Boone County
2010 Annual Report
Reliable, Responsive and Relevant to Today’s Needs
December 2010

Dear Members of the County Commission and the Community:

When you invest public funds, you want to know that those funds are making a real difference – that the program has value to the public. And in these tough economic times, you especially are interested in programs that create and retain jobs. Fortunately, that is exactly the case with your investment in University of Missouri Extension programs.

Here are just a few examples:

The **FastTrac NewVenture** course creates new jobs by providing tools to those who want to start their own business. Entrepreneurs determine the economic feasibility of their business concept, design a business model that matches their personal vision, and create a business plan to communicate the opportunity to investors.

**Pasture-based Dairies**, modeled on MU Extension’s rotational grazing systems, have generated 1,100 jobs and added more than $124 million to Missouri’s economy.

The Office of Social and Economic Data Analysis works with the Missouri Department of Economic Development to provide an [online career exploration tool](#), which provides information about promising employment arenas.

**Eat Well Be Well with Diabetes** provides practical information and skills to self-manage the disease and promote optimum health. Employees who have better control of their blood glucose levels have reduced rates of job absenteeism.

**4-H science, engineering, math and technology projects**, such as robotics and computing, are preparing youth for jobs of the future. Teens are learning how to be team players, to be lifelong learners, and to approach problem-solving with confidence.

**Leadership education** for steelworkers, pipe fitters and other union workers prepares shop stewards and others to understand how global issues affect today’s workforce and how to secure jobs using practices that reflect joint employer-employee goals.

MU Extension programs are tailored to meet local needs. Visit your local extension center or go online to learn more about the MU Extension programs that create and retain jobs in your community.

Sincerely,

Michael D. Ouart
Vice Provost and Director

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating

*EQUAL OPPORTUNITY/ADA INSTITUTIONS*
Every Missouri county has an extension council comprised of elected and appointed citizens who guide the local educational programming. Council members are partners in the educational process, from needs assessment through program implementation and evaluation of outcomes. Extension Council members:

- Work with regional faculty to determine educational programs for the county.
- Manage finances of local extension operations.
- Provide personnel to carry out extension activities.
- Elect and organize the local extension council.

Boone County has a strong tradition of support for the programs of University of Missouri Extension and local partnerships are vital to our success. As you review this Annual Report, we want to recognize the many contributions of volunteers, county leaders, local organizations and businesses that make these accomplishments possible.

It is a privilege to provide services that help make Boone County a great and desirable place to live and we are always looking for new ideas to help serve our citizens better. As we move into the challenges of 2011, we invite you to become part of our efforts to conduct innovative programs in youth development, small business, agriculture, nutrition, consumer economics, horticulture and natural resources.

If you have any questions or need additional information, please call or stop by. The Boone County Extension Center is always ready to serve you as your gateway to the resources of the University of Missouri.

Jim Crocker, Chair
Dr. Nellie Owen, Secretary
Boone County Extension Council

2010 Boone County Extension Council

Jim Crocker, Chair .......................................................... Centralia
Nancy Grant, Vice Chair.................................................. Hartsburg
Dr. Nellie Owen, Secretary .............................................. Centralia
Nancy Franklin, Treasurer ................................................. Hallsville
Khesha Duncan ............................................................ Columbia
Bill Frazier ........................................................................ Sturgeon
Art Gelder ........................................................................... Columbia
Elizabeth Hoyos .............................................................. Columbia
Willie Jones ....................................................................... Columbia
Morgan Kerr-Totten ................................. Youth Representative, Rocheport
Dwight Kuda .................................................................... Centralia
Mike McGowan ......................................................... Hallsville
Vicky Miserez ....................................................................... Columbia
Ginger Owen ........................................................ Columbia
Ken Pearson ......................................................... County Commission Representative, Columbia
Charlotte Rathert ........................................................... Ashland
Dan Rhoades ........................................................................ Centralia
Kristie Sapp ........................................................................ Ashland
Andrew Stanton .............................................................. Centralia
Pat Sternberg ................................................................. Columbia
Charles Touzeau .............................................................. Columbia
Kim Viars ............................................................... Farm Bureau Representative, Hallsville
Barbara Walker .............................................................. Columbia
Kelly Wilsdorf ............................................................ Youth Representative, Columbia
Charles Wiedmeyer .................................................. City of Columbia Representative

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Boone County 4-H Grows Future Leaders

In Boone County, over 1,400 young people participated in University of Missouri Extension sponsored youth programs.

Youth learned by doing under the guidance of adult volunteers who donate their valuable time and energy to positive youth development.

The 15 Boone County 4-H clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others.

In 2010, 540 club members learned by doing under the guidance of adult volunteers who teach projects ranging from aerospace and arts to veterinary science and sport fishing. Clubs also involve children and teens in community service, citizenship education and local, state and national 4-H contests including the Missouri State Fair.

4-H Camp is one of the many highlights of the 4-H year for local youth. Camp is planned, conducted and evaluated by the 4-H Youth Development staff with the assistance of eight young adult camp staff members and sixteen teen-aged camp counselors. Over 145 youth, teens, and families take part in the annual camping program held at the Lake of the Ozarks State Park.

Through community partnerships with FUN City, Services for Independent Living, and Centro Latino youth programs, the Kids in the Kitchen outreach project was provided to over 180 young people in 2010.

The Kids in the Kitchen program encourages young people to eat healthier meals and snacks as a result of hands-on cooking and shopping experiences. Youth participants learn to prepare simple, healthy foods they can make for themselves and their family members.

Volunteers
The Backbone of 4-H

In Boone County, 267 adult and teen volunteers helped conduct the 4-H youth program in 2010 in a variety of roles including club and project leaders, event coordinators, fair superintendents, and contest judges - to mention just a few.

A national study by the Independent Sector organization concluded that volunteers contribute on average 208 hours per year. Valuing their time at $17.76 per hour, based on average Missouri incomes, the contribution of Boone County 4-H volunteers was worth more than $440,000 in 2010.

A long-time Boone County 4-H volunteer, Elaine George, was honored with induction into the Missouri 4-H Hall of Fame in 2010. The ceremony was held in August at the Missouri State Fair in Sedalia.

Elaine George, has provided leadership and support for the Hallsville Go-Getters 4-H Club for over 35 years. She keeps the proud tradition of the Boone County Ham alive and growing through 4-H ham curing workshops and her leadership at the County Fair Ham Show.

Elaine is a dedicated Sheep Project Leader who has created an annual clinic for 4-H members from throughout the state. She has previously served on the Boone County Extension Council and is a current board member of the Boone County 4-H Foundation.
Improving Health through Proactive Stress Management

Many cope with stress by engaging in unhealthy behaviors like overeating, smoking, self-medicating and not leading a physically active life. Stress is also a contributing factor in many chronic diseases like heart disease and diabetes.

*Taking Care of YOU: Body-Mind-Spirit* is an eight-week program that offers practical strategies to manage stress and life’s challenges. The underlying goal is to improve participants’ health behaviors including physical, mental and spiritual health.

In 2010, 55 Boone County residents learned practical strategies to use in their everyday lives helping them better cope with the stress and challenges they endure. In the three month follow-up survey, program participants reported that:

- 97% were continuing to use the skills learned with 46% using these skills “several times per day or daily” and the rest a few times per week.
- 100% felt motivated to continue improving their health habits, with 88% indicating they were “Quite a bit” or “Extremely” motivated.
- 90% increased their knowledge, skills and understanding of how to deal with stress “A great deal” compared to 22% who reported this before taking the program.

Also in the three month follow-up survey participants reported increases in the following behavior areas:

- Stress management, including use of learned relaxation techniques and better sleep management. As a result, reported stress levels significantly decreased.
- Attention to nutrition, including limiting use of sugars and consuming more vegetables, and increased physical activity, including twenty or more minutes of vigorous exercise at least three times a week.
- Responsibility for personal health, including increased communication with health care providers about physical changes and danger signs.
- Social participation and spiritual health, including support from a network of caring people, feelings of personal growth and positive change and focus upon long-term goals.

In addition to the *Taking Care of YOU* multi-session programs, 151 Boone County residents participated in one of twelve stand-alone workshops on individual stress management topics that were also offered in 2010.

*Taking Care of YOU* participants shared the following comments about the program:

- “It was very helpful and I will use what I learned forever.”
- “Through using techniques like focused breathing I have become more relaxed and lowered my blood pressure since I started the classes.”
- “It has made me more aware of the things I want to do in my life and I am making big changes.”
- “I have started exercising regularly and started saying no to things that don’t feed my soul.”
- “I have been changing my eating habits and finding more joy in life.”
Learning Home Food Preservation Skills

The demand for home food preservation information and workshops continued to grow in 2010. Men and women of all ages and experience levels (none to more than 30 years) were interested in learning how to safely preserve foods.

University of Missouri Extension responded to this demand by providing consumers a variety of options to learn safe and reliable methods of home food preservation.

Over 300 Boone County residents increased their food preservation knowledge and skills through a series of 2 ½ hour workshops and many more learned about safe home food preservation through multiple radio, television and newspaper feature stories.

Prior to the workshops, 56% reported little to no knowledge in home food preservation. However, a five month post-program survey revealed that:

- 100% found the workshops were helpful in improving their understanding, knowledge or skills in home food preservation
- 92% shared the food preservation information, skills, and resources they received with others
- 96% felt more confident in their ability to preserve foods
- 64% changed some of their previous food preservation practices and techniques (ex. using tested recipes, venting pressure canners, water bathing pickles and sweet spreads, blanching vegetables before freezing, adding acid to canned tomatoes)
- 84% preserved foods, exceeding more than 3,000 pints of frozen, canned and dehydrated foods

Managing the home orchard

Hands-on home fruit care workshops series were conducted in Boone County in 2010 with over 72 residents attending the series of four classes focusing upon site selection, varietal choices, pruning and pest control. As one stated:

“I’m not as afraid to start my own orchard now. I wish I could have taken this class twenty years ago.”

Horticulture workshops for commercial growers

Workshops attended by 295 Boone County participants provided research-based information assisting growers to be successful with commercial production and marketing of their crops.

Additional program activities included:
- A high tunnel construction field day in Ashland that taught participants to build light-weight plastic covered structures to protect high value crops.
- A vegetable farm tour in Hartsburg.
- Two gardeners’ vineyard tours were conducted.
Valuable Resources for Today’s Farmers

Precision agriculture technologies are expanding farm productivity. In 2010, over 250 Boone County producers, agricultural service providers and high school vocational agriculture students received training and consultation on these new agricultural techniques and production strategies covering approximately 22,000 production acres.

Topics included fine-tuning fertilizer recommendations, hands-on demonstrations of current precision technologies and incorporating these techniques in on-farm research.

On-farm research has provided a very effective method for delivering real life education to Boone County producers and agricultural businesses.

During the past year a new project to enhance variable rate fertility management was initiated by a team of extension specialists in mid-Missouri. The results of the study confirm decreased fertilizer requirements while maintaining yield levels and are considerably less than previous recommendations.

One anticipated outcome is the further adoption of variable-rate fertilizer applications and therefore lower productions costs for Boone County crop producers.

Supporting Women in Agriculture

A five-hour Women in Boots & Blue Jeans conference was held in Columbia with topics that included liabilities, boundary issues, crop insurance and leasing.

Participants learn about the Missouri legal fence requirements, the primary liability issues associated with agricultural land, the differences in verbal and written leases and an overview of farm insurance products.

Participants report that as a result of the training, they have reviewed insurance coverage, communicated with neighbors about boundaries and use written leases.

Connecting Consumers with Locally-Grown Food

The goal of the MU Extension Healthy Lifestyle Initiative is to create healthy communities that support the availability of healthy, affordable, locally-produced food and safe, accessible physical activity areas.

The Grow Healthy Columbia/Boone County Partnership was formed to connect people and organizations to share resources and information so all residents of Boone County have access to healthy, locally grown food.

More than 40 community members and representatives from a number of different agencies and groups participated in the partnership meetings and workshops that provided networking and collaboration opportunities, in addition to learning more about community food systems and forming food policy councils.

The partnership provided some funding to help support efforts of the Southern Boone County Learning Garden, the Young Skillet program and the Boone County Family Resources Accessible Urban Farm.
Teaching Lifelong Health and Fitness

A full range of Family Nutrition Education Programs provide research-based information on nutrition, food safety, and physical activity for lifelong health and fitness. In 2010, these programs reached over 2,000 participants in Boone County and included:

The Show Me Nutrition Education program for school-age youths provides information in kid-friendly terms and lessons with hands-on activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. At each of the sessions taught, a newsletter goes home to the family to help reinforce lessons learned.

Teachers who participated in the program reported the following positive impacts for their students:

- 93% are more aware of personal nutrition
- 86% have improved hand washing habits
- 75% are more willing to try new foods
- 66% make healthier meal and/or snack choices
- 61% increased physical activity
- 46% eat breakfast more often

The Eat Smart, Being Active program reached over 150 families in Boone County with nutrition education, food safety and physical activity.

In 2010, classes were held in homes, churches and local agencies including the McCambridge Women’s Shelter, Salvation Army, Harbor House and the Columbia / Boone County Department of Public and Human Services.

The goal of the Expanded Food and Nutrition Education program is to assist Missourians with limited resources in achieving lifelong health and fitness. Topics include economical and healthy meal planning,

The primary target audience is women with children and all participants receive a minimum of six lessons. Significant impacts reported by participants included:

- 86% of graduates made healthier food choices
- 81% of graduates improved how they managed their food dollars
- 56% of participants more often used the “Nutrition Facts” on food labels to make food choices
- 47% of participants more often planned meals in advance
- 35% of participants less often ran out of food less often before the end of the month
- 32% of participants reported that their children ate breakfast more often
Partnerships

Strengthening Local Organizations

Over 200 Boone County residents received training on topics that included board of director duties and relationships, communication, marketing, fund raising and organizational planning. Local organizations participating included Boone County Historical Society, Court Appointed Special Advocates and Columbia Access Television.

Participant comments included: “Excellent series in board training, clarified exactly what my responsibilities are” and “It helped me to realize how difficult things can be achieved though team work and taking it one piece at a time.”

Building Strong Neighborhoods

The Neighborhood Leadership Program is a partnership with the city of Columbia that teaches citizens how to become more involved and have greater impact in their community. Twenty five residents attended this eight session training series and learned the essential tools and skills needed to be effective leaders. As one graduate stated: “I will strongly encourage others to participate in future programs.”

Over 30 Columbia residents attended a new workshop series developed to build greater effectiveness and impact for neighborhood associations. Topics include organizational requirements, strategic planning, public outreach and enhancing citizen involvement. Program comments included: “These workshops have given me renewed inspiration to personally be a part of outreach in my neighborhood.”

Supporting Citizen Involvement

The monthly radio show “Community Connections” brings together representatives of community groups, organizations and governmental bodies to talk about their activities and programs in the community. This show reaches listeners in a seven county region at drive time and encourages citizens to become more involved.

Training was provided to state legislators and their aides on how to use the Community Issues Management System and the data from the Office of Social and Economic Data Analysis (OSEDA). This training provided tools to research pertinent information in their districts and use it more effectively in communicating with local citizens.

Promoting Local Economy

- Over 80 participants attended the “Capitalizing on Your Community Heritage” conference in April to learn new tourism marketing strategies for promoting the history, arts and cuisine of their local region.

- The Manitou Osage Bluffs Regional Association (MOBRA) was created to promote businesses and communities in mid-Missouri. A report was prepared on the commonalities of the region and possible branding strategies.

- The “Economic Development 101” workshop was presented to 25 representatives from the Centralia and Sturgeon communities through the Extension Community Economic and Entrepreneurial Development program (ExCEED). The workshop builds community leadership capacity with a focus on local control and inclusiveness in economic development.

Forming partnerships enhances our ability to reach more people.
Supporting Boone County Businesses

As entrepreneurs and innovators, small businesses are becoming a more diverse group that continues to make the economy more productive. Across the state, approximately 500,000 small businesses account for 98 percent of all businesses with employees.

During 2010, 434 enterprising Boone Countians received information and training to successfully start, run and expand businesses through the MU Extension Business Development program. The resulting increased business activity creates jobs, increases consumer demand, promotes economic development and generates tax revenue for the public’s welfare.

Note that the business programs offered in Boone County range from the very basic to the advanced and include:

- Exploring Entrepreneurship is a monthly program that introduces future entrepreneurs to the challenges of starting a business.

- Understanding Financial Statements demystifies how to read, understand and most importantly use the information found in the balance sheet and income statement.

- Building an Investor Ready Technology Company helps entrepreneurs who understand technology but do not understand financing to successfully complete for private funding.

- Fast Trac for Displaced Workers provides training on how to start business to individuals who have lost their jobs due to a plant closing.

Impact of MU Extension Small Business Services in Boone County

- 144 new jobs, 67 jobs retained
- $9,923,082 in increased sales
- $9,893,359 awarded in government contracts
- 15 new businesses started
- $6,892,000 in business loans and investments
- 255 clients and companies received business counseling
- 179 business training attendees and conference participants

Business Development Resources for Farmers

A series of workshops to strengthen farm business practices were conducted during the past year and included:

- A tax school covering the new 2010 tax laws with the potential to affect many farms and agricultural producers. Topics included the most recent regulations, rulings and legal cases and specific impacts for small businesses and individual taxpayers with an agricultural focus.

- QuickBooks has become the “standard” and popular accounting software tool for farm record keeping. Participants learned to customize their chart of accounts, utilize enterprise accounting and generate farm-specific financial reports.
Expertise

Taking Charge of Personal Finances

Thirty-four recently unemployed Boone County residents attended this six-session workshop series in 2010. The hands-on training approach featured:

- developing household budgets
- prioritizing debts and cutting expenses
- maintaining good relations with creditors
- preventing credit scams targeting the unemployed
- understanding health care continuation options

Master Gardeners and Master Naturalists

Master Gardeners and Master Naturalists receive training from MU Extension and other partners. After extensive training, participants agree to volunteer time in community projects and events to share their expertise with the public.

The Heart of Missouri Master Gardeners are involved in a variety of projects and volunteered over 1,800 hours in 2010.

Their accomplishments included:

- staffing the Gardeners’ Hotline at the Extension Center, working with the Community Garden Coalition and children at The Intersection after-school program.
- assisting Habitat for Humanity’s Plant a Row for the Hungry campaign with over a ton of produce donated

The Boone’s Lick Chapter of the Master Naturalists contributed over 3,500 volunteer hours in 2010. Volunteer activities included:

- bird, butterfly and bee counts at the Big Muddy Wildlife refuge
- restoration work at Prairie Fork and raptor rehabilitation at MU
- stream team monitoring and clean-ups

Comments from program training participants:

“Exposure to great breadth and depth of ecological concepts, management practices and wildlife study.”

“Never stop this program! It is very helpful to new gardeners.”

“Awesome range of learning and the excellent materials will only continue to be treasures!”
2010 Boone County Financial Summary

Income

County Commission Appropriation $125,000
Fundraising Support 3,897
Total Income $128,897

Expenses

Salaries, wages, benefits (3 FTEs) 82,168
Travel 11,764
Telephone service 3,010
Public Notice 474
Rent/lease equipment 5,902
Supplies/services 5,793
Utilities 6,348
Contract services 8,117
Insurance 1,967
Miscellaneous 756
Repairs/maintenance 655
Furniture/equipment 272
Total Expenses $127,226

Web access makes hundreds of fact sheets available on topics of interest to individuals and organizations in the community. Visit us at:

extension.missouri.edu/boone

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