From the Callaway County Extension Council:

University of Missouri Extension is part of a network of nationwide land-grant universities. We are your local contact to the University of Missouri campuses.

Each of Missouri’s 114 counties has an extension council who oversees local educational programs. The Callaway County Extension Council consists of 11 elected and 4 appointed members. We are proud to offer quality programs that meet the highest-priority needs of our communities.

This Annual Report highlights programs provided in Callaway County during the past year. Many positive outcomes have been reported by the individuals, families, farmers and businesses who have participated in the programs. The benefits go beyond what is gained by the participants and the community realizes a significant public value from local extension programs as well.

We want to recognize and thank all of the volunteers, organizations, and businesses for their support and hard work. We also are grateful for the continued financial support of the Callaway County Commission and Callaway County United Way. These partnerships make University of Missouri Extension programs possible in our county.

Please call or stop by the extension center if you have questions or would like additional information.

Sincerely,

Allison Carpenter
Secretary

Mike McCray
Chair
December 2012

Dear County Commissioners and Associated Friends of MU Extension:

At MU Extension, we know that citizens want their taxpayer-supported institutions to be responsive to their needs. Our distinct land-grant mission is to provide relevant, reliable and responsive education that improves Missourians’ lives, communities and the economy. We fulfill that mission by providing access to many research-based resources of the University of Missouri, in partnership with local and statewide organizations and groups.

Funded through the support of federal, state and county government; grants and contracts; fees for services; and private gifts, MU Extension leverages every dollar received to create expanded educational opportunities. Every dollar appropriated from county government is leveraged with $6 to create a significant return on investment.

MU Extension creates value for citizens – including those who do not participate directly in its programs. For example:

The MU Extension Fire and Rescue Training Institute teaches volunteer and career firefighters how to handle or mitigate fires and disasters, resulting in safer firefighters, citizens and communities. In FY2012, MU FRTI trained 17,096 fire and emergency service personnel through 217,000 instructional hours of training. Enrollees were from all of Missouri’s 114 counties.

This summer’s severe drought put MU Extension faculty in an active leadership role in helping Missourians deal with the crisis. MU Extension developed educational materials and programs and provided technical assistance for homeowners, businesses and the agricultural community. Social media, including Facebook, YouTube and websites, were used to inform citizens on such topics as animal nutrition, including nitrate-poisoning; heat-related disabilities; government programs; wildfires; and more. Extension faculty also worked with Soil and Water Conservation Districts to implement drought cost-share practices, which allowed more than 11,000 landowners to apply for state assistance to access adequate water supplies for livestock and crop production.

These are just two examples of MU Extension’s public value impact. I’m sure you will find many other examples in your local community.

I want to thank you for your support of MU Extension as a critical team player in your locale. Your ideas for improving our partnership are always welcome.

Sincerely,

Michael D. Ouart  
Vice Provost and Director
2012 Program Highlights

4-H Youth Development/Show Me Quality Assurance…… 4-5
Lifestyle Habits and Eat Smart Guidelines ................. 5
Family Nutrition Education Programs.......................... 5
Annie’s Project .......................................................... 7
Children in Family Transitions ..................................... 7
Financial Education 24/7/365 ....................................... 8
Marketing Your Nonprofit on a Zero Budget ............... 8
Integrated Pest Management ....................................... 9
Ag in My World .......................................................... 10
Ag Business Management Programming ..................... 11
Callaway County Extension Center ............................. 12
MU Extension Continuing Education ......................... 12
Financial Report ......................................................... 13

Callaway County Faculty and Staff

- Rhonda Duckworth  
  Senior Secretary-Office Manager
- Pam Heimericks  
  4-H Youth Program Associate
- Jim Jarman  
  Agronomy Specialist
- Vivian Mason  
  Family Financial Education Specialist/County Program Director
- Sarah Sims  
  Nutrition Program Assistant
- Heather Smith  
  Assistant Livestock Specialist
- Mary Sobba  
  Agriculture Business Specialist/County Program Director

Regional Faculty serving Callaway County

- Larry Dickerson  
  Community Development Specialist
- Kathy Dothage  
  Human Development Specialist
- Parman Green  
  Agriculture Business Specialist/County Program Director
- James Quinn  
  Horticulture Specialist
- Julie Royse  
  Coordinator, Family Nutrition Education Programs
- Art Schneider  
  Human Development Specialist
- Kent Shannon  
  Natural Resource Engineering Specialist
- Mark Stewart  
  Interim Regional Director
- Chris Thompson  
  Business Development Specialist
- Virgil Woolridge  
  Business Development Specialist
- Lynda Zimmerman  
  Nutrition and Health Education Specialist
4-H Youth Development
Pam Heimericks, 4-H Youth Development Program Assistant

♦ A community of 583 youth building life skills, engaging in science, and connecting with their community.
♦ One out of every five Missourians between the ages of five and 18 participated in a Missouri 4-H program in 2012.

4-H Connects Kids to College and a Higher Quality of Life

Missouri 4-H members are twice more likely to have been on a college campus than their non-4-H peers. MU is by far the campus most frequently visited and 4-H is the second most reported reason to be on the MU Campus. In 2012, MU Extension 4-H connected 8,500 young people ages eight to 18 to University of Missouri campuses and faculty. Research indicates that being on a campus is a predictor of youth going on to higher education.

Callaway County had 11 young people ages five and 18 participating in 4-H events on the MU Campus. These students are more likely to go to college and enjoy increased financial success for themselves and their offspring, be better consumers, improve quality of life through more opportunities for leisure and hobbies, improve health for themselves and their children, more likely to vote as adults and more likely to contribute to their community.

Youth who earn their bachelor’s degree increase annual earnings by $2.01 million over their lifetime. If 70% of the Callaway County members participating in 4-H events on the MU Campus go on to earn their bachelor’s degree, 4-H would help young people earn $15,477,000 more of lifetime earnings.

4-H clubs

Callaway County 4-H clubs had 179 participants in 2012. These clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others. Members learn 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, camping and educational trips.

4-H special-interest programs

Callaway County 4-H special-interest programs had 77 participants. Activities included conferences, distance learning programs, day camps and other educational activities, such as school-age care. They often reach youths with special needs, such as those living in group homes or youths who are physically or mentally challenged.

4-H school programs

Three hundred twenty seven youth participated in Callaway County 4-H school enrichment programs. These programs are short-term educational experiences that supplement learning in the classroom. Most are led by teachers or 4-H volunteers. The most popular 4-H school program in Callaway County is the Chick Hatching Program.

4-H Volunteers

Volunteers create, support and are part of the 4-H community. Missouri 4-H volunteers responding to a survey, report they contribute on average 100 hours per year.

(continued on page 5)
Lifestyle Habits  
Lynda Zimmerman, Nutrition and Health Education Specialist

According to the Centers for Disease Control and Prevention, more than 23 million Americans have been diagnosed with type 2 diabetes and an estimated 79 million have pre-diabetes. If current trends continue, 1 in 3 people in the U.S. will develop diabetes by 2050.

Lifestyle Habits is a 2-hour program on research-based recommendations to prevent and manage type 2 diabetes through healthful eating and regular physical activity. The class helps participants learn to: identify risk factors of type 2 diabetes; understand healthy levels of blood glucose and hemoglobin A1C; plan meals using carbohydrate counting and the plate method; and locate resources for additional learning and support.

Lifestyle Habits reached 103 people during the past year though sessions held in 6 central Missouri counties. In Callaway County, 22 people attended in Fulton.

Participant surveys completed at the end of the program showed:

- 99% would recommend the program to others and 94 percent felt it met their needs “a lot” or “a great deal.”
- 95% learned new information or skills in the program, including: diabetes risk factors; blood glucose and hemoglobin A1C targets; identifying carbohydrate foods; controlling portion sizes; meal planning strategies, and physical activity recommendations.
- 73% were better prepared to care for themselves and will choose healthier foods.
- 73% rated their level of knowledge, skills or understanding of diabetes as “a lot” or “a great deal” after the program, compared to just 13 percent at that high level before attending.

Eat Smart Guidelines

A partnership between Missouri Department of Health and Senior Services and University of Missouri Extension helped child care centers throughout Missouri promote healthier eating and lifestyle behaviors in youth with the Missouri Eat Smart Guidelines program. The Eat Smart Guidelines program includes six months of individualized consultations with center directors and a series of four on-site nutrition trainings for staff. The center director sets goals to meet specific standards regarding cycle menus, feeding environment and food policies. The centers choose between “intermediate” or “advanced” levels; both go above and beyond the requirements of the state of Missouri’s Child and Adult Care Food Program.

In Callaway County, one child care center in Millersburg participated in the Eat Smart Guidelines program this year. The center director and seven licensed child care providers completed the trainings and made improvements as needed for recognition at the intermediate level as a Missouri Eat Smart Child Care Center. They also received a $2,500 mini-grant to help offset financial costs associated with improving the physical environment, such as child-size dishes and serving utensils needed for family style meals and nutrition-related posters, books and curricula. The changes made will help improve the health of more than 85 children enrolled at the center.

4-H Volunteers (continued)

Valuing their time at $18.80 per hour, based on average Missouri incomes, the contribution of Callaway County 4-H volunteers was worth more than $223,720 in 2012! More importantly, these adults serve as mentors for our youth, helping them transition into healthy adulthood, which is priceless!

When you support MU Extension, Callaway County benefits

MU Extension provides practical education to 1.2 million Missourians annually

extension.missouri.edu/callaway
Family Nutrition Education Programs

Julie Royse, Regional Coordinator

University of Missouri Extension (UME) Family Nutrition Education Programs (FNEP) reached 362 low-income participants with nutrition education in Callaway County during 2012. FNEP provides information on nutrition, food safety, and physical activity for lifelong health and fitness. 

Nutrition education for youth 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. Education for adults include nutrition, food safety, physical activity and food resource management. 

The Family Nutrition Program (FNP) brought $10,420,125.00 in Federal funds to the state of Missouri. These funds were used to provide nutrition education to 315,326 food stamp recipients and food stamp-eligible citizens of Missouri. 

Participants in FNP become more aware of nutrition, make healthier meal and snack choices, eat breakfast more often, are more willing to try new foods, increase their physical activity and in general make healthier food choices. Those who practice healthy eating and activity behaviors are more likely to enjoy a higher quality of life as an adult and into old age. A healthy labor force is critical to attracting and keeping jobs in Missouri. In addition, this important programming effort serves to reduce healthcare costs over the participant’s lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums. 

FNEP also funds one full-time job with quality benefits plus expenses for making the programming available to qualified schools and agencies in the county. FNEP provides information on nutrition, food safety, and physical activity for lifelong health and fitness. Adults were reached in Callaway County using the Show Me Nutrition displays, and contact at the local Senior Center and County Health Department with recipes and information on low cost food preparation and physical activity tips. 

During 2012, Cindy Fry and Sarah Sims, both nutrition program assistants, provided classes to students at North Callaway R1, Auxvasse Elementary and Bartley Elementary. After each lesson, a newsletter goes home to the family. It provides a summary of the lesson taught, sometimes using a game or puzzle or recipe as an interactive way for parents to discover what their student learns. 

Special programming was also provided to Girl’s Town, the Good News Place and John Harris Community Center. 

Evaluation data collected across the entire state reflects the positive impacts that occur in every county with FNEP. Within FNEP are two key programs, each with its own system for evaluating impact: the Family Nutrition Program (FNP) and the Expanded Food and Nutrition Education Program (EFNEP). 

Evaluations from teachers working with Cindy and Sarah include statements like: “Students were very excited about trying new types of fruit”. 

For youth who participated in FNP, results summarized for the state revealed the following positive impacts:

- 54% have participated in FNP for three or more years.
- 99% (3,582 teachers) reported one or more changes in students after FNP.

<table>
<thead>
<tr>
<th>Student changes reported by teachers</th>
<th>Percent of teachers whose students talked about this change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student changes</td>
<td>Percent of teachers who observed each type of student change</td>
</tr>
<tr>
<td>More aware of nutrition</td>
<td>90%</td>
</tr>
<tr>
<td>Make healthier meal and/or snack choices</td>
<td>65%</td>
</tr>
<tr>
<td>Eat breakfast more often</td>
<td>45%</td>
</tr>
<tr>
<td>More willing to try new foods</td>
<td>77%</td>
</tr>
<tr>
<td>Improved hand washing</td>
<td>83%</td>
</tr>
<tr>
<td>Improved food safety other than hand washing</td>
<td>37%</td>
</tr>
<tr>
<td>Increased physical activity</td>
<td>62%</td>
</tr>
</tbody>
</table>
Annie’s Project — Risk Management Education for Farm Women
Mary Sobba, Agriculture Business Specialist

When you support University of Missouri Extension program Annie’s Project, participants will gain farm management and communication skills and concepts to make better business decisions for their farms, which will lead to more profitable farms and more money spent in the local community. Missouri citizens benefit from the creation of more vibrant and sustainable rural economies.

Annie’s Project is an educational program that was created specifically for farm women. The program was created by Ruth Hambleton, University of Illinois Extension, Farm Business Management and Marketing Educator, who was inspired by her mother’s challenges and successes in agriculture. Annie’s Project is a program that takes her experiences and shares it with farm women living and working in a complex business.

Eight Annie’s Project courses and two Annie’s Project III (Managing for Today and Tomorrow) classes were held this year. The locations include Fulton, Mound City, Mt. Vernon, Moberly, Neosho, Palmyra, St. Joseph and Warrenton. The programs were delivered through face-to-face instruction and interactive video (ITV). Ninety-eight women participated in Annie’s Project and twenty-one participated in Annie’s Project III. The seventeen participants in the Fulton class were from Callaway, Cole and Osage counties.

The Annie’s Project topics include risk management, record keeping software, ownership of property, insurance, financial statements, spreadsheets, writing a business plan, estate planning, leases, communication issues, personality traits, and marketing. Annie’s Project II focuses in-depth on succession, business, estate and retirement planning.

Annie’s Project provides farmwomen with the knowledge, skills, and abilities to make informed risk management decisions regarding their farm business operations. This enables farmwomen to become better managers and partners, and in turn, increase the viability of their farming operation. It also gives farmwomen an opportunity to network and interact with other women involved in agriculture.

All participants indicated a gain in knowledge as a result of participating in Annie’s Project. All participants said they increased their understanding of personality traits and how to work with all types of personalities. Participants indicated they have or plan to make changes including: checking how property is titled, reviewing/evaluating leases, adding POD/TOD on titles and accounts, communication with family and business partners, prepared/analyzed balance sheet, use a financial scorecard and review insurance policies.

Approximately six months after the classes, participants were evaluated to see if actions were taken. Fifty percent indicated they understood the financial scorecard and had used it (an additional 21% said they plan to use it), 96% said they had shared the information with other people, 36% said they had already made changes and/or reviewed their farm leases (an additional 36% said they are planning to review their leases).

A few comments about how participants are using the information:
"The knowledge I learned will help us prepare our estate.”
"This course could be one of the most valuable classes I've taken post-college (25 years ago).”
"I met with a lawyer and now have a will to protect my young children’s guardianship in the event something happens to me and my husband.”
"Completed our business plan with my husband and son. In the process of reviewing leases for 2013.”
"Grain Marketing and figuring how much you must get for your crop to make a profit. I now know where to find prices in multiple places.”

This past year the class was partially funded by a grant from USDA Risk Management Agency. Annie’s Project will continue and MU Extension will be offering about ten classes next year in various locations throughout the state.

Future class locations can be found at http://extension.missouri.edu/annie

Children in Family Transitions Helped Through Mandated Class
Kathy Dothage, Human Development Specialist

In 2012, approximately 125 parents participated in 12 Focus on Kids workshops provided in Callaway County. The number of Callaway County parents was 115.

Quotes from participants included: “This was more helpful than I had anticipated.” "It was a good program!” and “This was a good program and I don’t know if it is or not but should be available to anyone not just divorcing parents.” At the end of session evaluations, the majority of participants found the class worthwhile and helpful.

In 1998, the state of Missouri passed a law that mandated any person in court for a divorce, motion to modify a decree, or custody/paternity with children 18 years of age and under, must participate in a parenting class. Focus on Kids is a class that was developed by the Human Development and Family Studies Department at Mizzou to fulfill this need. This program was developed not only to fulfill the mandate but also to reduce the number of parents that need to return to court for motions to modify their original decree. This saves money and time for the parents, the courts and therefore the community. With increased knowledge parents will also be more cooperative and therefore, reduce the stress on their children and themselves. With reduced stress children and parents are more productive in school, work and home.
When you support MU Extension’s Family Financial Education webpage development, participants can use this information 24 hours a day, 7 days a week, 365 days a year to help make more informed decisions and to adopt action solutions for their financial issues. When people spend and borrow responsibly, save more and gain control over their financial health, the community also benefits by reducing predatory lending, reducing reliance on public assistance programs, reducing theft and lowering fees.

In the fall of 2011, all 13 Extension Councils in the Central Missouri region identified financial management as a program that needed to expand during the annual program review process. While recognition that financial education is critical was no surprise, Extension Financial Education Specialists Vivian Mason and Cynthia Crawford were challenged to match this acute programming need with limited resources. There was no additional person power to expand workshops and financial counseling.

The Central Missouri websites contain information and webinars for the following:
- Family Financial Education
- Financial planning and divorce
- When your income goes down (or dries up)
- Check your credit report
- Students and money
- Personal finances after disaster

People can learn the following from the website: financial workshops in the Central Missouri region and how to sign up; how to make a financial plan; workshop topics that can be scheduled by groups; financial steps to take if you lose your job; how to check your credit report; financial management for students; financial preparedness and disaster recovery; how to replace important financial documents; and how to contact Central Missouri financial education specialists.

Because of the website development, citizens now have one place to go to in Callaway County to find relevant, reliable and responsive information related to family financial education. The web pages work to narrow the information gap between those who have quality family financial information and those who do not by providing quality, unbiased science-based information 24/7/365.

Well-informed consumer spending and saving/investing makes economic activity more sustainable.

www.extension.missouri.edu/callaway

Marketing Your Nonprofit on a Zero Dollar Budget
Larry Dickerson, Community Development Specialist

A one-day session on Marketing Your Nonprofit on a Zero Dollar Budget was presented in Callaway County. The focus was on social sector marketing philosophies, strategies, approaches and target audiences.

The overall workshop evaluation was 4.5 on a five point scale. One hundred percent of the participants said they would recommend this workshop to others; 100 percent said the workshop would change how they marketed their organization and 100 percent said they could now market their organization more effectively. An average rating of 3.6, on a scale of 1 to 4, indicated that participants would use the ideas and skills learned from the workshop.

When you support a nonprofit marketing program, participants learn how to create a marketing message that is compatible with their mission and use different media types which result in increased community awareness about the organization and increased constituents and potential donors. This translates into increased use of the organization and stronger donor networks.
Integrated Pest Management
Jim Jarman, Agronomy Specialist

Integrated Pest Management (IPM) has been a county program since the mid-1980s. IPM benefits counties by reducing the number of pesticide applications, amount of pesticides applied and also increases the effectiveness and assures the need for pesticide applications.

Pheromone traps are used to survey for pest insect occurrence and timing during the growing season. Adjacent crop fields are used for pest surveys. Results are sent to the University of Missouri IPM program and reported to farmers weekly via U.S. mail, and email including management suggestions. A multi county project involving FFA students in Audrain, Callaway, Cole and Osage Counties was begun to follow the arrival of black cutworm moths in the spring. This major pest of several crops failed to appear in many locations across Missouri making this project less successful than expected in its first year. Plans are being made for more success to warn area farmers of this serious pest.

Weekly IPM post cards and emails were distributed to 150 producers in Audrain, Callaway, Osage, and Boone Counties. Timeliness and to-the-point information is critical. Farmers rated the pest information as 90% (good to excellent) and said it made a difference in their pest management planning.

Thrips Introduced a New Disease to Central Missouri — High numbers of thrips were seen during surveys in soybean fields toward the end of last season. This was followed by the detection of a previously unseen viral disease in central Missouri and several other regions simultaneously. Vein necrosis virus is a disease of the southeastern US vectored by thrips. The hot/dry summer is thought to have fostered thrips infestation and vectored vein necrosis virus across Missouri and other north-central soybean growing states.

Private Pesticide Applicator Training — Since 1978, farmers must be trained and certified as private applicators to purchase, apply and supervise the application of Restricted Use Pesticides (RUP). This training educates farmers in the safe and proper use of RUP. The certification process demonstrates that farmers can handle, apply and store agricultural pesticides properly. The topics covered include: proper pesticide handling, personal protective equipment, pesticide regulations, safe storage, worker protection, endangered species and environmental protection pesticide laws and required record keeping. Kent Shannon assisted with a spray table demonstration to better teach fine tuning pesticide application.

This past year, 38 Cole County farmers, 111 Audrain County farmers, 32 Osage County Farmers, 26 Callaway County farmers took the classroom training. Program evaluation results revealed that participants had become “aware to very aware” and “familiar to very familiar” (a 4 or 5 rating on a 5 points scale) with subjects including laws and regulations. Survey comments included: “very good”; “I actually enjoyed it” ; and “I am planning to update my storage”

Drought Response — Several mid-Missouri agronomy projects were replaced with efforts to assist with drought related issues. The biggest issue causing concern among area farmers was the lack of livestock forage and the buildup of nitrates in grass crops. When these crops, especially corn, do not appear to be productive enough to produce grain, alternative use as forage is considered. High levels of nitrogen fertilization with drought stressed plants means the nitrogen taken into the plant for growth is accumulated. High levels of accumulated nitrogen make the crop toxic to livestock. Extension specialists have a quick test to alert farmers to this danger. Plus, the University of Missouri has further tests to alert farmers to this danger. Survey comments included: “very good”; “I actually enjoyed it”; and “I am planning to update my storage”

Services provided: 440 soil tests processed from farm fields, gardens and lawns in Callaway County.

extension.missouri.edu/callaway
The world population reached seven billion people during 2012 and it is expected to be near 10 billion by the year 2050. The agriculture industry has the responsibility and privilege of feeding the world. Bridging the gap between the two percent of the U.S. population who are members of farm families and the remaining 98 percent who are not is imperative. There are a lot of materials and programs on the internet which encourage educators to incorporate agriculture into the classroom curriculum. For a variety of reasons, most of these programs are underutilized. By offering a program led by an agriculturalist that is passionate about educating youth, kids can become excited about agriculture and hopefully, encouraged to look into careers in the agriculture industry.

Ag in My World was created to educate elementary students about the agriculture industry and how it impacts our everyday life. During the Columbia Public Schools summer school session, 11 Adventure Club sites were visited reaching over 350 students.

Adventure Club is an afterschool program provided by the MU College of Education in conjunction with Columbia Public Schools. During this first program students were introduced to agriculture through visual information, videos, online games, and hands-on activities. Students learned the top five agriculture products in the state of Missouri and how agriculture provides more than just food for people.

During the 2012-2013 school year, the program continued to work with Adventure Club. A program was presented to approximately 200 kindergarteners through second graders during the first semester and focused on the faces of agriculture and several commodities from agriculture. A program for the third through fifth grade students will be presented during the second semester.

Programs were presented in Westphalia at Fatima Elementary School to kindergarteners and second and third graders with 170 total students being introduced to the world of agriculture.

A program was also presented to the Columbia Homeschool Association with 20 students in attendance.

With the growing population and people becoming further and further removed from the farm it is imperative youth are exposed to the world of agriculture. Ag in My World is a great educational program aimed to introduce agriculture to students in kindergarten through fifth grade. If the program continues to expand, curricula will be developed to include middle and high school grade levels, with an emphasis on careers. Youth involved in The National Future Farmers of America (FFA) and 4-H programs will be a great asset in reaching more students in the future.
University of Missouri Extension’s Ag Business Management education program seeks to improve the profitability and viability of Missouri’s farms and agricultural industry. Program goals include improving farm financial management through greater use of strategies to reduce risk; expanding opportunity and wealth through entrepreneurship that links production opportunities with market demand; and protecting business growth, improving environmental quality and enhancing community well-being through education on legal and regulatory issues. Support of this program provides the residents of Carroll County and Missouri with:

- cost efficient products and economic stability as individual losses are minimized and greater profits are realized;
- effective and responsible management of natural resources;
- trained tax professionals with the knowledge and tools to assist producers in optimizing their financial and physical resources; and
- legacy farms with the stability and efficiency to serve as a legitimate food supply resource through the present and into the future.

**MU Extension Business/Farm**

New tax laws with the potential to affect many small businesses and agricultural producers were covered during late October 2012 at the MU Extension Business/Farm Income Tax Schools. The six schools were presented in Cape Girardeau, O’Fallon, Columbia, St. Joseph, Warrensburg and Springfield. Eight people attended these workshops from Callaway County. Topics for the schools included coverage of new 2012 tax legislation; rulings and cases; small business and individual taxpayer issues; and agricultural topics.

The schools are designed for eight continuing education credits for CPAs, public accountants and enrolled agents and as 8.4 credits of continuing legal education. Regarding the usefulness and the value of information presented at these schools, each received a rating of 8.7 on a scale of 1 to 10, where 10 is the highest usefulness and value.

“I attend several conferences each year for CPE, but it is this conference that I always look forward to going to. I pick up bits and pieces by different methods during the year; but it is always at your conference that everything comes together and the light bulb is turned on. You explain things in such a manner that always helps me to be able to put it to use into my practice and thereby help my clients.” Mary L. D’Agostino, LLC

**Women in Ag Regional Conference**

The 9th annual Women in Ag Regional Conference was held at the Martin Community Center in March 2012 at Marshall, MO. Callaway County was represented in the participants. This is a one day conference with the primary mission of meeting the needs of women in agriculture by addressing the personal, family, and farm issues affecting their lives, families, and farm businesses. Two hundred seventy-five people attended the 2012 conference. The planning committee for this conference is comprised of representatives from University of Missouri Extension, USDA - FSA and NRCS, Saline County Commission, Lincoln University, and private businesses; working together for the common goal of providing a wide variety of useful information to women involved in the agricultural community.

Conference funding is provided through donations from USDA FSA, University of Missouri Extension, USDA NRCS grant, local tourism grant, sponsorship from private businesses, and through registration fees. One of the goals of the planning committee is to keep registration cost at a minimum to encourage attendance.

- Attendees were asked to indicate why they decided to attend this conference (they were asked to check all that were applicable).
  - 100% - to learn about topics important to me
  - 94% - the topics were interesting;
  - 72% - meet people with the same interests;
  - 65% - wanted to hear one or more of the speakers;
  - 63% - spend a day with fun people;
  - 54% - the people are always so friendly at this conference; and
  - 49% - get a lot of value for the registration fee.

To get a handle on the impact of this annual conference - attendees who had attended prior conferences were asked how the prior conference(s) had impacted them.

- 100% - read, studied, and used information from the handouts;
- 100% - shared information with others;
- 97% - recommended the workshop to others;
- 64% - reviewed or revised their estate plan;
- 58% - made better informed decisions about your farm;
- 55% - communicated more effectively with family & partners about the farming operation; and
- 42% - kept better farm records.

extension.missouri.edu/callaway
Callaway County Extension Center
Local Services

MU Extension in Callaway County is your one-stop source for practical education on almost anything. We exist to provide unbiased information and educational resources to improve the quality of life and economic well-being of people in the county.

During the past year, the extension center handled 3,537 telephone calls and 1,855 walk-in visitors to connect people with the information or expertise they needed.

Services provided included:
- 440 soil tests processed from farm fields, gardens and lawns.
- 32 private pesticide applicator certifications or re-certifications administered.
- more than 15,000 newsletters mailed or e-mailed to individuals, families, and farmers, including: Ag Connection, Integrated Pest Management, 4-H The Clover, Stay Strong, Stay Healthy and Family Financial Management.

Additionally, the extension center provided meeting room facilities for 225 educational events and meetings held by extension faculty and staff, 4-H clubs and community organizations throughout the past year.

Our website makes hundreds of fact sheets and research-based information available 24/7 on topics of interest to families, businesses and organizations.

extension.missouri.edu/callaway

MU Extension Continuing Education

University of Missouri Extension’s Fire & Rescue Training Institute (MU FRTI) provides continuing professional education and training to Missouri’s fire service and emergency response personnel. In Callaway County 260 enrolled in MU FRTI. http://www.mufrti.org/index.shtml

The MU Extension Law Enforcement Training Institute (LETI) brings certified, professional training to law enforcement officers, as well as continuing professional education, to a wide spectrum of other criminal justice and public safety practitioners. In Callaway County 38 participated in LETI programs. http://leti.missouri.edu

MU’s Nursing Outreach offers nurses high-quality, affordable continuing education. In Callaway County 33 participated in this program. http://muhealth.org/~nursing/node

The Missouri Training Institute (MTI) provides continuing education, custom-designed training programs and business consulting services for business and industry, public and nonprofit organizations and educational institutions. In Callaway County 30 enrolled in MTI programs. http://mti.missouri.edu

The Office of Continuing Medical Education provides primary-care physicians with continuing education programs that allow them to meet requirements for state licensure. In Callaway County 9 enrolled in continuing Medical Education. http://som.missouri.edu/CME

The MU Labor Education Program provides educational services for organized labor leaders.

In Callaway County 40 enrolled in Labor Education. http://labored.missouri.edu

The MU Conference Center provides organizational and registration services for special educational conferences on campus. This past year 148 participated from Callaway County.

http://muconf.missouri.edu
Financial Report
Year Ending December 31, 2012

Income
- County Appropriations: $60,000
- United Way: 14,000
- Postage Income: 4,650
- Education, Service Fees/Resales: 9,619
- Investment Income: 381

Total Income: $88,650

Expenses
- Salaries/Benefits: $46,651
- Travel—Central Missouri Faculty/Staff: 9,167
- Postage: 3,800
- Supplies: 4,242
- Rent/Lease Equipment: 7,666
- Professional and Contract Services: 4,950
- Testing fees: 1,876
- Telephone Service: 1,454
- Furniture/Equipment: 554
- Insurance/Bond: 1,278
- Publications: 607

Total Expenses: $82,245

MU Extension leverages funds appropriated from federal, state and local governments for locally delivered programs with contracts, grants, fees, gifts, sales and services. In fact, statewide generated funds exceed appropriations as a percentage of overall revenue.

The Callaway County Commission provides salaries and benefits for one full-time administrative assistant, part-time bookkeeper and 60 percent of one 4-H youth associate, funding for office operations and mileage for regional faculty who conduct educational programs in the county.

The University of Missouri provides in-service education and training, postage for communications, computer equipment, technology support and salaries and benefits for 14 regional faculty who serve Callaway County, as well as one nutrition program assistant and 40 percent of one 4-H youth associate in Callaway County.