

# The County Agent

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## Northeast Agents Show "The Power of Teamwork" at 90th AM/PIC Buffalo

Over 1,500 extension agents, family members and guests attended the N A C A A



Annual Meeting and Professional Improvement Conference, July 17-21 in Buffalo, NY. The Northeast agents did a remarkable job in implementing this years AM/PIC and proved that "The Power of Teamwork" really works.

Attendees benefited from the wide variety of professional improvement opportunities and experienced the friendly hospitality offered by the team of northeast agents.

Special guest speakers included; Dennis Mullin, CEO of Birds-Eye; Steve Tasker, former National Football League MVP' and Zach Clements, retired Vermont professor and inspirational speaker.

Over 1,100 people participated in the Professional Improvement Tours held on Wednesday, July 20. These tours took place across the entire western region of New York with some venturing into Canada.

Thank you to the Northeast Extension Agents for working so hard during the last 4 years - your efforts provided NACAA agents and family members with a most memorable conference.



*NACAA President  
Mickey Cummings and wife Lauren*

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*2005-2006 NACAA Board of Directors, Seated front row (L-R): Chuck Schwartau, Treasurer, MN; Glenn Rogers, Past President, VT; Mickey Cummings, President, GA; Chuck Otte, President-Elect, KS; Fred Miller, Vice President, NC; Back Row (L-R): R. David Myers, Northeast Region Director, MD; Stan Moore, North Central Region Director, MI; Gary Hall, Policy Chair, CO; Sandy Macnab, Western Region Director, OR; Leon Church, Secretary, TX; Henry Dorough, Southern Region Director, AL; James Riddell, Southern Region Director, VA.*

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# IMPRESSIONS OF BUFFALO, NEW YORK





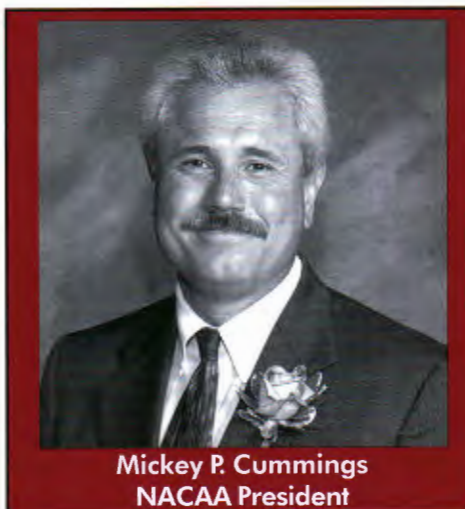
# History of NACAA Brings Common Thread

The first officially recognized meeting of NACAA occurred in 1916 in Chicago. This group of Extension Agents adopted a constitution and elected Ed Heaton as the first President of NACAA. This first meeting of NACAA was concerned with raising the standards for "County Agent Work"

Again in 1957 NACAA members were focused on raising the standards of their profession. This 42<sup>nd</sup> Annual Meeting was held in Boston under the leadership of NACAA President, R. H. McDougall of Pennsylvania. A young senator from Massachusetts gave a talk that emphasized the importance of the County Agent. John F. Kennedy stated, "For I am convinced that in the long run the work of our County Agents in every part of the nation will have a more far-reaching influence on the course of our farm economy than any decision I might make as a U. S. Senator."

The history of NACAA will find that in 1972 NACAA was again found to be focusing on raising the standards of "County Agent Work". Doug Strohbehn of Georgia was our President. Under his leadership NACAA created a new award called the Achievement Award and the NACAA Scholarship program was created.

As you can see there has been a common thread in all of our NACAA meetings from the 1916 meeting in Chicago to the 2005 meeting in Buffalo the focus was raising the standards of "Extension Work". Certainly, that standard was raised this past July in Buffalo. Nate Herendeen and the agents in North East Region provided a great AM/PIC for NACAA. "The Power of Team Work" was evident in every aspect of the meeting in Buffalo. Thank you North East Region for a job well done.



**Mickey P. Cummings**  
NACAA President

The more AM/PIC's that I attend make me believe one very important item. It matters not what region or state we are from or whether we are an active member or a life member. We are basically all the same. We have the same concerns and we face the same challenges. We must raise the standard of "Extension Work" for future generations of Extension workers as our Life Members did before us. This can be accomplished by creating new professional improvement opportunities within NACAA.

One example for improving our professional development is the "Trade Talks" that were initiated at the last AM/PIC. Our goal was to provide NACAA members with the opportunity to attend sessions where speakers would provide the latest cutting edge information on products in the industry. According to evaluations conducted at the AM/PIC this was accomplished. A committee chaired by Past President Glenn Rogers is developing some guidelines that will help guide NACAA in developing future trade talks.

Another opportunity that we have in NACAA is the "Outstanding Young Farmer Program". Edmund Gomez,

Chair of Public Relations and Ag Issues, have committed to increasing the number of applications submitted by NACAA members. Do you have a young farmer who might be a good candidate for OYF? But, you don't know your state Jaycee contact. Call Edmund Gomez in New Mexico at 505-852-2668. He has the Jaycee contacts in each state. I have asked Glenn Rogers and Chuck Schwartau to assist Edmund and the PR & Ag Issues Committee in their endeavor to increase the number of applications to OYF. The deadline for submission is October 1, 2005.

Another opportunity that NACAA members have for raising the standards of Extension work is that of working with decision makers. At the Post Board Meeting in 2004 Life Members suggested that NACAA design a training tool that could be used by Extension Professionals to improve the ability of an Extension worker in working with decision makers. We as Extension Workers have a unique opportunity of working at the grass roots level to improve the image of Cooperative Extension and the Land Grant University. We must work together with administrators in our respective states to accomplish this feat. The CD that was provided in registration packets at the AM/PIC shows us how to work with decision makers to tell them our message. I strongly encourage each of you to use this CD.

As we go through the events for this next year remember to plan to attend the AM/PIC in Cincinnati in 2006. The agents in Ohio and Kentucky have a "River of Diverse Opportunities" planned for you.



# Poster Session Winners Announced at 90th AM/PIC

## Applied Research:

1. Bruce Loyd, WV
2. Keith Rucker, GA
3. Gary Wilson, OH

### 1st Place - Applied Research

CONTROL OF AUTUMN OLIVE  
USING BASAL HERBICIDE  
APPLICATIONS



Loyd,\* B.M.<sup>1</sup>, Chandran, R.S.<sup>2</sup>

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Autumn Olive (*Elaeagnus umbellata*) is a spreading, upright, shrub that was introduced to the United States from eastern Asia for use in conservation plantings. It is listed as a noxious weed in 23 north central and western West Virginia counties. Many farmers consider autumn olive to be a severe brush problem. It spreads easily and can take over pastures or idle fields, removing many acres from active grass production. Mechanical control, such as brush hogging, mowing, or grubbing, is not a feasible long term option due to the ability of this plant to resprout easily.

Although foliar herbicide applications can be effective to control autumn olive, these applications can be very difficult, depending on terrain, brush size, and plant density. Basal stem applications, where the stem is sprayed from ground level to a height of about 15 inches, have a number of advantages. These include greater flexibility in timing of applications, the ability to target plants when brush is mixed with non-target plants, safety, ease of application, and fewer equipment requirements. Field trials were conducted in 2002-2004 in Lewis County, West Virginia, to determine the effectiveness of basally applying 4% Crossbow (triclopyr + 2,4-D) or 20% Remedy (triclopyr) using No. 2 diesel oil as a carrier, to control autumn olive plants of varying sizes. Applications were done in October, February, March, and May. Excellent (>95%) brush control was observed following application of either herbicide treatment.

### 2nd Place - Applied Research

MAPPING YIELD VARIABILITY OF  
COMMERCIALY GROWN BELL  
PEPPERS

Rucker, K.S.,<sup>1\*</sup> Perry, C.D.<sup>2</sup> and Rains, G.C.<sup>2</sup>

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<sup>2</sup>Department of Biological and Agricultural Engineering, University of Georgia, Tifton, GA 31793.

Yield monitoring and mapping has become a valuable tool in modern crop production systems. While electronic yield monitors are commercially available for a variety of mechanically harvested crops, little research has been conducted to monitor and map yield variability in hand-harvested crops such as

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

### 3rd Place - Applied Research

HORSE GRAZING PREFERENCE  
STUDY

Wilson,\* G.W.<sup>1</sup>, Hoorman, J.J.<sup>2</sup>

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<sup>2</sup>Water Quality Extension Educator, Ohio State University Lima Center, One Court House Square, Suite 40, Kenton, Ohio 43326

This study, conducted at the University



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

### **Extension Education**

- 1. Mary Sobba, MO**
- 2. David Marrison, OH**
- 3. Robert Bellm, IL**

### **1st Place - Extension Education**

**ANNIE'S PROJECT –  
EMPOWERING FARM WOMEN**

Sobba, M.S.<sup>1</sup>, Hambleton, R.E.<sup>2</sup>, and Wells, J.B.<sup>3</sup>

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<sup>2</sup> Farm Management and Marketing Educator, University of Illinois Extension, 4112 N. Water Tower Place, Mt. Vernon, IL 62864, U.S.A.

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

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

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

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

### **2nd Place - Extension Education**

**A HANDS-ON APPROACH TO  
TEACHING PESTICIDE RE-  
CERTIFICATION**

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<sup>1</sup> Agriculture and Natural Resources Extension Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

<sup>2</sup> Horticulture Extension Educator, Ohio State University Extension, Geauga County, 14269 Claridon-Troy Road, PO Box 387, Burton, Ohio 44021

<sup>3</sup> Horticulture Extension Educator, Ohio State University Extension, Lake County, 99 E Erie Street, Painesville, Ohio 44077

<sup>4</sup> Agriculture and Natural Resources Extension Educator, Ohio State University Extension, Trumbull County, 520 West Main Street, Suite 1, Cortland, Ohio 44410

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

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

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

### **3rd Place - Applied Research**

#### **BUGMASTERS INTEGRATED CROP MANAGEMENT PROGRAM**

Bellm,\* R.C.<sup>1</sup>, Bowman, N.D.<sup>2</sup>, Hoard, M.W.<sup>3</sup>, Roegge, M.D.<sup>4</sup>

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

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

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

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

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

## **SEARCH FOR EXCELLENCE NATIONAL WINNERS**

### **Remote Sensing/ Precision Agriculture**

#### **National Winner**

#### **DODGE COUNTY FARMLAND APPLICATION OF BIOSOLIDS**

Varner,\* D.L.

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Applying biosolids (municipal sewage sludge) to farmland is a practice that has





benefited from the implementation of GIS, GPS and remote sensing technologies. A GIS was developed to assist in assessing proposed biosolids application sites. The GIS was designed to consider depth to water table, soil types, proximity to surface water, topography, wells, public areas, distance to neighbors' dwellings, and other factors influencing the suitability of biosolids for a specific field. This technology allowed the proposed application site detail to be viewed during public conditional use permit hearings ensuring that all involved were properly oriented to the proposed site. GPS tools were used to document field boundaries, wells, tile inlets, biosolids storage sites, and research treatment locations. This technology also enabled convenient navigation to the documented field features. Aerial color and infrared photographs were captured on each biosolids application site throughout the growing season to monitor and document agronomic features. A county wide GIS system was developed that enabled integration of readily available GIS data such as FSA background imagery, roads, section lines, waterways, wellhead protection areas, County zoning districts. These GIS layers combined with GPS data collected during the growing season, remote imagery, and farmer generated yield

maps provided a valuable management tool for the Dodge County farmland biosolids application program.

## **Landscape Horticulture**

### **National Winner**

### **SEDGWICK COUNTY ICE STORM RECOVERY**

Bob Neier, Sedgwick County Extension Agent, Horticulture, 7001 W 21<sup>st</sup> N, Wichita, KS 67205

On January 4 & 5 2005 Sedgwick County was hit with the worst ice storm in history resulting in damage to trees, power lines, homes without power for up to one week and three storm related deaths. FEMA provided \$39 million for branch cleanup in the region. One client stated that he hauled off 54 trailer loads of broken branches.

#### **Educational Objectives:**

1. Encourage people to not shake ice off of branches resulting in more damage
2. How to prune to improve strength and safety in trees
3. How to assess whether to prune or remove
4. Teach of the strong trees for replacement

#### **Program activities**

1. Did a web based interview during the storm on leaving trees alone and not shaking ice off of trees. This was emailed to radio stations for use
2. Photographed damaged trees with ice on extension grounds and throughout the county
3. Developed a survey on how trees held up. This was sent to Master Gardeners, horticulture industry and was published in the local newspaper.
4. Developed a series of 21 classes for individuals and industry throughout the county on pruning and replanting. These were marketed as "Storm Recovery"

classes. About half of these were already scheduled on planting and pruning but were tweaked for marketing

5. Wrote a publication on Strong Trees/Weak Trees
  6. Wrote a publication on Pruning Storm Damaged Trees
  7. Inserted a section on strong trees in a new book about to go to press
  8. Developed the April 2 "Tree Festival" around storm damage topic
- Teaching methods

1. Did 4 Television and 2 radio interviews on pruning and replanting.
  2. Developed a powerpoint slide show on pruning storm damaged trees and planting strong trees. Gave copies to Master Gardeners. We gave this in our spring series of classes and to speakers bureau.
  3. The 186 people who sent in survey results on damage to their trees, each received the list of classes on pruning and planting, and publications on pruning and planting as well as website info on pruning.
  4. 8,100 copies of the book Recommended Trees for South Central Kansas was published with a list of the strong trees on p 7
  5. Handed out 2,500 copies of Pruning Storm Damaged Trees and Strong Trees/Weak Trees at the Wichita Garden Show
  6. Had a display on tree pruning and planting at the Wichita Garden Show
  7. Held 21 classes on pruning, selecting and planting trees. These were held at the Master Gardener Spring Home Garden Series, Wichita Garden Show, Commercial Industry Classes, Tree Festival and speakers bureau programs. Coordinated with agents in surrounding counties for them to advertise our pruning/planting classes and I advertised their pruning classes.
  8. The Wichita Eagle garden writer photographed our Master Gardeners and me pruning the trees in the County Extension Arboretum and published info on pruning.
- Results/Impacts
1. 28,000 people viewed our display of



information at the Wichita Garden Show with 2,500 copies of the handouts picked up.

2. 897 copies of the Recommended Trees for South Central Kansas have been sold. (these include info on strong trees from the survey) Free copies of the book were sent to all public libraries in 15 surrounding counties.

3. Much less topping is being seen than after previous wind and ice storms.

4. 530 people have attended pruning classes. More are still scheduled for spring

5. Garden Centers are speaking of increased demand for the stronger species.

### Evaluations

1. The first evaluation came with 186 people filling out surveys on tree damage following seeing it on our website or from the Wichita Eagle newspaper. We used that evaluation data to write the publications, book, and powerpoint presentations.

2. Data from the survey and observation are being used for future plantings in the Sedgwick County Extension Arboretum

3. In evaluating our reaction to this storm, we could either be a leader of information on storm recovery and replanting or we could just continue with our planned programs. By adjusting our programs to this situation, it set us out front as the information source for storm recovery.

## Farm and Ranch Financial Management

### National Winner

### ADDRESSING FARM FINANCIAL RISK FOR MISSOURI FARMS

Brees, M.; Brown, S.; Carpenter, B.; Westhoff, P.; Zimmel, P.

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University of Missouri FAPRI (Food and Agricultural Policy Research Institute) extension economists utilized 21 seminars to provide producers with knowledge and management tools needed to evaluate and manage farm financial risks, market price volatility, and changing agriculture policy. FAPRI farm financial research uses computer simulation from 40 representative farm panels to project production costs, returns, family living needs, cash flows, financial condition, and debt repayment capacity for typical Missouri crop and livestock farms. This farm level research data, along with FAPRI baseline supply/demand and market price outlook information, has been used by legislators, policy analysts, industry, and educators to evaluate policy, income, and financial impacts on family farms. The objective of the seminars (presented by the FAPRI team and coordinated locally primarily by regional extension specialists) was to present this research data and policy information, along with financial and market projections directly to farmers for use in making farm and family financial decisions, reaching 976 throughout the state in January-February 2005. The FAPRI team also developed budgets and financial decision making tools that were utilized in the seminars and made available on the FAPRI expanded web site to provide additional producer financial decision making resources. Producer feed back indicates farmers are using the information to make decisions and program evaluations suggest program objectives are being accomplished.

## Young, Beginning, Small Farmers/Ranchers



### National Winner

### "INTRODUCTION TO SMALL FARM ENTERPRISES" FULFILLS INFORMATION NEEDS OF BEGINNING SMALL FARMERS

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"Introduction to Small Farm Enterprises," a six-session shortcourse, was developed for use in Harford and Cecil Counties in Maryland to provide basic small farm information to a growing number of residents who have obtained small farm acreages but who may have little knowledge about farm operations. The six-session course was delivered once in each county in the fall and winter of 2002/2003. A combination of traditional Powerpoint presentations, class participation and panel discussions was used to present information on



agriculture practices, livestock, crops and business management. Information presented in class was supplemented with a three-ring binder containing presentation handouts, Extension publications and other educational materials. End-of-course evaluations indicated a high degree of satisfaction with the course. All students rated the class "Good" or "Excellent." When students rated content, organization, use of instructional aids, creating interest, involvement of participants, pace of delivery, and workbook materials on a scale of "1" (low) to "5" (high), 98% of responses were a "4" or "5." Small Farm participants reported actions they plan to take after the course. In Harford County 87% reported they plan to soil test this year, 72% reported they will utilize Integrated Pest Management and 75% will write a business plan. In Cecil County 92% reported they will soil test this year, 75% plan to try a new crop and 71% will renovate their pastures. These impacts are very positive showing an intention to change due to sessions during the short course.

### Crop Production



#### National Winner

#### BE SEEN AND BE SAFE - HIGHWAY SAFETY WITH FARM EQUIPMENT PROGRAM

Bateman, K. R.<sup>1</sup>, Bradley, A. L., Jr.<sup>2</sup>, Harrell, N. E., Jr.<sup>3</sup>, Johnson, L.<sup>4</sup>, Smith, M.<sup>5</sup>, Tyson, C.<sup>6</sup>

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<sup>5</sup>County Extension Director/Pitt County Center, North Carolina Cooperative Extension/403 Government Circle, Greenville, NC 27834

<sup>6</sup>County Extension Director/Nash County Center North Carolina Cooperative Extension/Ag Center Dr, Nashville, NC 27856

The University of North Carolina Highway Safety Research Center reported that there were almost 1500 farm vehicle crashes in North Carolina from 1995 through 1999. Six counties in the seven-county area of Edgecombe, Greene, Johnston, Nash, Pitt, Wayne, and Wilson were in the top 12 in North Carolina in farm vehicle crashes. Contributing to this high number of crashes in the area are the facts that (1) there has been a 20.4 percent increase in population in the last decade which means there are more motorists on the highways that are less familiar with agricultural equipment, and (2) farm operations have increased in size by 18 percent and farmers must travel greater distances on highways. Area Extension agents partnered with the North Carolina State Highway Patrol to offer educational training for farmers and farm employees on highway safety with farm equipment. A grant was awarded from the North Carolina Tobacco Trust Fund Commission in the amount of \$196,114 to fund this project. Various

delivery methods were used to reach farmers and encourage them to be proactive in highway safety. Educational meetings were conducted in the seven county area and over 1,000 farmers and farm workers participated in these educational meetings. In addition, 875 safety equipment kits were distributed to farmers valued at over \$250 each. Participants were tested and determined to have increased their knowledge of highway safety with farm equipment by 71 percent. Press releases were prepared and distributed to news media about the project. Thirteen newspapers and three magazines provided coverage of the project with a total circulation of over 650,000. Surveys have shown adoption of safety equipment usage as high as 94 percent. Data available from the NC Highway Patrol indicated a 21.7 percent decrease in crashes involving farm equipment. This program has reduced the number of crashes involving farm equipment and increased farmer adoption of safety practices with farm equipment on the highway.

### Livestock Production



#### IMPROVING THE SUSTAINABILITY AND EFFICIENCY OF COMMERCIAL BEEF COW/CALF PRODUCTION

P'Pool\*, J.R.

County Extension Agent for Agriculture and Natural Resources, University of



Kentucky Cooperative Extension Service, Livingston County Office, PO Box 189, Smithland, KY 42081-0189

Extension Livestock Educational Programming in Trigg and Livingston Counties has always focused around the concept of improving the sustainability and efficiency of commercial beef cow/calf operations. This goal has been accomplished through a variety of educational activities and teaching methods. Major activities that have led to achieving the goal of improved sustainability and efficiency include the Beef Integrated Resource Management (IRM) Purchasing Alliance, the Certified Preconditioned for Health (CPH-45) Feeder Cattle Program, and The Kentucky Phase 1 Tobacco Settlement Model Beef Programs. The Beef IRM Purchasing Alliance was initiated in January 2001 to begin to group purchase minerals and other inputs. This group has reduced their cost of production greatly and is gaining members every year. Small and medium sized cow/calf producers continue to take part in the CPH-45 Feeder Cattle Program to add value to their calf crops. The CPH-45 Feeder Cattle Program is a preconditioning program that enables producers to group market trailer load lots of feeder cattle that are weaned 45 days, have a known vaccination/management protocol, and have been backgrounded on forages and low-cost by-product feeds to achieve efficient weight gains. The Kentucky Phase 1 Tobacco Settlement Model Beef Programs have assisted producers in having access to cost share funds to purchase higher quality bulls and bull semen, improve forage production, utilization, and storage systems, construct working facilities, and construct boundary fences. When all the programs are considered, the economic impact totals over \$1,000,000 in farmstead improvements, reduced input costs, or value-added production.

## 4-H YOUTH DEVELOPMENT



### National Winner

### **PARTNERING IMPROVES ENVIRONMENT, BENEFITS LANDOWNERS, AND PROVIDES NATURAL RESOURCE EDUCATION FOR YOUTH**

Heaton\*, K.M.<sup>1</sup>

<sup>1</sup>County Director/Agriculture/Youth Agent, Garfield County, 55 S. Main, Panguitch, UT 84759

Utah State University Extension's goals for this project included utilizing the watershed restoration project to involve the local community and private landowners and educate youth with hands-on-activities. Members from local schools, state and federal agency personnel and Utah State University Extension Agent formed the Upper Sevier Information and Education Committee. In 2002, this committee initiated what has become the Annual Upper Sevier Watershed Days. The local elementary students and teachers hike 15 minutes to a near by outdoor class room and are instructed by resource professionals. Local high school students work with natural resource professionals to complete a riparian project on a local landowners property. They learn first

hand from specialists while completing a project that they will be able to see improve over time. Over 830 students, 52 teachers, 44 resource professionals and 16 volunteers participated in the last 3 watershed day events. Several teachers and students commented on how educational and fun the 2004 watershed day was. One teacher said, "This was by far the best program that we've had. Thanks for all your efforts putting this together." Additionally, Panguitch High and Elementary students and the Upper Sevier Watershed Information and Education committee received a Water Quality Award from Utah's Governor Olene S. Walker.

## **2005 P.R.I.D.E. Awards Abstracts**

### National Winner

A small rural agricultural county setting long term economic goals, working together to increase cooperation with other governmental and university agencies, resulted in improved public relations in the agricultural community, and increased economic development and leadership recognized throughout the state.

Jordan, \*E.L.<sup>1</sup>

<sup>1</sup>Extension Coordinator/Baker County, University of Georgia/Extension Service, Newton, Georgia 39870

Baker County Georgia is like most rural areas in the United States, in that they are suffering from a low public perception because small farming communities are generally becoming more economically depressed every year and agriculture tends to be perceived as threatening our natural resources. This Baker County community effort, to expand economic development, and generate trained leaders, greatly increased the public understanding of the positive role agriculture plays in society. This is a good example of how when the different



local governmental agencies, along with the University serving the area and the local governing authorities, work together they can accomplish a tremendous amount more than any one of them could accomplish by themselves. Baker County adopted a five year plan to grow from the resources they already had in place. They used the products they were already producing and added value

to them by working cooperatively together. The need for more leadership was also identified as essential for growth. The result of working collectively together to form new cooperatives, to add value to the farm products currently being produced and increasing the leadership skills of their local people not only increased the local economy but led the way for the state to generate

economic development through cooperative development in every area of the state. This has improved the attitude the general public has toward agriculture and natural resources, through media coverage that increased the understanding of agriculture that now reaches every community in the state.

## 2005 American/World Agriculture Award Recipient *Frank Perdue - Mitzi Perdue accepting*

While Frank Perdue may be best known as the subject of famous advertising slogan, "It takes a tough man to make a tender chicken," his contributions to agriculture are as important as his contribution to brand marketing.

Perdue Farms was founded as a backyard table-egg business by Frank's grandfather, Arthur Perdue in 1920. Frank grew up learning working in the family business, learning values upon which he would grow the business: "Quality, Integrity, Trust and Teamwork." Frank would later say: "I owe all my success to my father. He taught me about honesty and integrity and reliability, he taught me the importance of being a person of your word, and he taught me about quality. The tenets on which this company was built were all his, all I did was to expand on them."

Frank Perdue took over leadership of the family business in the 1950's. He established poultry growing contracts that allowed farmers to remain independent but protected them from most of the financial risks. Those contracts, and Frank's reputation for honest dealings and true concern for the farmers, helped drive the growth of the poultry industry.

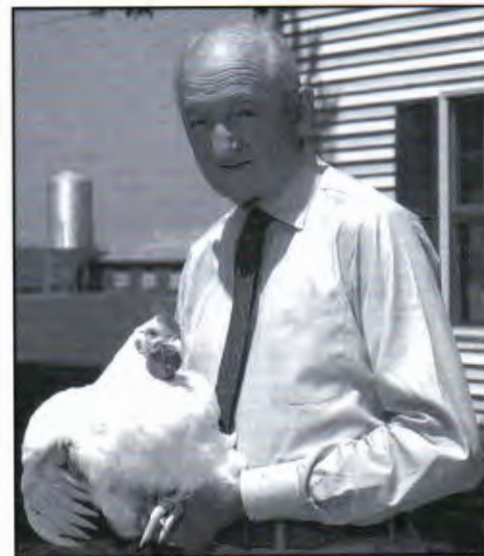
In the 1960's Frank built many grain-receiving and storage facilities and Maryland's first soybean-processing plant, establishing the company as a major player in the grain and oilseed



business and ensuring farmers a competitive local market for their grain crops. Frank's early realization of the importance of grain farmers to the poultry industry remains a key component of Perdue's business plan. The company now purchases more than \$305 million of local grains and exporting grain and agricultural products to foreign customers around the globe.

When Perdue purchased its first processing plant in 1968, Frank was not among the first to fully integrate his poultry business. But when he decided to put his name on his chicken, he transformed the industry. The PERDUE brand entered the highly competitive New York City broiler market with products distinguished by its quality and cleanliness.

Frank's unwavering commitment to provided the highest quality, most wholesome poultry products possible set standards for the industry while increasing



consumer confidence and helping to establish the U. S. Poultry industry's worldwide reputation for food safety. At the same time, the success of his brand marketing efforts helped fuel the dynamic growth of the poultry industry.

Frank's drive for quality also led to advancements in breeding, nutrition, housing and poultry welfare, resulting in improvements in animal husbandry and increased efficiencies for the poultry producer. Frank's son Jim, assumed leadership of the company in 1991 and still maintains the same commitment to quality and farm community. Today, Perdue partners with more than 7,000 farm families and company payments to producers and local grain purchases total \$500 million/year.



## COMMUNICATIONS AWARDS PROGRAM 2005

### ABSTRACTS OF THE NATIONAL WINNERS COMMUNICATIONS AWARDS CONTEST

#### Radio Program



#### National Winner

#### KSL RADIO GREENHOUSE SHOW

Sagers, Larry A.

Extension Regional Horticulture Agent,  
Utah State University Extension Service,  
Thanksgiving Point Office, 3900 North  
Garden Drive, Lehi, Utah, 84043-  
3506

The KSL Radio Greenhouse Show is America's longest-running gardening show. Each Saturday morning, as he has done for the past 21 years, Sagers answers garden questions from throughout Utah and the Intermountain area. The three-hour show runs from 8 a.m. to 11 a.m. every Saturday year around. Although the primary format of the show is answering listeners' questions, the author selects a seasonal topic for a short presentation at the beginning of each hour. This is an introduction to one of the more than 160 hours of radio programs during this past year. The broadcasts are never taped in advance nor rehearsed. KSL is a 50,000 watt

clear-channel station reaching and received calls or letters from listeners in the eleven western states plus South Dakota and Canada. The show has taken on much more than an intermountain area show. It has been broadcast from faraway locations in Italy, three Canadian Provinces and more than a dozen states. With the addition of the internet, the questions have also taken on an international flavor with questions coming from such locations as Turkey, Germany and Brazil. The listeners access the show via one of 10 phone lines, e-mail, or fax. The author has co-hosted the show for 21 years and fielded more than 52,000 calls. The show is rated the most widely listened to weekend radio program in the state of Utah and the most popular garden program between Denver and the West Coast. It has been voted Utah's most entertaining radio program by the Utah Broadcaster's Association.

#### Published Photo & Caption



#### National Winner

Marrison, David L.<sup>1</sup>

<sup>1</sup> Agriculture and Natural Resources Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

The enclosed photo was used as part of the Agricultural Page in the Ashtabula Star Beacon on Monday, August 2, 2004. The photo and cutline were submitted electronically to support the educator's weekly agriculture column on OSU Extension's dairy twilight tour attended by nearly 200 local dairy farmers and their families. The photo was taken on a Nikon Coolpix 3100 digital camera using a fine resolution at 2,048 \* 1,536 pixels. The Educator's weekly column is used in conjunction with news releases submitted from the various Ashtabula County agricultural organizations. Additionally, the educator has been requested to submit one-two photos each week for this page. During the past year, the educator has had 52 personal columns, 74 photos, and 78 special news releases published.

#### Slide Set, Transparencies, Graphic Presentation



#### National Winner

#### EMERALD ASH BORER IN OHIO

Martin, J.; Stone, A.; Herms, D.; Boggs, J.; Young, C. Ohio

Since its accidental importation from Asia, emerald ash borer (EAB) has



infested and killed more than 10 million ash trees in southeast Michigan. Localized EAB infestations were discovered in Ohio in 2003 in Lucas, Defiance, Paulding, Wood, and Franklin counties, with additional infestations discovered in northwest Ohio in the winter and spring of 2004. All have triggered ongoing eradication efforts in Ohio. The "Emerald Ash Borer in Ohio" presentation arose out of our Master Gardener volunteer (MG) specialization program; we recruited 37 MGs from 20 Ohio counties. Our goal was to train volunteers who could multiply Extension's efforts and raise public awareness of EAB and its impact and management. It was necessary to produce and equip MGs with an EAB Powerpoint presentation and notes for use in presentations to the general public, tree commissions, civic groups, MGs in other counties, etc., to accomplish this. Master Gardeners used the EAB presentation from September 2004 to present. At the end of 2004, we collected data about their outreach efforts. Thirty-five presentations were made to groups, educating 500 people about EAB. Seven of these presentations were made to other Ohio MG groups, which multiplies the effort. Groups ranged from high school FFA groups to garden clubs to Kiwanis and Rotarians. MGs are continuing to use the presentation in 2005. As we developed the presentation, we found additional users. To date, just over 300 disks have been distributed.

### **Direct Mail Piece**



### **National Winner**

#### **EDUCATIONAL PROGRAMS FOR THE GREEN INDUSTRY-WINTER 2005**

Berry\*, J.W., Guiser, S.D.

Agricultural Marketing Educator, Penn State Cooperative Extension-Lehigh County, 4184 Dorney Park Road, Allentown, PA 18104-5798

Horticulture Educator, Penn State Cooperative Extension-Bucks County, Neshaminy Manor Center, 1282 Almhouse Road, Doylestown, PA 18901-2896

The "green industry" is the growth sector of Extension agricultural programming in southeast Pennsylvania. Meeting the educational needs of this sophisticated and highly professional target audience is a primary concern for 11 county and region based educators. From advisory committees, needs assessment, and partner recruitment through program design, delivery, evaluation and follow-up; these educators work as a cohesive, productive unit to exceed the expectations of over 7,000 enterprises and the associated employees. The method chosen to promote and advertise the excellent educational opportunities is a brochure that allows clients to plan their calendar to take advantage of appropriate programs. This semi-annual calendar of educational activities brochure is targeted at the full spectrum of established and novice green industry professional, both full-time and part-time, owner, manager and employee. The listed events cover a nine county area in a mixed urban/suburban/rural part of Pennsylvania. Information was collected from individual educators, edited, converted to a standard format, and submitted to a commercial printer. Educators worked with the commercial printer to decide the professional graphics, design and layout. Over 13,000 copies are distributed in the fall and spring each

year through agent mailings, individual visit, display racks, and industry mailing. The resulting program participation allows this group of educators to enhance current efforts and develop new offerings. The target audience, educators, administrators, Department of Agriculture and support industry personnel continue to comment on the usefulness of this direct mail piece.

### **Personal Column**



### **National Winner**

#### **GREEN THOUGHTS" COLUMN REACHES A LARGER AUDIENCE FOR CORNELL COOPERATIVE EXTENSION**

Chinery,\* D.H.

Senior Extension Resource Educator, Cornell Cooperative Extension of Rensselaer County, 61 State St., Troy, NY 12180

Faced with level enrollment for the local horticultural newsletter and a desire to serve a larger audience, an agreement was reached with "The Troy Record" to carry an Extension gardening column. "Green Thoughts" debuted on July 21, 2004, and appears Wednesdays in the arts/leisure section. The primary goal of the column is to present timely, localized, research-based information that also provides lively and entertaining reading. Book reviews, descriptions of seed



catalogs and interviews with local gardeners compliment the more traditional Extension subjects also covered. The author enjoys the challenge of presenting a topic in sufficient depth to be useful within the 500 word limit. The column is emailed in Microsoft Word to a staff editor one week in advance of professional printing. A footnote identifies "Green Thoughts" as Cornell Cooperative Extension material and offers readers a phone number for comments or questions. The newspaper has a daily circulation of 17,397 in Rensselaer County and the surrounding Capital District and is a member of the Journal Register Company. Both this greater circulation, which exceeds our newsletter and mailing list potential, and the number of phone calls generated have shown that Extension is now reaching a much broader audience.

### Feature Story



### National Winner

#### REDUCING WILDFIRE RISK FOR THE SMALL FARMER AND LANDOWNER

Tuck, B.V.<sup>1</sup>, Nagel, S.<sup>2</sup>

<sup>1</sup>Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2278, The Dalles, Oregon 97058

<sup>2</sup>Mid-Columbia Fire and Rescue, 1400 West Eight Street, The Dalles, Oregon 97058

As a part of my efforts to educate our community concerning issues of importance, I provide feature articles periodically that go into depth about a particular subject. During the last five years, the Mid-Columbia area of Oregon has experienced severe drought conditions. In the spring of 2004, we experienced one of the hottest and driest springs on record with temperatures in March in the 90's. This resulted in accelerated plant growth and maturity, and a very early start of the wildfire season. As an OSU Extension Agent and Volunteer Firefighter, I collaborated with Stu Nagel, Mid-Columbia Fire Marshall to make the community aware of the potential danger by revising and expanding a short article we did in 2003 on wildfire safety. Our revised article reviewed a variety of topics including the need to develop a defensible space around the home or farmstead, signage for emergency vehicles, requesting the fire department to evaluate wildfire risk, what do to after a fire to reduce erosion and sources of technical assistance. This article was featured in The Dalles Chronicle on May 19, 2004 with other articles from various public and private agencies in the region concerning fire safety, wildfire risk reduction, fire evacuation plans and fire resistant plants. The total distribution of the articles was to 6000 households in the Mid-Columbia area.

### Newsletter Individual



### National Winner

### MARYLAND SHEEP & GOAT PRODUCER BI-MONTHLY NEWSLETTER

Schoenian, Susan

Area Agent, Sheep/Goats, Western Maryland Research & Education Center, 18330 Keedysville Road, Keedysville, MD 21756.

The *Maryland Sheep & Goat Producer* is a bi-monthly newsletter for sheep and goat producers, 4-H youth and volunteers, and extension and industry professionals in the Mid-Atlantic region. Producers have the option of receiving the newsletter via the mail for a cost-recovery fee of \$10 per year or being placed on an e-mail list to receive e-mail notification when a new issue of the newsletter has been posted to the web. Regular features in the newsletter include Focus on Research, Featured Web Sites, and Calendar of Events. Semi-regular features include Disease In-Depth, Marketing Tips, and Featured Breed. Many articles in the newsletter have been reprinted in other publications or expanded into standalone articles for the web. The newsletter is written, edited, and designed by Susan Schoenian, an Area Agent specializing in sheep and goat production in Western Maryland. Dr. Niki Whitley, Livestock Specialist at the University of Maryland Eastern Shore is a regular contributor to the newsletter. The newsletter is created in WordPerfect. HTML and PDF versions of the newsletter are created and posted to the Maryland Small Ruminant Page web site ([www.sheepandgoat.com/news/index.html](http://www.sheepandgoat.com/news/index.html)). The HTML version of the newsletter contains hyperlinks and additional graphics and images. Previous issues of the newsletter are accessible at the newsletter's home page. Since it is not known how many people view the newsletter online, it is difficult to estimate how many people read the newsletter. Approximately fifty (50) copies of the newsletter are mail to subscribers. There are approximately 250 people on the e-mail notification list.



## Newsletter Team



### National Winner

#### CENTRAL COAST AGRICULTURE HIGHLIGHTS NEWSLETTER

Laemmlen, F.; Jensen, W.; Gaskell, M.; Kraus, J.; Sherrill, M.

This newsletter is produced six times per year (February, April, June, August, October and December). The objective is to provide growers, ranchers, and agribusiness persons with research findings and other information of current interest. Articles may address any and all subjects related to crop and animal production, farm safety and product handling, storage, and marketing. Each advisor prepares articles, which are given to the editor and office manager for incorporation into the newsletter. The final publication is put on our county website <http://cesantabarbara.ucdavis.edu> and also sent to the county printing office. The mail copies are labeled and prepared for the bulk mailing by my Office Assistant. Online and mailing list recipients currently number 1615.

## Video Tape/Television

### National Winner

#### NOW ON VIDEO: HEALTHY FARMS—HEALTHY AGRICULTURE

Smith\*, J.M.



Department of Animal Science, University of Vermont, Burlington, VT 05405

Getting farm managers and employees to take biosecurity seriously is challenging. Although the introduction of endemic diseases, like Bovine Virus Diarrhea and Mycoplasma mastitis, or foreign diseases, such as Foot and Mouth Disease, could be costly or devastating to a dairy operation, the risk is fairly low; so farmers tend to be complacent about enforcing biosecurity practices. However, by implementing and maintaining practices that minimize the risk of introducing new diseases, livestock producers would be protecting the health of their herds, their farms, and their agricultural sector. A grant from the United States Department of Agriculture's Animal and Plant Health Inspection Service supported the production of a binder of biosecurity resource materials as well as an accompanying compact disk and website in 2003. Because of the link between an individual herd's health and the industry's health, the project was called, "Healthy Farms—Healthy Agriculture." Key points from these materials were incorporated into a video production. The acronym "STAIRS" guides viewers through the segments on sanitation, traffic control, assessment, isolation, resistance, and security. The author wrote the script and oversaw the production of the video. It was professionally filmed, edited, and narrated through Workhorse Creative, Inc.

Duplication of VHS format tapes was contracted out. The target audience includes dairy farm managers, farm workers, dairy production students, and youth in 4-H or FFA programs. The video has been marketed to extension educators and its impact will be assessed subsequently by a survey.

## Fact Sheet



### National Winner

#### ESTABLISHING AN ORNAMENTAL AQUATIC PLANT CULTURE FACILITY

Flimlin, G.E.<sup>1</sup>, Schnoor, D.<sup>2</sup>

<sup>1</sup> Rutgers Cooperative Extension of Ocean County, 1623 Whitesville Rd., Toms River, NJ 08755, [Flimlin@aesop.rutgers.edu](mailto:Flimlin@aesop.rutgers.edu); <sup>2</sup> 2180 Jacksonville Rd., Jobstown, NJ 08041

One of the fastest growing sectors of homeowner landscaping is the inclusion of the backyard ornamental fishpond. A major component of these ponds has always been aquatic plants, which serve as both ornament and bio-filter. Most of the plants that are marketed in the Northeast are produced in Florida and shipped north, often with orders being shorted for lack of supply. This project started with a small grant from NJ Department of Agriculture in 2002 that evaluated growing ornamental aquatic



plants at a NJ cranberry farm and marketing them locally. From that success, it was determined that there existed a potential to have other farmers also growing aquatic plants in the state or region to supply the market for the garden ponds. Subsequent to this original project, the USDA Northeastern Regional Aquaculture Center (NRAC) funded the authors to do a Business Feasibility Study for Ornamental Aquatic Plant Aquaculture in the Northeast. This fact sheet serves as a primer for educating prospective growers about this type of aquatic farming, which can be mixed with other aquaculture, greenhouse, or nursery operations. This fact sheet was first distributed at the Northeast Aquaculture Conference and Expo in Manchester NH in November 2003, and has been sent out within the region and state to those who have requested it and it is on the Rutgers Cooperative Extension Publication website. About 75 have been distributed locally. Three new farmers in NJ have decided to take up this opportunity already.

## Publication



### **National Winner**

#### **ABIOTIC DISORDERS OF LANDSCAPE PLANTS: A DIAGNOSTIC GUIDE**

<sup>1</sup>Costello, L. R.; <sup>2</sup>Perry, E. J.; <sup>3</sup>Geisel, P.M.; <sup>4</sup>Henry, J. M.

<sup>1</sup>University of California Cooperative

Extension San Francisco and San Mateo Counties, California

<sup>2</sup>University of California Cooperative Extension, Stanislaus County, CA

<sup>3</sup>University of California Cooperative Extension, Fresno County, CA

<sup>4</sup>University of California Cooperative Extension, Riverside County, CA

Cooperative Extension Advisors and landscape professionals are asked to diagnose plant problems on a daily basis. Although we have excellent resource materials for diagnosing biotic disorders (such as pest management manuals), we have little information when it comes to diagnosing abiotic disorders (i.e., those caused by environmental and/or physiological factors such as water deficits, salts, and sunscald). Published in 2003, this book is the first dedicated to abiotic disorders and the first to provide a comprehensive treatment of this important topic. An in-depth coverage of a broad spectrum of abiotic disorders is provided: water deficit and excess, aeration deficits, nutritional deficiencies, specific ion toxicities, pH-related problems, salts, herbicide injury, temperature and light extremes, sunscald, air pollution, gas injury, lightning and hail, wind, graft incompatibility, and mechanical injury. Photographs, diagnostic keys, tables, and text are used to identify and describe each of these problems. This information is used by landscape professionals to improve accuracy in diagnosing disorders of landscape plants. The audience for this publication is very large, including landscape contractors, nursery personnel, arborists, consultants, landscape architects, plant science academics, and Master Gardeners. In the two years since its been published, 3,591 copies have been sold. This publication was produced by the Communications Services (CS) unit of the University of California Division of Agriculture and Natural Resources. Following submission of the text and images by co-authors, CS provided

support in copyediting, layout, design, image processing, proof reading, and indexing. It was printed professionally and is distributed by Communications Services and the International Society of Arboriculture.

## Web Page



### **National Winner**

#### **UCBIOTECH.ORG – USING THE INTERNET TO INFORM AND EDUCATE USERS ABOUT AGRICULTURAL BIOTECHNOLOGY**

Lemaux,<sup>2</sup> P. G.<sup>1</sup>, Van Eenennaam, A.L.<sup>2</sup>

<sup>1</sup> Cooperative Extension Specialist, University of California, Berkeley, California 94720

<sup>2</sup> Cooperative Extension Specialist, University of California, Davis, California 95616

The role of extension and campus-based faculty in the debate over genetically modified plants and animals is to provide objective, fact-based information, allowing individuals to make personal decisions about the technology and its products. While much information on biotechnology is available on the internet, little of it references facts from peer-reviewed literature. In response to the abundance of misinformation, we developed <http://ucbiotech.org/>, an easy-to-navigate website containing science-based information on



biotechnology. The **“Biotechnology Information”** section, searchable by category and keyword, is unique among biotechnology information websites because it links responses to the issues often raised to the scientific literature. Responses to such issues 2001, with interested users worldwide.

## **Learning Module/ Notebook**

### **National Winner**

#### **BIOIPM POTATO WORKBOOK FOR WISCONSIN**

Connell, \* T.R.<sup>1</sup>, Sexson, D.L.<sup>2</sup>

<sup>1</sup>Portage County Agriculture Agent,

1462 Strongs Avenue, Stevens Point WI, 54481

<sup>2</sup>BioIPM Field Coordinator, Nutrient and Pest Management Program, 1535 Linden Drive Madison, WI 53706

The Potato Biointensive IPM Handbook is written for Wisconsin potato growers and the potato industry. It is organized seasonally to provide comprehensive, year round self-assessment tool and reference on pest management and cultural practices of the potato production system. This handbook is intended as a practical tool for growers' use throughout the entire production cycle. The handbook will help growers learn how to move toward a more biologically – based production system that is ecologically sound and economically profitable. As research and on-farm validation finds

new biointensive strategies, the workbook will be updated with new inserts and topic areas. Presently, the workbook's information is not meant to be variety specific, but it is Wisconsin specific. The book was written equally by both authors. The contributors listed served as technical advisors for the workbook and editing and layout was done by personnel in the Nutrient and Pest Management Program. The book was reproduced and compiled by the NPM program. Pictures in the workbook were supplied by the authors and contributors. The workbook has been distributed to all Wisconsin Potato Growers at their annual meeting and additional copies are being made to be distributed to associated businesses. To date, 150 workbooks have been distributed with an additional 100 being made.



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# 2005 NACAA Distinguished Service Award Winners

**2005 DSA Recipients -- 71**

**Northeast Region -- 10**

**Maine**  
Richard Brzozowski

**Maryland**  
John E. Hall

**New Hampshire**  
Thomas E. Buob

**New Jersey**  
William H. Tietjen

**New York**  
Karen A. Baase  
David J. Balbian

**Pennsylvania**  
Susan Kay Alexander  
David J. Suchanic

**Vermont**  
Dennis Kauppila

**West Virginia.**  
Richard K. Zimmerman

**Western Region -- 9**

**Arizona**  
Stephen H. Husman

**California**  
Joseph H. Connell

**Colorado**  
William L. Nobles

**Idaho**  
Joel H. Packham

**Montana**  
Ron Carlstrom

**Nevada**  
Loretta Singletary, Ph.D.

**New Mexico**  
Rudy Benavidez

**Oregon**  
Mike Gamroth

**Utah**  
Sterling Banks

**N. Central Region -- 15**

**Illinois**  
Dale L. Baird

**Indiana**  
Gary Michel  
Thomas E. Springstun

**Kansas**  
Richard C. Snell  
Billy D. Wood

**Michigan**  
Maury Kaercher  
Paul Wylie

**Minnesota**  
Daniel C. Martens

**Missouri**  
Tim Schnakenberg

**Nebraska**  
James D. Hruskoci

**North Dakota**  
Al Ulmer

**Ohio**  
Paul D. Golden  
James C. Skeeles

**South Dakota**  
Steven Ellsworth Munk

**Wisconsin**  
Jim Faust

**Southern Region -- 37**

**Alabama**  
Danny L. Cain  
Jim G. Todd

**Arkansas**  
Mark Everette Brawner  
Bobby Hall

**Florida**  
Dale L. Bennett  
Liz Felter  
James H. Fletcher

**Georgia**  
Steve Brady  
Ronnie Barentine  
Douglas M. Collins  
Jule-Lynne Macie

**Kentucky**  
James I. Phelps, Jr.  
Diane M. Perkins

**Louisiana**  
Alfred J. Guidry  
Edward Twidwell

**Mississippi**  
Dennis B. Reginelli  
Victor Lee  
William P. Maily

**North Carolina**  
Craig Randall Adkins  
Alton Ray Harris  
William Little  
David E. Morrison  
Richard W. Rhodes

**South Carolina**  
Russell Duncan  
John Oxner

**Tennessee**  
Michael J. Buschermohle  
Delton C. Gerloff  
Milton W. Orr  
Glen E. Wolfenbarger

**Texas**  
Marty Gibbs  
Steve Huebner  
Greg Jones  
Donnie Montemayor  
Jackie L. Risner  
Scott Strawn

**Virginia**  
William W. Seay  
Carl C. Stafford

# 2005 NACAA Achievement Award Winners

**2005 -- AA Recipients -- 47**

**Northeast Region -- 7**

**Maryland**  
Benjamin Beale

**New Hampshire**  
Geoffrey N. Njue

**New Jersey**  
Nicholas Polanin

**New York**  
Sandra A. Buxton

**Pennsylvania**  
Lori M. Little

**Vermont**  
Colleen S. Leonard

**West Virginia**  
Brian R. Sparks

**Western Region -- 8**

**Arizona**  
R. Dean Fish

**Colorado**  
Brad R. A. Gillmore

**Idaho**  
Ron Thaemert

**Nevada**  
JoAnne Skelly

**New Mexico**  
Kathy Landers

**Oregon**  
Shelby J. Filley

**Utah**  
Kevin M. Heaton

**Washington**  
Tip Hudson

**N. Central Region -- 10**

**Illinois**  
Russ Higgins

**Indiana**  
Jonathan Ferris

**Kansas**  
Carla Nemecek

**Michigan**  
James Mantey  
Marilyn L. Thelen

**Missouri**  
Todd Lorenz

**Nebraska**  
Troy M. Walz

**North Dakota**  
Craig Kleven

**South Dakota**  
Kimberly McGraw

**Wisconsin**  
Matthew Hanson

**Southern Region -- 22**

**Arkansas**  
Rex Herring  
Carey Wall

**Florida**  
Gene McAvoy  
Laura A. Powell

**Georgia**  
Steven R. Patrick  
Casey W. Ritz  
Keith S. Rucker

**Kentucky**  
Kevin Lyons  
Brian S. Newman

**Louisiana**  
Denyse B. Cummins  
Jimmy Flanagan

**Mississippi**  
Jimbo Burkhalter

**North Carolina**  
Charles Michael Carroll  
Diane T. Ducharme  
Gary L. Pierce

**Oklahoma**  
Justin McDaniel

**South Carolina**  
Brian J. Callahan

**Texas**  
Sally Allen  
Michael Shane McLellan  
Ricky Thompson

**Virginia**  
Scott M. Baker  
Andrew E. Overbay





# NACAA

## Report To The Membership

### 2005

#### **NACAA President** **Glenn Rogers** **Vermont**



STOP, READ THIS.

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

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

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

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

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

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

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

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

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

7. NACAA has also established an independent Futuring Committee whose role is to evaluate all aspects of NACAA, to recommend changes to the NACAA Board that will encourage our younger members to become involved,



increase our membership, increase our fiscal stability, and to be responsive to the changing roles of our membership.

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

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

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

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

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

Yet there are still many challenges that lay ahead. Fiscal responsibility is one that must continue to be monitored as travel and meeting expenses continue to rise. We must embrace new and innovative membership programs as our members and programs change. We must embrace new programmatic directions as a standard and not fear the unknown. We must work with our Extension partners on programming which affects us all. We also must support

our state associations that offer to host an AM/PIC at tremendous personal cost to the state. We need to thank Ohio/Kentucky, Michigan, and North Carolina for their leadership and commitment to our Association.

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

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

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

### **President-Elect Mickey P. Cummings Georgia**



After the election in Florida I soon found myself traveling to different events and being involved in different projects. I quickly found out that being President Elect was

overwhelming at times. My biggest fear was that of failing the members of NACAA. This fear results from something that happened to me as a boy.

Early one spring morning I went to the table and asked my Dad if I could go fishing with my buddies. He told me that I could go after planting the Sweet Corn in the garden. That



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

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

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

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

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

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

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

### **Vice President**

**Chuck Otte**  
**Kansas**



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

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

We could start down the committee list and check off the accomplishments of each and every one, but we'd soon run out of space in this report. Simply review your program and the rest of these proceedings to see the success of the committees. Let's also not forget the ongoing work of the Life Members. This group proves that once you're a county agent, you're a county agent for life. Their recognition of the



ongoing need for county agents to work with decision makers is leading into a long term program that will have tremendous professional improvement opportunity for future AM/PICs.

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

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

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

### **Secretary** **N. Fred Miller** **North Carolina**

For the past two years, I have been privileged to serve NACAA as your Secretary. During my two terms, I have observed and diligently recorded the actions of your NACAA Board and Voting Delegates. The response I often receive from my fellow agents when describing the Secretary's duties is that "sounds boring!" Believe me, it's anything but boring and has been both a fulfilling and challenging experience. Having directly observed and admired the work ethic and dedication of the individuals serving on your Board, I feel compelled to ensure the Minutes are thorough and accurately reflect the tremendous amount



of collective thought and discussion devoted to each decision made on behalf of the membership. Written notes are taken during each meeting (and conference call) and every discussion taped and reviewed to ensure the accuracy of these Minutes. After Board approval, the Minutes from every meeting are posted on the NACAA website where every member has the opportunity to read them.

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

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

This is my last year as NACAA Secretary giving me the prerogative to thank a number of individuals for their support, advice and assistance during my term in office. First I'd like to thank this year's State Presidents for their timely responses



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

### **Treasurer** **Chuck Schwartau** **Minnesota**



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

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

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

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

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

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

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

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

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

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



**Southern Region  
Director  
Elmo Collum  
Mississippi**



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

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

During the month of September, I attended the planning committee meeting in Washington, DC for the Public Issues and Leadership Development Conference, which was held in April of 2005. This opportunity allowed me to work with other Extension professional in developing the program for PILD. I encourage all members to make every effort to attend this conference. It not only has excellent professional improvement opportunities, but also allows a full day to those attending to meet with their Congressional delegation. On February 17-19 the JCEP Southern Region Officers Workshop was held in Nashville, TN. I had the pleasure of conducting the Southern Region NACAA association meetings and also moderated one of the General Sessions for the workshop. I would like to thank Glen Rogers, Mickey Cummings, Jim Riddell, Henry Dorough, and James Devillier for their participation and work during the regional meeting.

I would also like to thank the Vermont agents and administration for hosting the National Board at the Spring Board meeting. The business of the association was conducted in a timely manner and we were treated to a day of tours of the Vermont country. It was an experience I will not forget, even if there was no snow.

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

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

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

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



## **Southern Region**

### **Director**

**Jim Riddell**  
**Virginia**



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

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

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

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

I will be visiting Arkansas, Kentucky, Florida, and Georgia in the coming months and will also attend the agents meeting in December in Virginia.

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

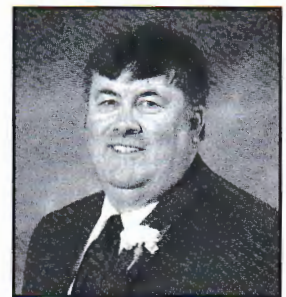
The NACAA Winter Board meeting was held in Buffalo and we met with the committee chairs of the AM/PIC, toured the facilities, and approved plans and the budget for the national meeting. The Spring Board meeting was held in Burlington, Vermont and a highlight was getting to see Elmo Collum from Mississippi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

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

## **Western Region**

### **Director**

**Sandy Macnab**  
**Oregon**



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

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

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

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

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



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

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

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

And it has impact. This year NACAA Communication Awards brought in 63 entries from the West Region in the 13 classes, the lowest total of any region. But the quality is there as the Western entries won four national awards, placed eight national finalists and 21 regional finalists.

There are some great examples from each state but it's not all hard work....just ask any of the Idaho agents about their unique "Hank Kimball" training tape. Contacts with every state in the region have helped end my funk.

I'd like to thank all the agents for their support not only of me but for your organization. A special thank you to the Oregon Agricultural Extension Association members and the OSU Extension Service, College of Ag Science and the University for continued support. It's been a pleasure to serve you this first year of my term.

It's been a busy year and a good one. It's inspiring to be around the enthusiasm and professionalism one finds in the membership.

You make it happen. The opportunities are there; reach out for them.

### **North Central Region Director**

**Mike Christian  
Kansas**



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

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

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

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

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

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



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

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

### **Northeast Region Director Daniel Kluchinski, New Jersey**



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

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

Over the past year, I attended various meetings including the Annual Meeting and Professional Improvement Conference, Public Issues Leadership Development Conference, JCEP regional meetings, state visits and numerous conference calls. These meetings were time-consuming, but it was time well spent to gained valuable insight.

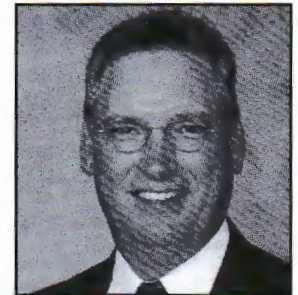
As chair of the NACAA State Relations Committee, I've utilized this knowledge and understanding to lead the

development a plan for membership recruitment, involvement and retention, and sharing NACAA's professional improvement benefits with members and their administrators. This effort will expand the role of our vice-directors, and in time strengthen the organization.

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

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

### **PROFESSIONAL IMPROVEMENT COUNCIL CHAIR Leon J. Church Texas**



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

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

The six committees that make up the Professional Improvement Council are: Horticulture and Turfgrass; Animal Science; Agronomy and Pest Management; Natural Resources, Aquaculture and Sea Grant, and Agricultural Economics and Community Development. Each committee has planned excellent professional improvement workshops for NACAA members at the AM/PIC in Buffalo, New York.



The fifty eight (58) workshops, scheduled for Tuesday afternoon, July 19, will not only allow NACAA members to hear from their peers who are conducting excellent programs, but also to hear top quality speakers from industry and other professions. Indeed, there will be exceptional opportunities for every NACAA member regardless of their specialty.

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

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

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

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

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

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

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

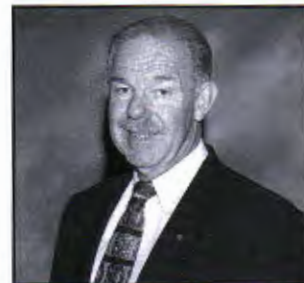
As you can see, much is happening and much more will be happening in years to come as new ideas from members, and new sponsorships and collaborations are developed. There is something for all members that wish to get involved.

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

Congratulations to those new appointees. I look forward to bigger and better things to come.

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

### **Agricultural Economics and Community Development** **Tom Benton, Texas**



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



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

### **Agronomy and Pest Management**

**J. Keith Fielder  
Georgia**



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

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

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

Another goal set in Florida and met by the committee was to develop a sponsorship for committee / NACAA activities. A relationship has been developed with Pennington Seed Company, Inc.. Pennington Seed, one of the nations leading producers of forage and grass seeds and fertilizers, is sponsoring a "Brown Bag" Luncheon. Pennington will donate \$2,500 to NACAA for this opportunity. Their luncheon

program will provide interested Agent/Educators with up to date information on current trends in the area of Wildlife Forage Crops. We believe this will develop into long term support for our organization.

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

### **Animal Science**

**Barry Foushee  
North Carolina**



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

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

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

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



Animal Science Professionals during the general animal science session.

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

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

### **Natural Resources**

#### **Derek Godwin Oregon**



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

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

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

Our group sent out several emails throughout the year to encourage participation in Annual Conference and to submit abstracts for the professional improvement seminars. As a result, we received an increase in abstracts from last year and decided to have 12 professional improvement seminars. We also are partnering with the Agronomy group to host a brown bag seminar with donations from Pennington Seed. The seminar will focus on developing wildlife

habitat and the various types of seed and vegetation that support this habitat. Finally, there are several professional improvement tours related to natural resources at Annual Conference this year. This provides a great opportunity for our members, and we have been sending emails out to our state chairs to encourage participation. Our group researched the possibility in developing a list serve and website for our committee. However, we do not have enough support from technical folks that would be willing to host these items on a long-term basis. We decided to put this idea out to our group at this year's meeting.

### **Horticulture and Turfgrass**

#### **Timothy Elkner Pennsylvania**



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

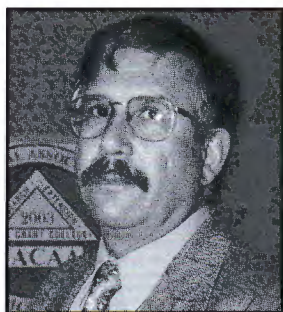
In addition, we had to cancel the 2005 PreConference Horticulture and Turfgrass Workshop/Study Tour normally held before the AM/PIC as sponsorship became unavailable and no additional funding could be secured in time to schedule this event. This workshop has been seeing fewer participants in recent years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

On the positive side, we are expanding from six to nine presentations at the Horticulture and Turfgrass section of the Professional Improvement sessions on Tuesday, July 19. These nine presenters will offer a variety of topics that should appeal to many NACAA members with horticulture responsibilities. The committee was pleased to make this change in order to give more NACAA members the opportunity to make a presentation at our National meeting.



## **Aquaculture/ Sea Grant**

**Charles Pistis  
Michigan**



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

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

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

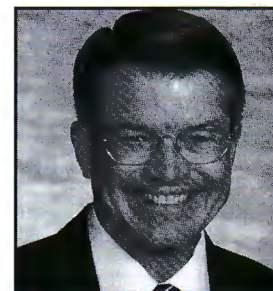
In Feb of 2006 the National Aquaculture America conference will take place. This event brings together academia and the aquaculture industry for important discussions relevant to aquaculture. As in past events a concurrent half day session has been allocated to Extension. This year the NACAA Aquaculture/Sea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

situation analysis for aquaculture Extension educators and Extension initiatives and updates.

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

## **Extension Development Council Chair**

**Richard Gibson  
Arizona**



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

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

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

The Extension Development Council focuses on broad, general areas of interest that are separate and apart from specific agriculture-related topics. By design, the four committees in the Extension Development Council hone in on



unique issues that are generally not addressed by other professional improvement organizations. These committees are: Public Relations and Agricultural Issues, Early Career Development, Administrative Skills Development and Teaching and Educational Technologies. The charge of each committee is to provide learning opportunities in areas that support and strengthen the member's professional performance.

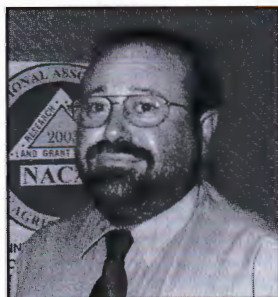
The challenge of the National Chairs and Vice-Chairs, along with the related State Committee Chairs, is to establish a firm foundation from which current and future generations of Extension professionals can receive professional improvement opportunities. This past year, the committees have set specific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

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

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

### **Public Relations and Agricultural Issues**

**R. Edmund Gomez  
New Mexico**



The Public Relations and Agricultural Issues Committee (PR & AIC) is responsible to encourage, support and assist in the development and effective implementation of the PR & AIC in state organizations as well as to provide pertinent and timely PR & AI programs and activities during the AM/PIC annually. We also assist, encourage and inspire NACAA members to study, research and educationally address PR&AI at the grassroots level by

providing information, leadership and appreciation when possible. The PR & AIC encourages the formation of local, regional and national partnerships between NACAA members, government agencies, non-governmental organizations, growers, and producers and the public to educationally address public relations and agricultural issues.

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

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

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

We are currently looking forward to the 2005 AM/PIC in Buffalo. The PR & AIC Seminar topic will continue to be



"Marketing Extension Programs to Decision Makers and Elected Officials". This is due to popular demand from our membership and the need during these times of county, state and national budget shortfalls to promote our Extension programs. We are looking forward to presentations by Ned Birkey, Monroe County, Michigan, Gus Wilson, Ashley County, Arkansas, and Bradley Brummond, Walsh County, North Dakota and a panel discussion on the topic by the membership and the Committee Vice-Chairs at Buffalo.

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

### **Early Career Development**

**David Marrison, Ohio**



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

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

Responses of this survey were also used as the basis for selecting our three national speakers for the July 19, 2005 professional improvement sessions at the NACAA AM/PIC in Buffalo, New York. Jim Willmott, Agricultural Agent from Rutgers Cooperative Extension, presented "Overcoming Challenges to Achieve Success in Extension: A Personal Reflection." This presentation offered specific examples of how early career agents can face challenges, achieve

success, and learn from failure. Madaline Flahive Dinardo, Agricultural Agent from Rutgers Cooperative Extension, presented "Growing an Agriculture Program in a Suburban/Urban County." This presentation offered tips on conducting Extension programming in urban counties. Suggestions were offered on how to identify potential programs, how to work with county agencies, and how to implement effective evaluation. Jim Hoorman, Extension Educator for OSU Extension, presented "Identifying Funding Sources and How to Write a Successful Grant." This presentation offered secrets in identifying funding sources and how to construct successful grant applications. Both of these activities are impacting Extension Agents across the country. The committee was very pleased to have these professionals share their experiences and insight. If you would like a copy of any of these presentations, email David Marrison at [marrison.2@osu.edu](mailto:marrison.2@osu.edu)

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

### **Administrative Skills**

**Michael E. Heimer, Texas**



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

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

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



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

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

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

### **Teaching & Educational Technologies**

#### **Dave Rice North Dakota**

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



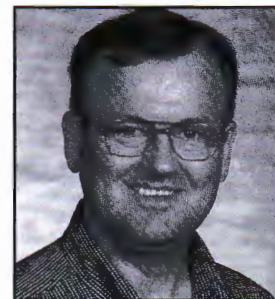
The committee has been exploring how to increase membership in general and specifically how to get more members to participate in the AM/PIC. Discussion centered on how to get information about workshops out sooner. It was mentioned that younger educators need a reason to attend. They need to know what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

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

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

### **Program Recognition Council**

#### **Neil Broadwater Council Chair Minnesota**



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

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

The Program Recognition Council consists of seven committees. Those committees and the respective National Committee Chairs for 2004-2005 were as follows:



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

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

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

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

## Recognition and Awards

### Alan B. Galloway Tennessee



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

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

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

There are many who facilitate the application process which



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

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

### **Communications** **Keith Mickler, Georgia**

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



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

Even though the number of entries has been down the past few years, the winning entries are evidence of the high quality of work and communications that are being conducted by extension educators throughout the country. It is obvious that many of our members are working closely with their university professional staffs and private sector people to produce quality materials. The overall consensus of the judges this year were that the entries keep getting better, thus making the judging more difficult. This was never so true than once again this year with the radio and video categories. Two judges said they had a very hard time separating the national winner from the national finalists.

Recent technology has enabled us to do a more professional job and make all materials more appealing and readable but more importantly the audiences are more readily able to grasp and adapt new ideas or methods to improve their operations or change the quality of their lives. In short, these highly professional communications are having a significant impact on our clientele.

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

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

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

### **Extension Programs** **Mike Hogan, OH**

The Extension Programs Committee conducted six Search for Excellence recognition programs during the year: Remote Sensing/Precision Agriculture; Livestock Production; Crop Production; Farm Financial Management; Landscape Horticulture; and Young, Beginning, and Small Farms/Ranches. Thanks to new national sponsorship from USDA





SARE (Sustainable Agriculture Research and Education), a new Search for Excellence recognition program in Sustainable Agriculture will be added next year. The Extension Programs Committee is excited about this new recognition program for NACAA members.

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

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

Southern Region – 26 entries

North Central Region – 20 entries

Northeastern Region – 6 entries

Western Region – 5 entries

Crop Production – 19 entries

Livestock Production – 18 entries

Farm Financial Management – 7 entries

Landscape Horticulture – 6 entries

Young, Beginning, and Small Farms/Ranches – 4 entries

Remote Sensing/Precision Agriculture – 3 entries

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

## Professional Excellence

### Donald Fretts Pennsylvania



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

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

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

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

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

I would especially like to thank my fellow committee members for the fine job they have done. This is not the easiest assignment in NACAA. Most committees have only to recognize their winners at AM/PIC. The Professional Excellence has to get the Poster Session set up, organized, judged, and finally recognized in a span of 3 days. It takes a lot of dedication



and hard work to make this happen, and without the outstanding Vice Chairs on this committee, this would not happen.

### Public Relations

#### Charles Davis South Carolina

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

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

Congratulations to Lanier Jordan of Georgia, who was our National Winner this year and presented his program at the First Timers Luncheon. Congratulations also go to Robert Call of Arizona, Erwin Elsner of Michigan, and to Madeline Flahive DiNardo of New Jersey, who were National Finalists. Each received their awards at the First Timers Luncheon. This is a great opportunity for younger agents to see the depth of programs that are presented by their co-workers and to see how public relations are a part of all our daily efforts.

Special thanks to J. Craig Williams, Northeast Region Vice Chair, John Begeman, Western Region Vice Chair, Brad Carlson, North Central Region Vice Chair, and Larry Moorehead, Southern Region Vice Chair who did the bulk of the work on this committee.

John Begeman will be rotating out as Western Region Vice Chair this year. Thanks, John, for all your hard work. I also want to thank Neil Broadwater for his patience as Program Recognition Council Chair, as I in my first year as Public Relations Chair, had more questions than answers, or so it seemed at times.

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



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

### 4-H & Youth

#### Ken Combs, Arkansas

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

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

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

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





## Scholarship

### Dr. Betsy Greene, Vermont



For the 2004/2005 scholarship year, 18 scholarship applications, representing 33 members were received. Of the 18 applications, three were group applications representing 18 members. The remaining 15 applications were from individual members. A total of \$31,750 was requested.

The NACAA Educational Foundation (the source of the funds the Scholarship Committee has to award) approved funding of up to, but not to exceed \$20,000. The Scholarship Committee met and deliberated on Sunday morning/afternoon of the Florida meetings for approximately 6 hours. Members of the awards committee each had copies of all the applications for review prior to the meeting.

For the 2004/2005 scholarship year, the scholarship committee recommended 16 awards for a total of \$15,650. This broke down into \$7,300 for 9 individuals to continue their formal education, and \$8,350 for 2 groups and 5 individuals to participate in conferences, tours and meetings. The committee was not able to fund 2 requests. Applicants that either were not funded, or did not receive the total requested amounts received letters that outlined specific issues with their application that could be improved in the future.

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

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

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

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

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

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



**Special Assignments:**



**Electronic Communications Coordinator**  
**Laura L. Watts**  
**Pennsylvania**

**Mailing Lists**

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

- nacaa-exec      NACAA Executive Committee
- nacaa-board    NACCA Board
- nacaa-regdir   NACAA Regional Directors
- nacaa-vdir     NACAA Vice Directors
  
- nacaa-councilchairs      NACAA Council Chairs
- nacaa-chairs              NACAA Committee Chairs
- nacaa-vicechairs        NACAA Committee Vice Chairs
  
- nacaa-specassign    NACAA Special Assignments
- nacaa-educ            NACAA Educational Foundation
- nacaa-pastpres      NACAA Past Presidents
  
- nacaa-pres            Presidents from all regions
- nacaa-ncpres        NACAA North Central Presidents
- nacaa-nepres        NACAA North East Presidents
- nacaa-spres         NACAA Southern Presidents
- nacaa-wpres         NACAA Western Presidents

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

**Home Page**

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

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

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

Award entry information is available on the site. This is the same information that is printed in the Awards Edition of The

County Agent magazine. There is also a slide program available which provides guidelines for entering the awards program.

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

The membership and promotional brochures are available online.

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

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

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

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

**Executive Director**  
**Scott Hawbaker**  
**Illinois**



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

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

Coordinating membership data with state associations and maintaining the NACAA database continues to be one of my primary responsibilities. Thank you to the state asso-



ciations for making this process become more and more effective. Your NACAA board is currently working on having the database be "on-line" and even easier to update.

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

My congratulations to Glenn Rogers and the NorthEast agents for planning/implementing an outstanding Annual

Meeting and Professional Improvement Conference. It has been a pleasure working with you.

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

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## The County Agent

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# Call of the Week



*By Stuart Hawbaker, Life Member, Illinois*

*We encourage County Agents to submit some of their humorous, strange or unusual calls you've had over the years. These are the ones that make you shake your head in amazement or just tickle your funny bone. We know you've had some. Take a minute and E-mail them to us at [nacaemail@aol.com](mailto:nacaemail@aol.com) or send them by snail mail to NACAA, Attn: Call of the Week, 252 N. Park St. Decatur, IL 62523.*

## **What happens when two brothers with adjacent farms quarrel?**

Once upon a time two brothers who lived on adjoining farms fell into conflict.

It was the first serious rift in 40 years of farming side by side, sharing machinery, and trading labor and goods as needed without a hitch.

Then the long collaboration fell apart. It began with a small misunderstanding and it grew into a major difference, and finally it exploded into an exchange of bitter words followed by weeks of silence.

One morning there was a knock on John's door. He opened it to find a man with a carpenter's toolbox. "I'm looking for a few days work" he said. "Perhaps you would have a few small jobs here and there I could help with? Could I help you?"

"Yes," said the older brother. "I do have a job for you. Look across the creek at that farm. That's my neighbor, in fact, it's my younger brother.

Last week there was a meadow between us and he took his bulldozer to the river levee and now there is a creek between us. Well, he may have done this to spite me, but I'll go him one better. See that pile of lumber by the barn?

I want you to build me a fence - - an 8-foot fence — so I won't need to see his place or his face anymore."

The carpenter said, "I think I understand the situation. Show me the nails and the post hole digger and I'll be able to do a job that pleases you."

The older brother had to go to town, so he helped the carpenter get the materials ready and then he was off for the day. The carpenter worked hard all that day measuring, sawing, nailing, and hammering.

About sunset when the farmer returned, the carpenter had just finished his job. The farmer's eyes opened wide, his jaw dropped. There was no fence there at all.

It was a bridge — a bridge stretching from one side of the creek to the other! A fine piece of work handrails and all — and the neighbor, his younger brother, was coming across, his hand outstretched.

"You are quite a fellow to build this bridge after all I've said and done."

The two brothers stood at each end of the bridge, and then they met in the middle, taking each other's hand. They turned to see the carpenter hoist his toolbox on his shoulder.

"No, wait! Stay a few days. I've a lot of other projects for you," said the older brother.

"I'd love to stay on," the carpenter said, "but, I have many more bridges to build."

## *The County Agent*

### **Publication Deadlines**

October, 2005

Submission Deadline: September 27, 2005

Mail Date: October, 15, 2005

January, 2006

Awards/Committee Directory

Submission Deadline: November 7, 2005

Mail Date: December 1, 2005

April, 2006

Annual Meeting Registration

Submission Deadline: March 1, 2006

Mail Date: March 28, 2006









[www.nacaa.com](http://www.nacaa.com)

## ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE DATES

**2006**

Cincinnati/Northern Kentucky. . . July 23-27

**2008**

Greensboro, North Carolina... July 13 - 17

**2007**

Grand Rapids, MI . . . July 15-19

**2009**

Portland, Oregon.....September 20-24

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