

Award Winners

2001 NACAA

**86th
Annual Meeting
and
Professional Improvement Conference
Albuquerque, New Mexico**

2001 AMERICAN/WORLD AGRICULTURE AWARD RECIPIENT

Dr. Gerald W. Thomas

Dr. Gerald W. Thomas served 14 years as President of New Mexico State University before retiring in July 1984. He signed more diplomas from NMSU than any other president. From 1958 to 1970 he served as Dean of Agriculture at Texas Tech and from 1950-1958, He taught and conducted agriculture research for Texas A&M. Dr. Thomas is the first graduate of range science from Wyoming State University. The U.S. Department of Agriculture Soil Conservation Service and Forest Service also employed him in Idaho.



Dr. Thomas served as President of the Society for Range Management, Southwest Alliance for Latin America, and Chairman of the New Mexico- Mexico Border Commission, West Texas Water Institute, and the Council of President of the National Association of State Universities and Land Grant Colleges.

He has maintained a special interest in world food problems, environmental issues, and natural resource management. This interest and his professional training in range science have taken Dr. Thomas on government and private assignments to over 50 countries. He was appointed by President Ford as a Charter Member of the Board for International Food and Ag-

ricultural Development (BIFAD), U.S. Agency for International Development (USAID).

Dr. Thomas served as a consultant to the Consortium for International Development, several universities and USAID. He is Past Chairman of the External Evaluation Panel for Small Ruminant Collaborative Research Program and the BIFAD Task forces on "Environment and Natural Resources: Strategies for Sustainable Agriculture." He continues to serve as a member of the Research Advisory Board for USAID.

Dr. Thomas is author and co-author of several books, including *Food and fiber for a Changing World; In Celebration of the Teacher; and Torpedo Squadron Four: a Cockpit View of World War II*. He has written over 200 professional publication on several book chapters, including the 1987 Yearbook of Agriculture. In 1984 New Mexico State University named a \$1 million chair in food production and natural resources in his honor, and in 1988 designated the Agriculture and Home Economics building as the "Gerald Thomas Hall". He is the recipient of the Fred Renner Award, the highest award presented by the Society for Range Management.

Dr. Thomas is a veteran of World War II and served as carrier-based torpedo pilot. He was awarded Three Distinguished Flying Crosses, Two Air Medals and Two Presidential Unit Citations.



PURSELL PINNACLE AWARD WINNER

For Outstanding Humanitarian Service

Larry Moorehead began his 24 years as an Extension Agent in Moore County in 1977. Larry immediately saw the need for research information to assist the 150 small feedlots who were using stillage from Jack Daniel's Distillery. Larry's efforts resulted in Jack Daniel's contributing over \$3000,000 to a university research project on how to efficiently use the local product.

Larry's work with forage production and storage of round hay has been used extensively over Tennessee and throughout the south. His work with aeration of hay and pastureland has been published and presented in several southern states, as well as at the NACAA and National Forage and Grasslands meetings.

He is well recognized in his area as a burly tobacco specialist and for his nutrition work in dairy and beef cattle.

The 4-H Livestock program grew from 7 to 36 families in only 7 years, under Larry's leadership. He started raising money for a livestock show barn and within three years raised the \$50,000 needed to build a 7,500 square foot pavilion with restrooms and concession stand. The County Commission unanimously named this facility the "Moorehead Pavilion."

He also started the Horseman's Association and built a show arena that is now home to four to five shows per year. This association funds the 4-H Horse project and provides scholarships each year for 4-H'ers.

Larry also started the first County Livestock Association in the country. They now have over



Larry Moorehead

\$20,000 of equipment for members to use.

Larry has held every office of the Tennessee Association of Agriculture Agents and Specialists, and was Chair of the '96 NACAA Meeting in Nashville. Larry has served the last five years as President of the local Chamber of Commerce. He is Chairman of the County Park Board, on the United Way Board, and represents the county on the Arnold Community Council.

Larry has unselfishly served the local school system. He served as President of the P.T.A., taught Hunter Safety classes for four years, served on the Jr-Pro Football Association Board. He was President of the All Sports Booster's Club for two years. His leadership resulted in the construction of a weight room and other improvements were valued at over \$100,000.

Larry is a Lay Speaker in the United Methodist Church. He coordinates a live nativity scene each Christmas and is involved in many other church projects. He gave leadership to an effort to

buy a van for a quadriplegic. The result was over \$30,000 being raised for a needy person.

Larry and his family took a minority student into their home and sent her to college for a year while they had two children of their own in college.

In 2000, he planted a half-acre of sweet corn for a neighbor child who is recovering from cancer. She picked and sold over \$1,000 worth of corn to put in her college savings account.

Larry Moorehead is an excellent example of an agent who has unselfishly served his county in many different roles.

2001 NACAA Distinguished Service Award Winners

WESTERN REGION

<u>ARIZONA-</u>	Tom DeGomez
<u>CALIFORNIA-</u>	Paul S. Verdegaal
<u>COLORADO-</u>	Robbie Baird LeValley
	Mary K. Small
<u>IDAHO-</u>	Richard M. Garrard
<u>MONTANO-</u>	Judee Wargo
<u>NEW MEXICO-</u>	Patrick Torres
<u>OREGON-</u>	Michael Howell
<u>UTAH-</u>	Dennis R. Worwood
<u>WASHINGTON-</u>	Ned L. Zaugg

NORTHEAST REGION

<u>MARYLAND-</u>	Don Schwartz
<u>NEW JERSEY-</u>	Madeline Flahive DiNardo
<u>NEW YORK-</u>	Paul E. Lehman
	Cathy Wickswat
<u>PENNSYLVANIA-</u>	Chester D. Hughes
	Earle David Robbins
<u>VERMONT-</u>	Jeffery E. Carter
<u>WEST VIRGINIA-</u>	Roger L. Nestor

NORTH CENTRAL REGION

<u>ILLINOIS-</u>	Rick Keim
<u>IOWA-</u>	Linda Engelken Fischer
	Chris O. Nelson
<u>INDIANA-</u>	Cedric Durkes
	Roger Moll
<u>KANSAS-</u>	Chuck Otte
	Keith P. VanSlike
<u>MICHIGAN-</u>	Ned M. Birkey
	L. Andrew Norman
	Van Virgel Varner
<u>MINNESOTA-</u>	Timothy Dolan
	Gary J. Wyatt
<u>MISSOURI-</u>	Joseph W. Koenen
	Rick Mammen
<u>NEBRASKA-</u>	Thomas W. Dorn
	Robert J. Meduna
<u>NORTH DAKOTA-</u>	Willie Huot
<u>OHIO-</u>	Glen Arnold
	Thomas E. Noyes
<u>SOUTH DAKOTA-</u>	Steve Sutura
<u>WISCONSIN-</u>	Dennis D. Dornfeld
	Timothy Rehbein

SOUTHERN REGION

<u>ALABAMA-</u>	Chuck Browne
	Charlie Mason
<u>ARKANSAS-</u>	Douglas B. Petty
	Steven W. Simpson
<u>FLORIDA-</u>	David B. Holmes
	William L. Schall
	Ernest L. Stephens
<u>GEORGIA-</u>	David E. Curry
	Rome Ethredge
	Michael Harris
	Kenneth Lewis
	Bill Thomas
	Carl Varnadoe
	Greg Whitis
<u>KENTUCKY-</u>	Douglas A. Wilson
<u>LOUISIANA-</u>	Jack L. Baldwin
	Dr. Mike Cannon
	Charles Overstreet
<u>MISSISSIPPI-</u>	Thomas T. Baird
	John D. Byrd, Jr.
	Charles E. Fitts
<u>NORTH CAROLINA-</u>	Kenneth R. Bateman
	Nancy W. Keith
	Richard V. Melton
	James Parsons
	William L. Skelton
<u>OKLAHOMA-</u>	Nathan G. Anderson
	Greg Highfill
<u>SOUTH CAROLINA-</u>	John E. Albrecht
	Philip R. Perry
<u>TENNESSEE-</u>	Ray E. Burden, Jr.
	Clark David Garland
	Paul E. Hart
	Ray Humberd
	Michael E. Smith
<u>TEXAS-</u>	James Alford
	John W. Allen
	William D. Botard
	Jon Green
	Bryon E. Lum
	Dennis Poole
	Gary Stanford
<u>VIRGINIA-</u>	Phil Blevins
	Charles W. Conner

2001 NACAA Achievement Award Winners

WESTERN REGION

<u>ALASKA</u> ---	Sarah Elizabeth McClellan
<u>ARIZONA</u> ---	Kai Umeda
<u>CALIFORNIA</u> ---	Brent A. Holtz
<u>COLORADO</u> ---	Marvin D. Reynolds
<u>IDAHO</u> ---	David L. Barton
<u>MONTANA</u> ---	Chester L. Hill
<u>NEW Mexico</u> ---	Tracy Drummond
<u>OREGON</u> ---	Troy W. Downing
<u>UTAH</u> ---	Boyd M. Kitchen
<u>WASHINGTON</u> ---	Susan R. Kerr
<u>WYOMING</u> ---	Brett R. Moline

NORTHEAST REGION

<u>MARYLAND</u> ---	R. David Myers
<u>NEW YORK</u> ---	Kennoth L. Carnes
<u>NEW JERSEY</u> ---	Richard B. Weidman
<u>PENNSYLVANIA</u> ---	Timothy E. Elkner Gregory L. Strait
<u>WEST VIRGINIA</u> ---	David Seymour

NORTH CENTRAL REGION

<u>ILLINOIS</u> ---	Mike Crisel
<u>INDIANA</u> ---	Steven D. Siegelin
<u>KANSAS</u> ---	Mark D. Ploger Mark K. Schuler
<u>MICHIGAN</u> ---	Roberta L. Dow Mary A. Dunckel
<u>MINNESOTA</u> ---	Bradley M. Carlson
<u>MISSOURI</u> ---	Matthew Herring Randall D. Saner
<u>NEBRASKA</u> ---	Terry Hejny
<u>NORTH DAKOTA</u> ---	Dwain A. Barondeau
<u>OHIO</u> ---	Alan Sundermeier
<u>SOUTH DAKOTA</u> ---	Tracey Elvira Renelt
<u>WISCONSIN</u> ---	Kenneth H. Barnett

SOUTHERN REGION 28

<u>ALABAMA</u> ---	William C. Birdsong Nancy G. Gravves
<u>ARKANSAS</u> ---	Jerry H. Clemons William C. Robertson
<u>FLORIDA</u> ---	Liz Felter Douglas Mayo
<u>GEORGIA</u> ---	Douglas M. Collins Forrest J. Connelly Walter C. Hanks
<u>KENTUCKY</u> ---	Keith R. Hackworth Jeff Watt
<u>LOUISIANA</u> ---	Edward K. Twidwell
<u>MISSISSIPPI</u> ---	Timothy Needham Larry Oldham
<u>NORTH CAROLINA</u> ---	Cyndi Lauderdale Jeffery Vance Frank C. Winslow
<u>OKLAHOMA</u> ---	Jody House
<u>SOUTH CAROLINA</u> ---	H. David Gunter Ellen A.V. Strother
<u>TENNESSEE</u> ---	Wesley Neal Denton Karla Kean
<u>TEXAS</u> ---	Ismaro Cardenas, Jr. F. Scott Edmonson Stephen Gowin David Harmonson Jerry L. Jackson Roy D. Russell
<u>VIRGINIA</u> ---	Scott Jessee Jennifer L. Morris

2001 P.R.I.D.E. Awards Program Winners

National Winner

Hulle, L.R.

OPEN HOUSE ON THE FARM PROGRAM

Hulle,* L.R.

Cornell Cooperative Extension of Orange County
Education Center, 1 Ashley Avenue, Middletown, NY
10940

The population of Orange County, NY is 322,892. Less than 1% of the population is involved with farming activities. New neighbors to agriculture have concerns over the use of pesticides, noise, and odors because they have little understanding of common agricultural practices. There is a need to educate the community on the aspects of farming and the value of agriculture to the economy.

The program objectives were to have 700 people visit an active dairy farm and learn first hand about the activities involved to sustain a farm business. Program activities included selecting a host farm and having local farmers conduct informational tours that outlined the farm operation and the relationship of agriculture to the local economy. On farm milking and equipment demonstrations allowed participants to learn about farm activities. There were 700 participants that attended this program. Based on the evaluations of the participants, 97% said they agreed or strongly agreed that this program significantly increased their knowledge of the agricultural industry. According to 87% of the participant responses, they agreed or strongly agreed that learning about the agricultural industry was important to them. According to 81% of the participant responses, they agreed or strongly agreed that as a result of the Open House on the Farm program they have a better understanding of the agricultural industry and life on the farm. One of the significant quotes from a participant was "I will be more supportive of my local farmers and keep abreast of what is going on politically regarding farmers."

National Finalist

Crosby, Phillip M.

GEORGIA CATFISH FESTIVAL AND TRADE SHOW

Crosby, Phillip M.

Johnson County Extension Service

P.O. Box 31

Wrightsville, Ga. 31096

In August of 1999, Catfish International announced that it would build a commercial catfish processing plant in Wrightsville, the county seat of Johnson County, Georgia. The plant would have the capacity to process 55,000 pounds of live fish per 8 hour shift. The plant would also require 3500 acres of commercial ponds for production of fish for the plant. This offered a tremendous opportunity for local workers and farmers.

The challenge for Extension Service was to provide the needed information to a hungry clientele both locally and statewide.

The Georgia Catfish Festival and Trade Show was one programming effort initiated by the community to provide this needed information. The Festival's goal was to promote the catfish plant and the catfish industry. The Trade Show's goal was to provide non-biased, research based information to area, regional, and state landowners / farmers.

The Trade Show featured two parts: a series of educational classes titled "Getting Started in the Commercial Catfish Business" and an equipment, products, and services show.

8500 people attended the Georgia Catfish Festival and Trade Show held in March of 2000. 300 farmers and landowners from 28 Georgia counties attended the Trade Show. Eighteen vendors from six different states exhibited their products.

Promotional efforts prior to and following the Festival included articles in nine newspapers, including the Atlanta Journal, three TV programs, five radio programs including National Public Radio, and five state and regional magazines.

National Finalist

Eden, S.R.

FARM VISIT DAY

Eden,* S.R

¹ Unit Extension Educator, Crops/Environment
University of Illinois Extension
Ogle County, Illinois
421 W. Pines Road, Suite # 10
Oregon, Illinois 61061

The Farm Visit Day program has been conducted in Ogle County on an annual basis for 28 years. Participation has averaged 800 to 1,000 people each year.

The overall objective of Farm Visit Day is to create an awareness of the unique characteristics of agriculture in North Central Illinois and to provide an opportunity for a large number of the urban population in the area to interact and learn more about how dependent urban and rural families are to each other.

The exhibits and demonstrations conducted on farms visited provide the setting for urban families to better understand the business climate of agriculture and helps urban families discover information they had not previously known. Activities are conducted on the Ogle County Fairgrounds as well as area farms. Small animal exhibits and other interactive activities provide a tremendous opportunity for kids to help build respect for life at an early age.

The unique thing that makes the program successful in Ogle County is the involvement of people representing organizations who have a sincere desire to tell the story of agriculture and create a more favorable communication link between producer and consumer and between rural and urban persons. Media cover of the event has been outstanding.

The program has helped urban persons and consumers discover more about what it takes to keep the nation's food industry from producer to consumer alive and well.

NACAA Ambassador of the Year

Craig Haugaard grew up in western Minnesota where he was active in 4-H and FFA. He attended South Dakota State University where he received a Bachelors degree in Agricultural Economics.



Craig Haugaard

Following graduation from college he worked for fifteen years as a commodity trader and broker. In 1994 he began his employment with the University of Minnesota Extension Service. At this time he also went back to school, earning a masters degree in Human Resource Development from the University of Minnesota. As an extension educator Haugaard has worked extensively in the areas of commodity marketing and agri-business development. He served as Leadership Team coordinator for the Swift County Farm Business Retention and Enhancement program. This program concentrated on finding grassroots solutions to the current agricultural problems. This program was the recipient of the Business Retention and Expansion International Award of Excellence for 2000. In 2001 he served on the state team for the Winning the Game program, a commodity marketing program that implements a game playing segment as a part of the educational process.

In the past year, Haugaard, has given numerous presentations to a wide variety of audiences. He has spoken to every age group, from elementary school children to senior citizens, about the importance of agriculture as well as addressing the issue of genetically enhanced crops. His most memorable presentation in the past year was when he was asked to address the Barnaul Cooperative Technikum in Barnaul, Russia on the subject of genetically enhanced agriculture.

4-H RECOGNITION NATIONAL WINNER

CLOSE ENCOUNTERS WITH AGRICULTURE PROGRAM - MONTGOMERY COUNTY, MARYLAND

MacLachlan*, W.Y.¹, Tregoning, D.W.², Ludwig, D.²
¹Area Environmental Management Educator, Mary-
land Cooperative Extension, 11975 Homewood Road,
Ellicott City, MD 21042

²County Agricultural and Natural Resources
Educators, Maryland Cooperative Extension - Mont-
gomery County, 18410 Muncaster Road, Derwood,
MN 20850

Can cows coexist with condominiums? An urban-
ized jurisdiction of 855,000 people, adjacent to Wash-
ington, D.C., Montgomery County, Maryland is a
growing, changing metropolitan area. The majority
of county residents have little knowledge or apprecia-
tion of food and fiber production. Their children have
limited understanding of the origin of the food they
eat and the clothes they wear.

Close Encounters with Agriculture was created in
1993 to increase the visibility and understanding of
agriculture and its interrelationship with nutrition, and
the environment.

Since its inception, the program has reached
13,661 fourth grad students, teachers, and parents
from diverse cultures and backgrounds through the
fourth grade social studies unit on Maryland. Success
has been measured by the marked improvements in
students' pre and post-test scores, teachers' evaluations
of the program, the new and diverse audiences
reached, and how well faculty, staff and volunteers
worked as a team to get the job done. Pre-tests (21%
correct) and post-tests (60% correct) demonstrate
marked increases in knowledge gained by students.
The teachers' evaluations consistently rate the program
between 4.50 and 4.75 (five = highest possible rat-
ing). Program statistics highlight the diversity of our
audience, i.e., 43% Caucasian, 26% African American,
21% Hispanic, 10% Asian racial/ethnic groups. Each
year, members of the entire Montgomery County Ex-
tension office are assisted by approximately 75 volun-
teers to host the three-week event.

SEARCH FOR EXCELLENCE IN 4-H AND YOUTH

National Finalists

Jack Kerrigan - Cleveland Heights, Ohio
Alice Crites - Logandale, Nevada
Tracy Behnken - Fremont, NE

Southern Region - Regional Winners

Daniel E. Mullins - Milton, Florida
Martha L. Mobley - Louisburg, North Carolina
Roger C. Vines - Rockford, Alabama

State Winners

Donald G. Manley - Florence, SC
Greg Whitis - Whitley, Kentucky
Jack Boles - Jasper, Arkansas
Gregory J. Hickey - Darien, Georgia
Nathan H. Perry - Fayetteville, TN
Leon Church - Clarendon, TX
James N. Belote - Accomac, Virginia

Western Region - Regional Winners

Gene Gibson - Sandpoint, Idaho
Sandy Macnab - Moro, Oregon

State Winners

Troy Dick Cooper - Duchesne, Utah

Northeast Region - Regional Winners

Carol Schurman - Clymer, PA
Nicholas Polanin - Rahay, New Jersey

North Central - Region Winners

Valynnnda Slack - Columbia City, Indiana

State Winners

Gary Bickmeier - Sigourney, Iowa
Stacy Bickett - Madison, SD
Dale W. Naze - Watford City, North Dakota
Billy D. Wood - Lawrence, Kansas

COMMUNICATIONS AWARD PROGRAM - 2001

CLASS 1 RADIO

National Winner

John L. Creswell, Coordinator
Nutrient Management Education Project
Iowa State University Extension
10861 Douglas Avenue, Suite B
Urbandale, Iowa 50322-2042
Phone 515/727-0656; FAX 515/727-0657
E-mail: creswell@iastate.edu
Polk County, Iowa

NUTRIENT MANAGEMENT MINUTE NUMBER 21 TITLE: FALL NITROGEN APPLICATION

The Nutrient Management Education Project's mission is to:

1. Increase clientele awareness and understanding of nutrient pollution sources, environmental effects and potential management and regulation issues.
2. Market information and educational programs focused on reducing nonpoint source nutrient pollution to Iowa's surface waters.

The Nutrient Management Minute weekly/bi-weekly radio program addresses mission goal number 1, to increase clientele awareness/understanding. The Nutrient Management Information Team, composed of individuals representing 20 public and private associations, organizations and agencies, assists with the review process and offers program ideas. Starting in April, twenty-eight Nutrient Management Minute programs were prepared and aired by radio stations during 2000. The program is being continued in 2001.

The program is written and reviewed for content and clarity, then taped by John Creswell at WOI Radio, 2022 Communications Building, ISU, Ames, Iowa. WOI Radio edits, then mails the recording to over 50 radio stations in Iowa and surrounding states. The program is prepared for the general public. A listener count is not available. The program is electronically mailed to over 300 individuals and organizations, and is used at their discretion in ongoing educational programs. Clients can download Nutrient Management Minute Programs from the Nitrogen and Phosphorus Knowledge web page (<http://extension.agron.iastate.edu/NPKnowledge/>). Radio stations can obtain broadcast quality files at the Nutrient Management Minute web page (<http://>

www.extension.iastate.edu/Pages/markets/nmm.htm). Surveys of radio station program managers and individuals/organizations indicate that the program is appreciated and used.

Funding for the Nutrient Management Education Project is provided by the Extension Service, Iowa State University, and by the Iowa Department of Natural Resources through a grant from the U.S. Environmental Protection Agency under the Federal Nonpoint Source Management Program (Section 319 of the Clean Water Act).

National Finalists USING MASS MEDIA TO DISTRIBUTE IMPOR- TANT ANIMAL HEALTH INFORMATION

Kerr*, S.R.

Washington State University Cooperative Extension-
Klickitat County, 228 W. Main St., MS-CH-12,
Goldendale, WA 98620

Novice or otherwise uneducated livestock producers are often unaware of newborn animals' crucial need to receive an adequate supply of colostrum within a few hours of birth. In an effort to reach an underserved population, a sixty-second radio feature was developed to help educate the public about the importance of colostrum. In addition to stressing the importance of adequate colostrum intake and the role of colostrum antibodies in ensuring neonatal immunity to disease, this radio spot also informed listeners that the local Extension office was a source of additional information on livestock health. It is anticipated that the non-technical language of the message and the use of the radio will reach and appeal to an isolated, rural audience that does not typically attend more traditional educational programs, thus providing them with a source of important, research-based information on animal health.

WISCONSIN PUBLIC RADIO PROGRAM

Hartman, P.A.

Brown County University of Wisconsin-Extension
1150 Bellevue Street, Green Bay, WI 54302

The objective of the Wisconsin Public Radio program is to answer inquiries on current topics of concern in horticulture. The audience consists of

Wisconsin households. The program was broadcast from 11:00 a.m. to 12 noon on September 15, 2000. The program originated from the Wisconsin Public Radio studio in Madison, Wisconsin. Guest speaker, Paul Hartman, was hooked in by telephone from Green Bay, Wisconsin. The program was taped at the radio station in Madison and dubbed off at home (first 14 minutes of an hour-long program). The conclusion of the show was beyond the time limit.

Dr. Andrew J. Londo
State: Mississippi
County: Oktibbeha

WHY DO LEAVES CHANGE COLOR

This program was titled “why do leaves change color” and aired on Forestry Friday, part of the Better Farming Program the week of October 2, 2000. Forestry Friday is weekly segment of the Better Farming Program, produced by the Mississippi State University Extension Service is broadcast throughout the state. Why do leaves change color was done for two reasons. First, it was the time of year when leaves are changing colors and second in response to questions received from landowners. This information is intended as general information concerning basic physiology of trees. Through this program, the listeners will have gained a better understanding of the complexity of trees and an idea of why the leaves change colors and what it means for the tree.

CLASS 2 PUBLISHED PHOTO

National Winner

FILMING OF FARM MARKET SEGMENT FOR “IF PLANTS COULD TALK” - A GARDENING SERIES FOR NJN PUBLIC TELEVISION

Hlubik, * W. T. 1
1County Agricultural Agent, for Rutgers Cooperative Extension, 390 George Street, 8th Floor, New Brunswick, NJ 08901

This photograph and caption was created by Mr. Hlubik and published in the American Vegetable Grower magazine in February 2001 on page 25. The photograph was also used in the features directory of the magazine on page four. The picture and caption were part of an article on the extension based educational television program for NJN- Public Television called “If Plants Could Talk”. The picture

and article encouraged readers to visit the web site for more information about this program. The circulation for the American Vegetable Grower 28,164 readers throughout the United States. The photograph was taken with a Sony Digital Mavica camera.

National Finalists

SOUTHERN PINE BEETLE - WHAT IT IS AND HOW TO IDENTIFY IT

Whitis, *Greg
County Extension Agent for Agriculture and Natural Resources, University of Kentucky College of Agriculture, McCreary County, P.O. Box 278, Whitley City, KY 42653-0278

The Southern Pine Beetle reached outbreak status in McCreary County during the summer of 2000. The Southern Pine Beetle is the most devastating insect to pine trees in the south. McCreary County has an estimated 45 million board feet of white and yellow pine saw timber. The United States Forest Service estimates that over 80% of these pines are either dead or infested. Monetary losses, from saw timber only, attributed to the Southern Pine Beetle are estimated to be 5 million dollars. This does not include losses of pulp wood and pine post material. Pine log prices have dropped from 250 dollars per thousand board feet to 100 dollars per thousand board feet. Pine post prices have dropped by 50%. The pictures were published in early summer to educate woodland owners about the Southern Pine Beetle. The photos were taken with a tripod mounted Yashica FX-103 35mm camera and a Yashica 35-105 Macro lense using natural light. The picture of the adult Southern Pine Beetle required the use of a the following extension tubes, 13mm, 21mm, and 31mm combined, along with a 2X Macro Focusing converter. The picture of the s-shaped tunnels required the use of a 13mm and 21mm extension tubes combined. The picture of the pitch tube required the use of a 13 mm extension tube. The audience were readers of the local news paper, which has a weekly circulation of 4,200. After these pictures ran contacts to the Extension Office concerning the Southern Pine Beetle increased tremendously. The film was processed and enlarged by a local department store. These pictures have also been displayed ten times at various field days, county fairs, logging shows, etc., were over 14,000 people were in attendance.

FALL FORAGE FIELD DAY PHOTO

Rankin, M.C.(1)

(1) Crops and Soils, UW-Extension, 400 University Dr., Fond du Lac, WI 54935

The Fall Forage Field Day is an annual event sponsored by University of Wisconsin-Extension and the Fond du Lac County Forage Council. In addition to an educational program, dairy producers cut and bring-in four stalks of corn from fields that will be harvested for silage. The plant samples are then registered and chopped using a commercial chipper-shredder to obtain a sub-sample for whole plant moisture analysis. From obtaining this data, a producer is better able to predict the optimum harvest time. The submitted photo captures the registration process as farmers stand in line with their four stalks of corn. In the background, samples are being chopped along the sidewall of a bunker silo. The photo was taken with a Sony Mavica digital (MVC FD 91) camera and the picture was sent to the Fond du Lac Reporter as an electronic file. In addition to highlighting the event, the cut line is used to promote a future time when farmers can bring-in stalks for moisture analysis. The photo and cut line published on September 10, 2000.

FARMEDIC

FARMEDIC Training held for Area Emergency Response Personnel

David Workman, WVU Extension Agent, 204 Washington Street, Moorefield, WV 26836

Farms and rural settings provide a unique set of features to emergency responders and rescue workers. FARMEDIC, a training program administered through Alfred State College, helps to train emergency responders to recognize farm hazards and gain valuable experience with hands-on situations in the farm setting.

The FARMEDIC course includes 12 hours of classroom instruction plus a 6-hour practical exercise. Participants had the opportunity to practice stabilization of various pieces of farm equipment, victim extrication and rescue, and to discuss silo and grain bin rescues.

Twelve responders from three counties took part in the two and one half-day session. This Agent helped to facilitate the session. The effort included the gathering of funds in the amount of \$1200-1500

above the tuition cost. As is customary this agent arranged the meeting room and AV needs, a farm tour, junk equipment for training, and to have junk disposed of after the session, 2 meals and refreshments for breaks.

The instructor conducted a test and an evaluation. It covered the other parts of the session that this agent facilitated. The instructor took the instruments with him at the conclusion of the program.

Other photos were published in the December 2000 issue of the Market Bulletin a publication of the West Virginia Department of Agriculture. A series of photos and article were also submitted to the Public Relations Department of AGCO Corporation in Duluth, Georgia to recognize the farm safety efforts of the local AGCO Dealer who assisted greatly with the disposal of the equipment.

CLASS 3 SLIDE SET

National Winner

Submitted by: Greg Patchan, Horticulture Agent, Oakland County

MSUE, 26E

1200 N. Telegraph Rd.

Pontiac, MI 48341

248-858-0887

FAX 248-858-1477

www.patchan@msue.msu.edu

CATEGORY: COMPUTER GRAPHICS

Situation: MSUE (Oakland County, horticulture program area) often has the opportunity for visibility and education at events, such as trade shows, fairs, non- MSUE sponsored educational programs. While static, print displays have been used, they are expensive and time consuming to create. Also, clientele are increasingly attracted to electronic media that can provide motion, sound, color and interaction.

Objective: Utilize computer based, technology to develop an "electronic" display that can also interact with the audience. Basic content should create an awareness of MSUE and it's horticulture programs. An interactive component that will attract clientele should be included. This display needs to be in a format that can be modified and/or enhanced quickly for specialized needs.

Results: Greg Patchan, horticulture agent, used Microsoft Powerpoint to develop an automated slide show. This show, with animation, provides an

overview of the MSUE, Oakland County, horticulture program and an interactive “bug” quiz. With a monitor, this display is ideal for “table top” exhibits. With a video projector, this display can be used with large audiences during breaks or before a workshop begins.

National Finalists

SLIDE SET ABSTRACT (POWERPOINT PRESENTATION): NOXIOUS WEEDS OF YAVAPAI COUNTY

Schalau, J.W.¹

¹Cooperative Extension, The University of Arizona, Yavapai County, Prescott, AZ 86302, U.S.A.

Noxious weeds are invading lands throughout the western United States. Grassroots educational efforts help decision makers and members of the general public understand the threat of noxious weeds. This presentation begins with a general discussion about noxious weeds and why we should be concerned. Then, the presentation focuses on nine noxious weeds that pose serious threat to natural resources and species diversity in Yavapai County in central Arizona. Biology, reproduction, morphological characteristics, and control strategies are described for each of the nine weed species. Photos are also incorporated. The presentation finishes with general weed management principles and a detailed discussion of integrated weed management. In 2000, this slide show was presented to five different groups ranging from homeowners associations to Master Gardeners and reached approximately 300 people. Photographs were taken by the Agent with Fuji MX-700 or Nikon Coolpix 990 Digital Cameras and edited with Adobe Photoshop. Microsoft PowerPoint was used to develop the presentation.

UNDERSTANDING THE PESTICIDE LABEL

Adams*, N.E.

Extension Educator, Agricultural Resources, Rockingham County, University of New Hampshire Cooperative Extension, 113 North Road, Brentwood, NH 03833

The Master Gardener Program was introduced to New Hampshire in 1993 and since its inception, has been a popular volunteer opportunity for New

Hampshire residents. Due to the nature of the volunteer service, it is imperative that participants learn and understand a vast array of horticultural information including pesticide usage and safety, garden math, and equipment calibration.

A three-hour module is now included within the Master Gardener training program that includes lecture and hands-on activities designed to increase their general knowledge regarding pesticides, understanding the regulatory process, performing simple garden math activities, and calibrating fertilizer and spray equipment.

The PowerPoint presentation included here, “Understanding the Pesticide Label” was designed and created by the author and is a portion of a larger slide program entitled “Pesticides”. It is presented twice each year to approximately 80 Master Gardener trainees.

For most of the participants, this is their first introduction to pesticides, equipment calibration and garden math. Evaluations have included comments such as “Great hands-on approach” and “Hands-on portion was very helpful, especially reading labels”. Trainees are also quizzed each week using true/false and multiple-choice questions covering topics discussed the previous week. The students have performed well on the pesticide/garden math/calibration quiz with a mean score of 90% and an average of 83%.

Schoessow*, K.S.¹

¹University of Wisconsin-CES, Madison, Wisconsin 53706

MANURE MANAGEMENT CHOICES

¹ Area Agriculture Development Agent, University of Wisconsin Cooperative Extension Service, Spooner, Wisconsin 54801

Water quality concerns have brought increasing regulations and public awareness on how farmers are managing their manure resources. The purpose of this transparency presentation was to increase livestock producers understanding of the importance of proper manure management. A brief overview was given on what is a nutrient management plan, why a nutrient management plan is important, what are options available for manure application, and what are some of the economics in manure management. In addition to the transparencies various Extension

publications on nutrient and manure management were handed out. The presentation was given at several producer meetings. Approximately 50 farmers listened to it. A survey of farmers after the meetings indicated most had gained new information as a result of this teaching. This presentation was prepared by the author using Microsoft Powerpoint and a digital scanner. Overhead transparencies were printed out using a deskjet color printer.

CLASS 4 DIRECT MAIL PIECE

National Winner

NEW JERSEY INTEGRATED CROP MANAGEMENT TOMATO SCHOOL

Michelle Infante-Casella, Agricultural Agent, Rutgers Cooperative Extension, 1200 North Delsea Drive Clayton, NJ 08312, Phone 856-307-6450
Email: minfante@aesop.rutgers.edu

Additional NACAA Team Members: Gerald Ghidui (All New Jersey Members) Joseph Ingerson-Mahar Kris Holmstrom, Wesley Kline, David Lee, Raymond Samulis, William Sciarappa, Sally Walker

The objective of this mail piece was to advertise two state-wide educational workshops for integrated crop management of tomatoes in New Jersey. Through this advertisement producers, agricultural industry members, and agricultural agency personnel were able to register for this free meeting that was funded by the USDA Environmental Quality Incentives Program. The mail piece was prepared by scanning photos that team members had taken and writing information pertaining to items to be taught, dates, locations, times, and directions. Printed advertisements were sent to over 1,500 interested parties via county extension office mailings and were distributed at other extension events. Final registrations for the two meetings included 78 registrants at the southern school and 38 at the northern school. Joseph Ingerson-Mahar, RCE Vegetable IPM Coordinator, was the organizational leader of this promotional piece with county agents acting as the main distributors of these items. The member submitting this entry participated in approximately 12% of the overall contribution as a team effort.

National Finalists

PENN STATE COOPERATIVE EXTENSION - CAPITAL REGION DAIRY PROGRAM BROCHURE

Smith, V. E.¹, Duncan D. G.², Freund, R. P.², Kopp, G. R.³, McFarland, D. F.⁴, Shirk, G. A.⁵, Wagner, P. E.⁶,

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²Penn State Coop. Ext., Cumberland Co., 1100 Claremont Rd. Carlisle, PA 17013

³Penn State Coop. Ext., Lebanon Co., 2120 Cornwall Rd. Ste.1, Lebanon, PA 17042

⁴Penn State Coop. Ext., York Co., 112 Pleasant Acres Rd., York, PA 17402

⁵Penn State Coop. Ext., Lancaster Co., 1383 Arcadia Rd. Rm.1, Lancaster, PA 17601

⁶Penn State Coop. Ext., Franklin Co., 197 Franklin Farm Lane, Chambersburg, PA 17201

The Capital Region Dairy Team with Penn State Cooperative Extension developed a promotional brochure that provided information about regionally planned programs for dairy producers, their families and employees that were planned for the 2000-2001 program year. The brochure was mailed to more than 5000 people, including dairymen, farm managers, dairy employees, and others involved in the dairy industry in October of 2000.

There were two primary objectives that the Dairy Team set out to accomplish as a result of developing and distributing this brochure. First, the Dairy Team wanted to inform clientele of educational program opportunities that were available to them for the upcoming year and make it easy for the clientele to register for the programs. Secondly, the Dairy Team wanted to increase awareness of our team efforts by highlighting high quality educational programs in the brochure.

As a result of the promotional efforts of the Capital Region Dairy Team, 532 people participated in the programs that were highlighted in the Capital Region Dairy Program brochure.

Dairy Team members provided the text and photos for the brochure. Layout, design and printing of the brochure was done by the Document Services Department at Penn State.

SITE SPECIFIC FARMING CONFERENCE

Haas, T.A.¹, Tregoning*, D.W.²

¹Regional Specialist, Agronomy, University of Maryland, WREC, P.O. Box 169, Queenstown, MD 21658

²County Extension Director, University of Maryland, Montgomery County Cooperative Extension Office, Derwood, MD 20855

The direct mail piece was used to promote the Site Specific Farming Conference to Maryland farmers. The objectives of the Conference were to demonstrate the applicability of site specific technologies to Maryland agricultural situations, elevate Maryland producer's level of enthusiasm, awareness and adoption of site specific farming technologies, bring nationally recognized speakers on site specific farming to Maryland, and educate 200 agricultural producers on site specific farming techniques. This was the first meeting of this kind in the mid-Atlantic region.

The Conference Planning Committee, working closely with the Graphics Design Department with the University of Maryland, conceptually developed the promotional brochure. The finished product was duplicated professionally. A total of 350 brochures were direct mailed to a list of farmers developed by the Planning Committee. The brochures were also distributed through County Extension Offices, trade shows and through agribusiness's. In all, 1700 were printed and distributed. The Conference was a complete sellout with 230 people in attendance. Farmers comprised over 65 percent of the audience; the planning committee had set a goal of 60 percent. Both entrants worked with every aspect of the planning and execution of this Conference. Participants gave the Conference an average rating of 3.65 with 4.00 being the highest. Ted Haas chaired the overall planning committee with Doug Tregoning serving as Finance Chair. Each devoted 15 months from start to finish and brought Maryland farmers what many consider the finest Extension education program seen in Maryland in many years.

BEAVER RIVER WATER QUALITY TOUR

Nelson.* R. Mark

Utah State University Extension, Beaver County
105 E Center, Beaver UT 84713

The Beaver River is the life blood of Beaver County. It is used as a fishery, a recreation area and a good source of water. Monitoring of the Beaver River has identified a variety of problems ranging from high rates of sediment movement to high amounts of phosphorus.

I serve as the chairman of the Information and Education Water Quality Committee that is responsible for educating the public on ways to protect the Beaver River. One of my responsibilities is to encourage local farmers to sign up for water quality projects on their own farms. Lack of funding keeps many producers from taking care of their waste management problems.

I designed this mail piece in such a way to get the attention of the farmers so they would come to the meeting and learn about how to get some federal funding to help with their waste management projects. It was sent out to 123 farmers in Beaver County. 30 producers attended the meeting and 16 of them signed up for water quality projects and federal cost share funding.

This letter was created on Word Perfect 8 and printed on our office color printer.

CLASS 5 PERSONAL COLUMN

National Winner

Goodspeed, Jerry L.

Utah State University Extension

Logan, Utah 84322

Extension Horticulturist, Weber County, Utah

I write a weekly newspaper article for the Ogden Standard-Examiner, which has a circulation of over 75,000. The major distribution is in Weber County, with some subscriptions going into Davis, Salt Lake, and Morgan Counties to the south, and Box Elder County to the north. The Standard-Examiner is the major newspaper north of Salt Lake County.

The purpose of the column is to provide timely and correct horticultural information to the people of Northern Utah in an enjoyable, humorous, and easy-to-read column. I also use the column as a source to get information out on spray dates, Extension workshops, pest problems, and other useful events and information. The column is well read as is evident from the number of people who attend workshops and report they read about the event in the column. The paper has been very pleased with the response

from articles.

I write each article and have my secretary proof the final copy before it is submitted to the paper. The paper receives a hard copy and an electronic e-mail copy.

National Finalists

NEILL, K. C.

Agricultural Extension Agent
North Carolina Cooperative Extension Service
3309 Burlington Road
Greensboro, North Carolina 27405

In an effort to transfer up-to-date information to a large urban audience (380,000) the use of mass media, via a newspaper personal column, can provide the vehicle. The News and Record, a triad area newspaper serving six counties, presently reaches 110,000 homes. This large readership is interested in receiving seasonal up-to-date gardening/horticulture information. Weekly articles present timely horticulture tips that are also environmentally friendly. Titles have included "Landscaping Makes Cents", "Compost Can Happen" and "Beneficials To The Rescue". Many of the article topics are the direct result of questions to the Extension Office per phone calls.

Throughout the year the articles have resulted in enhanced garden center and nursery sales of new and better plant materials. The articles have also brought about water conservation and reduced pesticide use. Dr. Nance, a local dentist, saved \$4,000 after learning his established, thriving landscape didn't need the irrigation system he was about to install in our county with a limited water resource. Mr. Don Olson, a frequent reader, comments that he looks forward to the Saturday paper to see what he should be working on as do other readers. There is increased attendance at Extension sponsored programs because of the program announcement in the column. The influence of this personal column can also be seen in the increased activity to electronic mail where readers are encouraged to send questions.

Rhonda J. Ferree

Unit Educator - Horticulture
University of Illinois Extension-Fulton County

Rhonda writes a weekly column for the Canton Daily Ledger called Master Gardener's Corner. The column is meant to keep Fulton County home

gardeners up to date on pertinent gardening topics. Master Gardener's Corner runs each Saturday. The Canton Daily Ledger is a daily newspaper that reaches about 5800 readers daily. Rhonda writes each article herself in first person. Her articles describe gardening in a personal, fun, and easy to understand way. Articles are edited and formatted by secretarial staff, then faxed to the newspaper office.

DAIRY CHANNEL PERSONAL COLUMN

Shoemaker,* D. E.

District Specialist, Dairy, The Ohio State University Extension, 1680 Madison Ave, Wooster, Ohio 44691

The "Dairy Channel" column is a bi-weekly feature of the Farm and Dairy weekly newspaper. Farm and Dairy focuses on a production agriculture and rural, non-agricultural audience. Farm and Dairy has a circulation of 28,100 paid subscribers. The targeted audience for this column is dairy farmers and dairy industry representatives. The "Dairy Channel" column discusses topics of current interest to the extensive dairy industry in northeast Ohio and northwest Pennsylvania focusing on management and profitability issues. Informal reader response indicates that columns are saved for current and future reference. This author writes one column per month while Ernie Oelker, Columbiana County Agriculture Agent writes the other column published each month.

CLASS 6 FEATURE STORY

National Winner

Sagers, Larry A.

"THANKSGIVING POINT—GALAXY OF GARDENS"

Extension Regional Horticulture Agent, Utah State University Extension Service, 2095 North Thanksgiving Way, Lehi, Utah 84043-3506

This story and photographs provided by the author, were published at the opening of an elaborate public garden. Unique in Utah, the garden was designed as a major tourist attraction and a place where local residents can go to find peace, beauty, and serenity. The garden is the fulfillment of a dream for the co-founder of Thanksgiving Point Institute. I wrote the text based on personal knowledge and an

interview with her to acquaint readers with the gardens and to provide insight into its philosophy. Thanksgiving Point Institute provides educational programs in gardening for the public as well as gardens and other items of interest to visitors. The publication was a front-page special for the Home and Garden section of the Deseret News. This large daily newspaper publishes 70,000 copies per day. These are distributed in Salt Lake County and throughout Utah. The photographs were done with 35 mm print film to facilitate the format published in the newspaper. The color negatives were digitized for input. Text was written one week prior to publication.

National Finalists

MANAGING THE FARM POND.....FOR THE PLEASURE, A LOT OF PAIN!

Davis, C. W.

County Extension Agent, Clemson University Cooperative Extension Service, 112 Courthouse Annex, St. Matthews, S.C. 29135.

The feature article, Managing the Farm Pond.....is an attempt to provide timely information on farm pond management to the large population of pond owners in the Orangeburg/Calhoun County area.. It was published in the Times and Democrat, a daily newspaper serving the central portion of South Carolina which has a circulation of over 18,000. The Times and Democrat provides a weekly agriculture section in its Monday Edition.

CREATING A BACKYARD WATER GARDEN

Ken Rudisill, Florida, Bay County, University of Florida/Horticulture, Extension Agent

The objective for this article was to provide homeowners with general information and stimulate an interest in creating a back yard water garden. A need for this information had been identified due to the numerous phone calls and walk-in visits to the Extension office regarding how to make a water garden . The article was printed in the Panama City News Heard in the Home and Garden section on Sunday , February 4, 2001. The circulation of the paper is approximately 40,000. The target audience was primary homeowners, however, some businesses also have and use water gardens at their sites. There are approximately 56, 700 households in Bay County. After the article appeared, the owners of the garden

center featured in the article pictures, received over 50 phone calls about water gardens and over 30 individuals/couples came to the store to discuss building a water garden at their site. The local extension office received over a dozen phone calls wanting more information on water gardens. The article was written by the horticulture agent and turned into the newspaper arrangements were made with a local business for the photo journalist from the newspaper to take pictures for the feature. The pictures that appeared in the article were taken by the newspaper photographer. The newspaper did the final layout and design of the article.

Gef Flimlin, Marine Extension Agent Rutgers Cooperative Extension Area Agent, Monmouth, Ocean and Atlantic Counties, 1623 Whitesville Rd., Toms River, NJ 08755

The article titled “Innovations in shellfish propagation in the eastern USA” was derived from the Northeastern Regional Aquaculture Center (NRAC) publication titled “Nursery and Growout Methods for Aquacultured Shellfish” which the agent also wrote. That publication was constructed from a slide presentation which the agent has been updating and using for about 10 years. He has presented it over 30 times regionally and internationally. The article is published in World Aquaculture, the quarterly magazine of the World Aquaculture Society.

The shellfish aquaculture industry for the East Coast runs from Maine to Florida and into parts of the Gulf of Mexico. It is comprised of about 60 private or public shellfish hatcheries and nurseries that serve about 500 growers. The two leading hatchery reared bivalve molluscs, namely the hard clam or Northern Quahog, *Mercenaria mercenaria*, or the Eastern Oyster, *Crassostrea virginica*, have a strong market acceptance and are cultured because wild stocks are low. This is partly due to degraded water quality, several diseases, and over harvest. This article was intended for a world -wide audience of aquaculturists to document the basic parameters of shellfish culture on the East Coast. This allows them to examine and compare techniques that have worked and sometimes more importantly, those which weren't as successful.

The agent wrote the entire text. He took all of the pictures in the article, but one. The original NRAC publication was peer reviewed, and this article was reviewed by the editor of World Aquaculture Magazine, and others chosen by the editor. The agent made all the editorial changes and resubmitted the

text for final publication. The magazine containing the article was distributed world-wide to all members of the World Aquaculture Society (over 3000), and libraries which subscribe to the publication. It essentially reaches every institution doing significant aquaculture research, teaching and/or extension in the world.

CLASS 7 INDIVIDUAL NEWSLETTER

National Winner

POLK RANCHER BEEF & FORAGE NEWSLETTER

Mayo*, D.E.

County Livestock Agent, Jackson County Extension, 2741 Pennsylvania Ave., Suite 3, Marianna, FL 32448, Email demayo@mail.ifas.ufl.edu

The Jackson Stockman is a quarterly newsletter sent to over 627 livestock and hay producers in Jackson County Florida. The purpose of the newsletter is two fold. First, the newsletter is a forum for brief articles on recommended livestock and pasture management practices aimed at making Jackson County's livestock operations more efficient and profitable. This newsletter is the most practical vehicle for delivering timely information to a large audience. The agent composes the majority of the articles, but does rely on state and regional specialists for timely articles pertaining to livestock and forage production. The second goal is to provide information on upcoming extension, USDA and Cattlemen Association programs and events. So, each issue contains both practical, educational articles, as well as current news on upcoming programs of interest.

This newsletter was created entirely on the agent's computer using Microsoft Word, printed on a Color Laser Printer and duplicated by a secretary on a copy machine for distribution through a maintained bulk mailing list.

National Finalists

HORTICULTURE UPDATE

Hoysa, Charles R.

Virginia Cooperative Extension - Fauquier Unit

24 Pelham Street
Warrenton, VA 20186

The 'Horticulture Update' is an electronic newsletter prepared twice a month from April through October. The original intended audience was Master Gardener Volunteers who help out in Extension Offices answering questions and diagnosing horticultural problems. With some minor modifications to the text, the newsletter was posted on the website of the Fauquier Unit of Virginia Cooperative Extension. Eleven other Extension Units have links to the Horticulture Update, and the site is publicized in local newsletters and news articles. In its first year it has become the most frequently accessed county level newsletter according the VCE Web Usage Statistics.

The 'Horticulture Update' features current insect and disease problems in the home landscape, as well as cultural recommendations appropriate for the season. Pictures of current insect and diseases are taken with a Nikon Coolpix 800 digital camera, or taken from a personal slide collection placed on CD by the Virginia Tech Photo Lab. Links to appropriate publications provide readers additional information on many topics. Links are only made to Virginia Tech sites, or Extension sites from neighboring states with appropriate material.

The newsletter is prepared in Microsoft Word and converted to PDF format with Adobe software for posting.

DAIRY-AIRE REPORT - A BI-MONTHLY DAIRY NEWSLETTER FOR FOND DU LAC COUNTY DAIRY PRODUCERS

Possin, I.R.¹

¹Dairy and Livestock Agent, UW-Extension, 400 University Drive, Fond du Lac, WI 54935

The Dairy-Aire Report is a dairy newsletter that covers timely articles and information on the dairy industry. The newsletter is sent to 740 dairy producers and agricultural professionals.

The articles may be announcements of meetings, new applied research, recommended production practices and summaries of papers given at meetings. A calendar of meetings and events is always a part of the newsletter.

WASHINGTON COUNTY EXTENSION SYSTEM NEWSLETTER

Reddy, S.J.

University of Idaho, Cooperative Extension System
Weiser, Idaho 83672
Washington County

The objective of this quarterly newsletter is to inform the agricultural community of 4-H programs, technical agricultural news, and various training opportunities, such as the Master Gardener Program and pesticide applicator recertification. Because Washington County is large and geographically diverse, the newsletter was introduced to improve public awareness of Extension System programs and classes. The newsletter is directly mailed to 260 households and is also distributed as handouts from the Extension Office. The format of the newsletter often includes digital images from Washington County events to augment the article and to increase reader interest. Several recipients have commented favorable on the newsletter content and appearance, and participation has improved at Extension System programs. The newsletter is prepared and printed entirely in the Washington County Extension Office using Microsoft Publisher software, an HP Deskjet color printer, and a Sharp office copier.

CLASS 8 TEAM NEWSLETTER

National Winner

Dorn, T.W., Bartos, L., Bergman, G.C., Brubaker, S.C., Brown, L., Burson, M.H., Hanna, A.L., Henneman, A.C., Karmazin, D.K., Kraft, E.M., Kulm, T.L., Janssen, D.E., Jha, McReynolds, M.J., Ogg, B.P.¹

¹ Neblin Editors & Contributors. Extension Educators, Extension Associates, and Extension Assistants, UNL. 444 Cherrycreek Road, Lincoln, NE 68528

Lancaster County is the second most populated county in Nebraska with about 230,000 residents and includes all of the city of Lincoln; Nebraska's state capitol. About 190,000 people live within the city of Lincoln with the remaining 45,000 living in one of fourteen small towns and villages or they maintain an independent residence in the rural setting.

The NEBLINE newsletter is primarily used as a means of disseminating timely information to the

many clientele groups served by Lancaster County Extension. Each monthly newsletter contains a feature article plus eight subject matter sections. These are: Horticulture, Environmental Focus, Farm Views, Acreage Insights, Food and Fitness, Family Living, 4-H & Youth, and Community Focus. Each section of the NEBLINE has an editor which provides copy to a publication & resource assistant who does the desktop publishing layout. The camera-ready copy is then sent on to a commercial printer for production and distribution.

The NEBLINE newsletter is published monthly. 10,000 copies are printed and over 9,200 are mailed to a subscription list, with the remaining copies distributed in bulk to various locations. A web version of the newsletter also appears on the Lancaster County Extension website: <http://lancaster.unl.edu>.

National Finalists

THE MID-COLUMBIA SMALL FARMS & ACREAGE NEWSLETTER: A BI-STATE EXTENSION COLLABORATION

Castagnoli, S.P.¹, Kerr*, S.R.², Nisley, B.D.³, and Tuck, B.V.⁴

¹Oregon State University Extension Service-Hood River County, 2990 Experiment Station Drive, Hood River, OR 97031

²Washington State University Cooperative Extension-Klickitat County, 228 W. Main St., MS-CH-12, Goldendale, WA 98620

³Oregon State University Extension Service-Sherman and Wasco Counties, 409 Hood Street, Moro, OR 97039

⁴Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058

Many new rural residents are moving into the Mid-Columbia Gorge area of the Pacific Northwest. These new residents typically purchase small acreages and are unfamiliar with rural life, agricultural issues and small farm management. To address the needs and concerns of area small farmers, OSU and WSU Extension agents decided to collaborate on a regional newsletter titled Mid-Columbia Small Farm and Acreage Newsletter. The purpose of this newsletter is to provide research-based information concerning livestock and horticultural production, marketing, noxious weed control, conservation, irrigation, small farm management and other educational needs of small farmers and rural landowners. Livestock,

horticulture and agronomy agents contribute to this bi-monthly effort; additional feature articles are written by other resource personnel such as weed control coordinators, NRCS and conservation district employees and other Extension educators. The first issue of this newsletter was distributed free of charge to the 4,000 owners of one to fifty acres in Wasco, Hood River and Sherman counties in Oregon and Klickitat County, Washington. The ongoing distribution method is designed to keep the newsletter sustainable in light of shrinking budgets; subsequent copies are distributed free via e-mail or sent in hard copy for a nominal subscription fee. Free promotional copies are also made available at feed and lumber stores. Current circulation is 140 and growing and includes owners of any acreage who have asked to receive the newsletter. Issues are available on-line at <http://osu.orst.edu/extension/wasco/smallfarms/listings.html>. In the future, archives will organize articles and resources according to topics. The writing, editing and distribution of this educational publication is a bi-state, multi-county cooperative effort.

UNIVERSITY OF IDAHO EXTENSION FOCUS
Managing Editor Jo Ann Robbins Extension
Educator, University of Idaho, Blaine County
Extension, 117 North River Street, Hailey, ID 83333

Other NACAA members contributing to the Newsletter:

Chad Cheyney, Extension Educator, Butte County Extension, PO Box 832, Arco, ID 83213

Cindy Kinder, Extension Educator, Camas County Extension, PO Box 429, Fairfield, ID 83327

Richard Garrard, Extension Educator, Cassia County Extension, 1013 W. 16th St., Burley, ID 83318

Jim Hawkins, Extension Educator, Custer County Extension, PO Box 160, Challis, ID 83226

Bill Hazen, Extension Educator, Gooding County Extension, 202 14th Ave. E., Gooding, ID 83330

Chtisti Falen, Extension Educator, Jerome County Extension, 300 N. Lincoln, Suite 111, Jerome, ID 83338

Shannon Williams, Extension Educator, Lemhi County Extension, 201 Broadway, Salmon, ID 83467

Ron Thaemert, Extension Educator, Lincoln County Extension, PO Box 608, Shoshone, ID 83352

Matt Schuster, Extension Educator, Minidoka County Extension, 85 E. Baseline, Rupert, ID 83350

Bob Ohlensehlen, Extension Educator, Twin Falls County Extension, 246 3rd Ave. E., Twin Falls, ID 83301

Steve Salisbury, Extension Educator, Twin Falls County Extension, 246 3rd Ave. E., Twin Falls, ID 83301

Gary Fornshell, Extension Educator, Twin Falls County Extension, 246 3rd Ave. E., Twin Falls, ID 83301

The Extension Focus has been in existence since 1989, serving the educational needs of residents in 11 south central Idaho counties. The objective of the newsletter is to provide University of Idaho research based information and notification of Extension programs to residents in a timely manner. Six issues are published yearly in February, April, June, August, October, and December. It is distributed at no charge to those requesting to be on the mailing list and those who attend Extension programs and functions.

In 1996, the Focus was reformatted. Subjects areas were assigned permanent pages in each 8 page issue, author pictures were featured with the articles, article length was shortened to an average length of 500 words, a question and answer and a comic section were added, and a lead story and feature article, with appropriate photographs, were adopted as permanent additions to the front page. These changes were in response to a questionnaire published in an issue of the Focus and returned by hundreds of readers. Their suggestions were adopted in order to make the Focus easier and more pleasant to read.

Each issue of the Focus is created by the subject matter editors in livestock, family and consumer science, horticulture, greater southern Idaho, crops and 4-H and youth. These editors contact county Extension Educators and University of Idaho Specialists who write articles for the subject matter pages. In addition, these subject matter editors arrange for lead and feature articles and submit question and answers for each issue. After editing, these articles are forwarded via e-mail to the managing editor who compiles the issue and selects any extra needed graphics. The issue is then sent to a local newspaper, the Arco Advertiser, where the owner/editor finalizes the formatting and printing occurs.

The Butte County Extension Educator in Arco receives the printed issue and, with the help of a group of paid workers, folds and places mailing labels on each of the 7000 issues mailed throughout the 11 U of I District III counties. The mailing list is maintained in the Twin Falls County Extension office, and labels are printed there and mailed to Butte County. It is the responsibility of each of the 11 counties to keep their contributions to the mailing list current. The penalty mail expense is paid by each county in proportion to the number of people from their county on the

mailing list.

It is difficult to measure exact impact of the District III Extension Focus. Many positive comments are made by clientele in the communities. Reprinted articles from the Focus have been observed being used in conjunction with ag services such as compost. These were used to provide the facts in regard to the benefits and exact use of compost in commodity production. It provides a ready method of information delivery directly to homes.

PENN JERSEY PASTURE POINTERS

Chamberlain*, E.A.1, Mickel*, R.C.2, Solt*, G.W.3, Foulk*, D.L.4, Kadwill, N.M.5, Stevenson, D.L.6

1County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

2County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, 4 Gauntt Place, Flemington, NJ 08822-9058

3Agricultural Agent, Northampton County Extension Service, Greystone Building, Gracedale Complex, Nazareth, PA 18064-9212

4Agriculture Program Associate, Rutgers Cooperative Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

5Agricultural Agent, Montgomery County Extension Service, 1015 Bridge Road, Suite H, Colledgeville, PA 19426-1179

6County Extension Director, Schuylkill County Extension Service, 1202 Ag Center Drive, Pottsville, PA 17901

New Jersey and Eastern Pennsylvania have an equine industry that encompasses over 80,000 horses, 10,000 farms and 100,000 acres in pasture. Farm owners and managers are becoming more aware of the value to maintain, revitalize and enhance their pastures. The benefits include reduced feed costs, a more aesthetically appealing farmstead, less environmental impact, and good community relations. The Penn Jersey Pasture Pointers was published to address critical and technical questions concerning the management of pastures for horses. The newsletter addresses a clientele need identified as a result of consultant feedback while conducting intensive integrated pasture management programs, and through need assessments conducted with farm owners and managers.

Pasture Pointers provides a medium for our

Extension team to provide information on a quarterly basis to a group including, but not limited to, the clientele that have attended our equine schools, pasture workshops and/or participated in the Integrated Crop Management pasture program.

The newsletter is produced four times per year, and sent to a readership of over 1,500 in two states. Veterinarians, farriers, seed and fertilizer dealers also receive the newsletter at their request.

The newsletter topics address time sensitive issues on pasture species, renovation techniques, nutrition, weed control, parasite control, manure management, soil nutrients, and poisonous plant identification.

CLASS 9 VIDEO/TV PRESENTATION

National Winner

DEER TOLERANT PLANTS AND GRUB CONTROL: PROGRAM 8 FOR "IF PLANTS COULD TALK" - GARDENING TELEVISION SERIES FOR NJN PBS.

Hlubik, * W. T. 1, Polanin, N. 2, Smela, D. 4, Marko, J. 4 Weidman R.5 and Flahive DiNardo, M. 3
1Agricultural Agent Middlesex County, 2Agricultural Agent Somerset County, and 3Agricultural Agent Union County, 5 Program Associate and 4Program Assistants Middlesex County for Rutgers Cooperative Extension, of New Jersey. Dept. of Agricultural and Resource Management Agents, Martin Hall Room 326, 88 Lipman Dr., New Brunswick, NJ 08903.

This 30 minute television program reviews deer tolerant plants and grub control for landscapes in the northeast. This episode is part of the "If Plants Could Talk" educational gardening television series for NJN Public Television. The series provides research-based information on plant selection and care, integrated pest management, and agriculture for the general public. Mr. Hlubik and Mr. Polanin serve as hosts, producers, and co-script writers and Ms. Flahive-DeNardo is an associate producer, script writer and financial coordinator for the program. Mr. Weidman and Mr. Smela are script writers and program assistants and Mr. Marko is the digital editor and videographer. The attached program eight aired on New Jersey Network Public Television on October 12, 2000 at 12:30. This program received over 30,000 viewers in the South Jersey area which was 30% higher than Nielsen ratings for a comparable program "Victory Garden" during the same air time. The potential viewing audience is 7.8 million people in NJ,

NY,PA and DE. The program was taped on a Sony beta movie camera and the film was edited digitally on a Media 100 System. Copies were created by the authors with a JVC Pro VHS recorder.

National Finalists

FAMILY FARMS - VIDEO TAPE/TELEVISION

Fretts*, D.C.

Extension Agent, Agriculture, Penn State Cooperative Extension, 61 E. Main, Uniontown, PA 15401

On Q Magazine, a televised magazine on public television originating from Pittsburgh, PA wanted to do a feature focusing on the negative economic conditions of family farms versus "corporation" farms. After explaining that most corporate farms in Pennsylvania and especially southwest Pennsylvania were family corporations, I suggested a different approach. My suggestion was to feature how local full time farmers are positioning themselves to compete for the future and how part time farmers are also surviving and maintaining a desirable life style.

I selected the farmers to be interviewed, suggested the theme, approach and key questions to be asked that would illustrate how diverse the opportunities and challenges are. WQED Television filmed, edited the film and presented the program first on May 25,2000. Following the showing of the video, I appeared live and answered questions posed by the on air talent.

The program was aired on four separate days in May and June, reached an estimated 200,000 persons in the greater metropolitan Pittsburgh viewing area and was reported to be one of the most popular On Q Magazine shows for 2000.

CHAINSAW SAFETY

Auel, J. B.

Extension Forestry, Mississippi State University
Box 9681, Mississippi State, MS 39762 U.S.A.

"Chainsaw Safety" was taped in May 2000 and aired as a feature segment on FARMWEEK June 6, 2000. FARMWEEK is a weekly television program produced by MSU-ES and the Mississippi Educational Television Network. Chainsaw safety is paramount to anyone who uses a saw and this video was used to address safety for nonprofessional users such as landowners and homeowners. This video covers basic

chainsaw safety, felling techniques, and bucking techniques. The script was developed and techniques were demonstrated by the author. This video was an adjunct to the publication "Chainsaw Safety Tree Felling" written by the author, and published in May, 2000.

Larry Zilliox

Extension Educator

Douglas County

Minnesota

MAGGOTS FOR LUNCH...NO MORE

An educational video for homeowners growing apples.

This thirteen minute entertaining and educational video will help homeowners reduce the frustration of growing high quality apples in their back yard. Using simple plastic bags individuals can eliminate spraying insecticides all summer long to control apple maggots in their apples.

This professionally produced video will supplement news articles and educational programs on controlling apple maggot damage. The video is in the University of Minnesota Extension Service Distribution Center and is available for rent or purchase.

The video is the result of two years of applied research involving over 30 homeowners apple trees in their backyards and more than twenty varieties of apples. The goal is to acquaint individuals with the simple technique that will result in high quality maggot free apples.

CLASS 10 FACT SHEET

National Winner

GARLIC MUSTARD - A MAJOR THREAT TO WISCONSIN'S WOODLANDS

Hartman, P.A.

Brown County University of Wisconsin-Extension
1150 Bellevue Street, Green Bay, Wisconsin 54302

The objective of this fact sheet is to help people understand the problem we have with garlic mustard - where it is and how we can get rid of it. The target audience is the general public of Wisconsin. 27,000 copies were distributed in Wisconsin, Iowa and Minnesota. The entry was typed in Word in the Brown County UW-Extension office and duplicated by Seaway Printing, Green Bay, Wisconsin.

This entry was a team effort with this author initiating the project and taking the lead. Preparation of first draft, subsequent revisions, and formatting were responsibilities of this author. Others contributed to design and content. Sharon Morrisey, as Extension educator in Milwaukee County, Wisconsin (not an Association member) reviewed the copy and made additions and corrections as needed.

National Finalists

COMMUNITIES ON COURSE - THE COMPREHENSIVE PLAN

Slack, V.K.¹

Two-thirds of Indiana Counties identified land use issues as one of the most important issues in the state (1998 Indiana Plan of Work needs assessment). There is a shifting role for Agriculture & Natural Resource educators who serve on plan commissions. There are increasing questions from the broader community regarding the complex issues over the use of land and natural resources.

The objective of this fact sheet is to promote understanding and citizen participation in land use planning. Many Indiana counties are experiencing rapid residential, industrial and commercial growth. Associated with rapid growth is concern as well as conflict, as to the best and wisest use of available land. Citizens are often not aware of the local legislation that governs the decision making process for land use planning.

The fact sheet helps the interested citizen increase awareness. It offers information to assess a community's current plan. It encourages discussion and consensus building among all stakeholders.

The fact sheet is easily accessible to citizens. Educators are provided camera ready copies, media distribution offers it as ID-234 and the web will print HTML or PDF files. Over 700 have been distributed.

The series of fact sheet was one of six written by the educator. It is one of ten from the Land Use Team series and one of 25 from Communities on Course.

These fact sheets were demonstrated for educators at the Urban Conference for Educators in Detroit, Michigan; North Carolina Educator Land Use Team Development and the Keep American Growing Conference in Philadelphia, Pennsylvania. Educators from Illinois, Wisconsin and Ohio are also using the information.

The fact sheets are versatile and are easy to supplement. Programs, utilizing this fact sheet, have

been presented in over 20 Indiana counties.

The fact sheet is available on the web at <http://www.agcom.purdue.edu/AgCom/Pubs/ID/ID-234.html> as well as in printed form as ID-234.

The fact sheet was developed and written by the educator, then edited and published through Purdue University Agricultural Communications Department.

PANHANDLE WEED MANAGEMENT AREA (PWMA) CO-OPERATIVE WEED MANAGEMENT PROGRAM

Gibson*, G.W.¹

¹ Multi-County Extension Agricultural Educator, Livestock/Youth Programming, University of Idaho, 4205 N. Boyer, Sandpoint, Idaho 83864, Bonner County, U. S. A.

The Panhandle Weed Management Area was organized to bring together those responsible for weed management, identify and control weed populations with successful and coordinated integrated pest management programs, and increase awareness and support in the Panhandle Area. PWMA encompasses five northern counties of Idaho, Lincoln, Mineral, and Sanders Counties in Montana, Spokane and Pend Oreille Counties in Washington, and the Regional District of East Kootenay, British Columbia. Within the PWMA, three major watersheds were organized by local management subgroups consisting of the North, Central and South Management Zones. The intent of these Zones is to erase jurisdictional boundaries, allowing for coordination, cooperation, and implementation of efforts to control noxious weeds. This Impact Statement was designed, written and published by author. Over 35,000 Regional Noxious Weed Brochures have been prepared and distributed. Weed flyers were prepared and sent in local tax notices informing absentee property owners of their weed management responsibility. Received over \$20,000 in grant funds to support local weed management plans. Conducted three regional weed management tours, sponsored weed identification at the Idaho Forestry Contest and funded and prepared aquatic weed signs at local boat ramps.

YOU CAN HELP FIGHT THE WAR ON INVASIVE WEEDS IN SOUTHERN NEVADA

Crites* A. M.¹, Holloway, D², & Johnson, W.³

¹University of Nevada Cooperative Extension
P. O. Box 126, Logandale NV 89021

²University of Nevada Cooperative Extension
P. O. Box 68, Caliente NV 89008-0068

³Applied Economics and Statistics/204, UNR
Reno NV 89557

The objective of this fact sheet is to raise public awareness of the invasive weed issue in Southern Nevada and encourage identification and mapping. Many people in northern Nevada were involved with the issue and were making progress in getting programs initiated and getting volunteers active in weed projects. To create interest in the weed issue in the southern part of the state the authors held a two-day workshop targeting federal, state and local agency representatives and government officials. The participants in that workshop expressed need for some public educational materials.

Alice Crites obtained examples of materials from others states and drafted this fact sheet which was used at the Clark and Lincoln County Fairs in 2000. The co-authors helped edit and refine the publication, which was peer-reviewed and published as an Extension fact sheet. Over 300 were given out at the fairs. 2000 copies that were duplicated professionally have been distributed to other agencies that are sharing them with employees and the public. Copies are available at stores selling herbicides. The fact sheet is being reprinted for distribution at weed exhibits at this year's fairs and other events where appropriate.

Impact of the fact sheet by itself is hard to measure. Other efforts including meetings and mailing of related information has resulted in Crites's weed contact mailing list going up from 40 to over 100 in the last year. Crites reported that her office has received a dozen or more weeds to send in to the herbaria for identification.

¹County Extension Educator, Agriculture and Natural Resources, Purdue Cooperative Extension Service, Whitley County, 115 S. Line Street, Columbia City, IN 46725

CLASS 11 PUBLICATION

National Winner

BEEF CATTLE MANAGEMENT IN SOUTH CAROLINA AN IPM APPROACH

Carroll P. Culbertson, County Extension Director; Lee Keese, Area County Extension Agent, Livestock; C.P. Chihasz, County Extension Agent; Bryan Smith, Area County Extension Agent, Water Quality; Ernest Locke, County Extension Agent; John Irwin, Extension Animal Scientist; Stan Clements, Extension Animal Scientist; Jim Rathwell, Extension Agricultural Economist; Howard Hiller, County Extension Agent; Marty Watt, County Extension Agent; Bruce Pinkerton, Extension Forages Scientist; Ron Addis, Public Information Director; Judy Morrison Liska, Graphics Manager *

South Carolina
Abbeville County

As a state-wide proposal, this publication will involve Agricultural agents along with Forages, Marketing and Water Quality specialists to teach beef producers to make sound management decisions. Some 3,000 farmers with beef cattle from herd sizes of 5 to 750 head per farm were the audience. There are also strong associations which tend to be a very active group of clientele that we serve. There was a need for each and every producer to have a publication which includes a monthly calendar that they could use to make these sound management decisions.

This publication was put together by the above named persons over the period of a year. Publication date was to be October 1998. When we received these manuals, they were placed at the Clemson University Bulletin Room on line for ordering from the 46 counties in the state. They were also distributed by Extension Agents Meetings throughout the state. These copies were exhausted by June of 2000. I was contacted by the Executive Director of the SC Cattlemen's Association in May 2000. He wanted to partner with the Extension Service on the next publication if there was to be one. Since the publication was out, they wanted more. This was one of the evaluation signs that we were to accomplish. All but about 50 copies of the 3,000 were given out during this period, so we are in the process of putting together the 2nd edition as I write.

Economically, this manual will also serve as a checklist or calendar for producers to go by, which

could save thousands of dollars in this state with environmental impacts of fly control, water quality, waste management, and sound management principles. It, too, will relate to IPM as an integrated pest management program that crosses many diverse lines from proper chemical and cultural practices that are proven to be environmentally safe while producing profits for the farmer.

This publication was funded by a Water Quality grant from the South Carolina Department of Health and Environmental Control (\$3,500), a Integrated Pest Management (IPM) grant from the U.S. Department of Agriculture (\$3,500) and \$6,000 from the Printing Pool of Clemson University Extension. It was sent out for bids through printing services at Clemson; so it was professionally done. Thanks to this partnering, we were able to accomplish this teaching manual for the beef producers of this state.

National Finalists

ABSTRACT

Dr. Ron Goldy, Michigan State University, Southwest District Vegetable Agent, Michigan

Summary: Michigan has suitable climate and soil for commercial garlic production. Current garlic production in Michigan comes primarily from backyard gardeners and small-scale producers. Producing Garlic In Michigan was written to help these producers, but also to encourage interest in larger scale production. The bulletin was written over a two-year period ending in 2000. During this time, data was being collected on cultivar performance and production practices. The pictures in the bulletin are the result of that research. Dr. Goldy is responsible for the text and pictures. The Michigan State University Bulletin Office did layout and publication. Producing Garlic In Michigan is part of the MSU Bulletin selections and is distributed through MSU Extension offices in each county. There were 1000 copies printed initially. It is difficult to determine at this time how many have been distributed to growers.

CHAINSAW SAFETY TREE FELLING

Auel, J. B.

Extension Forestry, Mississippi State University
Box 9681, Mississippi State, MS 39762 U.S.A.

Chainsaw Safety Tree Felling, Extension Publication P2250, was published in response to concerns over landowner and homeowner safety while cutting trees on their own property. Individual safety is paramount when using a chainsaw. This publication addressed basic chainsaw safety, personal protective equipment, common hazards associated with chainsaw use, and instructional material for safely felling a tree. This publication is currently part of our inventory and is distributed throughout the state. The photos used in the publication were taken at the direction of the author and the text was developed by the author. The publication was edited and printed by MSU Extension.

The Woods: Forest Stewardship - A PUBLICATION FOR YOUTH **Downing, A.D.**

Warren County Cooperative Extension, The Pennsylvania State University, 609 Rouse Ave. Suite 200, Youngsville, PA 16371

The publication is geared toward 10 to 14 year-olds and covers the importance of good forestry practices and conservation to provide for our present and future needs and for tomorrow's forests. The short publication has been used in formal and non-formal educational settings including State Farm Show, local schools, environmental centers, parks, urban forestry volunteer organizations, maple festivals, 4-H clubs and scout groups. Approximately 10,000 copies have been distributed.

Readers are expected to increase their knowledge and understanding and enhance their developing stewardship ethic based on scientific information. The publication has been widely requested across the state and has recently gone for a second printing. State natural resource and education agencies have given the publication high marks.

Adam Downing served as the primary author working with three others from PSU School of Forest Resources. He also worked with the university graphic design department to produce a final product that is not only attractive but effective. Lastly, Mr. Downing also helped to secure \$1500.00 in funding from a private foundation for initial printing and production.

CLASS 12 WEB PAGE

National Winner

UNIVERSITY OF FLORIDA EXTENSION - SARASOTA COUNTY WORLD WIDE WEB HOME PAGE

Shelby*, M.E.

Urban Horticulture Extension Agent, University of Florida Extension, Sarasota County, 2900 Ringling Blvd., Sarasota, FL 34237.

The University of Florida Extension - Sarasota County home page located at <http://sarasota.extension.ufl.edu> is a comprehensive website covering almost all of the programs and all of the disciplines working through this office. I have been the webmaster of this site for the last two years. This home page is in constant flux as I add new features and subweb pages. In January, 2001, I dramatically redesigned the website style and made it much more user-friendly. In general, major outreaches of this office are represented on this site, and the goal is for all locally produced materials and publications to be placed on this home page for greater distribution to the public. Total number of hits in 2000 exceeded 136,000. Currently the website contains educational discipline subweb pages for Environmental Horticulture, Agriculture Management, Integrated Pest Management, Family and Consumer Sciences, 4-H/Youth, and the Florida House Learning Center. Numerous localized publications and pages of interest to our clientele are also on this expanding resource for Sarasota County and the Suncoast region.

National Finalists

BACKYARD GARDENER WEB SITE ABSTRACT: WORLD WIDE WEB ARCHIVE OF PUBLISHED NEWSPAPER COLUMNS

Schalau, J.W.¹

¹Cooperative Extension, The University of Arizona, Yavapai County, Prescott, AZ 86302, U.S.A.

The Backyard Gardener is a weekly newspaper column authored by Jeff Schalau, Cooperative Extension Agent, which covers a variety of locally relevant horticultural topics. The weekly column is published in three Yavapai County newspapers

having a combined distribution of 18,400 households. The Backyard Gardener Web Site (<http://ag.arizona.edu/yavapai/anr/hort/byg/>) is an electronic version of this weekly newspaper column. In addition to featuring the most current issue, the web site includes an archive of over 140 previously published columns searchable by text or date of publication. Feedback and comments can also be submitted to the Agent via web form. Development of this web site was largely in response to clientele requests. With the growing number of e-mail questions, detailed clientele responses can be generated by reference to a previously published column. The web-based columns also contain links to web sites. The Backyard Gardener Web Site is approved by the newspaper editor and is the preferred mode of weekly column submission. This page was created using Allaire HomeSite 4.5. This page is served from a SUN Ultra 10/200Mhz Server running Solaris 2.6 Operating System and Apache Web Server 1.2.

Communications Award Program - Home Page on World Wide Web

Pesticide Information Program Web Site - CU Department of Entomology

Robert G. Bellinger, Ph.D. Clemson University Extension Pesticide Coordinator
Clemson University, Pickens County, South Carolina

Site Content - The Pesticide Information Program (PIP) web site contains information on pesticide safety and other aspects of pesticide use. The PIP web site has several audiences. It is for all pesticide users and pesticide use decision makers. There is information on initial certification and recertification for South Carolina pesticide applicators but also information for pesticide users nationally and worldwide. There is a specific section for homeowners on pesticide safety. Clemson University Cooperative Extension Service county agents who do pesticide applicator training (county Pesticide Training Coordinators) also have their own password protected section on the web site that houses information related to training Private Applicators.

Ease of Use - The PIP site contains a considerable amount of information but is designed to allow the user to access specific information quickly. The site is done in html and not with proprietary software. Non-standard features and html are not used. Except where content is very obvious, all links on the site are

annotated so that the user can make informed decisions about using a given link. The site is internally cross-linked to allow access to related information on the site in the fastest manner possible. Small print sizes have been avoided. Graphics are kept to a minimum to allow fast loading. For example, there are not photos on the front page. The site has been tested from several locations in the state, from other states, and from Costa Rica for loading and ease of use.

Search Capability - The front page has two places from which to conduct a keyword search of the site. All other pages have a single spot to search the site from. Every page has access to the site map. All pages allow return directly to the home (front) page, and to the beginning of a topic page or section as appropriate. To the best of our knowledge, this site meets the requirements of the Rehabilitation Act of 1973.

Feedback - Users can contact both the site owner (R.G. Bellinger), and the webspinner from the front page and from several other pages on the site via e-mail pop. Full program contact information is found on several individual program pages.

Overall appearance - I keep the pages as clean as possible. Various sections of the site are color coded (appropriate sections color coded with colored access buttons on the front page) so that the user can identify related information. We have many pages on the site but have used a consistent format throughout. Some photos are used for graphic identification and instruction, but are not overused.

Pesticide Information Program:
<http://entweb.clemson.edu/pesticid/>

HORTICULTURE PARADISE WEBPAGE

Browning*, Sarah J.

University of Nebraska Cooperative Extension Dodge & Saunders Counties, 1206 West 23rd Street, Fremont, NE 68025

The Horticulture Paradise web site (<http://HortParadise.unl.edu>) is a source of horticulture information for Extension staff and the general public. Each summer hundreds of questions from clientele across the state are received on horticulture topics, however, only 7 of 94 counties in the state have full time horticulture Extension staff. This website was created, pulling together many existing horticulture-related sites, to enable Extension staff to quickly find answers to horticulture questions. Nationwide Extension publications from many land-grant universities can be keyword searched with only two mouse clicks.

The web site is also available to the general public, including horticulture professionals and homeowners, with the goal of providing quick access to horticulture information 24 hours a day, 7 days a week. Statistical usage tracking has shown that, especially during the growing season, the highest weekly usage often occurs on Saturday or Sunday, or daily, after 6:00 p.m. in the evening. If each "hit" results in a 5 minute time savings to Extension staff, that would otherwise have been spent on the phone discussing a problem with a client, a time savings of 2112 hours per year would result (the equivalent of one full-time person talking on the phone constantly).

The website received 25,350 total "hits" in 2000, with 5,243 unique Internet/IP addresses served. The web site was created with Macromedia(Dreamweaver 3.

CLASS 13 LEARNING MODULE/NOTEBOOK

National Winner

WATER BASICS: WATER WISE SCHOOLS PROGRAM GRADES 3-5

McReynolds, K. H. and Pater, S. E.

The University of Arizona Cochise County Cooperative Extension, Willcox, Arizona 85643.

The Water Wise program in Cochise County focuses on the Upper San Pedro River sub-watershed including the major population communities of the City of Sierra Vista and Fort Huachuca Military Base. The San Pedro River originates in northern Sonora, Mexico and flows north through Cochise County on its' way to join the Gila River in central Arizona. Area residents presently enjoy a reliable, relatively inexpensive supply of high quality water. However, water use has begun to exceed water recharge, generating concern about depleting water resources.

The objective of Water Wise Schools is to educate classroom students about local water resources, leading to water conservation in the home. Funding was obtained from the City of Sierra Vista, Fort Huachuca and Cochise County to develop, duplicate and support three water resource learning lab instructional kits for 14 elementary schools in the Upper San Pedro watershed. The learning labs target grades 3-5. Water Basics is the first of the three labs and focuses on the water cycle.

The Water Basics curriculum was developed by the Cochise County Natural Resources Agent and 4-H Youth Development Agent. It was printed and duplicated by field office staff on field office equipment. One Water Basics learning lab was distributed to each of the 14 targeted elementary schools by the Water Wise Schools Instructional Specialist. The labs contain the curriculum and classroom quantities of all materials needed to complete the lessons. Instructional Specialists and teachers reached 2,308 students using the Water Basics curriculum during 2000.

National Finalists

PESTICIDE, CALIBRATION, & GARDEN MATH TRAINING MODULE FOR MASTER GARDENERS

Adams*, N.E.

Extension Educator, Agricultural Resources, Rockingham County, University of New Hampshire Cooperative Extension, 113 North Road, Brentwood, NH 03833

The Master Gardener Program was introduced to New Hampshire in 1993 and since its inception, has been a popular volunteer opportunity for New Hampshire residents. Due to the nature of the volunteer service, it is imperative that participants learn and understand a vast array of horticultural information including pesticide usage and safety, garden math, and equipment calibration.

A three-hour module is now included within the Master Gardener training program that includes lecture and hands-on activities designed to increase their general knowledge regarding pesticides, understanding the regulatory process, performing simple garden math activities, and calibrating fertilizer and sprayer equipment.

The PowerPoint presentations included here in printed form, "Pesticides", "Calibrating a Spreader", "Calibrating a Sprayer", and "Garden Math", were designed and created by the author. They are coordinated with the attached hands-on activities and exercises. The module is presented twice each year to approximately 80 Master Gardener trainees.

For most of the participants, this is their first introduction to pesticides, equipment calibration and garden math. Evaluations have included comments such as "Great hands-on approach" and "Hands-on

portion was very helpful, especially reading labels". Trainees are also quizzed each week using true/false and multiple-choice questions covering topics discussed the previous week. The students have performed well on the pesticide/garden math/calibration quiz with a mean score of 90% and an average of 83%.

RANCH DOLLAR\$ AND \$ENSE

Doye, D.¹, Joerger, P.², Hobbs, J.³, Moseley, M.⁴, Kuntz, T.⁵ Coe, N.1

¹Department of Agricultural Economics, Oklahoma State University, Stillwater, OK 74078-6026, U.S.A.

²Samuel Roberts Noble Foundation, Ardmore, OK 73402, U.S.A.

³Oklahoma Cooperative Extension Service, Oklahoma State University, Enid, OK 73701, U.S.A.

⁴USDA, NRCS, Stillwater, OK 74074, U.S.A.

⁵USDA, NRCS, Stillwater, OK 74074, U.S.A.

Members name: **Damona Doye**

State: Oklahoma

County: State specialist

Some Oklahoma producers have USDA/NRCS EQIP (Environmental Quality Incentives Program) contracts to implement conservation practices. A major component of the EQIP is to provide educational experiences to the contract holders. Following field-based workshops on range management, wildlife management, prescribed burning, plant identification, and brush management, producers were asked, "What else do you need to help you do a better job on your land?" The answer was short: "Economics". A local steering committee composed of ranchers, NRCS, OSU, Noble Foundation, and Conservation District personnel outlined a survey instrument to help reveal needed curriculum. Educators then developed a workshop series to address the high priority items. The range conservationists developed production figures for a "typical" western Oklahoma case study. The economists then developed enterprise budgets and financial statements to "benchmark" the operation. The Ranch Dollar\$ and \$en\$e course consisted of four sessions focusing on business planning and timely decisions, forage choices, livestock issues and whole ranch financial plans. The classes were designed to give initial mini-lectures on a topic followed by problem-solving exercises. Homework assignments

were also given. Wrap-ups after each session gave insight as to how to improve on the next session. Feedback was very positive. Strong points of the program include having a diversity of agencies and disciplines committed and involved, having grassroots people in on the design and implementation, and a “hands-on” type of teaching style in an informal setting. Approximately 60 producers in 2 locations participated in the workshop series. Materials are available on the World Wide Web: <http://www.agecon.okstate.edu/ranchecon/index.html>.

THE ALLEN COUNTY MASTER GARDENER YOUTH PROGRAM - A HOW-TO GUIDE FOR PROGRAM DELIVERY

Ricky D. Kemery Allen County Horticulture Educator
4001 Crescent Ave. Fort Wayne, Indiana 46815-4590

In January 2001, The Allen County Master Gardener Youth Program Guide was written and compiled by the Horticulture Educator and Master Gardeners. It is our hope that the Guide will be a useful tool to share with Extension Educators who are interested in beginning a youth volunteer program, which closely emulates the adult Master Gardener program. The summer program is targeted for children 8-14 years of age and is exclusively administered by the Horticulture Educator and taught by Master Gardener volunteers or area experts chosen by the Horticulture Educator. The program is basically a scaled-down version of the adult Master Gardener volunteer program. The Master Gardener Youth program features 18 teaching sessions (2 1/2 hours each), which are taught by Master Gardener volunteers and area gardening experts 2 days each week. Children who enter the program and take the classes are called “Earth Tenders”. Each Earth Tender receives a notebook, name badge, and a T-Shirt. The “Earth Tenders” plant and maintain their own garden areas at the Youth Garden located at the Extension Office Display Gardens. Earth Tenders must miss no more than 3 class sessions, perform community service, and complete a final project to become certified Allen County Master Gardener Youth volunteers. Master Gardener Youth volunteers must complete 6 hours of community service a year to remain active in the program. Each Master gardener Youth volunteer receives a T-Shirt, and receives the Master Gardener newsletter “Across The Fence”. At the end of each year, a banquet is held with the kids and parents to celebrate their activities. At 13 years of

age, A Master Gardener Youth volunteer can be admitted to the adult Master Gardener program for 1/2 price.

The Horticulture Educator began writing the guide in December 2000 from notes, evaluations, and teaching summaries submitted by the various instructors for the program. Worksheets, handouts, applications, teacher and student guidelines with program planning notes were also compiled with the booklet. Advanced Master Gardener Jane Ford transformed the word text into Microsoft Publisher and worked with the Educator to create a user-friendly format with plenty of diagrams and color. We wanted Educators to be able to use the Guide as their resource to implement the youth program with flexible choices for activities. Advanced activities are presented for older or more mature students. We believe the Guide to be a useful resource for Extension Educators considering a volunteer youth program.