

The County Agent

A PUBLICATION OF
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OF COUNTY AGRICULTURAL AGENTS

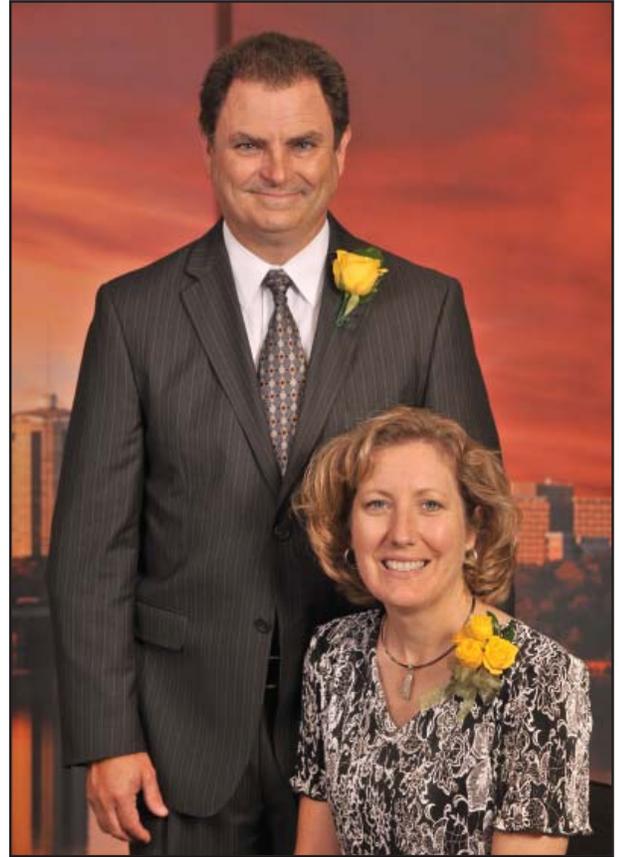
Volume LXXI No. 3 August/September, 2010

Tulsa, Oklahoma. A Fine Time.

What a Fine Time we all had in Tulsa, Oklahoma. The Oklahoma agents need to be congratulated for a job well done as our host state. From the outstanding professional development tours, to the great Life Members, Sons & Daughters and Spouses programs, I don't think our host state could have put together a finer program. Add to that the excellent professional development sessions conducted by our NACAA committees and I would challenge anyone to find a better, more effective professional organization to belong to.

The Annual Meeting and Professional Improvement Conference (AM/PIC) is the capstone event each year for professional development opportunities, recognition of excellence in programming, and the exchange of ideas, methods and techniques. But NACAA is also your professional organization throughout the year. We continue to strive to improve our year round value to our members (you and I), and it will take all of us to make that a reality. Over the coming year you will continue to see increases in professional development opportunities, and partnerships that are aimed at providing even more value to members. NACAA will also continue to make improvements in our website appearance and in the processes that we use, so that you will have a better experience as you participate in our various recognition and presentation opportunities. Making these improvements the best that they can be will require

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**NACAA President
Stan Moore and wife Gayle**



2010-2011 NACAA Board of Directors, Seated front row (L-R): Henry Dorough, Secretary, AL; Phil Pratt, Past-President, OK; Stan Moore, President, MI; Paul Wigley, President-Elect, GA; Paul Craig, Vice-President, PA; Parman Green, Treasurer, MO; Back Row (L-R): Mark Stewart, North Central Region Director, MO; Charles Davis, Southern Region Director, SC; Glenn Rogers, Policy Chair; VT; Billy Skaggs, Southern Region Director, GA; Betsy Greene, North East Region Director, VT; Mary Small, Western Region Director, CO.



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Pictures from the 2010 AM/PIC are available at <http://www.flickr.com/photos/nacaa/collections/> or <http://kitchensink.okstate.edu/>

President's Message

engagement by you as well. Giving suggested improvements through your state committee chairs and officers is a great way to provide input that can help us continue to improve. You can also contact your NACAA Regional Director or email/call me at any time (moorest@msu.edu, 231-533-8818).

Of course, it is not enough to be good or even great these days if people don't know and understand the value of what you do. If State Extension Administration, USDA, and our Industry Partners don't know the value of our organization, we shouldn't be surprised if they don't support us as we think they should. If these same people do have an understanding and appreciation of our value, they will support us and we will be providing them the success stories to pass on to University Presidents, Legislature and other important partners.

So back to Tulsa. I am challenging every member of NACAA that came to Tulsa to make sure that their State Extension Leadership knows about one way that this year's AM/PIC made a difference to your Extension programming and your professional development. I also challenge you to share this with a colleague that wasn't there. For me this year, it was a professional development tour to a gas drilling rig. It so happens that these are the same wells and production techniques that are beginning to be used in Michigan. What an opportunity I had to gain first-hand experience, ask questions of people in the industry, and then be better equipped to answer farmer questions back in my home state. The experience will also help me as we continue to provide educational programs in oil and gas leasing. So what's your impact statement that you will share with your State Extension Leadership and your colleagues?

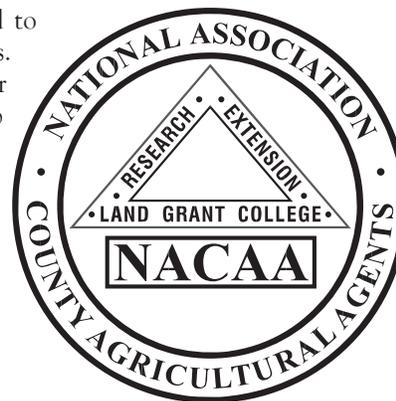
Past President Phil Pratt challenged NACAA members, last year, to help increase our membership by looking for those agent/educators in your home state that could be members but are not. This year I am building on that challenge by asking you to help us prove to your administration, new agent/educators, and other non-members that this organization is hugely beneficial to the

Extension system and to agent/educators careers. If they believe that, our membership can't help but be at close to 100% of capacity.

As you share with potential members the value that NACAA has to you, also remember that we have resources on our website that you can provide to that potential new member. Just go to www.nacaa.com/about and print off the Member Brochure, and Member Brochure Insert. Please also let your NACAA leadership team know how we can help you be successful in sharing the value of NACAA and in member recruitment.

I am truly looking forward to working with you as your NACAA President over the coming year. My term will last through the Annual Meeting and Professional Improvement Conference in Overland Park, Kansas next August. I want to personally extend an invitation to each of you to come to Kansas for our NACAA 96th AM/PIC. The Kansas agents will be putting on a wonderful program for you, and I trust that many of you will be providing the excellent presentations and posters that we have come to expect. Thank you for all your important work that you are doing in your home State and thank you for serving with me in NACAA.

P.S. I'd love to hear about your experience this year in Tulsa. Please feel free to email me on the ways that this year's AM/PIC experience has/will make a difference in your programming back home.



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The County Agent

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Poster Session Winners Announced at 95th AM/PIC

AWARD SPONSORED BY SYNGENTA

Applied Research:

1st Place

CORN RESPONSE TO FOLIAR FUNGICIDE AND PRE-HARVEST DESICCANT

Endres, *G.E.¹; Ransom, J.K.²

¹Area Extension Specialist/Cropping Systems, NDSU Extension Service, Carrington, ND, 58421

²Agronomist - Cereal Crops, NDSU Extension Service, Fargo, ND, 58108

2nd Place

EFFECTS OF LATE GESTATION SUPPLEMENTATION OF BEEF COWS ON COW AND CALF PERFORMANCE

Mills, *R.R.¹; Bohnert, D.W.²; Falck, S.J.³; Nyman, A.⁴; Stalker, L.A.⁵

¹Extension Livestock Agent, Umatilla County Extension Service, Oregon State University, Pendleton, OR, 97801

²Associate Professor, Eastern Oregon Agricultural Research Center, Oregon State University, Burns, OR, 97720

³Biological Science Technician, ARS-USDA, Burns, OR, 97720

⁴Biological Science Researcher, Eastern Oregon Agricultural Research Center, Oregon State University, Burns, OR, 97720

⁵Assistant Professor, West Central Research & Extension Center, University of Nebraska, North Platte, NE, 69101

3rd Place

NITROGEN FERTILIZER REPLACEMENT VALUE OF ALFALFA GROWN IN NORTHERN ILLINOIS

Morrison*, J.A.¹; Fernandez, F.G.²; Nafziger, E.D.³; Paul, L.E.⁴

¹Extension Educator, Crop Systems, University of Illinois Extension, Rockford, IL, 61107

²Extension Specialist, Soil Fertility, University of Illinois Dept. of Crop Sciences, Urbana, IL, 61801

³Extension Specialist, Crop Production, University of Illinois Dept. of Crop Sciences, Urbana, IL, 61801

⁴Agronomist, University of Illinois Dept. of Crop Sciences, Shabbona, IL, 60550

North Central Regional Winner

IMPORTANCE OF STARTER PHOSPHORUS FOR GRAIN YIELD IN SOFT RED WINTER WHEAT

Lentz, *E.M.¹

¹Extension Educator, The Ohio State University, Tiffin, OH, 44883

Northeast Regional Winner

ADOPTION, CONSTRAINTS AND OPPORTUNITIES FOR USE OF WEB 2.0 TECHNOLOGIES BY AGRICULTURAL AND RESOURCE MANAGEMENT EXTENSION PROFESSIONALS IN NEW JERSEY

Kluchinski*, D.¹; Kinsey, J.²; Komar, S. J.³; McDonnell, J.⁴

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²County Agent III, Rutgers Cooperative Extension/Family and Community Health Sciences, Mays Landing, NJ, 08330

³County Agent III, Rutgers Cooperative Extension/Agricultural and Resource Management Agent, Newton, NJ, 07860

⁴County Agent II, Rutgers Cooperative Extension/4-H Youth Development, New Brunswick, NJ, 08901

Southern Regional Winner

EVALUATION OF HAY WASTE BETWEEN VARIOUS FEEDING METHODS

Rhoades, *S.R.¹; Gadberry, M.S.²; Simon, K.J.³

¹County Extension Agent, University of Arkansas Division of Agriculture, Waldron, AR, 72958

²Assistant Professor, University of Arkansas Division of Agriculture,

Little Rock, AR, 72203

³Program Associate, University of Arkansas Division of Agriculture, Little Rock, AR, 72203

Western Regional Winner

ADAPTATION OF BRASSICA SPP. AND FODDER RADISHES AS LATE SEASON FORAGES IN THE HIGH DESERT REGION OF OREGON

Engel, *C.E.¹; Bentley, R.A.²; Charlton, B.A.³; Roseberg, R.J.⁴

¹Extension Agent, Oregon State University, Klamath Basin Research and Extension Center, Klamath Falls, OR, 97603

²Faculty Research Assistant, Oregon State University, Klamath Basin Research and Extension Center, Klamath Falls, OR, 97603

³Extension Agent, Oregon State University, Klamath Basin Research and Extension Center, Klamath Falls, OR, 97603

⁴Associate Professor, Oregon State University, Klamath Basin Research and Extension Center, Klamath Falls, OR, 97603

Finalists

ASIATIC GARDEN BEETLE- A NEW PEST OF FIELD CROP AND POTATO PRODUCTION IN SOUTHWEST MICHIGAN

MacKellar, *B.A.¹

¹Field Crop/Specialty Crops Educator, Van Buren County Michigan State University Extension, Paw Paw, MI, 49079

LONG TERM EVALUATION OF NO-TILL CORN AND SOYBEAN CROPPING SYSTEMS IN NORTHWEST MISSOURI

Crawford*, J.J.W.¹

¹Natural Resource Engineering Specialist, University of Missouri Extension, Rock Port, MO, 64482

A FEASIBILITY STUDY OF THE C SOURCE INFLUENCE ON LARGE ANIMAL MORTALITY COMPOSTING EFFICACY

Pugh, * B.C.¹; Payne, J.B.²

¹Extension Educator, Oklahoma State University - Oklahoma Cooperative Extension Service, Stigler, OK, 74462

²Area Extension Animal Waste Management Specialist, Oklahoma State University - Oklahoma Cooperative Extension Service, Muskogee, OK, 74401

COMPARISON OF CORN PRODUCTION WITH 15 INCH AND 30 INCH ROW SPACINGS BY POPULATION

Gardner, * A. P.¹

¹Union County Field Crops Extension Agent, North Carolina State Cooperative Extension, Monroe, NC, 28112

Extension Education:

1st Place

'HOME GROWN' GARDENING WORKSHOPS

Harris, A.S.¹; Carroll, D.L.²; East, W.T.³; Kelley, M.J.⁴; Mitchell, C.C.⁵; Smith, K.P.⁶

¹Regional Extension Agent, Alabama Cooperative Extension System, Dadeville, AL, 36853

²County Extension Agent, Alabama Cooperative Extension System, Opelika, AL, 36801

³Regional Extension Agent, Alabama Cooperative Extension System, Ashland, AL, 36251

⁴Regional Extension Agent, Alabama Cooperative Extension System, Wetumpka, AL, 36092

⁵Extension Agronomist, Alabama Cooperative Extension System, Auburn University, AL, 36849

⁶Home Grounds Team Co-leader, Alabama Cooperative Extension System, Auburn University, AL, 36849

2nd Place

FARMERS AND RANCHERS COLLEGE PROVIDES RISK MANAGEMENT EDUCATION TO NEBRASKA PRODUCERS

VanDeWalle*, B.S.¹; Bruning, F. D.²; Dohrman, B. J.³; Hejny, T.A.⁴; Janda, P. I.⁵; Miller, S. G.⁶; Milton, E. W.⁷; Nuss, G. W.⁸; Tatro, A. L.⁹; Voss, J. E.¹⁰

¹Extension Educator, University of Nebraska-Lincoln Extension, Geneva, NE, 68361

²Bruning State Bank, Bruning, NE, 68322

³Geneva State Bank, Grafton, NE, 68365

⁴Director, Nebraska LEAD Program, Lincoln, NE, 68583

⁵Cornerstone Bank, Clay Center, NE, 68933

⁶Bruning State Bank, Bruning, NE, 68322

⁷Milligan Insurance Agency, Milligan, NE, 68406

⁸Ag WEST, Sutton, NE, 68979

⁹Geneva State Bank, Geneva, NE, 68361

¹⁰Frontier Bank, Davenport, NE, 68335

3rd Place

IMPACT OF RIVER VALLEY WILDLIFE SEMINAR FOR LOCAL LANDOWNERS AND WILDLIFE ENTHUSIASTS

Buchanan, * M.L.¹

¹Extension Agent, Arkansas Cooperative Extension, Crawford County, Van Buren, AR, 72956

North Central Regional Winner

NATIVE GRASSLAND LOSSES DUE TO INVASIVE PLANT SPECIES

Boyle, * R.R.¹

¹Agriculture and Natural Resources Agent, K-State Research and Extension, Stockton, KS, 67669

Northeast Regional Winner

LIVING BETTER WITH LESS: EDUCATION FOR HOME VEGETABLE GARDENERS

Swackhamer*, E.¹; Bernhard, K.²; Hamm Groover, M.³; Lynch, L.⁴

¹Horticulture Educator, Lehigh and Northampton Counties Cooperative Extension, Penn State University, Allentown, PA, 18104

²Horticulture Program Assistant, Lehigh County Cooperative Extension, Allentown, PA, 18104

³Master Gardener Coordinator, Northampton County Cooperative Extension, Nazareth, PA, 18064

⁴Master Gardener Coordinator, Lehigh County Cooperative Extension, Allentown, PA, 18104

Southern Regional Winner

GROUNDWATER EDUCATION STARTS WITH STUDENTS

Haller, * B.W.¹; Martin, K.F.²

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²County Extension Agent - Agriculture, University of Arkansas Cooperative Extension Service, White County, Searcy, AR, 72143

Western Regional Winner

RANCHERS FEEDING KIDS

Chamberlain, *A.¹

¹Livestock and Rangeland Agent, Oregon State University- Malheur County Extension, Ontario, OR, 97914

Finalists

COMMUNITY GARDENS

Schumacher, * S.D.¹; Landefeld, M.A.²

¹Extension Educator, Ag & Natural Resources, Ohio State University Extension, St. Clairsville, OH, 43950

²Extension Educator, Ag & Natural Resources, Ohio State University Extension, Woodsfield, OH, 43793

USING INTERACTIVE TELEVISION AND WEB-CONFERENCEING SOFTWARE TO TEACH MASTER GARDENER CLASSES

Fowler, * T.R.¹; Baker, T.P.²

¹Regional Horticulture Specialist (Northwest), University of Missouri Extension, St. Joseph, MO, 64507

²Regional Horticulture Specialist (Northwest), University of Missouri Extension, Gallatin, MO, 64640

EXTENSION ENERGY PROGRAMMING INITIATIVE

Hopkins, K. M.¹; Coffin, D. R.²

¹Associate Extension Professor, University of Maine Cooperative Extension, Skowhegan, ME, 04976

²Associate Extension Professor, University of Maine Cooperative Extension, Dover-Foxcroft, ME, 04426

RAIN BARREL TRAIN THE TRAINER: PROMOTING ENVIRONMENTAL STEWARDSHIP THROUGH RAINWATER HARVESTING

Bakacs*, M.¹; Obropta, C.²

¹Environmental and Resource

Management Agent, Rutgers Cooperative Extension, North Brunswick, NJ, 08902

²Associate Extension Specialist, Rutgers Cooperative Extension Water Resources Program, New Brunswick, NJ, 08901

SUSTAINABLE FOOD SYSTEMS IN CALVERT COUNTY MARYLAND

Reed, H. E.¹; Bailey, E.L.²; Harley, T.L.³

¹Agricultural Extension Educator, University of Maryland Extension, Prince Frederick, MD, 20678

²4-H and Youth Extension Educator, University of Maryland Extension, Prince Frederick, MD, 20678

³Family and Consumer Sciences Educator, University of Maryland Extension, Prince Frederick, Md, 20678

A LANDSCAPE MAINTENANCE TRAINING PROGRAM AT THE BAY COUNTY, FLORIDA CORRECTIONAL FACILITY

Rudisill, * K.R.¹; Bates, S.E.²; Psikogios, J.A.³

¹Horticulture Extension Faculty, NACAA, Panama City, Fl, 32401

²Bay County Master Gardener, UF/IFAS Extension, Panama City, Fl, 32401

³Bay County Master Gardener, UF/IFAS Extension, Panam City, Fl, 32401

MAINTAINING SUSTAINABILITY IN A TOUGH ECONOMY - A WORKSHOP FOR NURSERY OWNERS

Kimbro,* C.C.¹; Bruch, M.L.²; Halcomb, M.A.³; Hall, C.⁴; Manning, C.D.⁵

¹Extension Agent, University of Tennessee Extension, Coalmont, TN, 37313

²Extension Specialist, UT Extension Center for Profitable Agriculture, Spring Hill, TN, 37174

³Extension Area Nursery Specialist, University of Tennessee Extension, McMinnville, TN, 37110

⁴Ellison Chair in International Floriculture, Texas A&M AgriLIFE Extension, College Station, TX, 77843

⁵Extension Area Farm Management Specialist, University of Tennessee Extension, Manchester, TN, 37355

4-H SHEEP AND GOAT YOUTH FIELD DAY: BUILDING COMPETENCIES FOR SUCCESS IN YOUTH LIVESTOCK PRODUCERS

Heitstuman,* M.¹; Schmidt, J.²

¹Director, WSU Asotin County Extension, Asotin, WA, 99402

²Director, WSU Whitman County Extension, Colfax, WA, 99111

DEVELOPING NATURAL RESOURCE EXTENSION VOLUNTEERS THROUGH THE WEED WATCHERS PROGRAM

Van Vleet, S.¹; Kerr, S.²

¹WSU-Whitman Co. Agriculture and Natural Resources Extension Educator, Washington State University, Colfax, WA, 99111

²WSU-Klickitat Co. Extension Director, Washington State University, Goldendale, WA, 98620

SEARCH FOR EXCELLENCE - NATIONAL WINNERS

Search for Excellence Sustainable Agriculture

National Winner

GRAZING SYSTEMS MANAGEMENT FOR NORTHEAST MINNESOTA: A THOROUGH APPROACH TO BOTH BASIC KNOWLEDGE AND CUTTING EDGE RESEARCH PROVIDING FARMER INFORMATION ON OPTIONS TO MAKE THEIR FARMS MORE SUSTAINABLE

Salzer,* T.M.¹; Walker, R.S.²; Peterson, P.R.³; Monson, W.⁴; Zinns, J.⁵; Mathison, R.⁶; Ford, G.⁷

¹Extension Educator, Minnesota Cooperative Extension, Carlton County, Carlton, Minnesota 55718

²Extension Educator, Extension Regional Center, Andover, MN 55304-4122

³Agronomy & Plant Geneticist, University of Minnesota, St. Paul, MN 55108

⁴Sustainable Agriculture program grazing specialist, Minnesota Dept. of Agriculture, St. Paul, MN 55108

⁵Grazing specialist, Natural Resources Conservation Service of Minnesota, Rochester, MN 55901

⁶Agronomist, University of Minnesota Research Center, Grand Rapids, MN 55744

⁷Events & Youth Outreach Coordinator, Sustainable Farming Association of Minnesota

The goal of this project was to help farmers of Northeast Minnesota develop an improved long term, financial, environmental, sustainable lifestyle and carry out research and provide information on new approaches to improve pasture productivity. With feeds costs being nearly 65% of livestock production costs in Minnesota, it is important for graziers to develop techniques to reduce the amount of harvested forages used. Increasing the

grazing season is the logical place to start. Every 30 days is 100 lbs. of hay for the average beef cow. This program focused on several approaches to educating graziers on general grazing management, better utilization of winter feeding areas, interseeding to increase plant diversity, corn grazing, use of annuals to overcome summer slump, fall seeded cocktail mixes and finally introduction of "MOB" high density grazing, (>50,000 lbs/acre). Winter feeding area study demonstrated that it can provide high quality pasture, control weeds and provide 40-170 days of grazing/acre with a potential dollar value of \$119/acre while capturing nutrients deposited by the livestock. Grazefest 2009 focused on the concept of "mob" grazing, along with a case study, reinforced that this technique improved uniformity of grazing, better manure distribution, weed control options without herbicide, increase drought tolerance, increase carrying capacity of 71%. The most profound statement is that all evaluations returned suggested some level of interest in "mob" grazing. Even more important within the evaluations,

three critical statements were made by producers: 1) An "\$8,000 cost savings"; 2) A "Whole system perspective"; 3) Would "create less stress". This clearly demonstrates reaching our goal of helping farmers develop improved long term, financial, environmental, sustainable lifestyles.

National Winner

VENISON DONATION PROGRAM

Hulle,* L.R.¹

¹Cornell Cooperative Extension of Orange County Education Center, 18 Seward Avenue, Suite 300 Middletown, NY 10940

Venison Donation as part of the Gleaning program is helping make high protein meat available to local food pantries. A Hunger Prevention and Nutritional Assistance Program (HPNAP) grant was secured to provide funds for gleaning venison and vegetables in an effort to fill the needs of the human food distribution system. A gleaning coordinator was hired to organize the harvesting, processing and delivery of venison and to provide nutritional education to food bank recipients. A butchering facility was located at Wallkill Correctional facility in Ulster County, NY. The NYS Department of Environmental Conservation (DEC) has issued deer damage permits to landowners stipulating that half of the deer harvested on the permits be given to the venison donation program. Using field meetings, newsletters and site visits dairy and field crop farmers learned about the benefits of obtaining deer damage permits to save their crops and how to donate the venison to the hungry. From July 2006 to December 2009 we have butchered 4,722 pounds of ground venison, this equates to 18,888 meals for the hungry. During the same time period the gleaning program collected 468,868 pounds of produce for a combined estimated value over \$364,664. "Local food pantries would have a huge hole in their offerings if it wasn't for the gleaning program." Marietta Allen, Food Pantry Director, St. Francis of Assisi, Newburgh, NY.

National Winner

GRAZING MANAGEMENT SCHOOL

Wiggins, L.F.¹

¹Extension Agent, Florida Cooperative Extension, Hendry County, LaBelle, Florida 33935

²Extension Agent, Florida Cooperative Extension, Polk County, Bartow, Florida 33831

³Extension Agent, Florida Cooperative Extension, Glades County, Moore Haven, Florida 33471

⁴Extension Agent, Florida Cooperative Extension, Highlands County, Sebring, Florida 33875

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The human population, in Florida, has grown significantly, from approximately five million people in 1960 to approximately sixteen million in 2000. This three-fold increase has fueled an increase in urbanization with an associated loss of land devoted to agriculture. Extension agents and state specialists are frequently required to deliver research based information to agriculturists that enhance the quality of lives, and encourage profitability and sustainability. For the past three years, the South Florida Beef Forage Program has offered the Grazing Management School to educate participants about utilizing native range, pasture establishment, soil fertility, weed control, and forage management. The school is composed of two sections; the basic school for new landowners and the advanced section for experienced ranchers. Each section has a classroom component and a field component. Participants are taught grazing management concepts and methods in a classroom setting and the presented information is supported by practical applications in the field during a tour of local ranches. The tour is conducted in association with the Natural Resources

Conservation Service (NRCS) to illustrate best management practices of rangeland and native areas. It has been identified that grazing has a positive impact on native range by decreasing invasive vegetation and therefore, increasing the wildlife habitat, proving a symbiotic relationship between livestock and wildlife. Improvement of water quality via pasture management is another aspect covered extensively by the Grazing Management School. Management practices to maximize fertilizer benefits, while preventing nutrient run-off, especially phosphorous, are presented in the classroom and field visits. One-hundred five (105) participants have attended the Grazing Management School in the past three years. According to pre/post tests and follow-ups, 95% of participants have implemented new practices or exhibited a behavior change based on a 65% increase in knowledge.

National Winner

EMPOWERING AG PROFESSIONALS THROUGH A BENEFICIAL AND PEST INSECT TRAIN-THE-TRAINER SHORT COURSE PROGRAM FOR OREGON, WASHINGTON, AND IDAHO

Corp M.K.¹, Rondon, S.I.², Van Vleet, S.³, Marshal C.⁴

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³Extension Agent, Washington State University, Whitman County Extension, Colfax, Washington, 99111

⁴Entomologist, Oregon State University, Corvallis, Oregon 97331

Insects, both pests and beneficials, are increasingly important to all agricultural crops in the Pacific Northwest. The correct identification of pest insects is critical to successful adoption of integrated insect management. The project objective was to develop a cadre of agricultural professionals that respond to questions and bring a balanced ecological approach with the use of integrated management strategies. We trained 60 individuals (20 students per

session) in 3 different 2 ½ day training sessions. We created a webpage for short course training materials at <http://extension.oregonstate.edu/umatilla/insect-ic>. The student following the training then became trainers, and will use on-line resources for future local insect identification and management trainings. We created an email list serve for the class participants to simplify communication. Benefits from training program are anticipated in the coming years as knowledge in ecological insect management strategies is transferred to a broader audience reaching into rural communities across the region. Our audience included University Extension faculty, other agricultural professionals field staff, producers, and certified Master Gardeners. This short course was sponsored by WSARE.

Search for Excellence Crop Production

National Winner

THE SOYBEAN 2010 PROJECT

Staton, *M.¹, Birkey, N.², MacKellar, B.³, Pennington, D.⁴, Robb, W.⁵, Sneller, E.⁶, Thelen, M.⁷

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²Extension Educator, Monroe County, MSU Extension, Monroe, MI 48161

³Extension Educator, St. Joseph County, MSU Extension, Centreville, MI 49032

⁴Extension Educator, Kellogg Biological Station, MSU Extension, Hickory Corners, MI 49060

⁵District Dairy Extension Educator, WC Michigan, MSU Extension, West Olive, MI 49460

⁶Extension Educator, Saginaw-Genesee-Shiawassee Counties, MSU Extension, Saginaw, MI 48607

⁷Extension Educator, Clinton County, MSU Extension, St. Johns, MI 48879

Soybean yield increases have not kept pace with those of corn and wheat in Michigan. In fact, average soybean yields in Michigan during the five-year period from 2000 to 2004 were 3.2 bushels per acre lower than the average soybean yields from 1990 to 1994. The objective of this project was to help soybean growers identify and overcome the barriers to producing higher-yielding and more profitable soybeans. Two educational programs entitled "Overcoming the

Barriers to Higher Soybean Yields" were planned, promoted, conducted and evaluated each year from 2008 through 2010. Grant funds were obtained from the Michigan Soybean Promotion Committee to cover the costs of conducting the programs. More than 1,100 soybean producers and agronomists participated in the programs. Every farm and agronomist received a reference notebook containing the latest soybean management recommendations. A written evaluation was distributed to participants at the conclusion of each program to measure and document our educational impacts. The evaluation showed that 94% of the participants learned new information from the programs. More than 80% planned to implement some of the information they learned to make crop or pest management decisions in the following crop year and 65% expected this information to save or earn them additional money. The average expected amount of money saved or earned per acre was \$12.59. The participants planned to implement the information they learned on 149,948 acres making the total projected financial impact of this educational activity \$1,887,845. A follow-up survey of the programs conducted in 2008 and 2009 indicated that 93% of the participants utilized information or implemented practices they learned at the programs. The participants actually earned or saved \$14.28 per acre on 19,131 acres producing an actual financial impact of \$272,122.

Search for Excellence Landscape Horticulture

National Winner

CERTIFIED PLANT PROFESSIONAL TRAINING

Lauderdale, *D.M.¹, Lauderdale, C.K.²

¹Extension Agent, North Carolina Cooperative Extension, Pitt County, Greenville, NC

²Extension Agent, North Carolina Cooperative Extension, Wilson County, Wilson, NC

The North Carolina green industry is valued at over 8.6 billion dollars while landscape, nursery, and retail garden center employees struggle for

recognition as professionals. The horticulture agents in Pitt and Wilson Counties developed and implemented training based on two professional certifications already existing in the state to help green industry owners and employees improve their status and income. Certified Plant Professional Training teaches plant biology, Latin names, identification, plants for particular locations, landscape design, installation, maintenance, turf, flowers, soils, fertility, pruning, and pest management for those preparing to become NC Certified Plant Professionals or NC Registered Landscape Contractors during 42 hours of training. Classes are taught with a hands-on approach outdoors with learning reinforced by plant name quizzes, identification tests, repetition, and classroom review of written material. Classes were held at Pitt and Wilson County Extension offices and cooperating nurseries. Over the past three years 27 of 37 participants have become NC Certified Plant Professionals. This passing rate of 74% is 64% greater than the average of 10% that pass who have had no formal training for the exam. Surveyed participants indicated a moderate to greatly increased knowledge of all areas of plant identification and care. Over the past three years, 9 participants have also become NC Registered Landscape Contractors. Class participants have increased yearly income and revenue by \$504,000.

Search for Excellence Farm and Ranch Financial Management

National Winner

UNDERSTANDING YOUR 2008 FARM BILL OPTIONS

Lemmons, T.¹

¹Extension Educator University of Nebraska - Lincoln, Northeast District Team Members: Al Vyhnalek

750 Nebraska producers better understand the 2008 Food, Conservation and Energy Act Title One Commodities payment programs as a result of 30 University of Nebraska-Lincoln Extension "Understanding Your 2008 Farm Bill Options" programs held across Nebraska. In pre-meeting surveys,

participants reported a low understanding of the 2008 Farm Bill Direct-Counter Cyclical Payment and Average Crop Revenue Program. Participants then engaged in a face-to-face educational workshop designed to improve their understanding of both programs and to answer many questions regarding the effect the Farm Bill would have on their gross farm revenues and taxable income; participants were also given the opportunity to address the effect of the program on their own farms through hands-on engagement with the Texas A&M online farm bill tool. A Nebraska model was also constructed which addressed Nebraska specific crops and allowed users to learn from what-if scenario creation. Interactions with the Nebraska Farm Bill Model allowed users to generate farm specific results for their operations. In follow-up surveys and post-workshop questionnaires, respondents reported a greatly improved understanding of the 2008 Farm Bill Direct-Counter Cyclical Payment and Average Crop Revenue Program; $t(471)=15.601, p<.05$. In all 503,474 participant acres were reached averaging \$11.96 per acre for a total impact of \$6,021,549.04 or \$8,029 per participant; with a four-year total of over \$25 million dollars. 250+ one-on-one consultations were completed with the online tool and 17 total all-state extension educator emails and media news releases were created.

information pertained to producing poultry in pasture-based systems. The objectives of this program were 1) develop educational materials and programs related to small-scale poultry production 2) to increase knowledge of regulations related to marketing of poultry products in Florida. A multi-faceted approach to education that included traditional classroom instruction, peer-reviewed publications, distance learning through web-based modules and hands-on experiential learning through field days and farm visits was implemented. As a result, 553 small and beginning farmers have been educated to enhance their knowledge of poultry production, processing and marketing. Exit surveys show an average knowledge gain of 42.6%. Initial evaluations indicated a need for clarification of the regulations as they pertain to poultry. Regulatory clarifications sought by the agents and partners have cleared the way for producers to supply high end niche markets legally and in turn increase farm revenue. For example, three producers diversified production with heritage turkeys and increased income by over \$18,000 in one year alone. A variety of assessments included surveys, pre and post tests, personal interviews, follow-up phone calls and farm visits to assess implementation of practices. As the demand for locally produced poultry products continues to increase; small farmers now have the tools needed to meet this demand.

Brewton, Alabama 36426

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⁷County Extension Coordinator, The Alabama Cooperative Extension System, Shelby County, Columbiana, AL 36051

Educators recognized a critical need for Alabama livestock producers to use available technologies to improve profitability during a period of economic turbulence. Precision agriculture has been used extensively in row cropping situations in Alabama for several years. However, livestock producers have been reluctant to adopt the technologies. Educators used grant monies obtained through the Alabama Cattlemen's Association and the Alabama 50 cent checkoff program to purchase two Trimble EZ-Guide 250 GPS guidance units. The units were made available to three producers to use at no cost. Producers used the units during all applicable farm operations. Producer acceptance of the technologies was extremely positive. A video was filmed which featured testimonials from each of the producers. This video was used in several educational presentations and posted on the social networking site "YouTube". A field day was held at the Letohatchee Alabama Stockyard. A livestock track was also planned and implemented for the 2009 Precision Ag & Fields Crop Conference.

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

National Winner

Burbaugh, B.*¹, Toro, E.M.*²

¹Extension Agent, University of Florida/IFAS Extension, Duval County, Jacksonville, FL 32254

²Extension Agent, University of Florida/IFAS Extension, Suwannee County, FL 32064

Florida's young, beginning and small farmers find small-scale poultry production makes economic sense because the start-up cost is low while the potential for significant and steady income is high. Prior to this initiative, a wealth of information existed for large-scale poultry production, but little

Search for Excellence Precision Agriculture & Remote Sensing

National Winner

PRECISION AGRICULTURE FOR ALABAMA LIVESTOCK PRODUCERS

Kelley,*W.K.¹, Elmore, J.B.², Farrior, O.F.³, Winstead, A.T.⁴, Norwood, S.H.⁵, Wiggins, A.G.⁶, Colquitt, R.W.⁷

¹Regional Extension Agent, The Alabama Cooperative Extension System, Southwest Alabama, Mobile, Alabama 36608

²Advisor III, Natural Resources Program, The Alabama Cooperative Extension System, Clanton, Alabama 35045

³County Extension Coordinator (retired), The Alabama Cooperative Extension System, Escambia County,

Search for Excellence Livestock Production

National Winner

DEVELOPING A PRE- CONDITIONING AND MARKETING SYSTEM TO ADD VALUE TO BEEF CALVES IN MICHIGAN

Gould, K.S.¹

¹Extension Educator, Michigan State University Extension, Ionia County, Ionia, Michigan

Beef cattle producers in Michigan have received significantly lower average calf

prices during traditional fall marketing periods. Several factors contributed to the lower prices including but not limited to calf health, genetics, lot size, location, uniformity and overall reputation. In 1998, a committee was organized to address the issues facing the survival and potential growth of the Michigan Beef Cattle Industry. Goals for the program were established, partners were invited to participate and initial surveys were conducted to assess cooperation in the program by both cow-calf producers and cattle feeders. The program was launched in the fall of 1998 and annual survey

results were measured and evaluated. The program grew for the first three years and excellent results showing added values of \$5-8/cwt. were realized by the third year. The program known as the “MCA Graded Feeder Cattle Marketing Program” has provided a protocol for producers to follow including identification, vaccination, nutrition, management, etc. Today, the MCA protocol is the industry gold standard in Michigan. A unique outcome has evolved over the past 3 years. Participants in the program have declined. When surveying previous

participants, we quickly found they are following the MCA program and as a result have identified direct markets for their calves and now tout direct marketing to repeat buyers as the foundation of their new marketing program. Program results indicate producer change does occur over time and positive outcomes occur in many different forms. Without this program, the Michigan Cow-calf Industry would not have experienced an 11% growth over the past decade.

PRIDE Awards Program

National Winner

NJ PRIDE ENTRY

Polanin, *N.¹, Nitzsche, P.², Tietjen, W.³, Gyurian, J.⁴, Magron, R.⁵, Grande, J.⁶, Dager, E.⁷

¹County Agent, Rutgers Cooperative Extension, Somerset County.

²County Agent, Rutgers Cooperative Extension, Morris County.

³Retired Agent, Rutgers Cooperative Extension, Warren County.

⁴Horticulturist, Rutgers Cooperative Extension, Somerset County.

⁵Horticulturist, Rutgers Cooperative Extension, Hunterdon County.

⁶Farm Director, Rutgers Cooperative Extension, Hunterdon County.

⁷Farm Manager, Rutgers Cooperative Extension, Hunterdon County.

Somerset, Hunterdon, and Morris Counties in New Jersey contain a diversity of landscape, population, and development that reflects the varied lifestyles of its 940,000 residents. Agriculture in this region is highly diversified, including fruit, vegetables, ornamentals and livestock production and farmers increasingly rely on direct marketing and agri-tourism to add value to their crops. Unfortunately, many residents have little to no background in farming, and are often unfamiliar with Cooperative Extension programs. In an effort to educate these consumers, the Rutgers Snyder Research and Extension Farm in Pittstown, NJ (Hunterdon County) hosts “The Great Tomato Tasting” event. This event features informal tastings of local produce and tours highlighting agricultural research trials and Extension programs. To better measure the impact of this event, an online survey was emailed to 668 attendees. Of the 36% that responded, 92% strongly agreed or agreed that they are now more likely to favor community initiatives aimed at preserving and strengthening agriculture in NJ and 86% strongly agreed or agreed that they are now more likely to purchase ‘Jersey Fresh’ tomatoes, peaches, apples and other produce. 90% strongly agreed or agreed that they now have a better understanding of what the Rutgers Snyder Farm, the NJ Agricultural Experiment Station, and Rutgers Cooperative Extension do for NJ agriculture and home gardeners. The results of this survey indicate that the event has become a very effective tool in educating the public about local farming and Cooperative Extensions’ role in preserving farming viability in the region.

Excellence in 4-H

National Winner

4-H DAY CAMP PROGRAMS IN INDIANA COUNTY, PENNSYLVANIA

Schurman, C.J.^{*1}

¹Extension Educator - 4-H Youth, Indiana County Extension, 827 Water St., Indiana, PA 15701

County 4-H staff conducted agricultural science programming with 79 youth in three settings at county day camps. The camp theme was “Acres of Adventure – An Agricultural Safari”. In the county day camps, increase in knowledge gained on a 10 point pre/post test was 3.2 points, an increase of over 30%, with 92% of the campers showing an increase. Test results indicate that youth did learn more on the subjects involved with the test. Most increases were understanding products that come from trees, corn is found in many different products, potatoes have potassium, and that soil is important for growing food. The second evaluation method simply involved asking the youth what they had learned each day at the camp. A second part of the test asked campers to list as many Indiana County agricultural commodities as they could. Campers increased an average of 3.4 commodities per camper, indicating they knew more about Indiana County agriculture at the end of the camp. Over 80% of youth: listed something learned about breeds of cattle, nutritional value of dairy products, potato diseases, breeds of chickens, soil, farm safety, and ag products on the camp tour. 80% of the campers indicated they had learned more about Indiana County agriculture, and 99% listed a farm product they learned more about as a result of camp. 79% said they would return to camp next year.

DAIReXNET SESSIONS OFFERED

The National Extension Educator training program is geared toward bringing pertinent information to extension educators, allied industry professionals, and veterinarians across the United States. Some sessions may be of interest to dairy producers as well. These training sessions will be designed to help our audience better serve their clientele (dairy producers), and will be presented in a convenient format. Sessions will be recorded and archived online by DAIReXNET, to be available for those who could not attend the live session. The NACAA Animal Science Committee is co-sponsoring these events. Sessions are currently scheduled for October, November and December 2010:

Public Perception of Dairy Farms

October 12th, 2010, 1 pm EDT

<http://www.extension.org/events/1791>

This session will include success stories of how extension educators have organized programs to educate the public, how they have used media/social media

successfully, and how producers have reached out to communities.

Breakfast on the Farm

Faith Cullens

A talk on how MSU Extension has developed a statewide program to address bridging the gap between the producer and the public via educational farm tours entitled Breakfast on the Farm. We will discuss some of the strategies on how to make an educational event with large crowds on a working farm.

Connecting with Your Community

Darren Mann

A discussion of one dairy producer's efforts to engage and educate the community.

Reaching Out Through Social Media

Andy Kleinschmidt

One extension agent will discuss his use of social media in reaching out to the public.

Managing Somatic Cell Counts

November 11th, 2010, 1pm EST

<http://www.extension.org/events/1792>

This webinar will deal with somatic cell counts: a brief overview of SCC, methods for identifying trouble areas and problems cows, ways to reduce SCC, and changes in acceptable bulk tank SCC.

Transition Cow Diagnostics

December 14th, 2010, 1 pm EST

<http://www.extension.org/events/1793>

Ken Nordlund

This session will cover the troubleshooting of transition/fresh cow problems involving multiple disciplines. The focus disciplines will be diagnostic tools (DHIA data, etc.) and management and environmental effects.

For log-in information go to:

[http://www.extension.org/pages/](http://www.extension.org/pages/Upcoming_Dairy_Cattle_Webinars)

[Upcoming Dairy Cattle Webinars](http://www.extension.org/pages/Upcoming_Dairy_Cattle_Webinars)

CALL FOR PAPERS TO BE PUBLISHED IN THE 2011 JOURNAL OF NACAA

PURPOSE:

To provide NACAA members an opportunity to publish in a recognized national professional improvement format.

To provide NACAA members an opportunity to share successful Cooperative Extension scholarly work such as on farm research demonstrations, applied research, and related Extension activities.

To provide the NACAA membership with additional professional improvement opportunities that will enable them to become a more knowledgeable Cooperative Extension professional.

ELIGIBILITY:

NACAA members in good standing must submit an electronic abstract and full article by following the entry rules listed below. Articles are to be submitted online (no hard copy/paper versions will be accepted).

The Journal of NACAA Committee will have full authority to accept or reject a proposed article based upon reviews. Rejection or acceptance of a proposed article by the Journal of NACAA Committee will be final. The Chair of the Journal of NACAA Committee is Stephen Brown at scbrown4@alaska.edu.

RECOGNITION:

Peer reviewed articles will be published on the NACAA website www.nacaa.com.

ENTRY:

Abstract, and proposed article must be submitted online at <http://nacaa.com/journal> by **October 15, 2010**. The online entry form will have designated areas to enter Title, author, institution and address, additional authors, and then the main manuscript. In order to preserve your anonymity of during the review process, do not include the authors, institution or address in the main manuscript.

Manuscript Specifications:

- Double-spaced
- 12 point font
- PDF format (on Windows use Adobe or a free app like PrimoPDF from <http://primopdf.com/> to create PDF file)
- Maximum of 2,000 words plus tables, graphics and abstract
- Entire file size not to exceed 2mb
- 1 inch justified margins
- First letter of words in title should be capitalized
- Titles should be centered
- DONOT include the name of author, institution in the PDF file
- Insert 1 empty line before text
- Text should be preceded by 3 blank spaces
- Scientific names should be written in italic type

For more information or questions, please contact Stephen Brown at scbrown4@alaska.edu or by calling (907)745-3639.

2010 Communications Awards Program

AWARD SPONSORED BAYER ADVANCED

Audio Recordings National Winner

Bennett, P.¹

¹ State Master Gardener Volunteer Coordinator, ANR Educator, North Central Region, Ohio State University, Springfield, OH 45502

The author prepares 5 one-minute spots that run on WEEC Radio station in located in Springfield, Ohio. The station's listenership includes the greater Dayton area, including Clark, Greene, Montgomery, Dark, Champaign, and Madison Counties. The author records and edits 5 one-minute segments in her office. Using the software Audacity, the author is capable of editing each segment and preparing it for release. She then sends the 5 spots to the radio station. They add intro music and run these one-minute segments through out the day. The segments repeat at least 3 times during the day and run for a week. The author created and edited 35 total different spots in 2009. These spots ran the following weeks: April 13, May 18, June 15, September 21, October, and November 30. The segments focus on local horticulture issues and recommendations based on the season.

Published Photo & Caption

National Winner

**HOP PRODUCTION IN
NORTHWEST MICHIGAN: A
NOVEL VALUE-ADDED
OPPORTUNITY FOR FARMERS**

Sirrine, J.R.¹

¹Sirrine, J. R. County Extension Director, Michigan State University Extension, Suttons Bay, MI 49682

Hop production represents a value-added opportunity for farmers in Michigan. Riding the local food and beverage wave, farmers may be able to supply Michigan brewers with a local supply of hops for use in beer production. However, the primary focus for farmers must be on producing the very best quality hops if they are to compete with

traditional hop growers in the pacific northwest. Farmers are encouraged to have a market in place before investing, in order to best fulfill brewer needs. Farmers may also consider diversifying their marketing to include the home brew and medicinal markets.

Computer Generated Graphics National Winner

**PASTURED RAISED POULTRY:
GETTING STARTED**

Burbaugh, B*¹, Toro, E.M*²

¹Extension Agent, University of Florida/IFAS Extension, Duval County, Jacksonville, FL 32254

²Extension Agent, University of Florida/IFAS Extension, Suwannee County, FL 32064

Pastured poultry production is used to describe a variety of production systems in which birds have access to pasture on a regular basis. The demand for eggs and meat from locally raised birds on pasture has increased steadily among consumers in Florida. This has created tremendous interest from farmers across the state. However, as educators we often realize there are many misconceptions about raising birds on pastures. This narrated PowerPoint presentation entitled "Pasture-Raised Poultry: Getting Started" was created to address production systems, breed selection, starting the chicks as well as the challenges and opportunities associated with small-scale poultry production. This presentation was originally developed for the Pasture Raised Poultry workshops held in Columbia and Duval counties and later the narration was added so that it could be included in the Pastured Poultry Virtual Field Day website and accessed statewide. This presentation was uploaded to the webpage on November 20, 2009 and has been viewed 355 times in just over a month. The presentation was developed using Articulate Presenter software. The idea, topic choices, content, and script were developed by the authors.

Program Promotional Piece

National Winner

**DO YOU SPRAY THESE CROPS?
POSTCARD**

Falk*, J.S.¹

¹Multi-County Agronomist, Kansas State University Research and Extension, Northwest Area Extension Office, Colby, Kansas 67701

A postcard was designed and implemented to promote the regional Sprayer 101 school in February 2009. Over 200 of these postcards were mailed to producers in two counties. In designing the postcard, my goal was to capture the reader's attention, while giving quick and concise facts of the meeting. The front was eye-catching, by using color pictures of crops that are commonly sprayed in the area. By asking the question, 'Do you spray these crops?' the reader was drawn in and encouraged to think about their production system. Since K-State was the sponsor of the program, the K-State Research and Extension logo was used on the front to quickly let the reader know it was from an unbiased source. The back of the postcard contained the information to answer the who, what, when, where, and why questions. It also called for action by asking them to call the extension office to reserve a spot. At the school, the attendees were polled about how they found out about the school. Over 80% said they attended the school because they received a postcard in the mail. One producer said it was the perfect size because he could set it right on top of his phone, so he would remember to call. Another reported that he kept it in the visor of his truck, so he could quickly grab the information. In conclusion, this postcard accomplished its goal – capture the reader's attention, get them interested, provide facts of the meeting, get them to RSVP, and to ultimately have them attend the meeting!

Personal Column

National Winner

**HOMEGROWN TOMATOES ARE WORTH THE EFFORT
COLD FRAMES HELP EXTEND GROWING SEASON**

Sagers,* L. A.¹

¹Extension Horticulture Specialist, Utah State University Cooperative Extension, Thanksgiving Point Office, Lehi, Utah, 84043-3506

The *Deseret News* published these weekly columns. Home-grown tomatoes are the reason many people garden. In “Homegrown tomatoes are worth the effort” the author shared personal information about commercially grown tomatoes and offered insights about growing them at home. The column explained to readers how to grow great home grown tomatoes, how to choose varieties to fit gardeners’ tastes and needs and suggested varieties that grow well in Utah. It was published when home gardeners in Utah would be getting ready to plant tomatoes. Because Utah is a high mountain desert, many Utah gardeners seek ways to extending the growing season. In “Cold frames help extend growing season” Sagers shared tips on building and using an affordable cold frame to extend the season without fossil fuels for heating. His method takes advantage of solar energy to get transplants started. He offered personal experience on selecting materials, labor requirements and size to build a structure using pictures to illustrate the process. The structure was built from recycled materials where appropriate and included readily-available, weather-hardy materials to make it durable. The result was an excellent cold frame that would work well throughout the country. The author prepared the copy and photos submitting them to the newspaper electronically. The paper distributes 70,000 copies and many more readers throughout the intermountain area find it on their website. The weekly column provides current, factual horticultural information and is an effective way to advertise USU Extension events.



One group of 2010 Communications National Award Winners pose in Tulsa, Oklahoma upon receiving their awards

Feature Story National Winner

SOUTH MISSISSIPPI RIVER CATS

Covington*, C.¹

¹Area Livestock/Forage Agent, Mississippi State University-Claiborne County, Port Gibson, Mississippi 39150

This feature story was published in the May 2009, issue (pages 24, 25, 26, and 27) of Mississippi Game & Fish magazine.

This feature story was intended to introduce sportsmen, both old and young alike, to the excellent catfishing opportunities available in South Mississippi. It was my intention to reveal the excitement involved and introduce the anglers in the state to a few of the most productive catfish rivers in South Mississippi. I provided the reader with a brief description of each river and described specific techniques that seem to be most productive for catfish. I also included a sidebar and photograph to provide a visual description of how the reader can easily make their own trotline for catfish. I received several telephone calls from sportsmen across the state requesting additional information about the rivers mentioned in the article. The article and photographs were produced professionally by the Mississippi Game & Fish staff.

Newsletter Individual National Winner

Mathew, S.¹

¹Agriculture & Natural Resources Agent, Dorchester, County, University of Maryland Extension, Cambridge, MD 21613

Dorchester County has one of the largest production agriculture acres in the state of Maryland. The County has over 110,000 production acres including corn, soybeans, wheat, barley, sorghum, watermelon, cantaloupes, cucumbers, potatoes and strawberries. Also there is poultry production of around 25,000,000 chickens from just over 100 poultry operators. The Ag-Profit newsletter was published periodically covering important updates and helpful articles. The newsletter hard copy was sent to the subscriber list of 400 growers and agriculture stake holders. Also the published and the archived newsletter copies were posted on the county extension website.

Newsletter Team National Winner

**N.E.W. HORTICULTURE
NEWSLETTER**

Pandian,* V.¹

¹Extension Educator, University of Wisconsin Cooperative Extension, Brown County, Green Bay, Wisconsin 54302

The objective of the Northeast

Wisconsin (N.E.W.) Horticulture Newsletter is to provide research-based educational information on commercial landscape maintenance, nursery production, lawn care and urban forest management. The target audiences are landscape contractors, nursery growers, lawn service providers, urban foresters and other horticulture professionals. The newsletter is published on a bi-monthly basis and each edition focuses on various landscape and nursery cultural practices, lawn pest and fertilization management, new plant varieties for the region, woody ornamental pests and diseases, urban forest practices and the latest urban horticulture research projects. The newsletter is distributed electronically via email to more than 2809 horticulture professionals and surface mailed to 23 professionals. The PDF version of the newsletter is also published through other agent's web links – Wisconsin Green Industry Federation E-news, Wisconsin Department of Natural Resource's Insider Magazine. Issues for October- November, 2009 and January- February, 2010 are submitted. The entries were typed in Microsoft Publisher, emailed in PDF format, and surface mailed to the subscribers from the Brown County UW-Extension office.

Video Presentation **National Winner**

CONTROLLING RED IMPORTED FIRE ANTS

Apperson, C.¹, Ayyash, L. A.², Banks, S. N.³

¹Extension Specialist, Department of Entomology – North Carolina Cooperative Extension Service, Raleigh, North Carolina 27695

²Research Specialist, Entomology – North Carolina State University, Raleigh, North Carolina 27695

³Extension Agent, North Carolina Cooperative Extension, Johnston County, Smithfield, North Carolina 27577

Fire ants have become a major pest for many residents of North Carolina. People who live and work in areas where fire ants have taken up residence are unfamiliar with how best to control this nuisance pest. To address this issue we put together a video to provide the needed information. This video was used as part of a training on fire ant

control for all the Extension Agents in North Carolina. It was played continuously at the North Carolina State Fair in the NC Green Exhibit where it was viewed by several thousand attendees. At least two other agents and myself have used this video as part of fire ant control workshops. The video is available for people to view from the Residential, Structural, and Community Pests website (<http://www.ces.ncsu.edu/depts/ent/notes/Urban/biting.htm>) or by going directly to the movie on the web at http://www.ces.ncsu.edu/depts/ent/notes/Urban/video/controlling_fireants.mov

Fact Sheet **National Winner**

PASTURE & LIVESTOCK MANAGEMENT FACT SHEET

Tuck, B.¹, Olsen, S.², Hammond, E.³

¹Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 278, The Dalles, Oregon 97058

²Wasco County Soil and Water Conservation District, 2325 River Road, Ste 3, The Dalles, OR 97058

³Oregon Department of Agriculture, 475 NE Bellevue Drive, Suite 110, Bend, OR 97701

As a part of my support of the Mid-Columbia Small Farms program, I have developed a number of fact sheets on a variety of subjects that provide technical information for area small acreage livestock producers. The "Pasture & Livestock Management" fact sheet was developed in cooperation with Shilah Olsen, Wasco Soil and Water Conservation District Conservation Planner and Ellen Hammond, Oregon Department of Agriculture Water Quality Specialist. The need for the fact sheet was in response to numerous requests by area small acreage landowners for an introductory and easily understood source of information concerning pasture and livestock management. It was also developed as a support document to the very successful Mid-Columbia Livestock Mud and Manure Management Workshops held each year. Due to the success of this publication, it is being revised and will be published by Oregon State University as a numbered, peer reviewed publication in 2010.

Publication **National Winner**

Krokowski, K.S.¹

¹Commercial Horticulture Educator, Waukesha County, University of Wisconsin Extension, Waukesha, WI 53188

Marketing and promotion activities were identified by market managers to be the most challenging aspects of successfully managing a farmers' market and ranked as their greatest educational need in a research survey conducted between 2005 and 2007 of farmers' markets in Southeast, Wisconsin. This guide was written in 2009, by Kristin Krokowski, Commercial Horticulture Educator and Terry Gaouette, marketing consultant, to assist market managers in gaining a greater understanding of the basics of marketing and techniques that can be used to apply these principles to their farmers' markets. Mr. Gaouette, was responsible for supplying marketing and promotion concepts and techniques appropriate to the audience. Kristin Krokowski developed and focused that text to that which was most directly related to farmers' markets, provided examples and activities for the guide. "New Directions in Marketing for Farmers' Markets" was edited and designed by the University of Wisconsin Cooperative Extension Publications Department. Nearly 100 copies have been sold since it's release in January 2010.

Web Site **National Winner**

USU TREE BROWSER

Holmgren, L.¹, Kuhns, M.²

¹Agriculture/4-H Youth Agent, Box Elder County, Utah State University, Brigham City, UT 84302

²Forestry Specialist, Utah State University

USU Tree Browser website is an interactive database containing information on 241 native and introduced trees growing in Utah and the Intermountain West, including 1,070 full color photographs. The website is designed to allow users to browse through a complete list of trees or can narrow their choices by selecting from 21 general, growth-related, cultural, and ornamental characteristics, including

whether a tree is native or introduced. For each species, there is a fact sheet, usually including descriptions of the leaves, twigs/buds, flowers/fruit, bark, wood, general comments about the tree's native habitat, and a description of its uses in cultivated landscapes, including its USDA Plant Hardiness Zone designation. The Tree Browser is available online or in a desktop version (on CD).

Learning Module/ Notebook National Winner

CATTLE HANDLING SKILLS LEARNING MODULE

Bendixden, M.L.¹, Opatik,* A.M.²

¹Dairy and Livestock Agent, University of Wisconsin-Extension, Clark County, Neillsville, WI 54456

² Agriculture Agent, University of Wisconsin-Extension, Kewaunee County, Kewaunee, WI 54216

According to a study conducted in 2006, dairy workers identified direct contact with livestock as the main cause for work-related injuries. Module VI-Cattle Handling is designed to teach and implement proper/safe cattle handling, properly use cattle handling equipment, and effectively move cattle. The module is designed for anyone who works with cattle and is available in English and Spanish. The program was piloted in Kewaunee County in May 2009 with six Spanish-speaking dairy workers participating. The program was presented in Spanish. Program evaluations showed increased knowledge in all seven aspects of the program (see evaluation document in module). Evaluations showed that participants had the most pre-meeting knowledge understanding flight zones and points of balance, while having the least pre-meeting knowledge of the ability to properly restrain an animal. All six participants would recommend the program to other dairy workers. The module PowerPoint, DVD, and binder materials were developed by Maria Bendixen and Aerica Opatik. Final binder editing and formatting was completed by Aerica Opatik. DVD production was completed by the

University of Wisconsin-Extension media department. Spanish translation was completed by the Babcock Institute, Madison, Wisconsin. The module is available through the University of Wisconsin-Extension website at <http://outagamie.uwex.edu/ag/documents/OrderformJuly2009legalsize.pdf> or through the Babcock Institute at <http://babcock.cals.wisc.edu/?q=node/270>. The module was first distributed at the 2009 World Dairy Expo and is currently in use in the United States, Colombia, Argentina, and Chile.

Bound Book National Winner

PEOPLE OF THE LAND: SUSTAINING AMERICAN INDIAN AGRICULTURE IN IDAHO, NEVADA, OREGON AND WASHINGTON

Emm,* S.K.¹, Singletary, L.²

¹University of Nevada Cooperative Extension, P.O. Box 810, Hawthorne, NV 89415

²University of Nevada Cooperative Extension, P.O. Box 811, Yerington, NV 89447

American Indian farmers and ranchers contribute significantly to the economic base of rural reservations. USDA programs (i.e., NRCS, FSA, and NIFA) are designed to increase farm and ranch profitability. Needs assessments conducted between 2005 and 2007 with Indian producers and agriculture/natural resource professionals on the ten largest Indian reservations in Idaho, Nevada, Oregon, and Washington identified a significant knowledge gap for professionals' concerning the social, political, and economic environments unique to Indian reservations. Subsequently, this curriculum was developed, targeting this four-state area, to increase the capacity of agricultural professionals to work more effectively on Indian lands. The peer-reviewed 166-page curriculum was released to the public in 2009 following a three-year research, pilot and revision period. Emm and Singletary taught workshops based on the curriculum to 107 agricultural/natural resource professionals in Nevada, Oregon and Idaho. Workshop evaluations indicated the curriculum significantly increased knowledge gains and attitude changes

concerning Indian agriculture and related Indian land issues. Authors Emm and Singletary exhausted the first 1,000 copies due to unanticipated requests for the curriculum. An additional 1,000 curriculums were printed in December 2009.

Publication Deadlines

The County Agent

December, 2010 Issue

Committee Awards Directory

Deadline for articles:

November 15, 2010

Mail Date:

December 15, 2010

March, 2011

Open Issue

Deadline for Articles:

February 15, 2011

Mail Date:

March 5, 2011

May, 2011 Issue

AM/PIC Registration Issue

Deadline for articles:

March 20, 2011

Mail Date:

April 15, 2011

2010 NACAA Distinguished Service Award Winners

North Central Region

Illinois - Rhonda Ferree
Indiana - Gary Horner
Iowa - Denise Schwab
Iowa - Rich Wrage
Kansas - David Kehler
Kansas - Dennis Patton
Michigan - Roberta Dow
Michigan - Bruce Mackellar
Minnesota - Troy M Salzer
Missouri - Wayne Prewitt
Nebraska - Allan Vyhnalek
North Dakota - Tim Semler
Ohio - Jeff Fisher
Ohio - David L. Marrison
South Dakota - Jim Krantz
Wisconsin - Matt Hanson

Northeast Region

Maine - Marjorie Peronto
Maryland - Virginia Rosenkranz
New Jersey - Michelle Casella
New York - John Conway
New York - Laurel Gailor
Pennsylvania - Stanley A. Mckee
Pennsylvania - Delbert Voight
West Virginia - Rodney Wallbrown

Southern Region

Alabama - Robert T. Boozer
Alabama - Henry D. Dorough
Alabama - Charles B. Pinkston
Arkansas - Allen R. Davis
Arkansas - Blair Griffin
Florida - Teresa Olczyk
Florida - John Mark Shuffitt
Florida - Joseph H Walter
Georgia - Brian Cresswell
Georgia - Norman Edwards
Georgia - Steven Patrick
Georgia - Tucker Price
Kentucky - Greg Comer
Kentucky - Carol Hinton
Louisiana - Barrett A Courville
Louisiana - Allen Owings
Mississippi - Elmo Collum
Mississippi - Judd Gentry
North Carolina - Bryan Cave
North Carolina - Walter F. Earle
North Carolina - Sam Groce
North Carolina - Frank C. Winslow
Oklahoma - Randy Burris
Oklahoma - Brad Tipton
South Carolina - Dr. J Powell Smith
Tennessee - Sheldon D Barker

Tennessee - Ronald Barron
Tennessee - Mr Anthony Tuggle
Texas - C. Mark Brown
Texas - Ron Holcomb
Texas - Jaime Lopez
Texas - Randy Reeves
Texas - Rebel Lee Royall
Texas - Roy Walston
Virginia - Rodney Leech
Virginia - David M. Moore

West Region

Alaska - Dr. Jeffrey Smeenk
Arizona - Kai Umeda
Colorado - Dean Oatman
Idaho - J. Reed Findlay
Montana - Dan Lucas
Nevada - J. Kent Mcadoo
New Mexico - George Pete Walden
Oregon - Ross Penhallegon
Utah - Mr Lyle Holmgren
Wyoming - Steve Paisley

2010 NACAA Achievement Award Winners

North Central Region

Illinois - Bill Lindenmier
Indiana - Brad Kohlhagen
Kansas - Cade B. Rensink
Michigan - Kendra Wills
Minnesota - Ryan Miller
Missouri - Jennifer L. Schutter
Nebraska - Francis John Hay
North Dakota - David Twist
Ohio - Ms. Julia Woodruff
South Dakota - Justin Keyser
Wisconsin - Kevin Jarek

Northeast Region

Maryland - Derrick W. Bender
New Jersey - Stephen John Komar, Jr
New York - Bernadette Logozar
Pennsylvania - Gregory Martin
West Virginia - Brandy Brabham

Southern Region

Alabama - Brenda Glover
Alabama - Maranda Marks
Arkansas - Dustin Blakey
Arkansas - Dr. Bob Scott
Florida - Rebecca L. Jordi
Florida - Cindy Sanders
Georgia - M Brent Allen
Georgia - Paul Pugliese
Georgia - Calvin Willis
Kentucky - David Fourqurean
Kentucky - Philip Konopka
Louisiana - Andre' Brock
Louisiana - Donna S. Morgan
Mississippi - Dr. David Carter
Mississippi - Mike Steede
North Carolina - Jeff Bradley
North Carolina - Gary Hansen
North Carolina - Colby Lambert
Oklahoma - Michael Pettijohn
South Carolina - Grady Sampson
Tennessee - Anthony Carver
Tennessee - Rebekah Norman
Texas - Mr. Kyle W. Barnett

Texas - Wayne Becker
Texas - Whit Weems
Virginia - Melanie W. Barrow
Virginia - Scottie L. Jerrell

West Region

Alaska - Heidi Rader
Arizona - Dr. Sabrina Tuttle
Colorado - Bruce Fickenscher
Idaho - Benjamin M. Eborn
Montana - Wade Whiteman
New Mexico - Patrick Kircher
Oregon - Barbi Riggs
Utah - Mr Ron Patterson
Washington - Dr Timothy D Waters
Wyoming - Donna Cuin

2010 NACAA Hall of Fame Inductees

NACAA established the NACAA Hall of Fame Award in 2006. Recipients were evaluated on their Extension programming, state and national association activities and humanitarian efforts beyond the normal call of duty.

The 2010 inductees were Mike Christian, Kansas; Tom Piper, Pennsylvania; Mark Beeler, Tennessee; Dave Langston, Arizona.

This award was made possible by the generous sponsorship of Deere & Company. Presenting the Hall of Fame Awards (pictured below) was Cheryl Salley, Manager, Community Relations & Sponsored Programs - Deere & Company.

Congratulations NACAA Hall of Fame Inductees.



North Central Region
Hall of Fame Award
Mike Christian
Kansas
33 1/2 Years - Retired



Northeast Region
Hall of Fame Award
Tom Piper
Pennsylvania
40 Years - Retired



Southern Region
Hall of Fame Award
Mark Beeler
Tennessee
27 Years - Retired



Western Region
Hall of Fame Award
Dave Langston
Arizona
31 Years - Retired

NACAA

Report To The Membership 2010

NACAA President

Phil Pratt
Oklahoma



In looking back at my year as President, I would give the year a grade of B. We had some successes but there were also some short falls and areas of concern.

A bright spot was the continued support and participation of the NACAA membership for the AM/PIC. The 95th NACAA Annual Meeting and Professional Improvement Conference was attended by a little over 1300 Extension Agents/Educators, family members and guests. The level of participation by the membership allowed for a diverse and educational professional improvement program, and it also enabled NACAA to cover the costs of conducting another successful AM/PIC.

A point of concern is membership numbers. Maintaining or increasing membership numbers was an emphasis during the past year. However, we saw a decrease of approximately 5% in our paid membership. It is recognized most states have faced budgetary problems and a continued decrease in the number of Extension educators/agents. However there are significant numbers of Extension agents/educators working in agriculture related fields that are not members of their state association and therefore not members of NACAA. NACAA membership is dependent solely upon membership in the state associations.

The NACAA Board stressed recruitment and retention of members into the state association. States were provided information and materials on the scholastic opportunities and other benefits of NACAA membership. We asked states to redouble their efforts to recruit new members into their state association. In the final analysis, NACAA is dependent upon the state associations' ability to recruit and maintain their membership.

Financially NACAA is on solid ground. The current and previous NACAA Boards have been cognizant and proactive concerning the potential impact of the nations' economic uncertainty and the reduction in membership. Budgets have been developed based on the potential impact of these two issues. The AM/PIC budget and the NACAA operational budget for this year and next year reflect the Board's commitment to "living within our means". The Board's internal fiscal committee provides recommendations regarding NACAA's investments and provides a monthly update to the Board. As a result of this fiscal management, expenditures have been kept within budgeted amounts and the assets of NACAA have continued to grow.

President Elect Stan Moore and Executive Director Scott Hawbaker are to be commended for their work with NACAA donors/sponsors. In today's business environment it is becoming more of a challenge to sustain funding from donors/sponsors. Through the efforts of these two men, funding from NACAA donors/sponsors was increased over that of the past year. NACAA continues to be a good investment for our donors by providing them exposure to Extension agents/educators and their clientele across the nation.

The NACAA committees did a great job this past year. They performed and fulfilled their duties and responsibilities according to NACAA policy. Vice President Wigley, working with the national committee

chairs and vice chairs, made a concerted effort to improve the communication between the national committees and the membership. There was improvement in the notification of regional and national award winners and other aspects of committee communication with state committee chairs. Through the efforts of the Council Chairs, Committee Chairs and Vice Chairs an outstanding professional improvement program was provided at the 95th AM/PIC.

A major challenge faced during the past year was filling vacant committee vice chair positions. The Council Chairs and Vice President dedicated an inordinate amount of time and effort seeking NACAA members to fill these positions. Serving as a committee vice chair or chair does require a time commitment and some effort, but it also provides excellent professional development opportunities. Having capable and dedicated people serve as committee chairs and vice chairs is essential to the continued success of NACAA's professional development programs. State presidents are asked to encourage members within their association to apply for NACAA leadership positions. All of us need to encourage our colleagues to step forward and apply for committee vice chair, committee chair and council chair positions.

This past year marked my second year serving on the JCEP board. Serving on this board provided Past President Rick Gibson, President Elect Stan Moore and me the opportunity to work and interact with the leadership of our five sister associations. NACAA's relationship with the other associations continues to be very good. NACAA members provided excellent leadership in planning and facilitating the 2010 JCEP Regional Workshop and PILD. Mark Stewart, NACAA North Central Region Director, will chair the 2011 PILD planning committee. Galaxy IV is on the horizon and JCEP soon will be naming the Galaxy IV planning committee. I am excited about the NACAA members who will be named to this committee and the experience and leadership they will provide in planning Galaxy IV.

One of the highlights of the past year was the opportunity to meet with the U.S. Deputy Secretary of Agriculture, Kathleen Merrigan. The past history of NACAA reports meetings of NACAA Board members with the U.S. Secretary of Agriculture. However, it has been many years since NACAA representatives have had this opportunity to meet individually with people serving in the upper echelons of USDA. This year, through the efforts of President Elect Stan Moore, NACAA was granted a meeting with the Deputy Secretary. Those attending the forty five minute meeting were the Deputy Secretary, three of her staff members, Past President Rick Gibson, President Elect Stan Moore, Vice President Paul Wigley and me. In our talking points we touched on NACAA and what we do, NACAA SARE Fellows program, and the importance of the Smith Lever funds to Cooperative Extension programming. I feel the meeting was a success and may have opened the door to additional opportunities to interact with Deputy Secretary Merrigan.

The past year has been an enlightening, educational and enjoyable experience. When I started working for the Oklahoma Cooperative Extension Service thirty-five years ago, I never dreamed I would have the opportunities provided to me by NACAA. I am fortunate to belong to such a great association and I sincerely appreciate all NACAA has done for me. I will always treasure the honor of serving as your president. Thank you.

NACAA **President-Elect**

Stan Moore
Michigan



Engaging the Media Like You Mean It! That was the title of a professional development session offered at the AM/PIC last year in Oregon by Jim Ochterski of Cornell University Cooperative Extension. I knew right away that this year was going to be no exception to my "always learning something at the AM/PIC that I can take back home and use". Over the course of the next few months, I was able to work with Jim to fashion a program for a group of young agriculture leaders in my area of Michigan. The success of the program was directly tied to Jim's excellent program, and my attendance at the professional development opportunities afforded at the NACAA AM/PIC.

So it got me linking... in these times of ever increasing changes in Extension, perhaps one of the most important things that we can do is "Engage Our Careers Like We Mean it". There are many points of similarity between the programs Jim and I have offered and this challenge:

1. We need to be purposeful about professional development just as producers need to be purposeful about developing their skills to work with the media. To be the best educators that we can be requires that we spend the time to develop our own skill set. For me, the professional development opportunities at the AM/PIC have afforded me this opportunity every year that I have attended.
2. We need to cultivate relationships. Just as producers need to build relationships with media people that they can trust with getting their message out, we need to build relationships with Extension Colleagues that can help us grow in our careers. NACAA provides many opportunities to network with our counterparts from around the country and learn from each other.
3. We need to be proactive in "Engaging Our Careers Like We Mean It". Being ahead of the story, rather than being reactive is a very good place to be. When we engage with other Agricultural Agents from across the country, we are able to better see what issues are arising, and what others are doing to provide education to address those issues. This allows us to go back home and provide educational programs that are ahead of the curve instead of behind the curve.

Well, I have probably stretched that analogy as far as I can, but as you can see I am pretty proud of our NACAA and what it can mean to each of us if we truly engage in the process. For those of you that may be interested in seeing a bit more of Jim Ochterski's presentation, you can view a portion of it on the NACAA website at: <http://nacaa.com/ampic/2009/presentations.html>

Being your President Elect for the 2009-2010 year has been a wonderful experience and opportunity. It is the responsibility of this position to work with our Executive Director, Scott Hawbaker, to both retain current donor/sponsors and also seek new donor/sponsors. As cost goes up each year, it is also important for our donor/sponsor base to continue to grow.

This, of course, is a job too big for just two individuals. Each year we encourage Committee Chairs to seek donations that can support their programs, and encourage you, the member, to help us as well. Each of us has contacts with Agribusiness that may work into a new donor/sponsor for NACAA. What we need from you is that willingness to help develop that lead and "make the ask". Scott and the President

Elect are always willing to help you put together the packet of information that you will need to help you be successful in seeking these donors.

For those of you that did make special efforts to bring on new donor/sponsors this year, I want to express my thanks. Even if you weren't successful, you still carried a message of "The great work that NACAA is doing" to our Agribusiness friends, and that is an important message. For those that are successful, NACAA offers an incentive program designed to reward members who assist in identifying new donors. If you, as an NACAA member, find a new sponsor who contributes \$2,000 to \$4,999 you are reimbursed your next AM/PIC registration fee. Those that find a sponsor who contributes \$5,000 to \$9,999 receive not only reimbursement of AM/PIC registration fee, but also a \$500 travel voucher to the AM/PIC. For a new sponsor who donates \$10,000 and up, you receive the AM/PIC registration fee reimbursement and a \$1,000 travel voucher to attend AM/PIC. One new effort that Scott and I tried this year is meeting directly with three marketing firms that represent Agribusinesses. The firms expressed willingness to help connect us with their clients for a potential donor/sponsor relationship. Hopefully these efforts will pay back dividends over the long run.

To date our sponsorship for this year is just over \$132,000 (not counting SARE Funds valued over \$50,000), up slightly from last year. These levels are due, in great part, to the diligent efforts of Scott Hawbaker.

Over the next year I am looking forward serving you as President, and I appreciate the trust that you have placed in me. I am also looking forward to working with the very capable NACAA Board that you have elected to serve during the coming year. Together we will continue to work toward making NACAA the best organization that it can be, ensuring that it continues to provide you with the greatest opportunities to "Engage Your Career Like You Mean It"!

NACAA **Vice-President**

Paul Wigley
Georgia



What a year full of activities it has been. But consider that it has only been ten months since our AM/PIC in Portland and you realize that a compressed work schedule is really tuff when it comes to preparation and deadlines. It has been my honor to serve as your Vice President for the past year and provide service to the committees and council chairs of our great organization. It has been a learning experience that I will treasure for the rest of my life. It has also given me the opportunity to meet and interact with great professionals such as yourself from all across our great nation.

There are two challenges that face our organization when it comes to committee work. The first of these is communication. I have heard from both sides of the equation during my time on the NACAA board. I have heard some state officers and committee chairs state that they rarely if ever hear from the national committee chair or vice chair for their region. I have also heard from national committee vice chairs and chairs as well as council chairs that they do not receive correspondence from the state committee chairs. Sometimes the reason for this miscommunication is simply because the proper person has not been notified. Each year the state association must update its leadership base on the NACAA website. This will insure that the current state committee chairs are receiving all necessary correspondence from their national counterparts. If the state leadership is not updated all correspondence by default goes to the last state president entered in the database. We are all busy professionals

with numerous time commitments to our local constituents as well as our state and national organizations. If this one detail “falls through the cracks” the line of communication is broken. We are working diligently with state leadership to try to make sure that this line of communication remains current and open.

The second challenge that we face is one that has grown in magnitude in the past five years. This is finding enough qualified, willing people to serve in the committee vice and committee chairs roles. One reason this is becoming a bigger challenge is that our membership numbers have decreased during the past five years. This is due to the fewer number of extension professionals that are eligible for membership in NACAA. Think back five years and look around in your own state and think about how many of you were working in your state as compared to now. The economic downturn and the financial burden it has placed on the county, state, and national government is seen in the reduced number of extension employees. Simply said there aren't as many of us as there was five years ago. Of those, less than half are willing to assume these leadership roles. The retirement of baby boomers has reduced our work staff and in places they are not being replaced due to the economic downturn. Reduce that number again because some state administrators do not find it a worthy use of time or do not consider it to be of value for promotion and tenure. This leaves us with a relatively small pool of persons to draw from. I have experienced this frustration working with the council and committee chairs this year in filling the vacant slots. We must find more members that are willing to step up and serve in the vital leadership roles. Our other alternative is to reexamine the committee structure. Has the time come to try to combine, redirect, or refocus some committees in our organization? I as well as the rest of your national leadership welcome your comments.

Once again, it has been my pleasure to serve you this past year. I am honored that you have placed your trust and faith in me and I look forward to serving you again next year. Thank you for all you do to help make our organization great.

NACAA Secretary **Henry Dorough** **Alabama**



“Nothing endures but change.” This profound quote by the ancient Greek philosopher Heraclitus was made around the year 500 BC.

It demonstrates how conversation on change is nothing new. Change has shaped the landscape of this world not only from a physical sense but in a philosophical manner as well. Add the seemingly unlimited creativity of the human mind and it is no wonder how mankind has transformed the face of the earth and the politics that have evolved throughout history.

Cooperative Extension has changed considerably since its creation by the Smith-Lever Act and will face even greater changes in the very near future; a reality many states are witnessing at this very moment. Extension's relevance is being challenged in the age of the internet and the newest rage: social networking. Rather than pick up the phone to call the local Extension office, most people now go to the internet for answers. According to a 2009 study, 81% of people on the internet use search engines to find information. A 2005 study reported 94% of farmers have a computer, 80% use the internet daily and 58% conduct their farm business on the internet. I would suggest that in 2010, these numbers have grown substantially. In addition, many of our clients are now using social networking tools as a means to communicate and get answers. The popularity of sites such as Twitter, Facebook and LinkedIn offers many opportunities for agricultural agents to connect with new and traditional clients in a not so traditional way.

NACAA has not been immune to the changes in Cooperative Extension either. A smaller workforce translates into fewer members, but more importantly it spells out the importance of an association that feeds the professional improvement requirement of its members. Shrinking funds and travel restrictions have forced many agricultural agents to pick and choose which professional training meetings they will attend and the NACAA AM/PIC should be on the top of their list of choices.

No other meeting can provide the quality and quantity of choices specific to the training needs of an Extension agent. Agent-led sessions on successful Extension programs from around the nation are, in my opinion, the highlight of the conference; something you can take home and put right to work. And for those of you a little apprehensive of opening a Facebook account, there are sessions to help ease the learning curve with that also. If you did not make the 2010 NACAA AM/PIC your primary professional development meeting this year, I encourage you to do so next year in Overland Park, Kansas. You won't be disappointed.

Communication has been a word emphasized by me and others on the Board the last two years. As your secretary, it is my job to keep you informed of the happenings of your association. The minutes of board meetings illustrate the bulk of the work your association board and committees are engaged in. Making this information available to you in a timely manner has been a top priority and minutes are now posted on the NACAA website in a relatively short time period after they are approved. Additionally, beginning with the March 2010 NACAA Board conference call minutes, all attachments will now be posted online with the minutes to ensure you have the opportunity to see everything we see during our meetings.

In an effort to protect our association's integrity, last year I encouraged the Board to put all minutes under password protection on the NACAA website. This year, I questioned whether or not specific financial information needed to be included in the body of the minutes. Placing the minutes on the internet under password protection does not ensure someone with malicious intent will not affect our association's wellbeing. In the interest of protecting the association and our sponsor/donor partners, the Board agreed to exclude all specific financial information from the minutes. In addition, any attachments with financial information such as the Treasurer's Report will not be placed on the website. However, as a member you are entitled to this information and can easily acquire the association's financial reports as presented by sending a written (email) request to the Treasurer.

The history of NACAA is important for many reasons and the secretary is charged with collecting annual historically significant documents for storage at the USDA Agricultural Library located in Beltsville, Maryland. Unfortunately, for unknown reasons, our records have not been updated since 1992. This year we have laid the groundwork to bring the records up to date by the end of my term as your secretary. The NACAA Secretary serves as chair of the internal Publication Committee which provides oversight for content of the NACAA website, *The County Agent* magazine and the *e-County Agent* blog. This year, the new Electronic Journal Committee was placed under the guidance of the internal Publication Committee for the production of the *Journal of NACAA*; our very own refereed journal. This new venture will create many opportunities for NACAA members to publish articles and hopefully play a helpful role for those going up for promotion within their state.

This has been an outstanding year for NACAA and an exceedingly memorable and rewarding experience for me. Thank you for providing me this awesome opportunity to serve this wonderful organization. Thank you also to all of my Alabama colleagues for placing your confidence in me. I look forward to serving you another year.

I encourage you to embrace change and help keep Extension and NACAA in the forefront of education and information exchange. English playwright William Somerset Maugham once wrote: *"Nothing in the world is permanent, and we're foolish when we ask anything to last, but surely we're still more foolish not to take delight in it while we have it. If change is of the essence of existence one would have thought it only sensible to make it the premise of our philosophy."*

NACAA Treasurer

Parman Green
Missouri



I am glad to report the financial condition of NACAA is very sound. To be honest, I was not fully aware of the financial condition of organization last year as I stepped into the role of treasurer. In fact, you will recall one of my campaign statements was to make our financial information more available and transparent to the membership.

During my first year (six months) as treasurer, I have concentrated my efforts on insuring our compliance with organizational registrations and consistency of our accounting. To the latter objective I elected to continue the accounting database utilized by Paul Wigley during his three year term as treasurer. I have greatly simplified the chart of accounts and added "class" tracking to our QuickBooks accounting system. These changes have increased the user-friendliness of the system and added to the usefulness of the financial reports.

Another goal I had coming into the job of treasurer was to continue providing timely payment of organizational expenditures. Through the benefits of electronic communication, I believe President Pratt and I have continued to narrow the turn-around-time for getting expense voucher requests paid.

I have striven to make our financial reports more available and transparent to the membership. Confidentiality of our financial information is a valid concern (who should have access to our financial information). The degree of financial disclosure will ultimately be dictated by the desires of membership.

The NACAA board continues to provide great financial oversight and strives to keep our expenditures conservative as we weather the current economic environment. I have been impressed by the thoughtfulness each of the board members has given the financial issues and concerns we have considered and debated.

Thank you for the opportunity to serve as your treasurer for 2010 and I look forward to possibility of continuing my service as your treasurer.

NACAA

Past President

Rick Gibson
Arizona



NACAA, you are "doin' fine" not just in Oklahoma, but in every facet of the organization! I am so proud to be a member of our fine professional improvement association and so grateful to have been given the opportunity to serve on the NACAA national board these past four years.

There is a critical need within NACAA each year for individual members to step up and help move the organization forward. If you have not yet made the plunge, I would encourage you to search for your own personal

niche within NACAA, look for where you can provide service, and then apply for a position to serve. Not only will you find personal satisfaction, but you will also learn more about your profession as well. Service is one way to give back to the organization and help build its capacity to help others. I have greatly enjoyed my service within in the NACAA structure and look forward to additional professional improvement opportunities in the years to come. I can assure you that it is well worth the time and effort.

As Past President, I had the privilege of representing NACAA on the Outstanding Young Farmer selection committee and traveling to their Awards Congress in Raleigh, North Carolina. Dan Downing, Chairman of the Agricultural Issues and Public Relations committee, joined me on this trip and we both had the opportunity to talk with current and past winners of this award. These farmers represent the "cream of the crop" and many serve in leadership roles at the local, county, state and national levels.

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

Please consider nominating one of your outstanding young farmers for this program. It is a great way to reward them for helping to feed the nation and a tremendous experience that they will never forget. NACAA members who nominate a national winner are eligible for reimbursement of registration fees for the next year's NACAA Annual Meeting and Professional Improvement Conference. You will also have the bragging rights of having a national winner from your area, the knowledge that you have helped recognize an outstanding young farmer, and helped NACAA partner on a national scale with John Deere and the Jaycees. The Agricultural Issues and Public Relations committee administers this program within NACAA and is the best source of information about the program. The deadline for nominating a candidate from your county is August 1 of each year.

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

JCEP sponsors and coordinates the Leadership conference, the Public Issues and Leadership Development Conference (PILD), and the Galaxy Conference. Each of these is a key opportunity for learning and professional growth. We continue to plan for Galaxy IV conference that is now just three short years away. We have elected this year a vice president who will be the NACAA president during the next Galaxy conference. As we participate in the planning for this conference, it is important that we not only continue to reach out to our peer Extension associations, but to also ensure that NACAA is well represented during the planning process.

What can you and I do to make good use of the opportunities that come through JCEP? The best way is to plan on attending one or more of the JCEP-sponsored meetings either in person, or through the

webinars that are often held in conjunction with these meetings. The JCEP Board is the conduit for sharing ideas and issues that can be addressed by JCEP so I encourage you to share these with Phil, Stan, and Paul. NACAA has worked hard to develop a strong and enduring relationship with our peer associations. It is critically important for the future of Extension that we continue to work together and build upon this foundation.

Recently my Arizona Cooperative Extension director, Jim Christenson, asked me to outline for him in writing how participation in NACAA leadership positions has helped me grow both professionally and individually. It has been an intriguing exercise. Of the many benefits that I have listed, perhaps the greatest reward has been the opportunity to get to know so many of my colleagues from around the country and to realize that even in our diversity we all face similar obstacles and challenges. I express my gratitude for each of you and for all that I have learned from you. I am also grateful for the professional growth that I have experienced as a member of NACAA.

Each year you and I face many challenges and obstacles as part of our profession. It has been my experience that NACAA has the mission, structure, and capacity to help us learn how to face those obstacles, those challenges, and meet them head on. It helps us change them into opportunities. As a professional improvement organization for agricultural Extension professionals, NACAA is unique in that regard. NACAA you are "doin' fine!"

NACAA Southern **Region Director** **Alan B. Galloway** **Tennessee**



As I make plans to attend my nineteenth NACAA Annual Meeting and Professional Improvement Conference (AM/PIC) and my last as a regional director, it is nearly impossible to think about writing these words without acknowledging how fast two years as a regional vice-director and two years as regional director have passed. Many told me as I began my term that the position of regional director was the best in our association. I can whole-heartedly concur it is a great experience. The many states I have had the opportunity to visit, the members I have met and got to know and the knowledge learned about the differences and similarities of what we do as Extension agents/educators on a daily basis have been wonderful parts of the whole experience.

While serving on the NACAA Board and on the fiscal and state relations committees, I have learned much about the inner workings of our association. I am continually impressed with the long hours and efforts expended by the board members to keep NACAA strong and headed down the right path. A couple items I am particularly proud to have assisted with were the development of the single sheet of NACAA – "Snapshot of Opportunities", summarizing the many programs and awards in which members can become involved and the revision of the State Officers Handbook which now includes step-by-step instructions for updating state officers and committee chairs on the NACAA website. Additional efforts included assisting with the development of the AM/PIC planning budget spreadsheet and working many hours on the 2009 and 2010 AM/PIC budgets. While at times it was tiring, it has always been encouraging to have the other board members there working along side and knowing we were all trying to insure we were providing the best for NACAA members.

While many states continue to have financial challenges and staffing in many has dropped, I have been constantly amazed by the energy of each state association and their desire to provide professional improvement for their members. NACAA members everywhere realize

we have to be on the top of our game to provide quality, unbiased educational information to our clientele.

Just like the farmers and ranchers we encounter daily know they must grease their equipment properly if they want it to function when needed. NACAA members need "grease" in two ways. First, we must "grease" our base of knowledge and never hesitate to search out new information and ways of improving our understanding of agricultural issues. Only if we are clear on the problems and challenges can we possibly explain them to our clientele and provide them with the knowledge they need to survive and thrive. NACAA can provide a lot of that information through seminars, workshops, via web based means and through the interaction with other members. Secondly, we need to "grease" the NACAA wheels to keep in moving and improving. We need to continue searching for ways to enhance the professional improvement to our members through the NACAA AM/PIC and through other means throughout the year. We also need to be diligent in recruiting new members and keeping veteran members involved. And let's be certain we don't forget a powerful source of valuable information and assistance, our life members.

It has been a privilege and the highlight of my involvement in NACAA serving as a regional director. I owe many thanks to my fellow Tennessee members for providing this opportunity and to the UT Extension administration in allowing the time away from regular duties. I look forward to future opportunities to serve or be a resource for future NACAA members.

NACAA Southern **Region Director** **Charles Davis** **South Carolina**



As my first year as Southern Region Director draws to a close I can't help but echo the thoughts of many of my predecessors... "this is the greatest job!" I can't begin to tell you how much fun it is to visit with you at your state association meetings. Visiting with you on your home turf, learning about your agriculture on the tours, experiencing new foods at your cookouts, spending some money at your scholarship auctions (yes, that is fun too!) and meeting with your extension administrators gives me a greater appreciation for this thing we call Extension. I am impressed as I visit your states with the depth of dedication that I see in the membership. We are one strong, committed bunch of people! At a recent state meeting, I noticed 15 agents outside the meeting room during a break, all on the phone returning calls to producers, helping them solve problems, giving advice, and soothing jangled nerves. I know, because I was one of them. We should never underestimate how important our work is to those we do it for.

As I listen to the accolades given for those who are honored at the state meetings, it is easy to see how deep the commitment to serving others is. As I meet life members who have attended 30 and 40 state meetings, it is easy to see the passion that extension agents have for the job, and for the membership. I often tell my friends that extension is not a job, it is a way of life!

It is also my task to take the pulse of our organization, to see where the worries are and to promote cohesiveness within the whole of NACAA. We are in the midst of some troubling times. I hope that as we work our way through these troubling times that we don't become discouraged. We have been through tough times before, but this one seems to have an extra bite that threatens to dismantle one of the most cherished and appreciated institutions of teaching that the world has ever seen. Our job as leaders of NACAA and your job as leaders in your state associations is to maintain a positive attitude, learn how

we can do our jobs more efficiently, and stand behind our new young agents who are just beginning their extension careers. As we visit with our young agents, I hope you will take time to encourage them. Even those of us who are getting up in years in our extension careers can learn a lot from them. They have talents and abilities that many of us wish we had had in our early careers.

I have had the pleasure to visit Mississippi, Louisiana, Alabama, and South Carolina since becoming Southern Region Director and I can truly say it has been time well spent. I want to thank those associations for their wonderful hospitality and for making me feel like one of your own. I am looking forward to the rest of my state visits with great anticipation, not only for the visit, but for the chance to get to know you all personally, share some good stories, eat some good food, and spread a little encouragement along the way.

NACAA North Central Region Director

**Mark Stewart
Missouri**



This first year as your regional director has been a great experience. The opportunity to represent the organizations members from the NC Region has provided me the opportunity to learn more about an organization I have been a member of for twenty-nine years. To the NC membership, thank you for your trust!

The North Central Region (NCR) has experienced many of the same challenges that the other regions have faced with restricted state budgets. As I visited with members from several states I have been impressed at the “can do” attitude most expressed as they considered the changes in their job responsibilities these budgets will mandate.

Larry Howard (NC Region Vice-director, NE) and I have made eight state association meetings this year and Stan Moore pinch hit for us in Michigan. We have been impressed with all the great things the state associations are accomplishing. As is fitting, each meeting has its own flavor and is tailored to meet the needs of their state membership. What is apparent in all is the camaraderie and teamwork that each of these events fosters in the membership.

Budget constraints have resulted in many states canceling or shortening their state annual conference. Many state associations are finding it difficult to find the time at the annual conferences for association work. As Chuck noted last year, several states are holding separate state meetings for our associations during which they conduct educational tours and provide professional improvement opportunities as well as conduct their necessary business. This model seems to work very well.

The NCR will be hosting the 2011 AM/PIC in Overland Park, KS. When I attended the Kansas association state meeting, their committees were really getting down to work. I expect all of the regions state associations have been contacted by the Kansas association to discuss support and/or assistance with the meeting. From the comments I heard, this engagement by other states is very much appreciated.

I would also like to remind all the states that at the 2011 AM/PIC it will be the NCR's turn to bid for the 2015 AM/PIC. Your national officers have worked to update the AM/PIC planning budget this year and any state considering a bid should request a copy of the planning template.

An organization like NACAA requires commitment from its leadership if it is to be successful. Many of our NCR members have accepted committee leadership roles and help support our association's successful professional development and recognition functions. The organization thanks you! I encourage all of you to consider applying for committee chairs as openings occur. Once you have been in one of those positions, you will have even greater appreciation for what NACAA offers its members.

As I write this report, I feel I am looking back on a very successful year for your association and forward to another successful, if a bit more challenging, year in 2011.

NACAA Northeast Region Director

**Betsy Greene
Vermont**



I have visited with several of my Northeast Extension compatriots during my first year as Director. At the different meetings, I had the opportunity to learn about local agriculture and related issues, ranging from financial challenges, diagnostics on a disease affecting a “closed herd” dairy farm, to the positives of creative niche marketing, diversification for farm survival, quality of care in large duck operations, and large scale horticulture operations, to name a few. It was also great to partake in some of the state or regional traditional meals, such as giant crock pots of chicken and root veggies that percolated while we toured (Maine), and of course, crab cakes, crab rolls, and crab-crab... (Thanks Dave - for the lesson in expert crab crackin') in guess which state? (Maryland).

In the State Association business meetings, the underlying issues of personnel loss by attrition or budget cuts did not dampen the enthusiasm for ongoing program development, demonstration of successes, encouragement and mentoring of new extension members. It was great to be present for the recognition of achievements of my extension colleagues, whether it was an early achiever or lifetime recognition.

I can confidently report that your national board is working to ensure a productive future for our members and organization. While our Fiscal Committee has worked extremely hard to make financially sound decisions in an unsteady environment, other committees have worked on providing more opportunities for professional development and/or learning for membership beyond the AM/PIC. I have participated a few of these, including recording the “Using PowerPoint to Create a Poster” and facing off with Henry Dorough as we “judged” the good, bad, and ugly posters (and there were some ugly...) that I have created over the years in “Tips on Creating a Winning Poster” Elluminate sessions. The Journal of NACAA is about to publish the third set of articles on the website, providing an appropriate venue and scholarship for our membership to publish peer-reviewed articles that are of use to our colleagues in their daily jobs.

As a region, we have an exciting, yet challenging adventure ahead as we bring our “best to the rest” at the Galaxy Meeting in Pittsburgh in 2013. We continue to iron out details to make sure that we meet the expectations of our NACAA membership, while collaborating with our other professional extension organizations. I am confident that the Northeast Region will bring a quality experience to our membership!

I look forward to serving as your Northeast Regional Director in the upcoming year.

Program Recognition Council Chair

Mike Hogan
Ohio



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

These committees and their respective committee chairs for 2010 include: Communications, Larry Williams, FL; Search for Excellence, Dick Brzozowski, ME; 4-H and Youth, Sherry Beaty, AR; Professional Excellence, Gary Zoubek, NE; Public Relations, Keith Mickler, GA; Recognition and Awards, Cynthia Gregg, VA and Scholarship, Chris Bruynis, OH.

These National Committee Chairs are the backbone of NACAA committee work, and it is only through their hard work and dedication that NACAA is able to conduct awards and recognition programs for its members. Some of these committees receive hundreds of entries from throughout the country for specific awards programs. The National Committee Chairs would not be able to coordinate these awards programs without the many Regional Vice-Chairs who serve our association by assisting with these committees. All of us as members owe these volunteer leaders a debt of gratitude for their hard work and dedication.

This past year has certainly been a challenging one for NACAA and the committees of the Program Recognition Council. Budget challenges around the country have reduced the number of NACAA members able to serve in committee leadership positions. Please consider serving in one of these leadership positions, and recommend co-workers who may be willing to serve.

It has been a privilege to serve our association as Council Chair for the past three years. My term as Council Chair will conclude at the end of this year's AMPIC in Tulsa. Assuming the role of Council Chair for the Professional Improvement Council will be JJ Jones of Oklahoma.

Recognition and Awards Chair

Cynthia Gregg
Virginia



First I must say thank you to the Committee members of the Recognition and Awards Committee: Larry Howard, North Central Region Vice-Chair; Kurt Nolte, Western Region Vice-Chair; Ronnie Helmondollar, Northeast Region Vice-Chair; and all of the State Chairs. You did a great job this year! Thank you for all you do for your respective states and NACAA.

This year in Tulsa the Committee was responsible in the awarding of the Hall of Fame Awards to four outstanding individuals on Monday during the Opening Ceremonies. The recipients have done great things during their careers in assisting the clientele, agents, and specialists of the Extension Programs in their respective states and regions of the country. This year's inductees make one proud to be a member of NACAA. The Committee wishes to express a special thank you to John Deere and Company for their sponsorship of this award again this year.

On Tuesday Morning, fifty-three Achievement Award recipients received their respective awards at a Breakfast in their honor. These members have provided quality programming for their clientele, have done so in ten years or less, have respect of co-workers and represent one percent of their respective state membership. American Income Life was the sponsor of this program for the forty-second year. The Committee wishes to express our appreciation for the continued support of the Achievement Awards Breakfast.

Thursday evening, the Annual Banquet was the opportunity to award the Distinguished Service Award to seventy NACAA members from across the country. These members received one of the highest awards presented by the NACAA. The members represent two percent of their state membership, provide outstanding educational programming, are respected by their clientele and co-workers, and have worked for more than ten years. Philip Morris USA was the once again the sponsor of the DSA Banquet Booklet and the committee wishes to say thank you for their continued support.

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

I would be remised if I also did not thank the NACAA Board, President Phil Pratt and the remaining officers along with Program Recognition Council Chair Mike Hogan and Scott Hawbaker for allowing me to become Chair of this great Committee with outstanding members on it as well as for your understanding and support as I have learned this new role. Another special thank you goes to Immediate Past National Chair Todd Lorenz for all of his encouragement and assistance. John Dörner has been invaluable with his assistance with electronic submission and web based documentation, therefore a big thank you goes to you as well for all of your assistance this year. Alan Galloway's work on getting the plaques completed is very much appreciated by the Recognition and Awards Committee. Thank you also goes to the Oklahoma Agents for a great meeting, along with a special thank you to Greg Highfill, Vernon Scogin, and Stan Fimple for all of your assistance with the three awards programs!

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

Communications Chair

Larry Williams
Florida



The communications Committee is pleased to report continued strong participation in the communications awards program for 2010. We are also pleased to report that Bayer Advanced has continued sponsorship of the Communications Awards Program for 2010.

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

Ever changing technology is a “two-edged sword” creating some challenges but yet enabling us to do a more professional job. It is obvious that new technology offers extension users more options, greater flexibility and more convenience in accessing our information. This is having a positive impact on our clientele.

The Communications Committee asks that you take a few minutes to visit the posters of the winning entries in the poster display area. While there, you may even possibly gather some new ideas for your own communication efforts. The abstracts of the national winner, national and regional finalist for each category are published in the proceedings. These provide further opportunities to gain ideas improve our communication abilities and extension programming. It has been the practice of the national committee to hold onto the national winning entries in each category for a year so that states could borrow them to exhibit at their state meetings to encourage entries in the categories. The state chair needs to request that they be sent and then pay the return postage.

Many thanks go to the regional vice-chairs who have worked diligently over the past year or more. I appreciate their hard work to help make this program a success. The regional vice-chairs are North Central Region Chair Gary Wilson (Ohio), North East Region Chair Lee Young (Pennsylvania), Southern Region Chair Terry DelValle (Florida) and Western Region Chair Jack Kelly (Arizona).

We made much progress in transitioning to electronic entry submission with making it possible to submit all 14 categories electronically. The Learning Module and Bound Book categories offer the greatest challenges to electronic submittal. In 2011, we plan to require that all but the Learning Module and Bound Book categories be submitted electronically. This will minimize potential problems with entries making it to all levels of judging (state, regional and national) when required. I appreciate John Dorner’s efforts through his dedicated work with the NACAA Website to make this happen.

Search For Excellence Chair

Dick Brzozowski Maine

The current Search for Excellence (SFE) committee is comprised of four regional vice chairs - Stanley McKee or Pennsylvania; Jesse Clark of Arkansas; Tom Dorn or Nebraska and Ronald Patterson of Utah and me. To get things underway, we held a conference call on February 5, 2010 to discuss procedures for promoting SFE entry submission and for scoring the entries to be received. We also confirmed the division of responsibilities as to the SFE categories each would lead. The responsibilities were as follows: Landscape Horticulture – Jesse Clark, jclark@uaex.edu
Livestock Production – Ronald Patterson ronald.patterson@usu.edu
Crop Production – Thomas Dorn tdorn@unlnotes.unl.edu
Young, Beginning or Small Farmer/Rancher – Stanley McKee sam36@psu.edu
Remote Sensing & Precision Agriculture – Thomas Dorn tdorn@unlnotes.unl.edu
Farm & Ranch Financial Management – Ronald Patterson ronald.patterson@usu.edu
Sustainable Agriculture – Richard Brzozowski rbrz@umext.maine.edu

Each vice chair was responsible for organizing the team of judges for their respective category(s); judging the entries and submitting scores to me by a certain date (May 1, 2010).

An organizational approach for state contacts: On March 29, 2010, NC Regional Vice Chair Thomas Dorn copied a message to the other 3 regional vice chairs and to me that he had sent to his state contacts as a way to make sure everything was in order. This message became a model for others to use in their own region. The message included the following check-list for the state chairs:

Step by step procedure to identify state winners

·Log on to the NACAA Awards and Recognition page <http://nacaa.com/awards/>

·Click on **My Award Applications, Nominations & Chair Approvals**

·Log in with your Login and password click on the **Continue** button

·The screen will show **your state Applications** and all the entries from your state will be listed by category.

·Click on the little box at the extreme left of the entry you have judged to be the state winner in each category.

·Click on the button **Transmit Winners to Regional Vice-Chair**

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

Landscape Horticulture	18 completed entries
Livestock Production	20 completed entries
Crop Production	25 completed entries
Young, Beginning or Small Farmer/Rancher	13 completed entries
Remote Sensing & Precision Agriculture	5 completed entries
Farm & Ranch Financial Management	10 completed entries
Sustainable Agriculture	7 completed entries

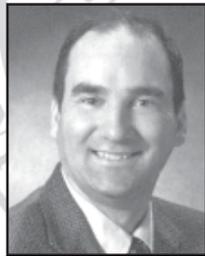
I believe there were several entries (covering almost all categories) that were not judged for national recognition as they were deemed incomplete. In early April, I contacted several members who submitted entries in the category of Sustainable Agriculture encouraging them to complete their entry. Many entries only included the abstract and no narrative. This deficiency needs to be caught sooner in the process and corrections made by the submitter.

Suggestions for 2011:

- o It is evident that the Search for Excellence program is underused and perhaps underappreciated by NACAA members. The entry process is not that difficult. It is probably easier to assemble than many reports they are writing for their accomplishments and work. The number of entries in each of the seven categories should be increased. The number of entries for the categories of Precision Agriculture & Remote Sensing and Sustainable Agriculture were very low this year. So low, we had to recruit entries in these two categories after the deadline. I recommend we (the committee and NACAA) do a better job of promoting the SFE program and in recruiting members to enter projects and programs. This might mean using a targeted approach of articles, special email messages, setting state targets, etc.
- o It appears that not all SFE state contacts know what to do with entries in making sure they are received and complete. Scoring all entries is also a weakness for some states.
- o As chair, I need to do a better job next year. This year, the deadlines I set for the regional chairs and judging were too tight to the “early bird” registration deadline of May 15, 2010.

Thanks:

- o Each of the Regional Chairs is to be commended for doing a good job this past year. To some this role as regional chair and judging was brand new. To others, the electronic entry system was new and different. This was not an easy task for them especially during one of the busiest parts of their year in Extension work (springtime).
- o Our committee received excellent support and advice from past National SFE Chair, Bradley Brummond of ND since the 2009 AM/PIC. I appreciated his help. Brad has also



stepped forward to serve as National Chair at the 2010 AM/PIC in Tulsa as I am unable to attend due to my wife's illness.

- o Thanks to Program Recognition Council Chair, Mike Hogan for his support and encouragement during the process. Mike always had thoughtful and accurate answers to the questions I posed.
- o NACAA IT person, John Dorner of NC was a great help to me and others throughout the process. John responded to my emails and phone calls in a timely fashion and was very helpful in dealing with the NACAA web site and entries.
- o Thanks to Scott Hawbaker for his support and encouragement to me with problems and situations that arose with entries and other related situations.

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

Professional Excellence Chair

**Gary Zoubek
Nebraska**



The Professional Excellence committee is responsible for organizing the poster session at the AM/PIC. The poster abstracts are reviewed and judges are secured so that all posters are peer reviewed at the AM/PIC. NACAA continues to endorse the poster session as an important means of presenting Extension Programs and Applied Research results to its members. Syngenta Crop Protection is the primary sponsor for 2010, they are sponsoring the awards breakfast this year.

All abstracts were completed on-line, thanks to John Dorner, NACAA Electronic Communications Coordinator! We have a few issues to work out, but the process overall went really well! All lead authors were contacted and informed that their abstracts were accepted and asked to inform co-authors of the same! After a few emails and some phone calls, this was accomplished by mid-May!

Posters were peer reviewed at the state level by state chairs and at the regional level by Regional Vice-Chairs. Thanks for a job well done! The current regional Vice Chairs are Scott Jensen '11 Western Region, James Jones '10 Southern Region, Virginia Rosenkranz '10 North East Region and Jefferson McCutcheon '11 North Central Region.

This year, we had 133 abstracts accepted for the meeting in Tulsa; 48 entries in the Applied Research category and 85 entries in Extension Education programs. Summary sheets listing poster authors and titles were prepared and distributed to NACAA members at the entrance of the poster session so that they could more easily find poster that they're interested in. The times for meet the authors were move away from meal function times to morning breaks on Monday and Tuesday.

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

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

I want to thank each of the volunteers that have helped, it is really appreciated! I also want to thank the state Professional Excellence Committee Chairs and my fellow committee members for the job they have done. This is not an easy assignment. The Professional Excellence committee has to get the Poster Session set up, organized, judged, and finally recognized in a span of three days. It takes a lot of dedication and hard work to make this happen, and without the Vice Chairs on this committee, it would not happen.

Public Relations

**Chair
Keith Mickler
Georgia**



The Public Relations committee is responsible for conducting the PRIDE (Public Relations in Daily Efforts) program. The PRIDE program is a great way for NACAA members to highlight educational programs that demonstrate the public relations facet of extension work, as well as enhance the understanding of agriculture in their respective communities.

The PRIDE program had 8 entries this year, the entries were outstanding examples of the daily public relations work we all do in our roles as extension agents. There is a tremendous amount of work that we are all doing, some of which would make excellent entries in the PRIDE program. We challenge all of you to make an effort to enter the PRIDE award program.

Congratulations to Nicholas Polanin from New Jersey, who was the PRIDE program National winner. Nick will present his winning entry at the PRIDE luncheon. Congratulations also go John Hall from Maryland, B.J. Jarvis from Florida and Kevin Rose from Tennessee, all national finalists. Each received their awards at the luncheon.

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

We have one vice chair who has been reappointed for another two year and that is Mark Melching, North Central region. We say an early good bye to Larry Hulle who has left cooperative extension but will be replaced with Paula Schafer, North East region vice chair. Susan Kerr has one year left as Western region vice chair and Brent Allen will serve a two year term as Southern region vice chair. I want again thank everyone for their work and dedication this year and welcome you back or on board the Public Relations Committee. I also want to thank Mike Hogan, Scott Hawbaker and the esteemed Paul Wigley for all their help in keeping the committees on the correct path.

The Public Relations committee is looking forward to next year's challenge of having more participation. This year's participation in the PRIDE program was down significantly from the 18 entries in 2009 to just 8 in 2010. The Public Relations committee challenges each of you to submit an entry in the NACAA awards programs especially PRIDE. This is a great opportunity; we know all of you make great strides in public relations each day, so why not submit your work, We are certain many of you have efforts worthy of winning. The Public Relations committee especially wants to thank the sponsors of the PRIDE award; United Soybean Board and National Rural Electric Cooperative Association. If not for our sponsors this award and luncheon would not be possible. Please show your appreciation to all of NACAA sponsors when the opportunity presents itself.

Scholarship Chair

Chris Bruynis
Ohio

The regional and national scholarship chairs continued to work closely with the state scholarship chairs to improve the accuracy of the scholarship database. Corrections include combining members donations under one name, correcting donation contribution levels with appropriate documentation, correcting member status (added a column on the scholarship report to show current status ie: member, life member, etc.), and entering new donations as they occur. Many of the states are using the online database in communicating with their members and encouraging their members to become vested in the scholarship fund.

NACAA members and friends have donated \$13,890.00 to the scholarship fund from July 1, 2009 through June 30, 2010. The majority of this money was from the silent auction and special drawing sales during the 2009 NACAA Annual Meeting.

At the 2009 NACAA AM/PIC two individual and four group applications were awarded scholarships. The committee agreed to fund these applications at the following levels awarding a total of \$16,505.00.

Scholarship applications funded are:

Individual Applications

Alejandro Bolques Ph.D Degree \$1,000.00
Daniel Goerlich Ph.D Degree \$1,000.00

Group Applications

Ronald Barron	(TN)	Study tour to Kentucky	\$2,355.00
Galen Logan	(TX)	Study tour to Oklahoma	\$2,250.00
Dennis Epplin	(IL)	Study tour to Puerto Rico	\$7,200.00
Gary Wilson	(OH)	Study tour to Australia	\$2,700.00

4-H and Youth

Sherry Beaty
Arkansas

I am very excited about the number of presentations submitted for the first ever 4H seminar session. There are nine presentations that have been accepted for this year NACAA AM/PIC. As always we had some outstanding applications for our Excellence in 4H/Youth this year with a total of 10 applications. Our winners include:

National winner: Carol Schurman from Pennsylvania
National finalists: Chris Bruynis from Ohio, Libbie Johnson from Florida, and Amy Heck from Arkansas

State Winners: Becky Spearman from North Carolina, Robert Scott from Texas, Sandy Ferry from New York, William Lantz from Maryland, Michael Rethwisch from Nebraska, and Lynn Davis from Georgia. Congratulations to all of the winners.

I have thoroughly enjoyed serving as the National Chair for 4H and Youth, I have gotten a lot of really good ideas to diversify my own 4H program. I am very grateful for this opportunity to serve this organization. Good luck to all future applicants and presenters.



Extension Development Council Chair

Karen Vines
Pennsylvania



The Extension Development Council has had another busy year. Committees have explored further opportunities to use social media and web-conferencing to provide communication opportunities with membership between national meetings. The committees have also developed good programming to provide your professional development needs during the AMPIC in Tulsa.

Special thanks to our leadership completing their terms at the 2009-10 AMPIC:

- Ag Issues & Public Relations - Dan Downing completes two membership terms and two terms as committee chair. During his tenure the committee has worked with our partners in other organizations to improve relationships and participation in the Young Farmer Program. They have also provide web conferences to make state chairs of NACAA more aware of the program and application process. Dan also retires as regional vice-chair for the North Central region. He is being replaced by Scott Gabbard (IN).
- Early Career Development – Dan Kluchinski (NJ) completes two terms as committee chair for this committee. As chair of this committee he has lead development of a Facebook page to encourage communication among new members. He has also supported use of the NACAA wiki for communication. The committee is also developing a toolkit for new members and looking at a repository for NACAA award winners to encourage new members submitting applications. Also retiring are the southern region vice-chair – Mark Gregory (OK) and western region vice-chair - Matthew Palmer (UT). The new chair for the committee will be Mahlon Peterson (WI). Regional vice-chairs will be Laura Griffeth (GA) for the southern region and Taun Beddes (UT) for the western region.
- Administrative Skills – Bruce Barbour (NJ) completes his second term of membership and term as committee chair. This committee is leading discussion about the administrative challenges being faced by extension professionals during this time of economic challenge. In addition to Bruce, Brian Tuck (OR) also retires as vice-chair for the western region. Incoming chair of the committee is James Cowden (NC). Ken Balliet (PA) fills the northeast region vice-chair position. The western region position is still open at this time.
- Teaching & Educational Technologies – Greg Hoover (NC) completes two membership terms and two terms as chair of this committee. This committee has continued the “hands-on” programming for Sunday and banquet day in addition to providing Tuesday workshops. They also provided support to implement the electronic evaluation process at the 2009 AMPIC. In addition to Greg, Matt Hanson (WI) also retires as north central regional vice-chair. Incoming chair for this committee is Jenny Carleo (NJ). The north central region vice-chair position will be filled by Chris Zoller (OH) and the southern region vice-chair will be Mark Blevins (NC).

Please join me in expressing appreciation to those who have provided leadership during the past year to accomplish their goals for the association. We look forward to working with the new leadership

team. Please join us at the committee meetings and workshops to learn more about these committees and leadership opportunities for you.

Ag Issues & Public Relations Chair

Dan Downing
Missouri



The AI & PRC had another productive and enjoyable year thanks to the efforts of committee members Janet Spencer -Virginia Tech, Mark Heitstuman – Washington State, Stephen Komar – Rutgers, Dan Downing – Missouri, and Extension Development Council - Chair, Karen Vines, PA. Thank you to each of these colleagues as well as the State Committee Chairs for their hard work and dedication.

Throughout the year the committee has worked to provide leadership encouraging the development of state level AI & PRCs, identifying emerging issues for the AM/PIC program, Promoting the Outstanding Young Farmers of America program, conducting two webinars, and refilling committee leadership roles with Janet Spencer accepting the committee chair position. Also, returning to the committee will be Mark Hietstuman, and Stephen Komar. New to the committee will be Scott Gabbard – Purdue.

The Outstanding Young Farmers of America (OYF) program remains one of the core responsibilities of the AI & PRC. Over the past five to six years the OYF program has shifted from struggling for nominations to a growing program with NACAA playing a key role in this turn around. NACAA through the AI & PRC has helped to ease the application process by encouraging a two phased nomination process (a streamlined preliminary application followed by a more in depth application for semi-finalist) and encouraging the acceptance of electronic nominations. An email was sent to all NACAA membership encouraging participation in a webinar explaining the nomination process. In July, a follow-up email was sent reminding members of the August first nomination deadline. As an NACAA member, if the OYF you nominate is selected as one of the national winners your registration fee for the next AM/PIC is eligible for reimbursement. Based upon the number and quality of nominations, this has been a successful way to encourage our members to submit nominations.

The OYF program is coordinated by the United States Junior Chamber of Commerce, the Outstanding Young Farmers of America Fraternity, and NACAA, with corporate sponsorship from John Deere. At the 2010 OYF Congress held in Raleigh, Durham, North Carolina, NACAA was represented by Past President, Rick Gibson and AI/PRC Chair, Dan Downing. Of the ten finalist, six were submitted through NACAA with three national winners submitted by NACAA members: Stan Moore, Chuck Schwartau, and Benji Henderson.

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

Early Career Development Chair

Daniel Kluchinski
New Jersey



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

years of NACAA membership and employment with Cooperative Extension.

During 2009-2010, the Committee focused efforts based on a plan of work developed at the 2009 AM/PIC in Portland, OR with the following goals, objectives and plans:

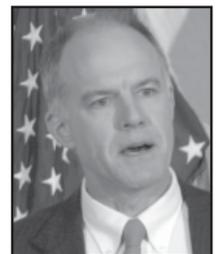
- **Develop educational sessions at the 2010 AM/PIC.** Three sessions will be held in Tulsa that will focus on topics and issues related to technical and extension practice skills development: “E-nouncements: Increasing Attendance at Programs” by B. J. Jarvis and D. K. Palmer (FL); “Ten Ways to be a Successful “New” County Agent”, Sherri Sanders (AR); and “Extension Agent as Performer”, Lee Young (PA).
- **Look into ways to increase interaction and engagement of early career agents (blogs, mentors, etc.) beyond the AMPIC throughout the year.** The ECD Committee established the “NACAA - Early Career Development Group” on Facebook. The goal is to use Facebook to facilitate discussion and interaction of NACAA members on relevant topics related to their careers, daily work, and programming. All are invited to join regardless of career stage. The committee also maintains a wiki page on the NACAA web site. The wiki can be found at <http://nacaa.pbworks.com/Committees> and provides information on the committee, its activities and leadership contacts.

We strongly believe that professional improvement program ideas should come from the total NACAA membership to this committee through the State Chairs. As ideas for professional improvement are brought to the Early Career Development Committee, it will be the responsibility of the committee to determine if the idea for professional improvement is feasible, and if so, then determine what course should be taken to offer this opportunity to members. State ECD Chairs, state association presidents, or those interested in early career development issues are encouraged to attend the Early Career Development Committee Meeting at the AM/PIC. Your ideas will be useful for the development of goals for the 2010-2011 year and the AM/PIC in 2011. If you're unable to attend, please share your thoughts any time throughout the year.

I would like to thank the ECD Committee Vice-Chairs for their service, support and guidance during 2009-2010: Mark S. Gregory (OK), Southern Region; Mahlon Peterson (WI), North Central Region; and Matt Palmer (UT), Western Region. In addition, I would also like to thank Mark and Matt as they end their service with the committee. Laura Griffeth (GA) will assume the role of Southern Region Vice-Chair and Taun Beddes (UT) as Western Region Vice-Chair. Lastly my best wishes to Mahlon Peterson as he assumes the role of Chair of the committee. It has been an honor and pleasure to chair this committee for the past two year, and I look forward to my continued service as Northeast Region Vice-Chair.

Administrative Skills Development Chair

Bruce Barbour
New Jersey



In 2010 the Administrative Skills Committee pursued its mission to develop programs that improve the administrative skills of all NACAA members, regardless of their level of administrative responsibility.

A high quality round of seminars is scheduled for the AM/PIC which will include AN “EERA” OF OPPORTUNITY FOR OHIO VALLEY AGRICULTURE, regionalizing in response to budget constraints by Jeff Fisher and USING FIRE DEPARTMENT STRATEGIES FOR

SURVIVAL IN TIGHT BUDGET TIMES, ways to make extension an indispensable part of the community by David B Holmes.

A webinar presentation was discussed and endorsed in concept by the members of the committee. One strategy proposed was to offer a webinar if quality presentation proposals exceeded the time slots allowed at the AM/PIC. This did not occur but other opportunities to use this medium are under consideration.

The Committee consisted of Bruce Barbour, Committee Chair and Northeast Committee Vice-Chair, James Cowden, Southern Committee Vice-Chair, Brian Tuck, Western Committee Vice-Chair and Julia Woodruff, North Central Committee Vice-Chair.

Professional Improvement Council Chair
Mary Sobba
Missouri



The Professional Improvement Council offers professional improvement educational opportunities for NACAA members. This year the excellent educational opportunities in Tulsa, OK included: presentations by members at the AM/PIC, trade talks and tours.

The Professional Improvement Council includes six committees: Agricultural Economics and Community Development, Agronomy and Pest Management, Animal Science, Horticulture and Turfgrass, Natural Resources/Aquaculture and Sea Grant and Sustainable Agriculture. The committees met in Tulsa to make plans for this upcoming year.

There was an excellent variety of high quality presentations in Tulsa by NACAA members. A total of eighty-three (83) workshops provided peer members an opportunity to learn about programs and gain new ideas to take home and use. The trade talks included industry professionals sharing their knowledge and expertise with members.

The Sustainable Ag Committee coordinates the fellows program. The committee report following has details about this terrific program for NACAA members. This is a very interesting program and I encourage members to take the time to learn about it, and consider participation in the future.

Two committees held tours just prior to AM/PIC. The Animal Science tour had a record number of participants – 31! The two day conference included nine educational stops and many types of livestock species. The Oklahoma members worked closely with the Animal Science committee to put together an outstanding tour. A few of the stops on this tour included Wheeler Brothers Feedyard, Roberts Ranch – Swine Production, Braum’s Dairy & Processing Facilities and Royal Vista Equine.

The Horticulture and Turfgrass Committee also sponsored a two day tour in the Tulsa area. The committee worked closely with the Tulsa Master Gardeners putting together a first-rate tour.

The committee chairs have included much more information about their activities in their reports that follow. This coming year we have several new chairs and vice chairs and I look forward to their ideas and enthusiasm.

If you are new to NACAA or have not served on a committee, I

highly encourage you to consider doing so in the future. The committee structure is very important to our organization and provides an opportunity to learn more about our organization and to work with members from many states. To find out more, contact a committee member or a council chair.

I truly appreciate all the hard work of our national committee chairs and vice-chairs. They are the ones who make this committee structure work and provide the key communication link with state committees. Thank you to all and I look forward to an exciting year ahead.

Ag Economics & Community Development Chair
Lyle Holmgren
Utah



The Agricultural Economics and Community Development committee met at in September 2009 in Portland, OR. Several ideas and suggestions were discussed including promoting the presentation opportunities, potential educational seminar and general needs of extension educators working with ag economics and community development. With the current financial downturn in many sectors of the nationwide farm economy, the Ag Economics and Community Development committee felt that NACAA Extension Educators would benefit from training on better ways to work with farm families having financial problems. Issues include assisting farm families in tough economic times, transferring the farm to a new generation and enhancing market viability. The committee also sent a questionnaire to NACAA membership on how NACAA can better provide training and resources on farm family financial problems.

This year all abstracts were peer reviewed twice. They were reviewed at the regional level and again at the national level. Nine abstracts were chosen for presentations in Tulsa. The topics varied from farm succession to farm profitability through marketing, financial management and developing farm management skills. We are working on minor improvements and hope to make it even easier and better for 2011. Thank you to the National Vice Chairs for their leadership, assistance and ideas. I hope many of the ideas from this past year will be implemented in the future.

Agronomy and Pest Management Chair
Johnny P. Whiddon
Georgia



It seems we just left Portland a month or two ago and I was not expecting a large number of applications for Tulsa, due to the short year and all the budget cuts all of us are experiencing. I am proud to say I was wrong. Agronomy & Pest Management received 21 abstracts for review which has doubled from last year. The Agronomy & Pest Management Committee moved three to other committees and accepted 18 for Tulsa. It is going to be a wonderful time in Tulsa. The diversity and quality of presentations are very good. The speakers have created some very interesting research and educational programs. It will be a busy time, but make sure to take the time to come and listen to what the speakers have to say. I always take home new ideas for programs and research, but the biggest impact is the new people I meet and have the opportunity to talk to concerning the presentations.

As I look back to last year's committee meeting I was impressed with the number of new agents there. They had more questions than I had answers, so I hope to be better prepared in Tulsa. NACAA tries very hard to train us, but it seems you really do not get the whole picture until your time is up. Topics that were discussed last year were: the use of on line training for committee members, committee web sites, presentation hand-outs, special speakers, and pre or post tours.

It is a challenge to carry out the responsibilities of Chair or Vice Chair especially when you learn as you go. My success has been due to many people who have been there to help with advise and time. I am afraid these newer agents who are coming now will not have as much help as I have had over the past few years because of retirements and cutbacks. We need to reach out and get more involved in their decisions to be involved in NACAA and their state organizations. We need to help them to stand up and move forward in NACAA.

Thanks to my Vice Chairs for making me look good. Teamwork always makes a job easier and more enjoyable. Tulsa will be here soon so load up and come out to see what Oklahoma has to offer. I am going to enjoy myself and I hope you do too.

Animal Science **Chair** **Randy Mills** **Oregon**



Committee Members:

Western Region Vice-Chair and National Chair – Randy Mills, OR
North Central Region Vice-Chair – Ron Graber, KS
Southern Region Vice-Chair – Tammy Cheely, GA
Northeast Region Vice-Chair - Richard Smith, PA

Each year the Animal Science Committee is responsible for planning and conducting the two-day Pre-AM/PIC Animal Science Seminar and Tour.

The 2010 Pre-AM/PIC Animal Science tour stops included: Pfeiffer Farms, Jerry & Ada Pfeiffer, Orlando, OK – Show goat operation with 400 does and beef cattle operation (commercial cow-calf, contract embryo recipient program, purebred Angus, and wheat pasture stocker operation).

Roberts Ranch, Bill Meinke, Mgr, Ames, OK – Confinement swine operation with 25,000 sows and wheat pasture stocker operation.

Mason Preconditioning Yard, Ames, OK – A typical western Oklahoma stocker pre-conditioning facility.

McGolden Show Sheep, Vince McGolden, Fairview, OK – A large family sheep operation producing champion club lambs across the United States. The McGolden family also conducts Show Camps for interested youth.

Wheeler Bros Feedyard, Bill Roser, Mgr, Watonga, OK – A 27,000 commercial feedyard (including smaller pens for contract research projects) and a stocker cattle operation.

Braum's Dairy & Processing Facility, Tuttle, OK – Dairy and production facility that supplies 275 Braun's Ice Cream and Dairy Stores in the five state region.

Turner Farms, David & Grant Turner, Amber, OK – A large commercial cow-calf and stocker operation.

Royal Vista Southwest – Equine Reproduction, Purcell, OK – Royal Vista specializes in embryo transfer and mare management.

Tour participants included: Andy Andrea, FL; Elly Blasi, KS; Anna-Marie Chamberlain, OR; Kellie Chichester, WY; Eldon Cole, MO; Troy Downing, OR; Chanda Engel, OR; Shelby Filley, OR; Henry Grant, FL; Brian Haller, AR; James Humphrey, MO; Stephen Komar,

NJ; Rodney, Leech, VA; Bob Mickel, NJ; Clint Milliman, KS; Cory Parson, OR; Joe Potter, GA; Cade Rensink, KS; Carol Schurman, PA; Gene Schurman, PA; Van Varner, MI; and Joe Walter, FL. Animal Science committee members participating included: Ron Graber, KS, North Central Region Vice-Chair; Tammy Cheely, GA, Southern Region Vice Chair; Richard Smith, PA, Northeast Region Vice Chair; and Randy Mills, OR, Western Region Vice Chair and National Chair. We express our gratitude to Bob LeValley, OK who organized and made local arrangements for the tour and served as our host.

Tammy Cheely, Animal Science Southern Region Vice-Chair, took the lead on the animal science professional improvement seminars again this year. Twelve of our co-workers from around the country shared the results of their successful Extension programs during the professional improvement seminars. Those presenting this year were Ronnie Helmondollar, WV; James Humphrey, MO; Scott Jensen, ID; Barbi Riggs, OR; Cindy Sanders, FL; Eugene Schurman, PA; John Shuffitt, FL; Lyle Holmgren, UT; J. Craig Williams, PA; Noel Mues, NE; Rebekah Norman, TN; and Cory Parson, OR. Abstracts from the seminars are published elsewhere in these proceedings.

The animal science committee continues to expand our relationship with S-PAC (Searchable Proceedings of Animal Conferences, <http://spac.adsa.org>). The 2008 and 2009 NACAA AM/PIC proceedings have been added to the S-PAC data base. NACAA members can subscribe to S-PAC and search the data bases to locate specific information.

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

Natural Resources **and** **Aquaculture Chair** **Kellie Chichester** **Wyoming**



Committee members include:

Gary Graham from Ohio State University
Bill Sciarappa from Rutgers University
Steven Patrick from the University of Georgia
Kellie Chichester from the University of Wyoming

The Natural Resource and Aquaculture committee worked very hard this year to put together successful and educational seminars. The number of presentations was down slightly, but the quality of the presentations remained outstanding. The committee worked together to select seven presentations for our professional improvement sessions. The 2010 sessions reflect our diverse and important interests in education, water and soil. The session and their moderator were as follows:

The Natural Resources and Aquaculture session moderated by Kellie Chichester with presenters Madeline Flahive-Dinardo – Rain Garden Training Programs: Bringing New Opportunities to Professional Landscapes; Roberta Dow – Making a Difference with Groundwater Stewardship; Richard Mohr – Growing Seafood and Salad on Sedge

Island: A Tasteful Approach to Natural Resource Education; Joe Walter – Regional Wildlife Enhancement Field Days Improves Wildlife Habitat and Increases Ranch Income; Susan Kerr and Stephen Van Vleet – Developing Natural Resource Extension Volunteers Through the Weed Watchers Program; Sam Angima – Effect of Soil Amendments on Soil Enzyme Activities and Active Carbon on a Managed Douglas-Fir Forest Ecosystem; and Stephen John Komar, Jr. – Equine Bedding Materials Effect on Physical and Chemical Properties of Composted Stall Waste.

I would like to thank the regional vice-chairs for their assistance in reviewing the professional improvement seminar proposals. Also, welcome to new Western region vice-chair Matt Palmer from Utah State University and congratulations to Bill Sciarappa who will be serving as National Chair for 2010-2011.

Horticulture and Turfgrass Chair **Nicholas Polanin** **Ner Jersey**

Committee Members:

Nick Polanin, Northeast Region Vice-Chair,
Committee Chair

Jennifer Schutter-Barnes, North Central
Region Vice-Chair

Norman Nagata, Western Region Vice-Chair

Brian Jervis, Southern Region Vice-Chair



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

The goal of this committee is to attract membership attendance to and participation at the AM/PIC of individuals with horticultural interests. Whether your job responsibilities in horticulture are full or part time, we believe you'll find valuable education and networking opportunities at this and every NACAA AM/PIC. While many of us in horticulture also have the option of attending the annual ASHS meetings held at approximately the same time, we believe our AM/PIC can provide a more direct application and collegial atmosphere to meet your horticulture professional improvement needs.

This committee plans a pre-conference tour prior to each AM/PIC. This year the tour encompassed 2 full days, touring selected sites of horticultural interests throughout the Tulsa area. Each year the tour is funded by NACAA members, unless commercial donors can be found. A huge "Thank You" shout-out to the Tulsa Master Gardener Association for providing major sponsorship for this year's tour. In addition, for the fourth year, Ball Horticulture also provided funds to partially support the tour. And a special thanks to our man on the ground, Brian Jervis, Tulsa County Extension Horticulturist, for planning, organizing, and facilitating this tour.

Tour attendees included sixteen NACAA members, one life-member from Louisiana, and one non-member spouse. With all the tour participants arriving on Thursday evening, this year's pre-conference tour began on Friday morning, July 9 and concluded Saturday evening, July 10, 2010. Some of the tour stops included a mushroom farm, local commercial nursery production, a working oil and gas rig, and a visit with "Up with Trees" and Lacebark, Inc. And of course who can forget the great dinner provided by the Tulsa Master Gardeners!

There was overwhelming interest on the part of NACAA membership to present research and outreach in horticulture and turfgrass at the Tulsa conference, with a total of 20 presentations over three concurrent

sessions – commercial, consumer, and Master Gardener horticulture. These were held in addition to the horticulture "Trade Talk" seminars and the Thursday 'Super Seminar' on Leafy Greens and Food Safety. Many thanks to a great committee - Jennifer Schutter-Barnes, North Central Region Vice-Chair, Brian Jervis, Southern Region Vice-Chair, and Norman Nagata, who finishes his term as Western Region Vice-Chair at the conclusion of the Tulsa AM/PIC. The remaining membership of the committee remains intact, and we welcome Ms. Stacey Bealmear, Extension Agent in Urban Horticulture for The University of Arizona, Yuma County Cooperative Extension as the incoming Western Region Vice-Chair.

Sustainable Agriculture Chair

Norman Suverly **Washington**



The Sustainable Agriculture Committee was again generously supported by the USDA/ NACAA Sustainable Agriculture Research and Education (SARE) program to fund the NACAA Fellows Seminars. Four SARE Fellows were selected in 2010 from the four NACAA regions. They are: Lauren Ashley Hunter from Idaho (Western), Jim Ochterski from New York (Northeast), Jack Boles from Arkansas (Southern) and Suzanne Mills-Wasniak from Ohio (North Central). The 2010 SARE Fellows have been selected and notified and will receive recognition at the NACAA AM/PIC in Tulsa, OK. Each group of Fellows participates in four sustainable agriculture seminars over a two year period. The four seminars will be rotated in the four regions. To this date, five seminars have been held and we have just begun our second rotation of seminars with our third round of SARE Fellows. Fellows have visited Arizona, New Jersey/Pennsylvania, Georgia/South Carolina, Wisconsin/Iowa, and eastern Washington. A seminar is planned for this fall in Maine.

Travel costs to all four seminars and tours are covered by USDA SARE. In addition to the educational opportunity, successful participants of the Fellows Program receive a USDA SARE library courtesy of the Sustainable Agriculture Network (SAN) in Washington, DC, and a \$1,500 stipend to be used for program support, materials or hardware after completing the entire two year program. Before the completion of the fellowship, each participant will be expected to conduct an educational or research program in their home state discussing or exploring some element of sustainable agriculture.

The first round of SARE Fellows that were selected 2007 will be giving a presentation of their experiences at the SARE Fellows Brown Bag lunch presentation on Tuesday, July 13, 11:45 to 1:15 pm. The presentation will be given by Adam Hady of Wisconsin, Walt Bumgarner of Pennsylvania, and Ronnie Barrentine of Georgia. The new round of SARE Fellows will also be recognized at this event. This event is sponsored by USDA SARE.

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

It has been a pleasure serving as the National Chair for the Sustainable Agriculture committee this past year. The regional vice-chairs and others on the committee have been instrumental in getting things

done. I want to thank them. Unfortunately, I will have to end my term as National Chair early, as I am leaving Extension for other opportunities prior to the AM/PIC meeting in Tulsa. NACAA has been a great organization to work with and has provided me great professional development opportunities.

The Sustainable Agriculture Committee looks forward to future experiences and successful outcomes from the Sustainable Agriculture programs through this valuable partnership with NACAA and USDA/SARE. Everyone involved in this NACAA program would like to give a special thank you to USDA SARE and in particular Kim Kroll, Associate Director of the USDA SARE Program for the tremendous support we have had and look forward to continuing for many years to come.

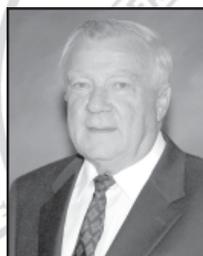
NACAA Journal **Chair** **Mickey Cummings** **Georgia**



The NACAA Electronic Journal Committee appreciates the submissions from NACAA Members. The total number of submissions was 26 papers. Twenty Four Papers were accepted for publication.

It has been my pleasure to chair this committee for the last couple of years. I will continue to serve the committee and NACAA as a reviewer. I will also work closely with Stephen Brown of Alaska, the incoming chair, to make sure that NACAA Members have a venue for publishing their research and demonstration work. Thanks for this great opportunity!

NACAA Life Member **Chair** **Elmer Olsen** **Ohio**



The Life Member committee is responsible for coordinating programs and activities with the chairman of the NACAA Annual Meeting Life Member committee. My hat goes off to Ron Vick this years Chairman for all the hard work he has done in preparing for this years meeting.

One of the major events of our business meeting is a Memorial Service for NACAA Life Members who have passed away since last year's meeting. This year we will recognize 83 former colleagues who are no longer with us but, who affected the lives of thousands of families. This program would not be successful without the determination of our four Vice Chairs. Don Smucker - North Central Region, Micky Fourakers - Southern Region, J. Lee Miller - North East Region and Mike Stoltz - Western Region. It seems to be getting more and more difficult to get responses from state life member chairs. We urge state presidents to select individuals who are interested in Life Member activities.

Just as membership is declining among active educators, the same holds true for the number of Life Members attending the AM/PIC. I had intended to survey life members this year, but it was one of the projects that fell through the cracks.

In closing I want to thank the NACAA Board for the support of the Life Member program. We realize most years we do not have a sponsor for our entire program at the Annual Meeting. We appreciate all you do for us and as retired agents we are always ready to assist in any way possible.

Special Assignments

Electronics **Communications** **Coordinator** **John Dorner, IV** **North Carolina**



My goal as the Electronic Communications Coordinator has been to improve communications and information sharing among the officers, committees and members of the NACAA.

One of the biggest obstacles we have to good communications and effective committee work is keeping the database up-to-date. **It is imperative that every state keep their list of officers and committee chairs current.** One problem we had again this year was getting awards approved by the state committee chairs because the state chairs were not identified in the database. The state committee chairs must be identified in the database in order to be able to select the state award winners. This applies to more than just the Recognition and Awards committee. If you are applying for an award, make sure your state has the appropriate committee chair identified in the database - or your application won't be able to be selected as a state, region or national winner. The state presidents and people with administrative access to the database (www.nacaa.com/members/member_access.php) for each state can update this information.

The national and regional chairs need to communicate with the state chairs and if that information is not in the database, nobody can do their job.

On a positive note, the member database continues to grow in functionality and the kinds of reports that you can get out of it. The awards, posters, presentation and journal have all had significant upgrades since the last AM/PIC. This year there were 26 journal submissions, 144 poster submissions, 102 presentation proposals, and 946 award applications - all online!

There is still a lot of room for improvement and we plan to continue improving both the database and the web site this next year. Our plan is to completely update the look of the website in 2010.

I'd like to ask each member to make sure your contact information is correct by going to: http://www.nacaa.com/members/member_edit.php (or click on Edit Member Information) from the Member Database page.

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

Journal of Extension **Keith Mickler** **Georgia**



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

Currently I serve on the Joe Executive committee as treasurer. A major element of JOE board members is the marketing of JOE and to make sure you know who JOE is. One way to accomplish this is to have the JOE and Job Bank displays at all national extension association meetings. You will find the JOE and Job Bank booth while in Tulsa.

With that said I will say publishing in JOE is not an easy task nor should it be. All JOE submissions are double blind peer reviewed with high editorial standards and scholarly rigor expected of all papers and reviewers. Should your paper be published in JOE consider that a mammoth achievement toward promotion.

As of May 31, 2010, 120 submissions were received and reviewed with 9% being rejected as unsuitable for JOE, 55% returned to author for revision and 36% accepted review and publication. Currently there are 122 accepted submissions waiting to be published. JOE is published six times per year.

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

The JOE web site had been redesigned for a little over a year with a much improved readability interface. Check it out at <http://joe.org> I think you will like what you see it.

In the very near future the National Job Bank redesign will be unveiled. The new site will allow the job seeker to post resumes and cover letters for potential employers to search through and find key people for positions they wish to fill.

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

Executive Director

Scott Hawbaker
Illinois



It's hard to believe that it's been only 10 months since our AM/PIC in Portland, Oregon...and what a year (10 months) it's been. Stan Moore and I were successful in once again securing a significant number of sponsors/donors/partners for the 2010 AM/PIC. Thank you to our partners for once again supporting NACAA. Your support is vital to making our meeting affordable and rewarding for everyone.

I continue to do my very best to "hold down the fort" at the NACAA headquarters office in Illinois. My goal is to provide the service that NACAA members deserve and need. I enjoy working with each of you when you have a question or concern regarding NACAA policy and procedures, please feel free to call the office at (217) 794-3700, send a fax to (217) 794-5901 or email me at nacaemail@aol.com

2010 American/World Agriculture Award Recipient

Dr. Robert Totusek

The Oklahoma Association of Extension Agriculture Agents is proud to have nominated Dr. Robert "Bob" Totusek for the NACAA 2010 Service to American/World Agriculture Award.

Dr. Totusek joined the Animal Science faculty at Oklahoma State University in 1952 where he spent a highly productive 38 year career in teaching, research, extension, and administration. It was his service to OSU as Animal Science Department Head that set him apart as a leader and innovator in the livestock industry. During his tenure the department flourished in every way, including faculty positions, new buildings, and increased enrollment. He greatly increased the supportive attitude toward the department in terms of time, talent, and financial gifts which has subsequently developed a strong, devoted alumni following.

Dr. Bob Totusek was born and reared on a livestock and wheat farm in north central Oklahoma. He attended Oklahoma A&M College and received the B.S. degree in 1949. Bob was a member of both the Oklahoma A&M Meats and Livestock Judging Teams - the latter of which won the International Intercollegiate Livestock Judging Contest in Chicago in 1948. He was awarded M.S. and Ph.D. degrees by Purdue University in 1950 and 1952, respectively.

As OSU Livestock Judging Team coach from 1953 to 1961, his teams won 10 national and international contests. Many of his students have advanced to positions of leadership in the livestock industry in Oklahoma and nationally.

Judging beef cattle at state, national and international livestock shows and expositions in 24 different states and in three foreign countries had a great impact on genetic selection of beef cattle for the entire industry. In the 1960s, Dr. Totusek emphasized a movement from fatter, slow-growing cattle to leaner, larger, faster-growing cattle. When the pendulum swung too far to extremely large cattle, he recognized the need to identify the moderate type needed by the industry and facilitated a National Steer Symposium at OSU in 1982.

His beef cattle research efforts focused on eleven major research projects which he designed and conducted between 1952 and 1976. These projects resulted in a total of 223 publications and contributed materially to new technology and methodology in cattle management and nutrition. He presented important research results, emphasizing profitability and pointing out not every practice which increased production increased profit. Dr. Totusek developed and adopted a technique for evaluating every new practice identified by research with a cost-return analysis.



Dr. Robert Totusek

Dr. Totusek conducted research that had international applications as evidenced by request for scientific publications, research results, and copies of presentation information especially in the areas of supplementation of beef cattle grazing low-quality forages and optimum size and milk production for beef cows.

Dr. Totusek conducted seminars, presented talks, and evaluated beef production in Italy, Guatemala, Columbia, Mexico and Canada. He also traveled to and consulted on animal agriculture in Scotland, England, Holland, Germany, Switzerland, Denmark, Sweden, and Norway.

The most lasting impact made by any educator is in the people they nurture. During his tenure as Animal Science Department Head, Dr. Totusek hired more than 30 young faculty members. He was unfailingly supportive, encouraged excellence, capitalized on the individual's strengths and recognized professional excellence.

NACAA NATIONAL DONORS FOR 2010 AM/PIC

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2011
Overland Park, Kansas..... August 7-11

2013
Pittsburgh, PA (Galaxy IV).....Sept. 15-22

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