been conducted for lakeside neighbors who gather to consider and discuss the importance of their property management as the last line of defense surrounding the lake. Workshop participants work through the 57-page LakeSmart self-assessment notebook, beginning with a quick 22-question checklist to help them identify potential pollution risks. Their confidential responses then guide lake residents to topical chapters with more detailed assessments and descriptions of Best Management Practices that will help them reduce runoff and minimize their water quality impacts. LakeSmart notebook chapters emphasize site assessment, landscape management, water management and conservation, septic system management, use and disposal of household hazardous products, and boat and dock maintenance. Feedback on the LakeSmart notebook content and resources been tremendous. Written evaluation comments include, "gives interesting facts and checklist gives opportunity to look at your personal situations", "introductory checklist helpful to identify priorities", "introduced things I wouldn't have thought of, like pet waste", and "I found the information on runoff pollutants particularly useful." As the program continues, plans are underway to expand the guide to address watershed-wide management decisions and actions.

Newsletter, Individual
National Winner

Stapper, J.*1
[1] CEA-Ag/NR, Texas AgriLife Extension Service, Robstown,TX, 78380

The objective of this newsletter was to keep local agricultural clientele informed of upcoming educational programs and give them information that they could use to enhance their agricultural business. This newsletter was distributed to more than 517 citizens in the Nueces County area via the U.S. Postal Service, e-mail, and posting on the Internet and was designed and printed by the Nueces County Extension Office.

Newsletter, Team
National Winner

THE WASHINGTON ANIMAL AGRICULTURE TEAM'S EXTENSION LIVESTOCK NEWSLETTER

Kerr, S.*[1], Ferguson, H.[2], Fouts, J.[3], Hudson, T.[4], Moberg-Williams, D.[5], Moore, D.[6], Neibergs, S.[7], Smith, S.[8]

[1] WSU-Klickitat Co. Extension Director, Washington State University, Goldendale,WA, 98620
[2] Extension IPM Coordinator Specialist, Washington State University Extension, Prosser,WA, 99350
[3] Retired Extension Educator, Washington State University Extension-Walla Walla County, Walla Walla,WA, 99362
[4] Livestock and Range Management Specialist, Washington State University Extension-Kittitas County, Ellensburg,WA, 98926
[5] County Extension Director, Washington State University Extension--Walla Walla County, Walla Walla,WA, 99362
[6] Veterinary Medicine Extension Director, Washington State University, Pullman,WA, 99164
[7] State Livestock Economics Extension Specialist, Washington State University, Pullman,WA, 99164
[8] Area Extension Animal Science Specialist,, Washington State University Extension, Grant-Adams Area, Washington, Ephrata,WA, 98823

The Washington Animal Agriculture Team (WAAT) formed in 1997 to develop and deliver programs to meet the educational needs of livestock producers in central Washington State. Team membership has grown from an initial four to the current 10 members, with statewide outreach. Team activities have included sponsorship of educational workshops and field days, development of a web site, creation of fact sheets and publication of a brochure to inform producers about the team. In 2006, the team created a quarterly electronic newsletter to increase outreach to time-constrained, new and small-acreage livestock producers in Washington State who find it difficult to attend educational workshops. Due to budget reductions, the newsletter and fact sheets now comprise the majority of outreach efforts for the team. Each newsletter contains livestock production and management articles relevant for the time of year. Editorship alternates among team members. Newsletters are posted on the team's web site at www.animalag.wsu.edu/newsletters. Notice of the release of each new issue is made using various livestock association and university e-mail listservs. Nineteen issues have been produced thus far and each issue continues to be accessed, averaging 1200 hits to date. Team members meet by teleconference quarterly to discuss area livestock issues and plan educational outreach programs. In 2009, a university-wide meeting of animal agriculture faculty was convened to identify priority programming areas for the coming years, and WAAT membership now includes campus-based Animal Science specialists, Veterinary Extension faculty and county-based faculty.

Personal Column
National Winner

THE KANSAS CITY STAR GROW SPECIAL SECTIONS

Patton, D.L.[1]

[1]Johnson County Kansas State University Research and Extension, Horticulture Agent, 11811 S. Sunset Drive, Suite 1500, Olathe, Kansas 66601

Each spring and fall The Kansas City Star newspaper publishes special sections called Grow. The Grow sections focus on lawn and garden stories for the season. There are approximately 10 issues in the spring and six in the fall as the number varies based on advertisement. The intended audience is mainly local gardeners. The purpose of the personal column is to disseminate gardening information to the public. Column stories are based on the timing of the gardening season and conditions occurring that reflect seasonal changes. The feedback from the readers is extremely high and very positive. Comments are made about the quality of educational information and the personal nature and humor injected in the columns. In fact, the submitted column on pruning shows the value of the message as people will still refer to the "whack it back" method of pruning. The Kansas City Star is a privately held company. They do not release circulation numbers. The personal columns are a vital method of promoting not only the educational message but also Johnson County Kansas State Research and Extension in the metropolitan area.

Program Promotional Piece
National Winner

EAB BOOKMARK

Stone, A.K.*[1], Deppen, T.[2], Farr, L.[3]

[1] Extension Educator, Ohio State University, Toledo,OH, 43615
[2] EAB Communications Specialist, Ohio Department of Agriculture, Reynoldsburg,OH, 43068
[3] Senior Graphic Designer, Ohio State University, Communications and Technology, Columbus,OH, 43210

Emerald ash borer (Agrilus planipennis) (EAB) is an exotic insect found in 15 states. This invasive wood borer is responsible for killing millions of ash (Fraxinus spp.) trees. Its devastating impact often compared to the chestnut blight and Dutch elm disease before it, EAB is capable of eliminating an entire tree species from forests and cities throughout the land making it one of the most serious environmental threats now facing North American forests.

The two-sided die-cut bookmark was designed by Ohio State University (OSU) Extension's Communications and Technology with input from the Ohio EAB Communications Working Group. One side asks the question, "Do you have an ash?" and describes the branching, leaves, and seeds to help the public identify ash trees. The second side highlights common signs of an EAB infestation, including photos and descriptions. The purpose of this educational piece is to raise awareness about EAB, and engage the public to identify ash trees in their own landscapes and communities, monitor for signs

and symptoms of EAB, and report suspect infestations.

The promotional piece was developed as a collaborative effort between OSU Extension and the Ohio Department of Agriculture, and offered to Ohio's libraries during National Library Week (April) and Emerald Ash Borer Awareness Week (May), as a means of reaching the public across the buckeye state. Additionally, the bookmarks have been distributed to educators for EAB programming, displays, and special events. Fifteen thousand bookmarks were distributed, and additional 10,000 will be reprinted this spring.

Publication
National Winner

SEASON-LONG STRAWBERRY PRODUCTION WITH EVERBEARERS FOR NORTHEASTERN PRODUCERS

Demchak, K.,[1] Frick, S.L.[2], Lantz,* W.D.[3], Swartz, H.J.[4]

[1] Senior Extension Associate, Penn State Cooperative Extension, University Park, PA 16802

[2]Extension Program Assistant, University of Maryland Extension, Garrett County, Mt. Lake Park, MD 21550
[3]Extension Educator, University of Maryland Extension, Garrett County, Mt. Lake Park, MD 21550
[4]Owner Operator, Five Aces Breeding, Garrett County, Oakland, MD 21550

Strawberry production in the northeastern United States has mostly been limited to June bearing production until recently. Developments in production with everbearing strawberries have given some producers the ability to produce high quality strawberries throughout the growing season. Extension bulletin 401 "Season-Long Strawberry Production with Everbearers for Northeastern Producers" fills a gap in available extension educational materials, providing detailed explanations of the history, development, production methods, pests and economics of producing everbearing strawberries. The extension bulletin was developed for small scale experienced or inexperienced growers in the northeastern US. Willie Lantz co-authored and coordinated the publishing of the bulletin. The bulletin is available on the internet at http://www.agnr.umd.edu/FileExchange/Strawberry_Production_-_Lantz_8-3-2010.pdf.

Published Photo & Caption
National Winner

GREEN ROOF PHOTO

Swackhamer, E.*[1]
[1] Horticulture Educator, Penn State Cooperative Extension, Allentown,PA, 18104

There is a lot of interest in sustainable, green landscape practices these days. Motivation for this interest varies. Homeowners are acting out of concern for the environment and want to make a difference on their property. Municipal employees and officials are trying to reduce costs of installing and maintaining public landscapes. Watershed associations are interested in improving water quality and reducing flooding. In 2010, Extension teamed up with other agencies through the Lehigh Valley Sustainable Lands Partnership to host a bus tour. One hundred and five people visited seven sites in Northampton County and looked at a variety of sustainable practices. This photograph was taken by the author to accompany the article written to highlight tour stops. The photograph was taken using a digital Nikon Cool Pix 4500 camera. The photograph and the article were published in the September/October edition of the Pennsylvania Landscape and Nursery Association's magazine, and distributed to over 700 businesses in Pennsylvania, extending the educational reach of the event.

Video Presentation
National Winner

"PATCHING INTO THE FALL TRADITION"

Jaskinski, J.*[1],
Precheur, B.[2]

[1] Extension Educator, OSU Extension, Urbana,OH, 43078
[2] Associate Professor, OSU Extension, Dept. of Horticulture and Crop Science, Columbus,OH, 43210

This video was produced by OSU Communications & Technology to promote fall activities that Ohio is

known for, namely pumpkin festivals and local pumpkin production. This video explores various aspects of production and the role of using experiment stations to keep growers competitive, economically profitable, and continually adopting new production techniques. The economic impact of pumpkin production on the Circleville pumpkin show and one grower's thoughts on how valuable OSU Extension is to their annual production is shown. Dr. Robert Precheur and myself provided most of the research and technical information used in producing this 5:15 film, and are interviewed on camera at the Western Ag Research Station.
http://www.youtube.com/user/OSUExtension

Website
National Winner

"UPSTATE HORTICULTURE: CLEMSON EXTENSION"

Tanner, S.C.*[1]

[1] Area Extension Agent, Clemson Extension Service, Greenville,SC, 29601

Extension clientele, especially younger clientele, are increasingly turning to web-based information sources first. Reaching them by traditional means (print media, radio, mailings, etc.) is often less effective and more costly than using internet outlets. As a result, social media sites (Twitter, Facebook, etc.) offer great potential for reaching new audiences and sharing information with any interested party, for essentially no expense. Therefore, the author launched a Facebook Page in fall 2009 called "Upstate Horticulture: Clemson Extension" and has continuously maintained the site. View the site at www.facebook.com/UpstateHort. The author is the only administrator and manages all content, posting new content almost daily. Various informative, subject-specific, and research-based tidbits about horticulture, gardening, landscaping, etc. are shared. Program announcements and Extension updates also feature prominently on the page. The site had 392 "likes" as of March 11, 2011 with little more than word-of-mouth advertising. People who "like" the site see new items in their own "news feed" when those items are posted. If viewers are interested in the topic they may click on it to see more, or simply ignore it if they are not interested. They may also "like" or comment on individual posts. Since inception this Facebook page has proven a valuable communication and constituent recruitment tool for the horticulture programs in the Upstate region of SC.

2011 Hall of Fame Award Recipients

2011
North Central Region
Hall of Fame Award
Robert Scriven
Nebraska
36 Years - Retired

2011
Southern Region
Hall of Fame Award
Charles R. Moody
Alabama
31 Years - Retired

2011
Northeast Region
Hall of Fame Award
David R. Tetor
New York
31Years - Retired

2011
Western Region
Hall of Fame Award
Gerald Marks
Montana
41 Years

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2011 American/World Agriculture Award Recipient

Dr. Barry Flinchbaugh receives the 2011 American/World Agriculture Award from NACAA President Stan Moore, and NACAA Vice President Paul Craig.

You would be hard pressed to find anyone who has made a bigger impact on recent farm bills and agricultural policy than Dr. Barry L. Flinchbaugh. Dr. Flinchbaugh has served as an advisor and consultant to eight governors (Kansas ans elsewhere), six US senators, several US congressmen, a couple of US Secretaries of Agriculture, numerous US House and Senate Ag committees and subcommittees, the Kansas Legislature and nearly every major farm organization and major ag media outlets. For many of us, the name Barry Flinchbaugh is synonymous with government farm bills and public policy.

A native of York, Pennsylvania, Dr. Flinchbaugh holds a B.S. in Animal Science and M.S. in Agricultural Economics from Pennsylvania State University. After receiving his Bachelor's degree Barry served two years as an assistant county agent in Pennsylvania, where, as he tells it, had it not been for a couple of 4-H parents, he may have spent his entire career. After receiving his Master's degree, Flinchbaugh went on to Purdue where he received his Ph.D. in Agricultural Economics. Dr. Flinchbaugh arrived at Kansas State University in 1971 where he has spent the remainder of his professional career, to date, in various capacities. Dr. Flinchbaugh has served as an instructor, Extension Agricultural Economist on public policy, State Extension Agricultural Economics program leader, legislative liaison and special assistant to the president. Of all these positions and activities, it is his time in the classroom or with county extension agents that he has found most rewarding. At this time, Dr. Flinchbaugh is semi-retired, still teaching his legendary agricultural policy class.

Having started his career as a county agent, Dr. Flinchbaugh has been a long standing supporter and friend of county agents. Whether it was discussing kings and kingmakers with new agents in training, presenting a public policy program at county meetings, or going to bat for an agent having problems with a recalcitrant state specialist, it was always reassuring to know that as a county agent, Dr. Flinchbaugh had my back! In fact, when the Kansas Association of County Agricultural Agents changed their bylaws allowing specialists to belong to the association, Dr. Flinchbaugh was one of the first to step forward and pay his dues. As he is now retired from all but teaching his one class, he is now proud to be an NACAA Life Member.

While his impact within the state of Kansas has been significant, it is when you evaluate his impact on the national and international front that his accomplishments move from impressive to amazing. Dr. Flinchbaugh has been deeply involved with the crafting of the past half dozen farm bills. He has served as chairman for many national and international commissions on food, agriculture and policy for the US Congress. He has served on the boards of the Kansas Ag and Rural Leadership program, Kansas City Board of Trade, the Farm Foundation and chaired the commission on 21st Century Production Agriculture. In his career he presented over 600 public seminars and forums addressing many public policy and local governance issues. His list of refereed papers, Extension Bulletins and popular agricultural press articles covers nine pages. He has appeared on over 350 radio and television programs. He has led agricultural trade delegations around the world. He has given presentations on democracy, ag and public policy to leaders around the world. His take home message has never been one of what he may feel is right or wrong, but instead a study of actions and consequences. He firmly believes that when people are presented with adequate information, they ultimately will make good decisions.

Dr. Flinchbaugh is a highly desired public speaker. He has made over 350 significant addresses to annual meetings of cooperatives and ag producer groups, to banks and lending institutions of all kinds, leadership groups, ag and public policy groups, state extension annual meetings, the annual meeting of the National Extension Association of Family and Consumer Sciences, and NACAA's 2000 AM/PIC in Jackson Mississippi.

What it comes down to is this. If the question has been on farm bills or agricultural policy, the first person that people all across the country have regularly turned to is Dr. Barry Flinchbaugh. Not an insignificant accomplishment for the young man who served as the president of the 1958 York County Pennsylvania 4-H Council!

2011 Achievement Award Winners

North Central Region

Illinois - John Pike
Indiana - Mr. Bryan Overstreet
Iowa - Mr. Kapil Arora
Kansas - Dr. Gary Cramer
Michigan - Thomas Guthrie
Minnesota - Betsy Wieland
Missouri - James Humphrey
Nebraska - Brandy VanDeWalle
North Dakota - Craig Askim
Ohio - Theodore Wiseman
South Dakota - Robin Salverson
Wisconsin -Steve Huntzicker

Northeast Region

Maine - Tori Lee Jackson
Maryland - Jennifer Rhodes
New York - Mr Charles Schmitt
Pennsylvania - Amber Yutzy
West Virginia - Jodi Richmond

Southern Region

Alabama - Stephen F. Enloe
Arkansas - Mr. Lance Kirkpatrick
Arkansas - Brad McGinley
Florida - Theresa Friday
Florida - Edward Skvarch
Georgia - Jonael H Bosques-Mendez Georgia - Stephanie Ray Butcher
Kentucky - Lori Bowling
Kentucky - Traci Missun
Louisiana - Dr. Robert J. Soileau
Mississippi - Dr. Dean Jousan
North Carolina - Mrs. Tiffanee J Conrad-Acuña
North Carolina - Anne Edwards
North Carolina - Mark Powell
Oklahoma - William A Cubbage
South Carolina - Lee Van Vlake
Tennessee - Mr. Ty Petty
Tennessee - Jerri Lynn Sims
Texas - Bryan Y. Davis
Texas - Brandon Dukes
Texas - Dale Rankin
Texas - Jamie Sugg
Virginia - Jamie N. Stowe

West Region

Arizona - Stacey Bealmear
Colorado - Alan Helm
Idaho - Sarah D Baker
Montana - Janna J Kincheloe
Oregon - Melissa Fery
Utah - Mr Linden Greenhalgh
Wyoming - Barton Stam

2011 Distinguished Service Award Winners

North Central Region

Indiana - Walter Sell
Iowa - Jim Fawcett
Kansas - Larry Crouse
Kansas - John Stannard
Michigan - Robert Bricault, JR.
Michigan - Warren L Schauer
Minnesota - Robert Olen
Missouri - Ted Probert
Nebraska - Duane Lienemann
North Dakota - Keith L. Brown
Ohio - Alan Sundermeier
South Dakota - Mark Rosenberg
Wisconsin - Greg Andrews

Northeast Region

Maine - Kathryn Hopkins
Maryland - Stanley W. Fultz
New Jersey - Richard Weidman
New York - Susan K Beebe
Pennsylvania - Craig Altemose
Pennsylvania - Mena Hautau
West Virginia - Bruce Loyd

Southern Region

Alabama - Tony Glover
Alabama - Charles C. Mitchell
Alabama - Anthony G. Wiggins
Arkansas - Jack Boles
Arkansas - Brian W. Haller
Florida - Bridget Carlisle
Florida - Shepard D Eubanks
Florida - Ken Rudisill
Georgia - John Palmer Beasley, Jr.
Georgia - Keith Fielder
Georgia - Mitchell May
Georgia - Bobby Smith
Kentucky - Eric Baker
Kentucky - Joanna Coles
Kentucky - Don Sorrell
Louisiana - Jimmy Flanagan
Louisiana - Carol L. Pinnell-Alison
Mississippi - Dr. Bill Burdine
Mississippi - Dr. Andy Londo
North Carolina - Kenneth Bailey
North Carolina - Kevin Johnson
North Carolina - Cyndi Lauderdale
North Carolina - Danny Lauderdale
North Carolina - Jeffery Vance
Oklahoma - Jeff Bedwell
Oklahoma - Doug Maxey
South Carolina - Mr. W. Bryan Smith
Tennessee - Ricky Mathenia
Tennessee - T. Bruce Steelman
Tennessee - Finis Stribling, III
Texas - William M. Johnson
Texas - Jerry Kidd
Texas - Philip W. Shackelford
Texas - J. R. Sprague
Texas - Todd K. Williams
Texas - David Winkler
Virginia - D. Scott Jessee
Virginia - Michael J. Parrish

West Region

Alaska - Julie Riley
Arizona - Jeff Schalau
Colorado - Patrick McCarty
Idaho - Steven Harrison
Montana - Daniel Picard
New Mexico - Pete Gnatkowski
Oregon - Chip Bubl
Utah - Mr Chad R. Reid
Washington - Mark D Heitstuman
Wyoming - John Hewlett

Public Issues Leadership Development Conference

Sponsored by Joint Council of Extension Professionals

NEWS

April 15-18, 2012

Alexandria Westin
Alexandria, Virginia

REQUEST FOR PROPOSALS
for Oral Presentations

Theme: **Cooperative Extension: Relevant Now and Beyond**

The Joint Council of Extension Professionals' (JCEP) Public Issues Leadership Development Conference (PILD) is a unique professional development opportunity that brings together leaders and supporters from all levels and subject matter areas of Extension, including elected officials, to gain insight into the "big picture" of how the Extension system and our government work at the federal level. This year's PILD Conference will once again provide capacity building for extension advocacy and Extension programs in the context of relevant public issues affecting the future of Extension Professionals and the populations they serve. In recognition of the 150th anniversary of the Morrill Land-Grant Act, there will be a special capstone presentation.

Call for Abstracts

This year's Planning Committee invites you to highlight your own contributions to Cooperative Extension that give insights into issues that are currently affecting our Extension programming, clientele and volunteers. Our concurrent sessions will tackle the theme 'Cooperative Extension: Relevant Now and Beyond.' Presentations should highlight productive models of extension advocacy; and how Extension programs successfully address relevant and emerging public issues. They should also illustrate how these models can be readily replicated in other states. We will continue to focus on efforts where Extension fills an essential niche or provides vital leadership for addressing these issues.

All attendees including presenters must register for the conference.

Presentation format:

· Oral Presentations – 45-minute sessions including time for questions and answers.

· JCEP-sponsored Presentations – 60-minute sessions including time for questions and answers. Up to three partial scholarships (i.e., waived registration fee) are available for abstracts selected for the JCEP-sponsored presentations.*

We have a combined total of up to 13 oral presentations to fill. Abstracts will be reviewed based on one or more of the following:

1. Uniqueness and relevance of the extension or advocacy program
2. Demonstrates how program can be replicated at other locations
3. Addresses an emerging need and addresses the mission of the PILD conference

Additional Guidelines and Information:

Proposals must be submitted by November 9, 2011.

All proposals must be received electronically via the online GoogleDocs process by 5:00 p.m., November 9, 2011. The link is available at the JCEP website at: http://www.jcep.org/pild.htm under "2012 PILD Call for Abstracts." Applicants must be a current member of one of the JCEP Professional Organizations.

Failure to adhere to the guidelines may result in non-evaluation of the proposal by the JCEP Review Committee.

The proposals will be reviewed by the JCEP PILD Review Committee which is comprised of the representatives from each of the Extension Professional Organizations: ANREP, ESP, NAE4-HA, NACAA, NEAFCS, and NACDEP.

Proposals will be evaluated upon the following weighted criteria: addressing topic as outlined above -- 15%; adherence to format -- 10%; value of information to participants -- 50%; and interest of topic to participants -- 25%.

Applicants will be informed of selection by December 21, 2011.

Selected presenters will have their presentation information posted on the JCEP Web site.

* All abstracts will be peer-reviewed by an all-association review committee. The three highest ranking abstracts will selected for the JCEP-sponsored concurrent extended presentation session. For each JCEP-sponsored presentation, the cost of one registration fee will be waived (a total of $350, which can be pro-rated between presenters). The time allotted for JCEP-sponsored presentations is 60 minutes, including time for questions and answers.

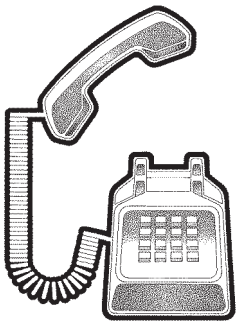
Sponsored by:

JCEP – Joint Council of Extension Professionals

For conference details, visit www.jcep.org

Call of the Week

To submit a funny call of the week or story from your experiences with Extension - please send an email to nacaaemail@aol.com.



An Extension Director's Prayer

In honor of Dr. Gaines Smith
(recently retired Alabama Extension State Director)

Lord, as I kneel here beside this small tree
In many small ways it reminds me of me
Cause like this young pine just beginning to grow
I started my career many years ago

And like these small seedlings all planted in rows
You planted me and my family in a place that you chose
"I'll make him an agent for Extension" You said
"And he'll grow like a tree in the years still ahead"

Throughout the years you helped me grow tall
Then during the storms you taught me to bend and not fall
So like these young trees that face wind, fire and pests
I too would face troubles but it brought out my best

Through it all you had a purpose I now see
An Extension Director was your plan for me
To be a leader and offer shade and protection
To the young trees below growing in an upward direction

But trees grow in rotation and don't stay forever
Eventually they are removed and used for new endeavors
But all trees are used for your purpose and design
And there are new plans for me that You have in mind

So now I must move and make room for others
But all in Extension are my sisters and brothers
The best job on earth we have all shared
Helping friends and neighbors and showing we cared.

So this is not goodbye, just a little farewell
Thank you oh Lord, You have blessed me well.

By Roger Vines
County Extension Coordinator
Coosa County Office
Rockford, AL

A Special Thank You to Our Sponsor/Donors for the 2011 NACAA AM/PIC

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The County Agent

POSTMASTER: SEND ADDRESS CHANGES TO:
The County Agent - NACAA, 6584 W. Duroc Rd.,
Maroa, IL 61756 - Attn: Scott Hawbaker

ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE DATES

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

2013
Pittsburgh, PA (Galaxy IV).....Sept. 15-20

2014
Mobile, Alabama.....July 20-24

2015
Sioux Falls, South Dakota.....July 12-16