What Extension does and why:
Extension improves communities and people’s lives by providing relevant, responsive and reliable research based education.

The University of Missouri Extension is a partnership between the University of Missouri, the people of Missouri through county extension councils, the Cooperative State Research, Education and Extension Service of the U.S. Department of Agriculture and other partners and stakeholders.
Extension Program Highlights From 2011

Business Development
Cole County clients assisted by the Business Development Program reported these impacts:
- 120 new jobs
- $3,366,034 of increased sales
- $34,301 in government contracts
- 5 new businesses
- 184 jobs retained
- $564,500 loans and investments in business
- $409,665 of acquired assets
- 75 clients/companies received business counseling
- 61 business training attendees and conference participants
- Partnered with the Jefferson City Area Chamber of Commerce to offer the Small Business Academy and conducted the Business Plan Competition

Family Nutrition Education Programs
- Combed childhood obesity by reaching 879 youth with nutrition education.
- 86 adults received nutrition education along with cost savings meal tips

4-H & Youth Development
- 301 youth participated in 4-H clubs
- 250 adult volunteers served as club or project leaders
- 977 exhibits at the county fair
- 3,141 participated in 4-H sponsored enrichment programs in their schools

Family Financial Education
- A new specialist was assigned to Cole County
- Web based Family Financial Education material was launched
- Will partner with the Samaritan Center to assist with tax preparation and education in 2012

Master Gardeners (MGs)
- 185 Master Gardeners saved local organizations over $290,000 by donating more than 15,000 hours of labor
- 43 graduated from the Master Gardener program

Horticulture & Natural Resources
- Responded to 1,300 contacts concerning natural resource issues such as identifying plant disease and insects
- Protected the environment and improved crop yields through pesticide training and testing for soil fertility

Safety
- 379 enrollments in Extension’s Fire and Rescue Training Institute were from Cole County
- 55 enrollments in Extension’s Law Enforcement Training Institute were from Cole County
- 158 Cole County medical professionals received continuing education through Extension programs
- 137 youths learned the safe and proper use of firearms through 4-H shooting sports programs led by 17 adult volunteers

Human Development
- 75 citizens improved their health through regular exercise classes
- 12 diabetics enhanced their quality of life and health by learning how to improve their diets
- 96 families learned to reduce their food budgets through food preservation
- 50 day care providers received continuing education
- Lessened the impact of divorce on children through parental training

County Extension
- “Touched” over 13,000, or 17%, of Cole County citizens with programs or information
- Responded, on average, to a customer contact every 14 minutes of every business day
- Processed 419 soil tests
- Provided a testing location for 40 students enrolled in correspondence courses
- Tested 33 private pesticide applicators as required by law; hosted commercial pesticide applicator testing monthly
- Planned, prepared, and conducted the 35th Fall Festival with 3,000 attending
- Coordinated all youth development activities at the Cole County Fair
January 2012

Dear County Commissioners and Associated Friends of MU Extension:

“Efficiency” and “Innovation” are two watchwords of citizens and government in our currently challenging economy. I am pleased to report that University of Missouri Extension has kept these words in the forefront and acted accordingly for the benefit of Missouri residents statewide.

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 provided from counties is leveraged with an additional $6.00 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 federal Expanded Food and Nutrition Education Program provided $1.6 million to the state of Missouri. These funds provide nutrition education to limited-resource families. Participants who graduate from the program improve the way they manage their food dollars; demonstrate acceptable food safety practices and make healthier food choices. A healthy labor force is critical to attracting and keeping jobs in Missouri. In addition, this important program reduces healthcare costs over the participant’s lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums.

- 2011 has been a difficult year due to natural disasters in Missouri. The MU Extension statewide Community Emergency Management Program and local emergency management groups provided immediate on-site assistance by coordinating with the State Emergency Management Agency, Red Cross and other groups and by providing online resources through web pages and other media. As a result, citizens learned how to avoid scammers, ensure safe drinking water and food, and recover from a disaster. MU Extension’s emergency management program helps communities, businesses, schools and residents reduce a community’s disaster recovery period. This action saves lives and countless dollars in emergency recovery operations and avoids job loss. Additionally, the whole community builds a greater sense of cohesion.

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
Impacts on Cole County, Missouri

UM Students from Your County in 2010
- 734 students
  - 589 - MU
  - 56 - UMKC
  - 75 - Missouri S&T
  - 14 - UMSL

- 577 - Undergraduates
- 157 - Graduates
- 609 - Full-time students
- 125 - Part-time students

UM Employees and Retirees Residing in Your County in 2010
- 413 people employed by UM
  - 232 - MU
  - 5 - UMKC
  - 6 - Missouri S&T
  - 3 - UMSL
  - 151 - UM Health Care
  - 16 - UM System

- 49 UM Retirees and Beneficiaries

Tax Revenue and Income Generated by UM Employees and Retirees Residing in Your County in 2010
- $603,035 in Missouri State Taxes
- $2,806,818 in Federal Taxes
- $15,913,025 in Salary and Retirement Income returning to the county

UM Alumni Residing in Your County in 2010
- 4,184 alumni
  - 3,440 - MU
  - 204 - UMKC
  - 407 - Missouri S&T
  - 133 - UMSL

- 1,592 Selected School Alumni
  - 88 - Medicine
  - 138 - Nursing
  - 125 - Health Professions
  - 28 - Dentistry
  - 19 - Pharmacy
  - 2 - Optometry
  - 29 - Veterinary Medicine
  - 298 - Agriculture
  - 560 - Engineering
  - 305 - Law

UM Alumni as K-12 Teachers and Administrators in Your County in 2010
- 178 teachers
  - 24% of all county teachers

- 16 principals and administrators
  - 48% of all county principals and administrators

Health Professional Shortage Areas
Your entire county is within a Mental Care HPSA.

Office of Government Relations
300 University Hall
Columbia, MO 65211
573-882-2726

www.umsystem.edu/ums/department/gr/
Dear Citizens, Legislators, Commissioners and Supporters:

As required by Missouri Statute 262.617, we present you with our annual report for the Cole County Extension Center. Please find detailed information about our programs and events that took place during 2011.

We would like to extend a special thanks to the Cole County Commission and United Way for their continued support to the Cole County Extension Center. We would also like to thank all of our volunteers who are too numerous to be named. The Cole County Extension Office couldn’t operate to its full ability without your help.

Marc Ellinger, Presiding Commissioner
Chris Wrigley, Western District Commissioner
Jeff Hoelscher, Eastern District Commissioner

Ann Bax, United Way President

For the Extension Council Secretary,

Chris V. Thompson
County Program Director
Cole County Extension Center

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating equal opportunity/ADA institutions

Programs & Extension Staff
Page 6 — Jenny Norell, 4-H Youth Specialist*
Page 7 — Chris Thompson, County Program Director/Business Development Specialist*
Page 8 — Julie Royse, Family Nutrition Education Program (FNEP) Coordinator*
Page 10 — Vivian Mason, Family Finance Education Specialist*
Page 10 — James Quinn, Horticulture Specialist*
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Page 13 — Kathy Dothage, Human Development Specialist
Page 13 — Jim Jarman, Agronomy Specialist
Page 14 — Mary Sobba, Agriculture Business Specialist
Page 15 — Mark Stewart, Interim Regional Director/Livestock Specialist
Page 15 — Jane Kempker, Admin Assistant - Council*
Diane Temmen, Admin Assistant - 4-H*
Monica Haaf, Nutrition Education Assistant
*Denotes headquartered in Cole County Office

2011 Council
Bill Case, Chair
Greg Gaffke, Vice-Chair
Alice Longfellow, Secretary
Dick Crader, Treasurer
Larry Bishop
Larry Brandhorst
Paula Bryan
Jean Frank
Brenda Franken

Jeff Hoelscher
Dave Kiesling
Colleen Meredith
Mae Oehring
Carol Pleus
Dan Rice
Frank Richards
Marilyn Schmutzler
Liz Strobel

Jeff Suthoff
Ross Terry
Harry Thompson
Walter Wilbers
Marguerite Young
4-H Camp Trains Future Leaders and Demonstrates the Value of Teamwork

“I learned that teamwork is important and that you can’t do everything on your own. Sometimes when you use teamwork you can get done with things faster and sometimes find an easier way,” said one of the 47 Cole County 4-H campers.

Camp allows youth to apply the essential elements of the 4-H mission: independence, belonging, mastery, and generosity. Campers ages 8 to 12 engaged in a residential camping experience that helped them to learn and work as a team while experiencing independence from their family.

Ten trained camp counselors, ages 14 to 18, experienced the responsibilities of leadership by guiding and supporting the campers. Some of the challenges these counselors had to meet included homesickness, team building, and ensuring a positive week at camp. The vast majority of campers reported that the counselors had a positive impact on their time at camp.

This camp provided an additional leadership opportunity for youth ages 12 and 13. These youth engaged in training with a team from Lincoln University to build their leadership skills. They practiced their skills with campers while counselors attended debriefing meetings.

Clubs also involve children and teens in community service, camping and educational trips. In 2011, 263 4-Hers and 38 Clover Kids from Cole County participated in 4-H through 10 multiple project community clubs, a horsemanship club and one special interest club.

In addition 3,141 youth participated through school enrichment programs.

Activities and results of 4-H members in 2011 included:
- Junior Leaders participated in “Art in the Park”
- Cole County Teen Exchange members hosted youth from Stanford, Montana
- A robotics group participated in contests and showcases, boosting awareness of the program.
- State Shooting Sports Team
  - 31 attended
  - 4th Place Archery-Compound-Release-Jr. Team
  - 9 youth placing in the top ten in their events
- Junior and Senior Hippology teams advanced to the state level contest
- Legislative Academy – Trent Kempker and Shawna Scott
- State Congress – Izabella Michitsch, Emily Stumpe
- College Scholarship Recipients – Kelsea Scott, Shannon Yokley

Adult volunteers are key to the success of the program. In 2011, 258 adult volunteers served as club or project leaders.

The County Fair Teaches Life Skills

The Cole County Fair provides youth an opportunity to solidify what they have learned as they discuss and reflect on their projects with a judge through conference judging. The Cole County Fair includes shows for livestock, shooting sports, fashion revue, horses, domestic animals, and public speaking. Projects allow youth an opportunity to develop life skills such as keeping records and goal setting.

A total of 977 exhibits demonstrated learning on everything from robots to cakes. The fair is successfully only through the dedication of well over 100 volunteers through roles from superintendents to judges.
The following list of entries displays the breadth of 4-H projects entered at the Cole County Fair:
- 105 participants in Beef Cattle (open & youth)
- 20 Fashion Revue participants in 9 categories
- 152 Horse Show participants in 37 classes
- 148 Market Animal
- 20 Poultry
- 7 Public Speaking
- 19 Rabbit
- 29 Small Animal/Bucket Calf/Pee Wee livestock
- 119 Shooting Sports (the fastest growing project in Cole County)
- 31 Swine Show
- 52 Goat Show
- 62 Sheep Show

Preparing Tomorrow’s Leaders
Missouri Citizenship in Action (MCIA)-The Capitol is one of the best examples of the 4-H philosophy of “Learning by Doing.” Youth have the opportunity to not just learn about citizenship, but to practice citizenship, too.

In June, Jefferson City hosted forty 4-H members from around the state who had the opportunity to experience state government “hands on”. Members were able to attend hearings on bills and later vote on these bills in the actual locations where state legislators work.

Several state legislators explained how the state’s laws are passed. Other youth played the roles of judge, jury, lawyers and lobbyists as they role-played.

While these youth were experiencing the Judicial and Legislative branches of the government, other youth were conducting interviews, videotaping and writing news stories as they participated in the media track of MCIA-The Capitol. A new opportunity was added for youth to lobby their legislators under the guidance of professional lobbyists.

4-H Life Saves Money While Helping Create Responsible Citizens
The 4-H LIFE program began at Jefferson City Correction Center in January 2011. A group of 10 offenders were trained as 4-H volunteers. This group participated in two monthly meetings including a parenting and leadership class. Bi-monthly 4-H family visits brought the families of offenders to the facility to experience hands-on activities and strengthen family bonds.

By supporting University of Missouri Extension’s 4-H LIFE program, children of offenders make responsible choices and get along better with others, thus saving taxpayers $56,885 per child by breaking the tough cycle of intergenerational incarceration.

Business Development
Chris Thompson,
Business Development Specialist

Jobs! Jobs! Jobs!
Jobs were the dominate economic theme nationally and locally. Clients of MU Extension’s Business Development Program created or retained 304 jobs in Cole County and 7,473 jobs across the state. In addition to jobs, Extension’s Business Development Program (BDP) also helped clients improve sales, start businesses, and obtain government contracts, all of which contributes to creating and retaining jobs and improving the local economy. BDP clients can be existing businesses or those wanting to start a business; either way clients can access confidential counseling at no cost, training, and other services.

During 2011 BDP specialists served 75 Cole County residents and their companies. Several of these entrepreneurs and business owners reported the following economic impact as a result BDP services:
- New jobs: 120
- Sales increased: $3,366,034
- Government contracts: $34,301
- New businesses: 5
- Jobs retained: 184
- Loans and investments in business: $564,500
- Acquired assets: $409,665
- Clients/companies received business counseling: 75
- Business training attendees and conference participants: 61

In accomplishing these achievements, the Cole County Business Development Specialist delivered 99.5 hours of classroom instruction in 33 individual programs. Total attendance, including those not residing in Cole County, was 351. This number includes individuals who attend multiple programs. Counseling activities involved 439 hours of individual contact and preparation, with 23% percent of clients reporting some impact.

Across the entire state, the University of Missouri’s Business Development Program served 17,207 people and businesses. The reported state-wide impact was:
- New jobs: 5,765
- Sales increases: $235,430,804
- Government contracts: $191,500,000
- New businesses: 249
- Jobs retained: 1,708
- Loans and investments in business: $199,474,000
- Acquired assets: $77,573,861
- Research commercialization proposals totaling $151,567,881 were submitted and awards totaling $4,337,056 were received

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Growing Leaders to Grow Business
One program that continues to generate laudatory comments and economic impact is the Small Business Academy. Conducted in partnership with the Jefferson City Area Chamber of Commerce, the Academy provides existing small business owners the knowledge and skills needed to successfully grow their business. Using a curriculum developed by the Kauffman Foundation of Kansas City, participants attended 11 weekly 3-hour sessions. The Academy combines lecture, guest speakers, practical exercises, exposure to new techniques and peer learning.

Comments about the value of the Academy:
- “Showed me how to work on my business instead of just working in my business. The science of small business management is broken down into understandable, easy to apply segments.”
- “Excellent program and the only one that I have found geared toward small business.”
- “Great class, every business owner should take”
- “Renewed my confidence to continue to grow my business. The material…was very beneficial…in the day to day operation and the long term goals.”

Local Entrepreneur’s Success
In addition to being selected as a 2011 Rising Entrepreneurial Star, B.K. Bakery, a client of the Business Development Program, was featured as a local success story on television statewide. The story and video can be found at [www.missouribusiness.net](http://www.missouribusiness.net), click success stories.

As more entrepreneurs take advantage of the BDP, the value of the impact in Cole County will continue to grow. The place to start is the state’s business development program website at [www.missouribusiness.net](http://www.missouribusiness.net)
Show Me Nutrition education displays updated teachers and staff on nutrition and health information. Teachers used this information in the classroom or by modeling healthy behaviors to their students. With these exhibits teachers were able to deliver good nutrition messages.

The Eating Smart Being Active curriculum was provided to eighteen adults at Pathways Community Behavioral Healthcare. During the spring and summer four raised garden beds were planted by Pathway’s clients and staff. Monica featured one or two vegetables grown in the garden and provided a food demonstration and recipes for that food item.

In addition 895 adults were reached at the local food pantry with recipes and information on low cost food preparation and physical activity tips.

*Evaluation data was collected on students who participated in a variety of curricula from Pre-Kindergarten through Grade 12.

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<th>Student changes reported by teachers</th>
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Financial Management

*Vivian Mason, Family Financial Education Specialist*

In the Current Economy, Family Financial Education Availability is a Priority

During the Extension Council’s Annual Program Review (APR), family financial education was identified as a top programming priority. Regional Extension Specialists Cynthia Crawford and the newly assigned Vivian Mason assertively worked with Interim Regional Director Mark Stewart to step up programming options.

In response to the APR this team created two web pages that are part of the newly-redesigned Cole County website. The first webpage focuses on current financial workshops, potential workshops and provides a quality source for financial education. The web resources make learning possible 24 hours a day, 7 days a week, 365 days a year. Matching quality learning resources to teachable moments in people’s busy lives is the key.

The second webpage focused on family finances in times of disaster and how to begin financial recovery efforts.

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, saving and investing makes economic activity more sustainable.

The resources listed on the web pages were carefully reviewed to ensure they were accurate, correct, and science-based resources. These resources can be found at [http://extension.missouri.edu/cole/](http://extension.missouri.edu/cole/).

In addition to the scheduled classes listed on the website, any group of 12 or more that want to learn about any of the financial topics can contact the Extension Center to schedule an individualized program.

**How Does this Make Cole County and Missouri Better?**

U.S. Treasury Secretary stated that financial education is essential not only to the financial security of people in Cole County, but also to the economic health of our nation as a whole. “Ensuring that people have the skills they need to make wise financial choices will help us build a stronger foundation for our nation’s economic future.”

Financial Education programs enable participants to spend and borrow responsibly, save more and gain control over their financial health. This impacts the entire community. For example when families pay their bills on time, it helps community businesses stay in business. It fuels a stable tax base. That is fundamental economic development for Cole County and for Missouri.

Other examples of the local impact of financial education are reducing predatory lending, reliance on public assistance programs, reducing theft and lowering banking fees.

Horticulture

*James Quinn, Horticulture Specialist*

Improving the Environment and the Quality of Life for 906 Cole County Citizens

Gardening is the most popular hobby in the U.S, which adds to the quality of life. The Cole County Extension Center responded to over 90 thousand requests with high quality, unbiased and research-based horticultural information.

Greener Plants and a Greener Earth

Proper fertilization was a common request. Individuals were instructed on the best way to fertilize; be it turf, vegetables, flowers, shade trees or other plants. Part of this effort included the submission of 156 soil samples. Proper fertilization improves plant performance, generally reduces fertilizer expense and reduces water runoff pollution.

To maximize their pest control efforts, over 82 citizens requested diagnostic assistance. Sometimes they were seeking positive identification of a pest, sometimes optimal control measures, and sometimes both. Providing diagnostic assistance is a wonderful learning opportunity and MU publications are consulted and provided in this process.

Over 668 citizens sought home horticulture assistance, such as tree pruning, plant variety selection or lawn maintenance. Most often Extension resource publications provided the needed answers.

Master Gardeners - Making Things Look Great While Helping Organizations Save Money

Central Missouri Master Gardeners (CMMG) is the official name of the local Master Gardener group. They are a volunteer group of 185 members who maintain 11 beautification sites in Cole County. Master Gardeners worked over 15,000 hours, valued at $290,000, saving site owners both time and money.

Master Gardeners Grow Their Own

Forty-three new Master Gardeners were “grown” during 2011. To become a Master Gardener requires the completion of the basic training program. The program
provides 30 or more hours of horticultural training. Topics include landscaping, lawns, vegetables, flowers and fruit. This prepares them for their volunteer service.

**Strengthening Commercial Horticulture - Missouri Grown and Community Food Systems**

The climate, soils and population base of Missouri are conducive to growing of certain high value horticulture crops such as tomatoes, berries, melons, wine grapes, and peaches. Providing growers with unbiased and research-based information to make better decisions will help them be successful with commercial production and marketing of their crops. MU Extension provides this information through workshops, newsletters, field days, farm tours, grower conferences and other methods.

**Programs in Cole County Conducted by Specialists from Other Counties**

*Programs by Lynda Zimmerman, Nutrition Specialist*

**Eat Well, Be Well with Diabetes can add Years to a Diabetics Life**

The Centers for Disease Control and Prevention estimates that one in three people will eventually develop diabetes if current trends continue, and that those with diabetes will lose 10-15 years of life if their condition is left untreated.

Diabetes education helps individuals acquire the knowledge and skills needed to make decisions about daily self-management. Research shows that people with diabetes who have good control of their blood glucose will delay or prevent long-term complications, including diseases of the heart, kidney, eyes, and nerves. With fewer complications, people with diabetes are less likely to need major medical care, which results in financial benefits for families, employers, and the health care industry. These benefits include lower health care costs and more discretionary income to spend in the community.

Twelve Cole County Residents participated in the four-session *Eat Well Be Well with Diabetes* program. This program teaches individuals to manage carbohydrate intake, track blood sugar, blood pressure and cholesterol levels, and to be proactive in their diabetes self-care.

Results of the pre- and post-assessments show:
- 100% would recommend the program
- 89% said the class met their needs
- 100% learned that 15 grams of carbohydrate equals one carbohydrate serving, a 27% increase.
- 70% now use the Nutrition Facts labels when choosing what to eat, a 15% increase.
- 89% reported their understanding of diabetes improved, a 65% increase.

Follow-up with participants revealed that what they learned was now being practiced. These included being more aware of carbohydrate foods, meal planning using The Plate Method, carbohydrate counting, and following the recommended blood glucose and hemoglobin A1C levels. Participant comments included:
- “I always just ate what I wanted and never really worried about it, but there’s a real science to this nutrition stuff”
- “I had no idea there were carbohydrates in foods like milk until now, and being conscious of what I ingest should help me stay in the right range per meal.”

For more information about *Eat Well Be Well with Diabetes*, view the news story at: [http://www.youtube.com/watch?v=mrBjW9CHiY](http://www.youtube.com/watch?v=mrBjW9CHiY)

**Learning to Live Well with Chronic Conditions**

- “Very useful and informative program.”
- “Very rewarding.”
- “Very helpful class—thanks to Extension service.”

These comments reflect participants’ satisfaction with this chronic disease self-management program.

Developed by Stanford University, *Live Well with Chronic Conditions* participants with arthritis, diabetes, asthma, COPD, osteoporosis, fibromyalgia, and lupus and similar conditions are less likely to need major medical care. Program participation results in financial benefits for families, employers, and the health care industry. Ultimately, this benefits everyone due to more discretionary income to spend in the community and lower health care costs.
Eleven Cole County residents participated in a 6-week workshop. The 2 ½-hour sessions include:
- Dealing with fatigue, pain and difficult emotions
- Distraction and relaxation techniques
- How not to overdo physical activity
- Nutrition
- Communicating more effectively with family and health care providers.

Grant funding through the Missouri Arthritis Foundation covered cost of books and other program materials, allowing participants to attend at no charge.

Evaluations completed at the last session showed:
- 100% thought the program would help them talk with their health care team.
- 100% would recommend the program to a friend.

Preserving the Harvest Food Preservation Workshops Safely Lowers Food Costs

“I wanted to learn to feel safe to use a pressure canner before I would try. I feel comfortable to try now.”

In recent years there has been resurgence in preserving food at home, along with an increased interest in local foods and gardening. Many of the skills that were once common were not passed on and some of those that were are not safe. Having current, research-based processes to preserve food are critical for even the most experienced home food preservers.

Ninety-six people attended food preservation workshops held in Jefferson City and Russellville. Each 2 ½-hour session taught a safe and reliable process to preserve food including water bath canning, pressure canning, freezing, and dehydrating. Participants had the option of attending the all or individual sessions.

Strictly following tested recipes and having step-by-step procedures were identified as the most important items they learned. Other results showed:
- 95% had better knowledge of how to safely preserve food.
- 80% percent planned to preserve food as a result of the session they attended.

To Live Longer & Stay in Your Own Home You Must Stay Strong, Stay Healthy

Research shows that older adults who regularly participate in strength training increase their muscle mass, strength, bone density, and balance. This type of exercise relieves arthritis pain, controls blood glucose, maintains weight, manages stress, reduces depression, and enhances quality of sleep. Overall, strength training improves quality of life. Stay Strong, Stay Healthy provides this training.

Training such as Stay Strong, Stay Healthy helps decrease the need for major medical care by reducing the risk of falls and chronic illnesses such as heart disease, diabetes, and osteoporosis which also reduces the need for nursing home care. Every year the older
Some attorneys continue to encourage their clients to participate, as a result only 5 parents from Cole County participated. The judges often waive the requirement in Cole County, so the courts and therefore the community.

Advanced Stay Strong, Stay Healthy, also a 10-week program, was developed by University of Missouri for individuals who completed the basic program and are ready to increase their fitness levels through new and more complex exercises. Seventy-five people participated in either the basic or advanced Stay Strong, Stay Healthy classes held in Jefferson City during 2011. Participants completed pre- and post-program fitness assessments and program feedback evaluations at the last session. These showed:

- 100% would recommend the program
- 94% were “very much” satisfied with the classes.
- 100% improved in 3 fitness measures
- 84% improved in 4 or 5 measures.
- 70% felt the class helped improve their sleep
- 84% did the exercises at home one or two additional times per week
- 66% added other regular physical activities in addition to the exercises.

To learn more about Stay Strong, Stay Healthy visit the website: http://missourifamilies.org/sssh

Programs by Kathy Dothage, Human Development Specialist

Classes Help Reduce the Stress of Divorce on Parents & Children

In 1998, Missouri 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. To meet this requirement the University of Missouri’s Human Development and Family Studies Department developed the Focus on Kids program. This program also reduces 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.

The 12 workshops offered in Callaway County trained approximately 150 parents. The program is not offered in Cole County, so the judges often waive the requirement. As a result only 5 parents from Cole County participated. Some attorneys continue to encourage their clients to participate. At the end of session evaluation, the majority of participants found the class worthwhile and helpful. Participant feedback included:

- “The instructor was extremely helpful and open to discussion.”
- “Excellent program in helping parents realize what they put kids through.”

With increased knowledge parents will be more cooperative, reducing the stress on their children and themselves. With reduced stress children and parents are more productive in school, work and home.

Extension Training Creates Better Day Care Providers

Day Care play a major role in the lives of children by making available a safe and stimulating environment thus allowing parents to be employed. Licensed Day Care providers, both those providing care in their own home and separate centers, are required to participate in 12 hours of training per year.

The two offerings in Jefferson City had 94 day care providers refreshing their skills or learning new ones; 50 were from Cole County.

Each 2-hour offering builds on the knowledge, skills, and abilities of those who care for our children. The programs offered addressed:

- Building Relationships with Children
- Youth Who Challenge Us
- Giving Your Best: Making Secure Attachments.

Programs by James Jarman, Agronomy Specialist

Integrated Pest Management (IPM) - Controlling Pests and Improving Yields

IPM benefits include reducing the number of pesticide applications, the amount of pesticides applied and ensuring the proper pesticide is applied. All of these result in reducing producer costs, increasing yields and lessens the potential environmental impact.

Pheromone traps are used to survey for pest insects during the growing season. Adjacent crop fields are used for insect and disease surveys. Additional field surveys are made through the cooperation of county farmers. Results are sent to the University of Missouri IPM program and reported in the weekly IPM post cards along with management suggestions. Insect and field survey information is also used in radio programs, weekly newspaper articles and individual contacts.

Weekly IPM post cards were sent to approximately 150 producers in Audrain, Callaway, Cole, Osage, and Boone Counties as a quick and timely way to inform of pest occurrences and pest related issues. Over the
years, respondents have consistently reported that the IPM program made a difference in their pest management planning.

**Private Pesticide Applicator Training - It’s the Law**
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, ultimately protecting the environment while improving productivity and yields.

Subjects covered include proper pesticide handling, personal protective equipment, pesticide regulations, safe storage, worker protection, endangered species, environmental protection, pesticide laws and required record keeping.

A private applicator certification class was held during February in Cole County and 21 attended. Applicators may also (re)certify by watching a video and taking a test at any Extension Center, 33 local applicators used this method.

Program evaluation results showed participants had increased their knowledge on pesticide laws and regulations. Survey comments included:
- “very good”
- “I actually enjoyed it”
- “I am planning to update my storage”

**Stink bugs - More than Just a Bad Smell**
Stink bugs are becoming an economic pest in Missouri. In response, field monitoring to locate and survey for stink bugs was conducted during the growing season. Sweep net and visual surveys were used to count stink bug numbers and species. A new pest stink bug, the brown marmorated stink bug, might have entered Missouri in 2011 or could in 2012. It is known to significantly reduce yields in vegetable and field crops in the Eastern US and enters homes to overwinter. It has not been captured in Missouri yet.

**Saving Livestock from Drought Damaged Feed**
Drought conditions can make forages or field crops salvaged for animal feed toxic from nitrate accumulation. Farmers from Audrain, Callaway, Cole and Osage Counties took advantage of on-site or Extension Center nitrate testing. Two grower meetings were held in Osage County with Osage and Cole County farmers attending. No animals were reported sickened or killed by nitrates from farmers taking advantage of nitrate testing. Additional information was provided on prussic acid poisoning.

**Testing for Soil Fertility can Reduce Pollution**
Missouri soils are highly variable requiring difference amounts and types of fertilizer. Properly applied fertilizer will increase yields and make crops less susceptible and attractive to pest injury. Soil testing offered through Extension Centers provides producers fertilizer recommendations which are based on University of Missouri research.

During 2011, 595 soil tests were processed for Cole County residents, with each test being reviewed by a specialist before being released. Applying fertilizer without a soil test usually results in one of two problems:
- Insufficient or incorrect application resulting in not supplying enough or the correct nutrients for ideal crop growth
- Using excessive, uneconomical amounts of nutrients might injure crops, possibly pollute surface or ground water or not stimulate a proportional increase in yield.

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**Programs by Mary Sobba, Agriculture Business Specialist**

**Farm Lease Education to Reduce Landlords and Tenant Conflicts**
Farm lease questions and disagreements continue to be at the top of the list of most asked questions of Agricultural Business Specialists in the last 5 years. Reasons for this include high crop prices and a continued higher return for land than other investments. Additionally, landowners today are less likely to be rural residents and as such are not familiar with traditional agricultural practices.

Sixty-one individuals participated in the September 1 Farm Lease Program. Fifty-one of the 61 were at four different locations and participated using interactive television. Eleven attendees were from Cole & Osage Counties. Topics included current rental rates and trends, specific items to include in a farm lease, terminating a farm lease correctly, hunting lease issues and crop and livestock share lease concerns.

Lease termination continues to cause many conflicts so knowing the law on termination will lessen those conflicts; this program will help reduce the number of those conflicts.
*Programs by Mark Stewart, Interim Regional Director and Livestock Specialist*

**Pork Quality Assurance Is Required**

Both major pork packers in the area require producers to be Pork Quality Assurance Plus (PQA+) certified. The income derived from pork production is still significant in many communities, retaining that income strengthens and supports many other small businesses in the community.

Three producers from Cole County renewed their PQA+ certification, ensuring continued access to markets for their swine. Successfully completing training in food safety, and animal care and wellbeing is necessary for certification.

Packers are beginning to require that each production site also be assessed by either by a PQA+ advisor or a producer who has taken the site assessment training and passed a certification exam. This summer, two producers from Cole County participated in this training and passed the exam; becoming certified to do site assessments.

*the office*

*Jane Kempker, Extension Administrative Assistant*

**2011 Elections**

Three thousand ballots were mailed to registered voters in Cole County in January. Local residents selected who should represent their interests on the Council. The county is divided into three districts and eleven out of twenty seats were up for election in the three council districts.

**Annual Dinner**

The Extension Council held its annual dinner on February 3 at the Cole County Extension Center. At the annual dinner, outgoing council and staff were recognized for the support given over the years and new appointed or elected council members were welcomed.

**Century Farms**

The Missouri Century Farm Program’s was created in 1976 by the Missouri Committee for Agriculture as part of the American Revolution Bicentennial celebration in Missouri. The “Centennial Farm” program awarded certificates to persons owning farms that had been in the same family for 100 years or more. Interest in the program continued after 1976. In 1986 the program was renamed the “Century Farm” program. This program has continued as a yearly event with over 100 farms recognized each year.

In 2011, five Cole County families were awarded “Century Farms”. For more information on this program, please visit: [http://extension.missouri.edu/centuryfarm/](http://extension.missouri.edu/centuryfarm/)

**Cole County State Fair Farm Family**

Philip and Michelle Luebbering along with their family represented Cole County at the 2011 State Fair Farm Family Day.

Farm Family Day at the Missouri State Fair recognizes the tremendously important contributions of Missouri Farmers. The day is sponsored and supported by Missouri Farm Bureau, Missouri Department of Agriculture, Missouri State Fair, University of Missouri Extension and the University of Missouri College of Agriculture, Food and Natural Resources.

**35th Annual Fall Festival**

To generate funds to support Extension programs and maintain the Extension Center a large craft festival has been held for the past 25 years. Known as the Fall Festival, it is held the first Saturday after Labor Day at the Jefferson City Jaycee’s Fairgrounds. The 2011 Festival saw an increase of vendors for the second year in a row with all booth spaces sold.
County Program Director and Business Specialist, Recognized for His Performance

From left, Max Summers, interim director, MU Extension Business Development Program; Chris Thompson, business development specialist; and Michael Ouart, vice provost for extension.

Chris Thompson, business development specialist and Cole County program director received the award sponsored by Associated Industries of Missouri this fall. The citation, in part, read

“During Chris’s many years as an MU Extension business counselor, he has been instrumental in developing and delivering innovative programs for MU Extension’s Business Development Program in central Missouri. This includes organizing and presenting business roundtables that bring together small groups of business people to discuss how they approach different aspects of running a business. The business people learn from each other as they answer questions posed to them through Chris’s facilitation. He also has focused on the “Measure, Manage and Succeed” program, in which he teaches small-business people how to develop a system to measure performance important to their success. Thompson and a colleague presented a workshop at a statewide conference on this topic. He also has been an important team member in developing curriculum to deliver this program online.”

Marketing

The Cole County Extension Center tries to keep up with the fast paced and every changing world around it. In 2011, a monthly distribution email blast picked up speed reaching over 300 local representatives and supporters each month to promote the events that took place throughout the year. Facebook continued to bring Cole County Extension to the public, monthly radio visits to a local talk show reached over 5,000 residents per visit and the county webpage was revamped to become more appealing to the reader.

Many homeowners live in surrounding counties but work in Jefferson City and find the Cole County Extension office a perfect place to drop off soil samples and take classes. The staff would like to thank its supporters and look forward to another year.

2011 Operating Budget

Appropriations/Revenue

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Expenditures

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