

The County Agent

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THE NATIONAL ASSOCIATION
OF COUNTY AGRICULTURAL AGENTS

Volume LXXIV No. 3 October, 2013

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

From Bridges to Bays; The Old and the New

What an incredible journey we have made together during the last year. NACAA has a long-standing and deeply-held tradition of providing first class professional development opportunities and recognition of excellence among our members during our Annual Meeting and Professional Improvement Conference (AM/PIC). However, after 97 years of traditional meetings, we broke out and blazed a new trail into the unknown.

In 2009, the NACAA Voting Delegates chose to break from our traditional AM/PIC setting and join as a full partner in the Galaxy-IV Conference; an assembly of all six Extension professional organizations under the Joint Council of Extension Professionals umbrella. Although NACAA joined as a full partner in Galaxy-III, this fourth gathering marked the first time in 98 years for NACAA to set aside the traditional AM/PIC and unite with our sister JCEP organizations to offer one integrated professional improvement conference.

The Galaxy theme was "Bridging the Centuries, A New Era for Extension" kicking off the celebration for the 100-year anniversary of the Smith-Lever Act. The conference featured three outstanding Keynote and Capstone speakers (Dr. Lowell Catlett, Dean of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University; Dr. Bruce McPheron, Vice President for Agricultural Administration and Dean of the College of Food, Agricultural, and Environmental Sciences at The Ohio State University and United States Secretary of Agriculture Tom Vilsack.)

While Dr. Catlett used humor to demonstrate no one can accurately predict the future, all three speakers outlined compelling reasons why Cooperative Extension will be vital for agricultural production, health and nutrition education, youth leadership development and community development as we enter the second century of Smith-Lever.

Secretary Vilsack noted the growing demand for locally produced food sourcing for citizens who want to know where their food comes from and the farmer who produces it. Cooperative Extension agents have unique and proven skills to help small-scale farmers and the consumers they service with sound, research-based science. No different than the way Extension



NACAA President
Henry D. Dorrough with Paula Burke

helped move "conventional" agriculture to meet the nutritional needs of a growing world population over the last 99 years.

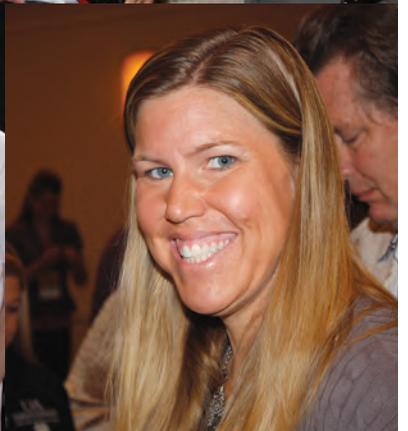
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2013 NACAA Board of Directors

Front Row (L-R) Alan Galloway, Treasurer, Tennessee; Cynthia Gregg, Vice President, Virginia; Henry Dorrough, President, Alabama; Mike Hogan, President-Elect, Ohio; Paul Craig, Past President, Pennsylvania; Richard Fechter, Secretary, Kansas; Back Row (L-R) Mark Nelson, Western Region Director, Utah; Bradley Brummond, North Central Region Director, North Dakota; Gene McAvoy, Southern Region Director, Florida; Peter Nitzsche, Northeast Region Director, New Jersey; Mike Heimer, Southern Region Director, Texas; Chuck Otte, Policy Chair, Kansas.

REFLECTIONS OF PITTSBURGH



President's Column

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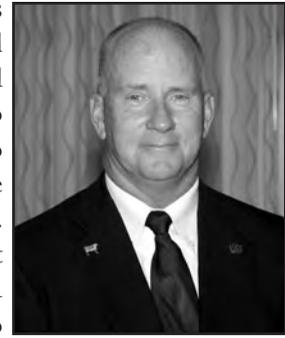
While he positioned the spotlight on "local" food production, Secretary Vilsack reinforced the importance of traditional agriculture with respect to meeting global food demands. In doing so, he mentioned opportunities for Land Grant Universities and Extension to deliver research and education to American farmers who want to meet those demands, as well as programs to assist other countries with efforts to produce more food from their own domestic resources.

The Pennsylvania Association of County Agricultural Agents joined by their Northeast colleagues took on the task of spearheading the NACAA portion of the conference. Their task was none too small as they endeavored to offer as much NACAA tradition as could be allowed within the constraints of the Galaxy schedule. In addition to coordinating life member, spouse and youth activities for the week, they offered tours that included an incredible showcase of Pennsylvania agriculture and many other attractions. I even heard one tour was very "spirited!" Thank you PACAA!

The success of NACAA's participation in Galaxy-IV was acutely linked to the dedicated work of many individuals who were charged with integrating NACAA tradition into a massive new scheduling model. NACAA appointments Mark Tucker (NC), Andy Londo (OH) and Karen Vines (PA) served our organization proudly on the Galaxy-IV Steering Committee. Our very own Chuck Schwartau (MN) took the helm of that committee and piloted the group to a new course never seen before in the history of JCEP Galaxy events.

Once the skeletal framework was created, 80 NACAA council and committee chairs and vice-chairs began the traditional task of reviewing applications for oral and poster presentations as

well as the selection of winners from the large volume of award applicants. Not so traditional were their collective efforts to assimilate their selections into the matrix provided by the Galaxy-IV Steering Committee. And as if their chores were not challenging enough, NACAA committee members also volunteered to moderate all of the NACAA concurrent sessions and others where volunteers were needed.



NACAA President
Henry D. Dorough

Another shining example of NACAA committee members stepping up to the leadership plate was the NACAA Scholarship Committee volunteering their expertise for the Galaxy auction by participating in planning meetings, providing auctioneers, bid-spotters and tellers and assisting with the organization of silent and live auction items.

During the conference 84 NACAA members presented 60 professional improvement sessions totaling 30 hours of talks. Three super seminars (2-hours each) offered more in-depth training on "Preparing Farm Families for Disasters", "Using Mobile Devices to Enhance Extension Efforts" and "Essentials for Conducting On-Farm Research." The session on mobile devices was a joint partnership between NACAA and ESP and had over 200 Galaxy participants in attendance.

NACAA members participating in the Galaxy conference were able to present their successful programs and share ideas with a larger and more diverse crowd of Extension
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President's Column

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educators from across the country. Equally, our members were able to learn through presentations provided by our sister organizations.

Twenty-six national winners and 76 national finalists were recognized by NACAA for excellence in their programs. The NACAA Hall of Fame award was presented to four very deserving individuals: Robert Miller (MD), Mickey Fourakers (GA), W. Doug Warnock (WA) and Randy Knapp (WI). And to top it all off, 57 members with less than 10 years of service received the Achievement Award and 59 members received our highest honor: the Distinguished Service Award.

All in all, Galaxy-IV was a successful event because PACAA and NACAA leaders and committee members rose to many challenges, met them head-on and pushed through all expectations in order to meet the needs of our members in attendance. Our membership deserves credit as well. With PACAA carrying our banner NACAA recorded the second highest attendance of the six organizations represented.

I cannot express my appreciation deeply enough for the dedication and team spirit demonstrated by everyone engaged in NACAA's participation in the Galaxy-IV Conference. I know I speak for the entire NACAA Board of Directors when saying Thank You to everyone involved! Job Well Done!

A couple of years ago NACAA President Phil Pratt from Oklahoma began sort of a tradition of using a key word to guide this organization. His word was Sustainability, signaling the importance of sustaining our membership in a period when we were experiencing about 10% attrition annually. Stan More challenged us to Share our NACAA experience with administrators, new agents, and other non-members that this organization is very beneficial to the Extension system and for career advancement of agents. Paul Wigley used the word Relevance and challenged the organization's leaders to look at new ways of doing business to ensure NACAA is relevant to a new generation of Extension professionals. Last year, Paul Craig's word was Reflective, noting the importance of reflecting on where we have been, what we have accomplished and how that influences how and where we go in the future.

As we work to be relevant to the entire membership and reflect on the lessons we have learned from our historical journey through the past 98 years as an organization, we will now begin to chart our direction for the next century. In doing so, we need to ensure we are INCLUSIVE of all agricultural Extension professionals.

To borrow a phrase from Auburn's new head football coach: "it's a new day." We have a diverse organization and I believe we have made great strides in encouraging leadership opportunities for ALL members of this great association. But, are we in each of our states inclusive of all our colleagues, especially those from our sister 1890 and 1994 programs?

It's a new day. A new century awaits Cooperative Extension and NACAA can lead the path to success. We need to open our doors wide and become the model of diversity for all Extension professional organizations. If we lead, others will follow and NACAA will be better as a result. So as we Reflect on the trail we have journeyed, Share our successes, focus on our Relevance and strive to become more Inclusive to all of our members and potential members, not only will NACAA be Sustainable but our association will grow in more ways than just membership numbers.

As we now close NACAA's Galaxy-IV chapter, another "first" is on the horizon for our association. Through the past 98 years, the State of Alabama has never played host to an NACAA AM/PIC. That's about to change.

The Alabama Association of County Agricultural Agents & Specialists is hard at work blazing new trails to the Port City of Mobile, nestled at the convergence of the Mobile Delta and Mobile Bay; a diverse gateway to an abundance of agriculture, natural resources, outdoor adventures, tourism and international trade.

My Alabama colleagues are working diligently to ensure your trip to Mobile will be full of new and exciting scenery and provide memories to last a lifetime. They eagerly await your arrival.

I look forward to serving as your president in the coming year and hope to greet each of you July 20 – 24, 2014, in Mobile, AL.



"Discover Our Southern Charm"

2014 4-H Talent Revue

The 2014 National Association of County Agricultural Agents (NACAA) Annual Meeting and Professional Improvement Conference (AM/PIC) in Mobile, AL is looking forward to having you in attendance! And we are hoping that you will have 4-H'ers that you would like to "show off" in the annual 4-H Talent Revue at the 2014 AM/PIC! We need your help to make this a truly great 4-H Talent Revue!

Printed below is an entry form I am asking that you share with your 4-H members that would want to participate in the 4-H Talent Revue during the meeting. Entry forms will also be linked on the website: tinyurl.com/4HRevueForm. The 4-H member(s) would need to arrive in Mobile on Saturday July 19, 2014 and would be available to depart on Tuesday, July 22, 2014. The 4-H Talent Revue will be held on Monday, July 21. The entry form and accompanying audition video is due to back to me at the address above NO LATER than December 10, 2013. The 4-H Talent Revue committee will review the audition tapes and notify those acts that are selected by January 10, 2014 so that everyone can make appropriate travel plans.

Acts that are selected and desire to fly to Mobile will be reimbursed for air fare and motel rooms for one adult chaperone and the 4-H member(s). Those acts which choose to drive will be reimbursed for actual fuel costs and motel rooms for one adult chaperone and the 4-H member(s). The committee is looking forward to putting together a fun and entertaining evening for the 2014 meeting. Please help us by sharing this information with your 4-H families.

If you have any questions or concerns you may contact me, Tammy Powell, at (334) 735-2115 or (334) 268-1353 or poweltc@auburn.edu or Grant Lyons at (334) 566-0985 or (334) 465-1313 or gpl0002@aces.edu or Heath Wesley at (334) 775-3284 or (334) 321-1584 or bhw0004@aces.edu.

Thank you for sharing and promoting this opportunity to your 4-H members!

Tammy Powell
Retired County Extension Coordinator
(334) 735-2115 or (334) 268-1353
poweltc@auburn.edu



2014 NACAA 4-H Talent Revue Official Entry Form Due: December 10, 2013



Return to: **Tammy Powell, 1962 County Road 5511, Troy, AL 36081**
or by e-mail to poweltc@auburn.edu

Name: _____
Address: _____ City: _____
State: _____ Zip: _____

Phone: _____

Name(s) and age(s) of participant(s):

TYPE OF ACT:
Vocal _____ Instruments _____ Dance _____ Skit/Comedy Routine _____ Other _____
Describe Other _____

Note: Only one entry per VHS videotape or DVD. For final performance, act must be limited to five minutes, and will be the same act with which you auditioned. You or your group must be current 4-H members in your state to be eligible to participate in the audition and the 4-H Talent Revue. ALL tapes will become the possession of the NACAA 4-H Talent Revue and will not be returned.

Parent/Guardian: _____ Telephone: _____

Fax: _____ Email: _____

Extension Agent/Educator: _____ Telephone: _____

Fax: _____ Email: _____

Selected entries and alternate acts will be notified on or about January 10, 2014.

NACAA Professional Excellence Poster Competition

Applied Research National Winners



1st Place

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

Lizabeth Stahl, University of Minnesota Extension
 Jeffrey Coulter, University of Minnesota Extension
 Seth Naeve, University of Minnesota Extension
 Steve Quiring, University of Minnesota Extension
 Tom Hoverstad, University of Minnesota Extension

In a twin-row system, crops are planted in row pairs six to eight inches apart, while 30 inches separates the center of the row pairs. It has been theorized that planting crops in twin rows may result in higher yields since plants are spaced more equidistantly, compared to when crops are planted in 30-inch rows. This study was initiated to determine:

1. if corn (*Zea mays*) and/or soybean (*Glycine max*) yield could be increased by planting in twin-rows compared to 30-inch rows and
2. if the response to planting population differs in twin rows compared to 30-inch rows.

Replicated trials were established by Welcome (2010 to 2012) and Wilmont, MN (2010 and 2011) with two producers who had been planting crops in twin rows for a number of years. Twin rows were compared to 30-inch rows at 3 planting populations in corn (33,000, 38,000, and 43,000 live seeds/ac) and soybean (100,000, 140,000, and 180,000 live seeds/ac). Stand counts were taken after emergence in both crops and again in soybean prior to harvest to determine percent stand loss. At harvest, grain yield and moisture were recorded for both crops and stalk lodging and test weight were also recorded for corn.

Results were analyzed by ANOVA and means separated by using Fisher's Protected LSD at the 0.05 significance level. Soybean yield was not affected by row spacing or the interaction between row spacing and population. Corn yield was affected by row spacing one of five site years, where the greatest yields were found in twin rows at the highest population. These results are similar to previous trials conducted in southern Minnesota in 2003 and 2004 where no clear yield advantage was observed for corn or soybeans planted in twin rows compared to 30-inch rows.

2nd Place

(Photo Unavailable)

INVESTIGATION TO DETERMINE EXPOSURE OF URBAN BACKYARD GARDENERS TO HEAVY METAL CONTAMINANTS

Michele Bakacs, Rutgers New Jersey Agricultural Experiment Station Cooperative Extension
 Carol Baillie, Rutgers New Jersey Agricultural Experiment Station Cooperative Extension
 Brian Buckley, Rutgers University, Environmental and Occupational Health Sciences Institute
 Beth Ravit, Rutgers University, Center for Urban Environmental Sustainability

Urban soils often have high lead (Pb) levels due to contamination from lead based paint, and emissions from leaded gasoline. The consumption of produce grown in Pb contaminated soil may pose a health risk to urban gardeners. In New Brunswick, New Jersey many Latino immigrants grow culturally important vegetables and herbs directly in the soil of their yards. Soil testing on these backyard gardens has shown significant Pb contamination. However, Pb bioavailability under local soil conditions is not known, nor is the rate that popular herbs and vegetables are taking up Pb. In light of the potential health risks associated with Pb, it is important to understand what chronic long-term dietary Pb exposure New Brunswick gardeners may be experiencing. In 2012, Rutgers researchers, in collaboration with local community groups, began to investigate Pb uptake rates of locally popular garden produce and develop a human risk assessment based on a typical New Brunswick Latino diet. Utilizing contaminated soil from five New Brunswick backyards, three popular herbs (papalo, ruda, and cilantro) and two popular vegetables (chile de arbol and tomatillo) were planted in the Rutgers greenhouses. Three pots per species were planted using soil from the same yard. Two plants of each species were also planted in pots using control soil (soil from a New Brunswick yard with low lead concentrations). Plant tissue analysis was conducted to determine lead uptake by individual species. Results of the lead uptake analysis will be presented. Next steps include developing a dietary

risk assessment based on typical consumption of the popular foods composed of the herbs and vegetables analyzed. The risk analysis will be used to develop best gardening practices that minimize potential Pb exposure through various ingestion pathways. Lead contaminated garden soil is a ubiquitous problem in urban communities across the nation. Other Extension professionals that deal with lead education and remediating urban garden sites will benefit from learning about the results of this research project as well as the methodology used to determine risk associated with gardening in contaminated soils. Extension agents need to insure that we are developing programming and research projects that address the changing demographics within our communities. This research project aims to help develop Extension programming that will educate the Latino immigrant community on safe gardening practices, thereby relating directly to the new era of Extension theme of the Galaxy meeting.

3rd Place



ORGANIC HEIRLOOM TOMATO VARIETY TRIAL

Maria Restrepo, Purdue Extension
 Valerie Clingerman, Purdue Extension
 Dan Egel, Purdue Extension
 James Monroe, Purdue Extension
 Dennis Nowaskie, Purdue Extension
 Shubin Saha, Purdue Extension
 Hans Schmitz, Purdue Extension
 Larry Sutterer, Purdue Extension

Extension personnel strive to provide information the agricultural industry needs to maintain profitability. There is an increasing demand for information regarding organic crop production. Sales of organic food in the U.S. increased from \$1 billion in 1990 to \$26.7 billion in 2010 . There is also a trend of increasing popularity of heirloom vegetable cultivars, particularly tomatoes (Jordon, 2007). Based on this and the general small amount of scientific literature available on this topic, there is certainly a need for additional

information. In particular, there is a need for practical production information for a growing industry. Since 2006, Purdue University has maintained one acre of certified organic production at the Southwest Purdue Agricultural Center in Vincennes, IN. Nine heirloom tomato cultivars were evaluated for yield, plant vigor, and disease resistance. As a control, a tenth cultivar, a hybrid, was used for comparison. The experiment was randomized complete block design with 4 replications. Data gathered includes yield, plant vigor, and disease incidence/severity. The hybrid, Martha Washington, had greater yield (117.5 lbs/plot) and total fruit number (261.8 fruit/plot) over the entire season as compared to any of the heirloom varieties (Table 1). This was an anticipated outcome as the heirloom tomato varieties are grown for their fruit quality characteristics as opposed to yield. Increased yield is frequently one benefit of using hybrids. However lower yields of heirlooms can be offset by higher prices as the current demand for them exceeds the supply in most areas (UK CES, 2009). Fruit of Martha Washington were smaller than most of the varieties in the trial (Table 1). Amongst the heirloom varieties, Rose had greater yield (69.8 lbs/plot) than five of the other eight varieties but a similar trend was not present in the total number of marketable fruit (80.8 fruit/plot) (Table 1). The lower fruit number of Rose while having high yield is likely a result of the large average fruit weight (0.85 lbs) (Table 1). Other varieties not significantly different with respect to yield as compared to Rose include: Brandywine, Pruden's Purple, and Moskvich. Although there are statistical differences amongst varieties regarding yield, it is apparent that heirloom vegetables varieties selected for cultivation are not chosen solely based on yield. In fact the fruit quality, including taste, color, and texture are more important. Having a diverse selection of tomatoes to sell as a commercial producer might be a better marketing option. If looking for both a combination of yield and for an organically produced tomato, the aforementioned varieties could be possible options.

Regional Finalists:

Chris Bruynis, OH
 Caragh Fitzgerald, MA
 Gene McAvoy, FL
 Aaron Esser, WA

Honorable Mention

K. Scott Jensen, ID
 Mena Hautau, PA
 Wes Smith, GA
 Thaddeus Gourd, CO

**Extension Education
National Winners**

1st Place



PROGRESSIVE RANCHER FORUM USED TO DISSEMINATE INFORMATION STATEWIDE

Kellie Chichester, University of Wyoming Extension

For more than 10 years, University of Wyoming Extension has provided educational opportunities for participants of the Wyoming Stock Growers Association’s winter convention. The convention draws members from all four corners of the state. Many producers, ranchers, farmers and those passionate about agriculture get together in December for the opportunity to exchange and collect new ideas and visit with old friends. Planning for the Progressive Rancher Forum is done by a team of Educators. The forum is divided into five concurrent sessions with four presentations each, filled with tools to help livestock producers meet their needs. Participants were asked to rate the educational value of the Progressive Rancher Forum. Fifty-seven percent of the respondents (n=113) indicated the forum was highly valuable and 36% indicated it was moderately valuable. As a result of attending the forum, 52% indicated they would try one new idea learned at the forum, additionally, 12% and 13% said they would change a production practice that would decrease production costs and increase production, respectively. Of those responding, 98% indicated they would share information from the forum with others. The results will be used to offer direction to future Forums and also provide educational opportunities throughout the state during the year.

2nd Place



THE PENN STATE PESTICIDE EDUCATION PROGRAM’S OUTREACH FOR A NEW ERA

Christina Becker, Penn State Extension

Nationwide, poison centers annually report a high-rate of accidental poisonings in children less than 6 years of age. A first grade poison prevention educational lesson was developed to address this critical health concern using the PA State School Curriculum Standards for 1st grade. The standards list the importance of learning what a chemical is, what toxicity means, ways to prevent accidental poisonings, and identifying the signs and symbols to prevent accidental poisonings. The lesson provides required information to school-aged students and their teachers that meets the yearly curriculum requirements in health, safety and environmental education. Additionally, the lesson presents an opportunity to indirectly reach younger children and parents in the home through information sharing. The curriculum learning objectives teach the importance of preventing poisonings, safe practices to prevent accidental poisonings, and what to do if an accidental poisoning is suspected or has occurred. The targeted lesson outcomes were to increase the use of safe practices at home and to teach younger siblings and friends to identify, and stay away from, anything that has the poison symbol (Mr. Yuk) placed on it. The program implementation month is March to coincide with the National Poison Prevention Awareness program. The outreach program encourages first grade students to disseminate the poison prevention information to their parents/guardians by completing a homework assignment with them. They are asked to list 10 products in their home that have a signal word and place a Mr. Yuk sticker on it. The students are also encouraged to “teach” their younger family members and friends the importance of staying away from anything that contains the poison symbol. The outreach program has grown tremendously over the

past three years—from 9 counties and 900 students to 22 counties and 8,200 students. The success of the program is the ease of implementing it. The outreach program is made available for use to county Master Gardener programs and high school Agriculture and gifted students. Those interested in using the program contact schools to schedule the 35 minute presentations. Presenters are provided lesson plans, large posters, teacher packets (including a classroom poster, activity book, and evaluation information), and parental packets (including a letter about the presentation, a homework assignment, Mr. Yuk Stickers, and an activity sheet for the student. Program evaluation was conducted with students and their parents as well as with outreach educators. A family homework assignment was designed to be returned and used as an evaluative tool. Data indicates families are using the educational information at home by incorporating safe practices. Classroom teacher evaluations were conducted through an electronic survey. Over ninety-five percent of the teachers indicated the lesson to be a valuable addition to their curriculum.

3rd Place



WSU MEAT ANIMAL EVALUATION, ANALYSIS AND TECHNOLOGY TEAM: ADDING VALUE TO MEAT PRODUCTS FROM FARM TO TABLE

Mark Heitstuman, Washington State University Extension
 Jan Busboom, Washington State University Extension
 Susan Kerr, Washington State University Extension
 J. Shannon Neibergs, Washington State University Extension
 Mark Nelson, Washington State University Extension
 Janet Schmidt, Washington State University Extension
 Sarah Smith, Washington State University Extension

Meat Animal Production is significant to the economy of the State of Washington. According to 2011 data, cattle ranked 6th and eggs ranked 12th in total commodity

value. Due to Washington's location on the Pacific Rim, the state exports meat products throughout the world. From niche producers to large scale commercial operators and packing plants- individuals are seeking information to gain a better understanding of food production from farm to table. Since 2006, the Washington State University Meat Animal Evaluation, Analysis and Technology (MEAT) Team has addressed the need to provide state-of-the-art food production information through beef, lamb, pork and poultry education programs. 300-level programs provide 30-hours of hands-on instruction addressing production, processing, distribution and merchandizing of livestock and meat products. 200-level programs are condensed 1.5-day versions of the advanced 300-level programs and are held throughout Washington. 100-level programs provide basic information and target beginning livestock producers and youth. Unique facets of the 200 and 300-level programs include teams processing a quarter or half of beef, lamb or pork into wholesale and retail cuts; and a session led by the WSU Executive Chef pairing meat products with wine and other beverages. All MEAT Team programs focus on adding value to meat products at the farm/feedlot, processor and retail levels. Innovative producers, industry leaders, and Extension faculty from WSU, Oregon State University and the University of Idaho use the latest technologies and research to address critical and emerging issues, regulations and quality standards. Topics discussed during each program include: Marketing, Live Animal and Carcass Evaluation, Fabrication/Processing, Food Safety and Taste, and Adding Value to Products. Over 350 individuals have participated in MEAT Team trainings. Evaluations indicate that participants have increased their marketing skills by 86%, increased their live animal and carcass evaluation skills by 87%, and increased their understanding of food safety and quality assurance by 100%. Seventy-three percent of survey respondents said that the programs positively impacted the economic status of their operations. Plans for 2013 are to offer programs in Spanish; and to develop on-line learning modules to provide additional information to beginning and small farm producers. MEAT Team members are also available to provide training, technical assistance and notebooks/resource materials to other Land-grant universities interested in replicating these successful programs.

Regional Finalists:

Susanne Mills-Wasniak, OH
 Amy Rowe, NJ
 Cindy Ham, AR
 Katie Wagner, UT

Honorable Mention:

Sandra Frost, WY
 Lindsay Chichester, NE
 Rick Gibson, AZ
 Mike Haberland, NY

2013 COMMUNICATIONS AWARDS

AUDIO RECORDING



NATIONAL WINNER

“HOW TO LAY SOD”

Glover, T.A.*¹

¹ County Extension Coordinator, Alabama Cooperative Extension System, Cullman, AL, 35055

This program on "How to Lay Sod" aired on May 11, 2012 at 2:00 pm on WTSU in Montgomery, Al. The program is taped in two locations using the software program Audacity. The author tapes his portion in his office in Cullman, Al and the interviewer (Maggie Lawrence) tapes her portion at Auburn University. The author emails his portion to the interviewer who splices it together.

<https://sites.aces.edu/group/backyardwisdom/Current%20Backyard%20Wisdom%20Podcasts/BYW%20May%2011%20Glover%20Laying%20Sod%20Archives.mp3>

BOUND BOOK



NATIONAL WINNER

WILDFLOWERS OF THE MOUNTAIN WEST

Anderson, R.*¹, Goodspeed, J.L.², Gunnell, J.³

¹ Utah State University, Kaysville, UT, 84037

² Horticulture Associate Professor, Utah State University Extension, Kaysville, UT, 84037

³ Horticulture Associate Professor, Utah State University Extension, Salt Lake City, UT, 84114

Some texts are technical, specific to a field of study or discipline and comprehensive in nature, while others are more general making them easier to use. Wildflowers of the Mountain West is a field guide that, over a three year period, was investigated at a very technical, taxonomical level by Utah State University Extension horticulturists, and then compiled and presented to the public as an easy to follow, non-technical publication for those who may not have technical horticultural training. The authors' approach to the field guide, along with their methodology can be applied to publications across a variety of different disciplines.

COMPUTER GENERATED GRAPHICS PRESENTATION

NATIONAL WINNER

ROW CROP DISEASE CONCERNS

Strunk, C.L.*¹

¹ Plant Pathology Field Specialist, SDSU Extension, Sioux Falls, SD, 57103

This computer generated graphics presentation was developed for the South Dakota AgXchange in field event held at the Oahe Speedway in Sully County, SD June 28 & 29, 2012.



This program was geared towards crop producers and the objective was to provide information concerning Row Crop Disease Concerns. 20 crop producers attended this presentation.

Topics covered in this presentation included: How to differentiate between fungal, bacterial, and viral infections, How to identify Soybean Cyst Nematode, Sudden Death Syndrome, and Goss's Bacterial Blight & Wilt (a disease observed in a lot of SD corn fields in 2011).

Scouting for soybean pests is important not only for proper pest detection but also for prevention. Soybean cyst nematode (SCN) is a major pest of soybeans in the world and in South Dakota. Soil sampling for SCN is extremely important in managing this pest. SCN can silently rob soybean yield without showing symptoms. Sudden death syndrome (SDS) is gaining interest as producers in Minnesota are battling this soybean disease. Minnesota counties which have detected SDS are touching counties in South Dakota. While, Goss's Wilt has started to reduce yield in South Dakota corn fields.

Advertisement for the program occurred on SD AgXchange's website (www.sdagxchange.com), SDSU Extension's iGrow platform (www.igrow.org), direct mail brochures to producers, and a news release prior to the event. The computer generated graphics presentation (PowerPoint) was produced in Microsoft PowerPoint 2010 on state equipment. Various font sizes and photos were utilized to draw interest to the presentation.



NATIONAL WINNER

ATTRACTING BIRDS OF PREY FOR RODENT CONTROL

Kerr, S.^{*1}, Ginsberg, A.², Tuck, B.³, Hammond, E.⁴, Hino, J.⁵, Lamson, K.⁶, Omeg, M.⁷, Olson, S.⁸

¹ WSU-Klickitat Co. Extension Director, Washington State University, Goldendale, WA, 98620

² Communication Specialist, Oregon State University Extension & Experiment Station Communications, Corvallis, OR, 97331

³ Extension Regional Administrator for Wasco & Hood River Counties, Oregon, Oregon State University Extension Service, The Dalles, OR, 97058

⁴ Water Quality Specialist, Oregon Department of Agriculture, Bend, OR, 97701

⁵ Communication Specialist, Oregon State University Extension & Experiment Station Communications, Corvallis, OR, 97331

⁶ Conservationist, Wasco County Soil and Water Conservation District, The Dalles, OR, 97058

⁷ Orchardist, Omeg Orchards, The Dalles, OR, 97058

⁸ Conservationist, Wasco County Soil and Water Conservation District, The Dalles, OR, 97058 Fact Sheet: Attracting Birds of Prey for Rodent Control

Attracting Birds of Prey for Rodent Control" (EC 1641; Dec. 2012) was created as part of the Oregon State University Extension Service's online "Living on the Land" educational series for new and small acreage owners. The series addresses issues of concern to new rural landowners such as livestock care, pasture management, environmental issues and so on. To increase accessibility to the target audience, each document in the series has been developed into a two- or three-installment audio file. In both the document and audio file formats, the information is concise and addresses the basics of each topic. For example, Attracting Birds of Prey for Rodent Control

informs small acreage livestock owners about types of raptors to attract, how to attract them, benefits of bird activity and recommendations of sources for detailed information. The short format and online/audio file delivery were designed to fit essential land and livestock management information into the busy lives of new small acreage owners. Authors of the publications in this series include two Extension educators, two soil and water district conservationists, a state department of agriculture water quality specialist and an orchardist. They were assisted by two Extension communication specialists. Both the pdf and audiofiles of *Attracting Birds of Prey* for Rodent Control are available at http://extension.oregonstate.edu/catalog/pdf/ec/ec1641_toc.pdf. The audiofiles were downloaded a total of 152 times in two months and the pdf was downloaded 215 times; users included visitors from five international locations.

FEATURE STORY



NATIONAL WINNER

LAWN INVADERS

Porter, W.*¹

¹ Area Horticulture Agent, Mississippi State University, Meridian, MS, 39301

Mississippi has a great climate for growing plants. Unfortunately, some of the plants that grow are not desirable, especially when they invade our home lawns. This article lists, in a countdown format, the top five problem weeds in Mississippi lawns. The selected weed species were based on calls that I receive in my office. I took all the photographs of the turf weeds with a Sony Cybershot digital camera. Included with each photo were characteristics of the weeds, such as if it were an annual or a perennial and how it reproduced. Following the identification of the weeds, a list of suggested postemergence and preemergent herbicides was given. The article was published in the July/August 2012 edition of Mississippi Gardener magazine. This magazine has a circulation of over 5,500 copies.

LEARNING MODULE



NATIONAL WINNER

BEGINNING FARMER

Stewart, C.*¹, McDermott, L.²

¹ Regional Agriculture Specialist, Cornell University, Johnstown, NY, 12095

² Regional Agriculture Specialist, Cornell Cooperative Extension, Hudson Falls, NY, 12839

The Beginning Farmer course takes students from transplanting to harvest, including information on in-season fertility; integrated pest management including pest ID and control; weed control options; harvesting strategies; and tips for marketing your products.

This course is for serious aspiring farmers or those with at least one growing season of vegetable farming experience.

The bulk of the course is designed as study at your own rate, with discussions, readings, and assignments in MOODLE, a virtual classroom. To add to the experience, webinars are woven into the online interface of the course. This allows students to meet on a weekly basis to learn from outside presenters, ask questions, and collaborate with other participants and the instructor to address farm issues in real time. Webinars are recorded and posted for later viewing.

Students that are applying for a low-interest beginning farmer loan through the USDA Farm Service Agency, can gain borrower training credits as all of the Beginning Farmers are approved to provide credit if students complete all course requirements.

Crystal Stewart and Laura McDermott are Cornell Cooperative Extension Educators serving as regional fruit and vegetable specialists for the Capital District Fruit and Vegetable Team in NY.

Week 1: Using soil tests and vegetable guidelines to tailor your fertility program

Week 2: Weed control options (organic and conventional) for the small farm

Week 3: Integrated pest management: Insect identification and control

Week 4: Integrated pest management: Disease identification and control

Week 5: Harvesting and marketing strategies

NEWSLETTER - INDIVIDUAL



NATIONAL WINNER

DIG IN! EXTENSION HORTICULTURE NEWSLETTER

Agenbroad, A.L.¹

¹ Extension Educator, Horticulture, University of Idaho Canyon

I have been creating Dig In! for five years. It is published in print and online two times per year. It is mailed to over 850 households, and downloaded by several hundred more each year from our county Extension website. Our mailing list grows every time we attend a public event or teach a class to the public.

The newsletter is two parts educational resource, one part marketing tool. I choose timely subjects likely to interest our readers, publicize our upcoming programs, classes and events, and highlight the contributions of our Master Gardener volunteers.

While I generate most of the content and photographs myself, I will also repost timely articles or announcements released by Extension specialists or agency partners, and I have begun soliciting articles from our Advanced Master Gardener volunteers as well.

NEWSLETTER - TEAM



NATIONAL WINNER

EXTENSION GARDENER

Glen, C.*¹

¹ Agriculture Agent - Horticulture, NC Cooperative Extension, Burgaw, NC, 28425

The Extension Gardener team newsletter is a statewide home gardener newsletter written by agents from across North Carolina. Four issues are published each year, with three regional editions of each issue produced (coastal plain/sandhills; piedmont; mountain/foothills). The purpose of the newsletter is to inform gardeners about current gardening tasks, pest issues, and recommended plants, and encourage adoption of best management practices.

During 2012, 48 agents contributed articles to the newsletter, which was managed by a team of six agents serving as editors. Newsletter design and layout is handled by NCSU's Communication Services department. The newsletter is distributed online at <http://www.cals.ncsu.edu/extgardener>. On online evaluation conducted in November 2012 showed that over 80% of participants found the newsletter to be useful, reliable, timely, and easy to understand. Ninety nine percent of evaluation participants reported implementing at least one recommendation from the newsletter during 2012.

PERSONAL COLUMN



NATIONAL WINNER

DAIRY SPOTLIGHT COLUMN

Fultz, S.W.¹

¹Extension Agent, Dairy Science, University of Maryland Extension, Frederick

In 2012, Frederick County Maryland had 103 dairy farms and 14,500 milk cows, making it the top dairy producing county in the state. Annual milk sales exceed \$50 million. Frederick County is also a rapidly growing county with over 236,745 people calling this rural county home. Our new residents enjoy the open space, the site of cows grazing in the pastures, and the smell of fresh cut alfalfa. However, when odors of manure, pesticide drift, or road traveling machinery interfere with their lives, they can become bitter toward agriculture. Dairy Spotlight is a triweekly column for both dairy farmers and the general population with the goal of educating the general public about farming issues, while providing timely information for farmers. Topics are selected for timeliness, interest to the general public, and the ability to help farmers on an issue. The articles are written on this agent's laptop and sent electronically to the paper's farm editor. The average distribution of the Frederick New Post in 2012 was 33,856. No formal evaluation of the impact has been done, but the author regularly receives comments from both farmer and general audiences.

PROGRAM PROMOTIONAL PIECE



NATIONAL WINNER

VICTORY GARDEN SERIES 2013 PROMOTIONAL POSTER

Agenbroad, A.L.*¹

¹ Extension Educator, Horticulture, University of Idaho, Caldwell, ID, 83605 Idaho

In 2009, we created the University of Idaho Extension Idaho Victory Garden Series in Canyon County. The course consists of six classes that prepare families to grow fresh, safe, healthy food and save money doing it. Participants learn about soil, composting, building raised beds, planning a productive vegetable garden, managing insects weeds and diseases, organic basics, gardening with kids, smart watering, container gardening, choosing and caring for fruits and berries, safe home food preservation, storage, backyard chickens and more. Victory Garden classes are very interactive, and taught by University of Idaho Extension faculty, Master Gardener volunteers, Food Safety Advisors & local experts who share their knowledge and skills in home food production. Our course fee is very reasonable and includes a carefully curated resource notebook and copies of relevant University of Idaho Extension publications.

This is the poster I developed for our 2013 program. All photos are from our past classes. This year I experimented by including a QR code that links directly to our Canyon County Extension website. This poster was distributed to local merchants, church bulletin board coordinators, Extension offices in the region and emailed out to our Master Gardener volunteers and former Victory Garden class alumni.

PUBLICATION



NATIONAL WINNER

SPRUCE PROBLEMS (PEST AND CULTURAL) REPORT

Porter, S.K.*¹

¹Plant Diagnostic Outreach Coordinator/Plant Clinic Diagnostician, University of Illinois Extension, Taylorville, IL, 62568

In the past several years, spruce in Illinois have continued to develop disease and pest problems. The U of I Plant Clinic diagnoses hundreds of spruce samples with multiple pest and cultural issues.

Spruces are generally native to cooler regions and are adapted to cold conditions. They prefer full-sun locations with acidic and well-drained soils. Improper planting techniques as well as plantings in inadequate sites can be detrimental to spruce health. When exposed to unfavorable cultural or environmental conditions, spruce can become stressed and more susceptible to diseases and pests.

Porter, in collaboration with other U of I specialists, has recently released a spruce problem report titled Spruce Problems (Pest and Cultural Issues). It includes pictures and brief descriptions of spruce cultural issues as well as the most common disease, insect, and spider mite problems that affect spruce each year in Illinois.

PUBLISHED PHOTO & CAPTION



NATIONAL WINNER

FREEZE FACTORS

England, G.K.¹

¹Extension Agent III, Lake County

To harvest their crop in late March to early May, the optimum marketing window between the end of production in the southern hemisphere and the onset harvest in states such as Georgia and California, Florida producers plant southern highbush blueberry cultivars that flower and fruit in late January and February. Since sub-freezing temperatures are common during this time of year in all major Florida blueberry production regions, a majority of the commercial growers utilize overhead irrigation systems to form a layer of ice on their crop thus helping to maintain susceptible flowers and fruit at a temperature of 32° F which is above the critical value where damage occurs. By acquiring reliable forecasts of potential freezing conditions and gaining knowledge in how to utilize this information in their freeze protection program, growers are able to minimize damage to their crop, reduce operation costs and save water. The article entitled “Freeze Factors” was developed to assist growers in making freeze protection decisions and published in the “Florida Blueberries/Gearing for New Growth” supplement of Florida Grower Magazine (Vol. 105, No. 10) to a circulation of 10,000 and American Fruit Grower (Vol. 132, No. 10) to a circulation of 29,000 readers.

VIDEO PRESENTATION



NATIONAL WINNER

SHARE THE ROAD

Greene, E.A.*¹

¹ Extension Equine Specialist, UVM Extension, University of Vermont, Burlington, VT, 05405

As rural landscapes throughout the United States become less open due to population growth, horseback riders and automobiles are more likely to cross paths on the road, with a high risk of a bad outcome. Many drivers are not aware of how unpredictable and skittish a horse may become when frightened or excited. The objectives of the Share the Road Public Service Announcement (PSA) were to: 1. inform motorists about safe procedures when encountering horseback riders on the road, 2. remind horseback riders to ride safely and communicate with motorists, 3. provide free access for any television station (nationally), and 4. distribute the video widely through many Social Media avenues. UVM Extension, Vermont Horse Council, and Vermont Farm Bureau partnered to create the 30-second PSA television spot; it was filmed/edited by UVM Extension's Across the Fence show. Local and national versions were recorded to allow use beyond Vermont. This spot is currently airing on three VT/NY television stations, and has recently been uploaded on eXHorses YouTube site (http://youtu.be/WNii-UbA_Bg) and received 669 views in less than 3 weeks. The Social Media campaign is underway as riding season approaches. Five states have already inquired about use for their local stations. The author worked with partners to develop the script, arranged for the camera operator/editor, provided on-site video direction and production, made editorial changes on the final video, and edited the script to make the national version.

Video Location: (http://youtu.be/WNii-UbA_Bg)

WEB SITE



NATIONAL WINNER

BEHAVE WEBSITE

Burritt, B.*¹

¹ Extension Assistant Professor, Utah State University Cooperative Extension, Logan, UT, 84322

The BEHAVE website is an overview 30+ years of research on diet selection. It highlights how learning and experience shape the diet and habitat selection of livestock. Understanding how animals learn and develop their dietary preferences enables us to train livestock to fit our landscapes rather than having to modify our landscapes to fit our animals. Using grazing as a tool will reduce the use of expensive machinery, fossil fuels and herbicides. By understanding how animals learn we can use their natural behaviors to manage weeds, enhance biodiversity, improve feeding systems, minimize use of riparian areas, improve herd health and much more. The website overviews the principles of diet selection, the application of behavioral principles and our current research projects. It contains fact sheets, a newsletter archive, annotated slide shows and narrated videos that can be downloaded. The site links to more videos located on Youtube, pertinent publications, a BEHAVE blog and another website designed especially for landowners located at forestandrange.org. The url for the website is: <http://extension.usu.edu/behave/>

2013 Achievement Award Winners

North Central Region

Illinois - Stephanie K Porter
Indiana - Ed Farris
Indiana - Ms. Maria Restrepo
Iowa - Ron Lenth
Kansas - Jeanne S Falk
Kansas - Chris G Petty
Michigan - Jeannine Patricia Schwehofer
Minnesota - Mike Boersma
Missouri - Randa E Doty
Nebraska - Lindsay M. Chichester
North Dakota - Raquel Dugan-Dibble
Ohio - Cynthia Meyer
South Dakota - Warren Rusche
Wisconsin - Aerica Bjurstrom

Northeast Region

Maine - Anne Lichtenwalner
Maryland - David Gordon
New Jersey - Meredith Vaughn Melendez
New York - A. Fay Benson
Pennsylvania - Jeffrey Graybill
West Virginia - Gary Rapking

Southern Region

Alabama - Deacue Fields, III
Alabama - Mallory J. Kelley
Arkansas - Ed Brown
Arkansas - Ms. Jerri Lephiew
Florida - Libbie Johnson
Florida - Dr. Ronald W Rice

Florida - Mark Warren
Georgia - Guy Collins
Georgia - Garvie Nichols, JR.
Georgia - Cliff Riner
Kentucky - Linda K. Mcclanahan
Kentucky - Nick Roy
Louisiana - Keith Hawkins
Mississippi - Wayne Boshart, Jr.
Mississippi - Kimberly L. Tolbert
North Carolina - Della King
North Carolina - Matthew Stevens
Oklahoma - J. Aubie Keesee
Oklahoma - Casey N Russell
South Carolina - S. Cory Tanner
Tennessee - Tonya K. Ashworth
Texas - Brock Fry
Texas - Omar Gonzales
Texas - Ryan H Martin
Texas - Clinton Perkins
Texas - Jesse Lea Schneider
Virginia - Michael A. Andruczyk
Virginia - John G. Thompson

West Region

Alaska - Lydia Clayton
Arizona - Dr. Ayman Mostafa
Colorado - Darrin Parmenter
Montana - Wendy Becker
New Mexico - Steve M. Lucero
Oregon - Fara Brummer
Utah - Mr. Taun Beddes
Washington - Mr. Don Mcmoran
Wyoming - Kellie Chichester

2013 Distinguished Service Award Winners

North Central Region

Illinois - Dr. Elizabeth Wahle
Indiana - Kelly Pearson
Indiana - Phil Sutton
Iowa - Darwin J. Miller
Kansas - Dewayne Craghead
Kansas - Sandra L. Wick
Michigan - Dr George H Silva
Minnesota - Diane K. Dewitte
Missouri - Kent Shannon
Nebraska - Tracy J Behnken
North Dakota - Gregory J. Endres
Ohio - Rory Lewandowski
South Dakota - Darrell Deneke
Wisconsin - Zen Miller

Northeast Region

Maine - Mark Hutchinson
Maryland - James William Lewis, Jr.
New Jersey - Nicholas Polanin
New York - Laura McDermott
Pennsylvania - Dwane L. Miller
Vermont - Dr. Julia M. Smith
West Virginia - John Mccutcheon

Southern Region

Alabama - Max W. Runge
Alabama - Rudy P. Yates
Arkansas - Mr. Robert Goodson
Arkansas - Keith Perkins
Florida - Alejandro Bolques
Florida - Mike Goodchild
Florida - Anita Neal
Georgia - Julia Gaskin

Georgia - Ray Hicks
Georgia - Wade Parker
Kentucky - Keenan Bishop
Kentucky - Ronald H. Bowman
Louisiana - Rene G Schmit
Mississippi - Andy Braswell
Mississippi - Danny Owen
North Carolina - Mr. Dan Campeau
North Carolina - James Hartsfield
North Carolina - Alton E. Wood, Jr.
Oklahoma - JJ Jones
Oklahoma - Rick Nelson
South Carolina - Morris Warner
Tennessee - Ranson Goodman
Texas - Fred D. Burrell Jr.
Texas - Rick Hirsch
Texas - Robert K Pritz
Texas - J. D. Ragland
Texas - Brian D. Yanta
Virginia - Scott Baker
Virginia - Dr. Andrew E. Overbay

West Region

Arizona - Mr. Christopher K. Jones
Colorado - Keith R. Maxey
Idaho - Shannon Williams
Montana - Mr John P Pfister
New Mexico - Thomas Dominguez
Oregon - Mylen Bohle
Utah - Mr. C. Kim Chapman
Washington - Debbie Williams
Wyoming - Donna Cuin

NACAA Hall of Fame Award

The NACAA Recognition and Awards Committee is proud to present these four recipients with the NACAA Hall of Fame Award. The Hall of Fame Award recognizes one member or life member from each NACAA region. Each state can nominate one individual. Based on a 500 word summary and three letters of support, the state nominees are evaluated on their Extension programming, state and national association activities and humanitarian efforts beyond the normal call of duty.



Our thanks to John Deere for sponsorship!



2013
Northeast Region
Hall of Fame Award
Robert Miller
 Maryland
 61 Years - Retired



2013
Southern Region
Hall of Fame Award
Mickey Fourakers
 Georgia
 30 Years - Retired



2013
Western Region
Hall of Fame Award
W. Doug Warnock
 Washington
 35 Years - Retired



2013
North Central Region
Hall of Fame Award
Randy Knapp
 Wisconsin
 36 Years

AGRICULTURE AWARENESS & APPRECIATION AWARD



NATIONAL WINNER

UNION COUNTY FARMERS MARKET/CANNING PLANT

Cummings, M.*¹

¹ County Extension Coordinator, UGA Cooperative Extension, Union County, Blairsville, GA, 30512

The Extension Leadership Council (ELC) for UGA Extension in Union County named agricultural awareness as one of the most important issues facing Union County. The council recognized the issue of decreasing vegetable production in the county. In 1990 there were 35 vegetable producers with an income of \$2 million in Union County and today there are 15 producers with an income of \$750,000. This decrease has been due to urbanization. The ELC directed the candidate to develop programming which would address the following: 1) Obtain a venue which would allow local vegetable growers to market their produce, 2) Encourage the marketing of locally grown produce, 3) Apply for grants to fund a venue, 4) Develop and appreciation of agricultural heritage in Union County. The candidate cooperated with the Union County Commissioner and the ELS Committee to educate people about vegetable production in Union County. As a result of these efforts Union County Voters passed a SPLOST (Special Local Option Sales Tax) resulting in a new under roof Farmers Market and Canning Plant worth more than \$1.4 million. Also, the candidate was instrumental in writing grant proposals which obtained \$190,000 in grants for the Canning Plant.

EXCELLENCE IN 4-H PROGRAMMING



NATIONAL WINNER

QUALITY ASSURANCE PROGRAM

Chichester, PhD, L.M.*¹, Bosshamer, B.², Pesek, D.³, Weitzenkamp, D.⁴, Janning, E.⁵, Dam, K.⁶, Meduna, R.⁷, Pracheil, T.⁸

¹ Extension Educator, University of Nebraska - Lincoln, Ithaca, NE, 68033

² Extension Educator, University of Nebraska - Lincoln, Kearney, NE, 68847

³ Extension Educator, University of Nebraska - Lincoln, Fairbury, NE, 68352

⁴ Extension Educator, University of Nebraska - Lincoln, Nebraska City, NE, 68410

⁵ Extension Educator, University of Nebraska - Lincoln, Hastings, NE, 68902

⁶ Extension Educator, University of Nebraska - Lincoln, Ithaca, NE, 68033

⁷ Extension Educator, University of Nebraska - Lincoln, Ithaca, NE, 68033

⁸ Extension Educator, University of Nebraska - Lincoln, Lincoln, NE, 68583

In 2011, a team of Educators discussed a remodel of the Quality Assurance (QA) program. For many years this mandatory training was fulfilled through face-to-face trainings, trainings lead by leaders and/or volunteers, and home study courses completed on good faith. While the course content was on a three year cycle, youth were getting bored with the content. In addition, research from three Master's theses indicated these methods did not account for the different ages of the learners or their preferred learning style, leaving some eight year olds learning about giving injections, and some 18 year olds unstimulated as they had been exposed to the content repeatedly. Additionally, new extension hires had less and less familiarity with livestock or limited livestock backgrounds, and were very uncomfortable teaching the material.

The goal was to produce a high quality program that provided a consistent message across the state to every exhibitor. In addition, the team decided the material could be taught in an age appropriate manner, providing the highest level of education in the most time efficient manner while providing a program that taught youth about their specific 4-H species. It was also important to the team to have the flexibility to ensure current information was included in the course.

Our team made the youth livestock QA program available online through an eXtension Moodle course. Since the Nebraska QA program follows the National Pork Board (NPB) guidelines, the QA team was granted permission to pilot this new online format for two years (2012, 2013) before it would be presented to the Youth Task Force for potential approval to accept this format as the new state program.

The new course currently contains 37 modules, and is broken down by three age groupings, Junior (8-10), Intermediate (11-14), and Senior (15-18), to better accommodate the various levels of learners. In addition, the learning modules were designed to appeal to the various learning preferences of the youth. Youth can now read the information, watch a powerpoint and read the slides, listen to a voice over of the presentation, watch a video, hone their vocabulary skills, and more! One huge advantage of this program is that it can be accessed 24/7!

Annually, youth are required to complete three different modules, and will never repeat the same module for that age grouping. Youth must obtain a minimum score of 80% on individual module quizzes in order to attain a certificate within that module. In 2012 2,340 participants enrolled in the online course, the resources within the course were accessed 160,039 times, and 7,972 module certificates were issued, which far exceeded the team's anticipated expectations. Youth also indicated they enjoyed being able to access the online course from a personal or desktop computer, an iPad, or smartphone at a location and time most convenient for them.

On a five-point Likert scale (1=Strongly Agree, 2=Agree, 3=Neither Agree nor Disagree, 4=Disagree, and 5=Strongly Disagree), youth were asked to evaluate the course design and component accessibility. Youth indicated that videos loaded with no problems (1.5); they could find quizzes (1.6); they already had an existing email (1.8); they could find module materials (1.8); and they understood how to complete their livestock QA requirements (2). Again, on a five-point Likert scale, youth were asked which practices they are likely to implement as a result of participation in the course. Youth indicated that it was important to care for their livestock (1.3); they knew they had a responsibility to consumers (1.5); they would strive to prevent injury, illness, or disease in their livestock (1.9); they now knew medication needs of

their livestock (1.9); and they would implement daily care and management of their livestock (2).

Additionally, some youth (n=75) completed an evaluation of the course to determine course impact, 92% of youth indicated that as a result of the participating in the course they would produce a safe, high quality livestock product and 80% would keep and maintain records on their animals.

Youth were asked what practice they would change as a result of attending the online livestock QA course. Select responses were I will be reading up on medication/feed requirements, Keep and maintain records of my animal, and Ration my rabbit's food and make a caretaker checklist. Youth were also asked why they think it is important to learn about livestock QA. Select responses included So I know what to do when my animal is sick, So I can provide a good product for consumption, and So we know how to take care of our animals better.

Some of the limitations during the first year (2012) were limited connectivity in rural Nebraska, while we were able to reach 80% of all Nebraska counties; we will have to continue encouraging youth to complete this training at a public location. Another concern was that each youth needed a unique email address in order to register for the course through eXtension's Moodle site. As youth under the age of 13 are not legally able to sign up for an email account, parents were encouraged to utilize the + technique. The first child in the family could use a parent's email plus their name, all emails to that account would be received through the parents account. The second child and any subsequent children could also be done this way.

The team has had each module peer reviewed by at least one Specialist and two additional extension educators. The team has been granted IRB (Institutional Review Board) approval ensuring the ability to report the results from survey data collected from the youth, while following all COPPA (Children's Online Privacy Protection Act) policies.

In 2013, the team expanded the modules available and is adding activities to the modules for supplemental learning at home or at a club meeting. Future plans include updating the test-out test options for Intermediate and Senior 4-H members, and keeping modules current and relevant. In addition, the team has plans to market and sell this program to other states to meet their state QA requirements.

SEARCH FOR EXCELLENCE CROP PRODUCTION



NATIONAL WINNER

EDUCATING ON WHEAT DISEASES

Falk, J.S.*¹

¹ Multi-County Specialist, Crops and Soils, K-State Research & Extension, Colby, KS, 67701

Wheat is an instrumental crop in both dryland and irrigated cropping systems in Western Kansas. Education on creating sustainable and profitable wheat production systems is an ongoing process. One topic that has been a focus on wheat production systems is wheat disease management. In 2012, wheat diseases accounted for a 12.7% yield loss across the state of Kansas. The main diseases that affect the wheat crop in the Sunflower District in northwest Kansas are wheat stripe rust, wheat leaf rust, and wheat stream mosaic virus. The objectives are to educate producers and agronomy professionals on identifying, controlling, and preventing wheat diseases. Another objective is to evaluate the delivery methods for information on wheat diseases. This education has been provided in a number of ways, including winter meetings, field days with demonstration plot tours, research plots, newspaper and newsletter articles, radio programs, electronic communications with producers via email, webpage, and facebook updates. Impacts of the program are both economic benefits and behavioral changes. Because of 'Save the Flag Leaf' field day and educational webinar, 1.5 million acres were positively affected. This resulted in a \$19,792,500 benefit to Kansas. Further evaluations revealed producers feel more confident in managing for stripe rust. This is evident when producers select varieties and ask for stripe rust ratings. Producers are budgeting for fungicide applications. Prior to 2007, stripe rust caught producers off guard; now they plan for it. This shows definite management shifts! In addition, producers are asking to be added to the email distribution list that I send out notifications on the movement of stripe rust and the infection levels being found in the Sunflower District. Bottom line is producers are seeing Sunflower District as a wheat information resource and making decisions based on the information!

SEARCH FOR EXCELLENCE FARM AND RANCH FINANCIAL MANAGEMENT



NATIONAL WINNER

SUSTAINING THE LEGACY

Gessner, H.*¹

¹ Livestock Business Management Field Specialist, SDSU Extension, Sioux Falls, SD, 57103

Farmers and ranchers are getting older, averaging over 55 years of age in South Dakota. The next generation, producers in the 35-45 year old age group, decreased over 40% from 2002 to 2007. Sustaining the Legacy was designed to provide tools necessary to help families start estate and transition plans. Participants interview attorneys, insurance agents and financial planners with farm estate expertise to investigate the best tools for their operations. To increase family communication, participants define personalities, develop goals, and begin family meetings.

During 2010-2012 conferences were held in 16 locations across SD with 222 operations represented. The program began in 2005 and has developed from a one day event to a 3 or 4 day conference allowing more time with a variety of estate planning tools presented. Goals include: Increasing family communication, providing tools, removing the mystery of the tools and keep them motivated.

Pre-conference evaluations showed 52% of participants did not have an estate plan. They needed help with: how to get started, what tools are available, and how to utilize tools to accomplish goals.

Follow-up survey results from 2008-2012 participants (n=74 returned from 279 family operations) showed 82% have started their estate plan and 79% have started a transition plan. For estate plans, 44% of participants consider their plan 75% or more completed, with 15% declaring it 100% complete. For transition plans, 38% consider their

plan 75% or more completed, with 17% indicating 100% completion.

The type and number of changes made to participants' plans indicate the program has been educational and motivating. Changes included: 52% updated their will(s) (x=43), 51% communicated with heirs (x=38), 46% created a trust (x=38), 15% modified life insurance policies and gifted assets (x=12), 11% completed funeral planning (x=9), 10% added retirement accounts (x=8), and 6% sold assets to heirs (x=5).

**SEARCH FOR EXCELLENCE
FARM HEALTH & SAFETY**



NATIONAL WINNER

WORKER PROTECTION STANDARD: TRAIN THE TRAINER WORKSHOPS

Wilder, B.*¹, Gazula, A.²

¹ Agriculture and Natural Resources Agent, UF/IFAS Alachua County Extension, Gainesville, FL, 32609

² Commercial Horticulture Agent, UF/IFAS Alachua County Extension, Gainesville, FL, 32609

The Worker Protection Standard (WPS) developed by the Environmental Protection Agency (EPA) and reinforced by the Florida Agricultural Worker Safety Act, requires that agricultural producers maintain the safety of their agricultural workers. Federal and state law requires that agricultural producers must train all of their agricultural workers in pesticide safety by their fifth day on the job. Pesticide handlers must be trained before they start working. To respond to this need, the agents developed training workshops for the Worker Protection Standard. The program's objectives were to educational materials, and annually offer WPS Train the Trainer Workshops for owners of farms, nurseries, and forestry operations so that

are in compliance with state and federal laws. Additionally, at least at least 10 farmers, nurserymen, and foresters will attend the Worker Protection Standard: Train the Trainer workshops annually, and increase their knowledge by 85%. From 2009-2012 a total of 60 farmers and nurserymen have attended 7 WPS Train the Trainer Workshops. In 2012, there was a 28% increase in knowledge as measured by pre-post test. From 2009-2010, measured by an end-of-program survey, 53% of the 20 participants indicated that they will change their farm's agricultural worker pesticide safety program and 93% of participants were satisfied with the quality of the workshop.

**SEARCH FOR EXCELLENCE
LANDSCAPE HORTICULTURE**



NATIONAL WINNER

FLORIDA FRIENDLY LANDSCAPING™

Wilber, W.*¹

¹ Extension Agent III Environmental Hort., Gainesville, FL, 32609

Florida Friendly Landscaping (FFL) was created by the University of Florida IFAS as a way to educate homeowners in Florida about water conservation and reducing non-point source pollution in the home landscape. This voluntary program educates and encourages residents to adopt best management practices in their home landscapes to save water resources and to protect water quality throughout the state. Annual tours of landscapes and accompanying Florida Friendly Landscaping programming have been presented to homeowners in Alachua County Florida since 2007.

Over the past 5 years the agent has been able to provide education and inspiration to 580 landscape seminar and tour participants. In those responding to the follow up survey from the last tour reported that as a result of the tour 16%

added a rain barrel to their landscape and 40% intended to. For those homeowners who installed a rain barrel in 2012 they potentially saved 600 gallons of water. In the area of water conservation 55% reported that they eliminated one day per week of their watering schedule in the warm and cool seasons. According to the St. Johns River Water Management District, for average sized landscape (4000 sq/ft) this could mean water saving of over 100,000 gallons per year and a dollar savings of \$2,318.00.

Ten homes of tour participants in the last year became Florida Friendly Landscape recognized as a result of attending the seminar and tour. For the 64 respondents to the survey this mean a savings of 3,685,000 gallons of water and \$83, 418 saved in 2012.

SEARCH FOR EXCELLENCE LIVESTOCK PRODUCTION

NATIONAL WINNER

TURNING A PROFIT WITH BEEF CATTLE

Covington, C.*¹

¹ Area Livestock Agent, Mississippi State University, Port Gibson, MS, 39150

The purpose of this educational program was to increase the individual profitability of the cow/calf producers in Mississippi. I accomplished this task by working with beef producers in identifying their effective production practices, diagnosing their inefficiencies in production, and prescribing corrective measures to ensure their maximum profitability through the optimum utilization of their farm resources. In order to achieve the overall goal of profitability, several smaller goals needed to be met. I utilized multiple program activities and teaching methods, recognizing that different producers learn in different ways. These educational activities included 129 newsletter/circular letters, 131 newspaper articles, and 135 group activities that reached 1,725 producers over the past three years. The producers participating in the program indicated the value of the information they gained from these educational activities in the form of savings or increased profits to their operations at over \$7.5 million. However, the increase in knowledge by these producers is a much more valuable indicator of its true success and effectiveness.

SEARCH FOR EXCELLENCE REMOTE SENSING AND PRECISION AGRICULTURE



NATIONAL WINNER

AGRI-ENVIRONMENTAL ASSESSMENT OF THE COLTS NECK WATERSHED

Sciarappa, W.*¹

¹ County Agent II, , Freehold, NJ, 07728

Over-arching goals of this extension program in the Colts Neck Watershed were to create a precision agri-environmental assessment process with new technology and to outreach results to client groups – farmers, agents, administrators, regulators, residents and students. Converting reams of remote sensing data into client friendly graphics helps everyone understand farm, field, and forest issues. By repeatedly collecting at precise sample points; geographical and environmental imagery was created that more effectively communicated information to a diverse set of stakeholders. Specific issues were drinking-irrigation water, septic systems, environmental pollution, equine operations, residential lot-size, marine use, aquaculture and recreational habitat. This holistic watershed concept encompassed disparate enterprises and entities and engaged them on mutual issues. Global positioning satellites and geographical information systems (GPS-GIS) technology was combined with field-portable GPS device and portable water/soil monitoring equipment.

Basically, this GPS-GIS project identified environmental and economic benefits from agricultural landuse and determined the amount and financial value of surface and ground water recharge. Natural capital from goods like farm crops were valued at \$2.8 to \$9.7 billion annually yet eco-services from these same lands were valued at \$8.6 to \$19.8 billion

per year. The total volume of water recharged into this model watershed primarily from farms, fields and forests is approximately 7.8 billion gallons annually having real value both as goods extracted and eco-services provided.

**SEARCH FOR EXCELLENCE
SUSTAINABLE AGRICULTURE
(SARE)**



(PHOTO ABOVE - KENT SHANNON ACCEPTING FOR CHUCK ELLIS)

NATIONAL WINNER - NORTH CENTRAL REGION

ON FARM DEMONSTRATION: COVER CROPS

Ellis, C.E.*¹, Hoorman, R.²

¹ Natural Resource Engineer, University of Missouri, Troy, MO, 63379

² Agronomy specialist, University of Missouri Extension, Montgomery City, MO, 63361

Charlie Ellis and Rich Hoormann have combined to lead a very effective effort on cover crops for sustainable farming in Missouri. They have organized on farm research and demonstration trials used as part of educational workshops, done webinars and presentations on the results of this work, and gone well beyond the typical approach to an extension program. For example, instead of just training farmers, they have also done webinars and workshops for other extension staff and large numbers of NRCS staff in Missouri. They have worked to partner with cover crop educators and researchers in other states through the Midwest Cover Crops Council, and are currently working to adapt the MCCC cover crop decision tool for Missouri conditions. The partnership of these two extension staff working together has been particularly effective, with Charlie providing the engineering expertise to modify equipment for various cover crop seeding approaches in on-farm trials, and Rich supplying the agronomic expertise, including working with the farmers and

Charlie on plot design, seeding dates, rates, and methods. One of their most recent outreach efforts was to provide two one-hour webinars for NRCS and SWCD technical personnel on cover crop strategies. They provided detailed information based on their own on-farm research and work done by other researchers in the region. They have also been holding a series of field tours for a diverse audience that has included NRCS, other extension staff, and industry input suppliers. Of course they have been popular speakers at a number of farmer meetings, with some of these meetings drawing upwards of 300 participants.



NATIONAL WINNER - NORTH EAST REGION

IMPROVING CORN SILAGE PRODUCTION AND FORAGE QUALITY

Kersbergen, R.*¹, Darby, H.², Hashemi, M.³

¹ Extension Educator, University of Maine Cooperative Extension, Waldo, ME, 04915

² Agronomic and Nutrient Management Specialist, University of Vermont Extension, St. Albans, VT, 05478

³ Extension Assistant Professor, Stockbridge School of Agriculture, Amherst, MA, 01003

With nearly 162,000 acres in production, growing corn silage is a major expense for dairy farmers in New England. Planting corn consumes time and fuel, and it occurs at a time when other crops need to be harvested for maximum quality. Because of the short growing season, corn is usually grown without cover cropping, which leads to increased use of pesticides, higher rates of erosion, and depleted soils. No-till planting and the use of cover cropping offers farmers an efficient alternative that reduces fuel and fertilizer costs and improves soil fertility.

A four-year NESARE-funded project (2009-2012) to improve corn silage production and forage quality was conducted jointly with Extension researchers in Maine, Massachusetts, and Vermont. Working with dairy producers on their farms in the tri-state region, researchers studied

timing and efficiency of corn planting with no-till practices, yields of shorter season corn varieties, the value of cover crops, and alternative manure management techniques. Over a four-year period, over 35 workshops were held to disseminate our results including 4 in-service trainings for agricultural professionals.

Out of 109 producers who responded to a post-project survey, 33 adopted no-till and cover crop strategies, increasing no-till acreage from 953 in 2009 to 3947 in 2012. Adopting no-till strategies saved producers an average of 5.7 gallons of fuel/acre and 2.75 hr/acre in labor with a net direct benefit of \$194,196 for these 33 producers. Growers also noted improved soil, moisture retention, and feed quality, and reduced fertility needs. Survey results and NRCS acquired data indicated that cover crop adoption in the three states increased from 9,701 acres in 2008 to 15,882 acres in 2012. Project data indicated fall cover crops supply at least 30 pounds of nitrogen per acre to the succeeding crop saving producers additional money in fertilizer costs.



NATIONAL WINNER - SOUTHERN REGION

URBAN FARMING PROGRAM DEMONSTRATES SUSTAINABLE PRACTICES

Tyson, R.*¹

¹ County Extension Director / Extension Agent IV, UF/IFAS Extension Orange County, Orlando, FL, 32812

Orange County, Florida, is a rapidly urbanizing county with a long tradition of diverse agricultural production. Its population is 1.2 million and it currently has the 9th largest agricultural economy among Florida's 67 counties. The educational objectives of the Urban Farming Extension Education Program are to identify, demonstrate and encourage the adoption of successful alternative and sustainable agricultural production methods that can be used in and around urban centers in order to take advantage of

local markets. Activities and teaching methods over the last 3 years include research/demonstrations, exhibits, seminars and workshops (including PowerPoint presentations), tours, TV and web videos, as well as journal, fact sheet and newsletter articles. Alternative production systems were built and demonstrated at the Orange County Extension Exploration Gardens including 4 floating raft hydroponic systems for leafy salad crops and herbs, a solar powered nutrient film technique (NFT) hydroponic system and an aquaponic (vegetable and fish co-production) system. Several publications used in the program were viewed widely by state, national, and international audiences. Results and evaluations indicate considerable interest in the program with class sizes averaging over 100 and with over 90% increase in knowledge gained about sustainable practices. The Homegrown Food Coop in Orlando is reporting local food producer participation increasing from 5 to 60 producers and membership in the Coop increasing from 10 to 800 members over the last five years. The City of Orlando sustainability initiative is moving to enhance local food production and marketing. Impacts for local food hubs and producers based on the results are significant and are expected to be reflected in the 2012 USDA Census of Agriculture data as an increase in local producers and economic food production activity for Orange County.



NATIONAL WINNER - WESTERN REGION

MANAGED GRAZING OF IDLE GRASSLANDS

Van Vleet, S.M.*¹

¹ Regional Extension Specialist, Washington State University, Colfax, WA, 99111

Our educational project, funded in part by WSARE, is the rehabilitation of a large acreage of rangeland that had been planted to "Secar" bluebunch wheatgrass and then left idle, ultimately becoming a monoculture of Secar with patches of invasive weeds. This grassland is located within

Dalles Mountain Ranch, a historic cattle ranch acquired by Washington State Parks in 1994. After we conducted several on-site evaluation sessions with livestock producers, governmental agency personnel and environmentalists, these trainees became our collaborators in researching the use of managed grazing as an effective method to rehabilitate idle grassland.

The educational objectives of this project include: showcasing the public ranch as a learning site, demonstrating ways to hold family ranches together, training state employees on proper management techniques, validating managed grazing as a land management tool and diffusing negative perceptions. Program activities include the annual event “Wagons and Wildflowers,” land ecosystem monitoring workshop, field tours, and the mere presence of the project site on public land popular for nature hikes. Teaching methods include on-site evaluations, seminars, on-farm management evaluations, Native Plant Society field tours, and a kiosk featuring an educational poster at the ranch entrance.

Managed dormant season grazing from 2009-2012 increased species richness and vegetative cover. Overall perennial and annual grass cover decreased while perennial and annual forb cover increased following grazing. In the grazed pastures, perennial grass crude protein and digestible protein improved by over 1 percent, and grass health was better. State land managers and environmentalists were pleased by the improvement of forb species diversity and the health of established grasses and forbs in the grazed pastures. Changing personal mindsets about the value of managed grazing as a tool to restore degraded grasslands has been and continues to be a significant outcome of the Dalles Mountain Ranch rehabilitation project.

**SEARCH FOR EXCELLENCE
YOUNG BEGINNING SMALL
FARMER/RANCHER**

NATIONAL WINNER

**HELPING BEGINNING FARMERS AND
RANCHERS IN ALASKA NATIVE VILLAGES**

Rader, H.*¹, Gannon, G.²

¹ Tribes Extension Educator, University of Alaska Fairbanks Cooperative Extension Service, FAIRBANKS, AK, 99701

² Alaskan Growers School Instructor, University of Alaska Fairbanks Cooperative Extension Service, Fairbanks, AK, 99701

Alaska Natives living in remote villages face major challenges such as food insecurity, poverty, unemployment,

lack of sustainability, loss of culture, and migration from villages to urban areas. Research based information from Extension could benefit these communities. The Beginning Farmer and Rancher Development Program funded this project to develop and deliver a course called the Alaskan Growers School. We wanted to develop a course that could be taught by distance delivery to reach Alaska Natives living in remote villages. These communities are underserved by regular Extension Programs due to their remoteness. Small travel budgets limit face-to-face delivery of workshops to remote communities. That’s why we developed the Alaskan Growers School to be delivered by distance delivery to reach these remote communities. The course targets Beginning Alaska Native Farmers and Ranchers. We also researched best practices for distance delivery methods and and plan to share our research in the Journal of Extension in a series called “Going the Distance.”

Acknowledgments This project was supported by the Beginning Farmer and Rancher Development Program of the National Institute of Food and Agriculture, USDA, Grant # 2010-49400-21719. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author (s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

NACAA/SARE FELLOWS

NATIONAL WINNERS

- Jennifer Blazek - Wisconsin
- Tianna Dupont - Pennsylvania
- Dr. Laura Anne Sanagorski - Florida
- Matt Palmer - Utah



**Sustainable Agriculture
Research & Education**



REFLECTIONS OF PITTSBURGH

2013 Service to American/World Agriculture

H. Louis Moore

Professor of Agricultural Economics at Penn State University

H. Louis Moore, started as an Extension Agent in Northwestern PA and has gone on to do international extension work in 12 of the 15 Republics of the former Soviet Union. Dr. H. Louis Moore is a county extension agent, a university economics professor and an international agricultural extension ambassador. In 1990, Dr. Moore made over 55 visits to 12 Eastern and Central European countries and has hosted over 125 visiting foreign agricultural leaders to Penn State.

Lou graduated from Potomac State College of WV with an Associate Degree in General Agriculture in 1950. Lou continued on to Penn State University with a BS in Agricultural Economics in 1952 and a MS in 1956.

“November 1955”, Lou Moore started out his Extension Career as a Marketing Agent for Cooperative Extension, in a 10 County area in Northwestern Pennsylvania.

“September 1958”, Lou Moore became the Pennsylvania Statewide Extension Marketing specialist for the next 25 years until 1973. He has developed and delivered outstanding award winning extension programming in agricultural economics, marketing, and farm policy.

“1973”, Lou became a Professor of Agricultural Economics with a 100 % Extension appointment. Now 58 years later, he is still promoting extension and agricultural learning here and abroad. Today Lou is a Professor Emeritus of Agricultural Economics at the Penn State University, Department of Agricultural Economics and Rural Sociology, His educational programs have been primary off campus and have focused on marketing and economics in livestock, meat and grain and farm policy. Professor Moore supports county agents and agribusinesses with programs at county and regional events. On an average year, Professor Moore is requested to speak at over 30 meetings, and writes over 20 articles.

Lou plays a major role in planning and conducting the annual Pennsylvania Agricultural Bankers conference. This two day intensive training meeting is attended by over 100 Pa Bankers and Agribusiness to understand the dynamics and changes taking place in modern day agriculture. This conference has occurred for the past 46 years.

International Agricultural visits:

Then after 35 years of extension work, Dr. Lou Moore turned to international agriculture education. Dr. Moore began working on international agricultural extension and faculty exchanges in 1990. Lou has worked with and visited 12 of the 15 Republics of the Former Soviet Union. Lou was



NACAA President Paul Craig presenting the 2013 Service to American/World Agriculture Award to H. Louis Moore.

very involved in a collaborative funded effort by the USDA's-CSREES and 30 other land grant universities, which provided extension education to the Polish Agricultural Ministry. He has hosted young economists from many countries as part of a 10 year faculty exchange program.

Lou has provided Extension training to Ministries of Agriculture, farmers, universities and agribusinesses from the following countries. Lou has made 55 trips to 12 countries since 1990.

That is almost 5 trips every 2 years.

- | | |
|-------------------------------------|---------------------------------------|
| Albania - October (VOCA) 1992 | Latvia - May 1997 and April 1998 |
| Armenia - April- May 1995 | Lithuania - May 1997 and April 1998 |
| Azerbaijan - April-May 1995 | Poland - 17 visits during 1990 - 2009 |
| Estonia - May 1997 and April 1998 | Russia - Nine Visits during 1994-2006 |
| Georgia - April- May 1995 | Serbia - Five visits during 2002-2005 |
| Kazakhstan - Three visits 1999-2005 | Ukraine - 11 visits during 1998-2009 |

Lou helped host the USDA Cochran Fellowship exchange program for young agricultural economists and agricultural leaders. The USDA Cochran program was designed to provide a short term, non-academic training in the US to agricultural policy makers from Eastern Europe. These European leaders got to experience a two week intensive educational program, including on campus training, agricultural conferences and field extension studies. More than 125 Cochran Fellows have visited Pennsylvania from Central and Eastern Europe. The program was later opened up to other countries from Africa, South America and the Middle East.

Then in 1991, Dr. Moore joined USDA - CSRESS and 30 other land grant universities on a 5 year project to restructure

and reorient the Polish agricultural extension system. This project was to work on national, provincial and local levels and to educate personnel on current agricultural knowledge. Professor Moore was recognized by the Polish Senate for his role in helping make this project a success. Professor Moore used this experience to develop similar university based extension trainings in Lithuania, and four other universities, two in Russia and two in Ukraine. Professor Moore developed a series of International Extension conferences in Poland to share the extension experience and knowledge of building, funding and conducting extension programming.

Faculty exchanges have become a very effective way to provide a hands-on extension training program. Professor Moore provided leadership for Penn State University to participate in the USDA Faculty Exchange Program (FEP). The FEP program brings qualified educators from agricultural universities in Central and Eastern Europe to the United States for 5 months. These educators learn knowledge and teaching instructions on subjects of agricultural economics, marketing, agribusiness, and agrarian law. The educators stay and live on campus, they observe classes, work with university faculty to develop new courses, learn and collect teaching materials and techniques

and visit area farms and agribusinesses, Professor Moore served as a teacher, a counselor, a coach and a friend. Once the educators return to their home country, the PSU professors would visit them in their home university to provide additional assistance. In 2003, Professor Moore received the Inaugural USDA Foreign Agricultural Service Award for his meritorious work on the Faculty Exchange Program.

Impacts:

The impacts of these collaborative international and domestic educational efforts go far beyond the numbers of farmers, countries or exchanges. Much of this work has been directed at teachers, extension professionals, governmental officials, and industry leaders. In turn, each person will pass on their gained knowledge and experience too many other students, colleagues and clients. At the same time, Lou Moore's personal charisma has engaged dozens of other Penn State Faculty & Extension educators to interact with these international visitors. Literally hundreds of Pennsylvania farmers, businessmen, and other citizens have enjoyed and gained an international experience and contributed to a greater understanding and appreciation for other cultures.

What to do after Retirement? - Life Member Highlight

For years, during the NACAA Annual Meeting and Professional Improvement Conference Scholarship Auction, NACAA members have experienced NACAA Life Member Tom Benton's (TX) auctioneering style and humor.



Upon retiring from Texas A&M Extension in 2009 after 26 years of Extension service (12 years

with Texas A&M, 10 years with Colorado State University and 4 with Nevada), Benton wasn't quite ready to hang up the microphone. During the 2014 NACAA AM/PIC (Galaxy IV), Benton continued to offer his services (free of charge) - to assist with the auction which benefited all participating associations scholarship programs.

Recently, Benton earned the Benefit Auction Specialist designation from the National Auctioneers Association (NAA). The (NAA) Education Institute coordinates the Benefit Auctioneer Specialist designation program. The BAS program trains auctioneers to enhance their benefit auction services. Coursework focuses on the fundraising



components of the benefit auction event, item acquisition, audience development, contractual agreements, and public relations. A newly developed designation, there are less than 200 auctioneers across the country who have acquired the BAS professional designation.

Benton prides himself in earning this designation and knows that the goal of charities is to raise the maximum amount of funds possible. Statistics have shown that auctioneers with the BAS designation - raise 30% - 40% greater proceeds.

When asked how long he intends to keep working, Benton replied "as long as I can keep the mouth running, I'll keep going"!

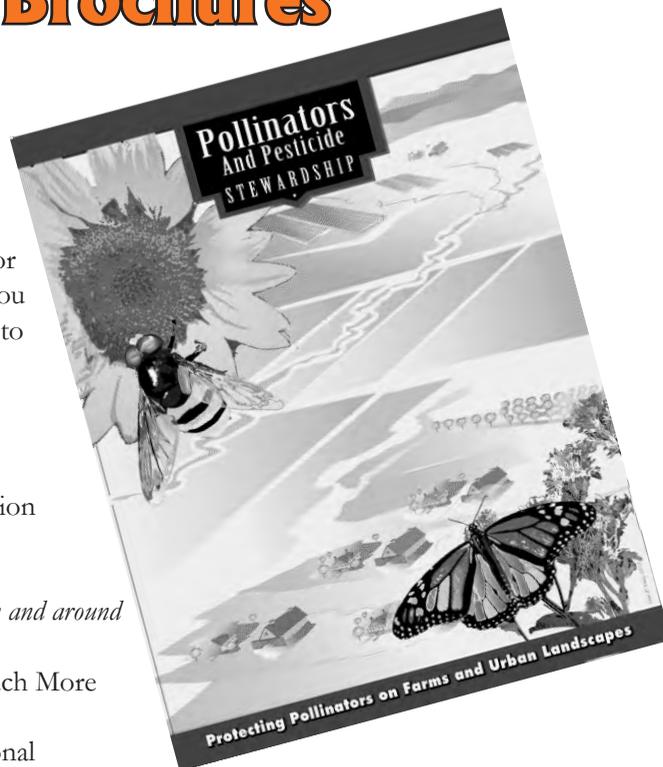


Benton in action at the 2014 Galaxy IV auction in Pittsburgh, PA. Being auctioned was a gorgeous NACAA quilt donated by an NACAA member.

Pesticide Stewardship Brochures

NACAA has partnered with Syngenta on seven general pesticide stewardship brochures and two flyers to assist with pesticide educational efforts. These brochures are not specific to any geography, target site, pest, product, or company. These brochures are available to NACAA members FREE of charge for your use in programming efforts. Enter the number of copies you are interested in next to the specific brochure/flyer and submit to the address listed below. Your supply will be sent at no charge.

- ___1) 50 Ways to Treat Your Pesticide - English edition
- ___2) 50 Ways to Treat Your Pesticide - Spanish edition
- ___3) 50 Ways to Treat Your Pesticide - Aerial Applicator edition
- ___4) 50 Ways to Treat Your Pesticide - Pest Management Professional edition - *(for commercial, licensed or certified applicators and technicians under their supervision, for treating in and around structures)*
- ___5) The Value of Buffers for Pesticide Stewardship and Much More
- ___6) Pollinators and Pesticide Stewardship
- ___7) Dress for Success! Some Things to Know About Personal Protective Equipment BEFORE You Handle a Pesticide
- ___8) For Pesticide Mixers, Loaders, and Applicators - Some Things to Know About Personal Protective Equipment BEFORE You Handle a Pesticide - **English** edition (2-page flyer, 8th grade reading level)
- ___9) For Pesticide Mixers, Loaders, and Applicators - Some Things to Know About Personal Protective Equipment BEFORE You Handle a Pesticide - **Spanish** edition (2-page flyer, 8th grade reading level)



Available Formats:

Quantities of the actual brochures that will be “well-used” can be ordered free of charge from carol.somody@syngenta.com by emailing this order form or a short note. No PO boxes, please!

A copy of this form is also available at: <http://www.nacaa.com/countyagent/PesticideStewardship.php>

PDF versions of the brochures can be viewed or downloaded from the Pesticide Environmental Stewardship (PES) website at <http://pesticidestewardship.org/Pages/Resources.aspx> or from any of the partner websites. Any organization is also welcome to post these brochures on their own website.

Word versions of the brochures can be requested by any organization desiring to modify or extract content.

Email carol.somody@syngenta.com to discuss logo swaps with or without content changes. Artwork and photos can be used if conditions of use are met.

PowerPoint presentations to go with the brochures are also available upon request.

Pesticide educators are also welcome to use or adapt any content that appears directly on the PES website – it is not copyrighted.

Thank you for your continued efforts on behalf of pesticide safety and stewardship education!

Thank You - 2013 NACAA Sponsors/Donors



JOHN DEERE



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Thank You!

The County Agent

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

ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE DATES

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

2016
Little Rock, Arkansas....July 24-28

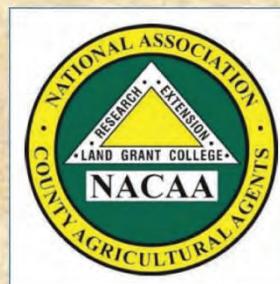
2015
Sioux Falls, South Dakota.....July 12-16

2017
Salt Lake City, Utah....July 9-13



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