Highlights From 2010

The programming this year includes Blacksmithing and Business Development to Farming and Welding. Below are some of the highlights from 2010:

- 1,978 adults participated in nutrition education programs
- 52 new jobs were created in Madison County. (In 2009 491 people lost their jobs in Madison County through the efforts of Extension 52 jobs were created in 2010)
- $1,348,000 in increased business sales because of Extension programming.
- 2 new businesses opened
- 5 jobs retained
- $1,275,000 in new loans and investments to local businesses

Pictured above is the 2010 Madison County Farm Family. Each year the council selects a farming family to represent the county and attend the celebrations at the state fair. This year’s winners were the Boushie Family. Pictured above are Greg and Amanda Boushie and their son Wyatt.
College Bound

The council is dedicated to helping all youth find and fund the college opportunity of their choice. This year CeCe Leslie from MU was the keynote speaker at college night. Council members also pass out information at registration.

Fair Games

Lisa Whitener chaired the council games for the Fair. The greased pig contest is always a favorite for participants and onlookers. Youth had a chance to try their hand at seed spitting and whistling contests.

Activity Zones

The HES council committee has met with Fredericktown and Marquand school districts about transforming playgrounds to activity zones. Dr. Steve Ball from MU will be visiting the teachers in 2011 to help them design their activity zones.

College is Possible!

That’s the message the College Bound Committee is working to get the word out to every student in Madison County. At one high school open house more than 400 folders were handed out to high school students. The folders contained information about financing your college education, scholarship opportunities, and important steps to prepare for college.

Parents and students were invited to attend a college night. Approximately forty students plus their parents came to learn more college prep tips from CeCe Leslie from MIZ-ZOU. Students were able to attend area college individual sessions with the representatives of their choice.

The committee’s goal is to encourage more of our county students to attend college and to help make the process a little easier. This was the committee’s second year offering the college preparation information. Students and parents are giving us lots of positive feedback. Because of the cooperation among the committee, parents, students, and area schools more students are looking at college as a real possibility.

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Blacksmithing

Pictured above is Syd Helm, local Blacksmith instructor. Two beginning blacksmithing classes were held in the park in Fredericktown.

According to council member Mike Shetley, Syd Helm, Kyle Cunningham, and he developed the courses through brainstorming, practical experience and roundtable discussions. The result was a curriculum relevant to county residents.

Bill Osborne said, “One of the things I watched as a child was the blacksmith Mr. Keely at the Schulte shop. I always wanted to try it. Now, thanks to the Extension class I was finally able to do it.” One participant was able to try her hand at some of the work she had seen her grandfather do.

Mike Shetley added, “I think it was a big time hit, everyone enjoyed it, and the community needed it. People have been requesting this class. I think it was time, money and effort well spent.”

Healthy Aging Seminar

Council members in partnership with the Methodist Church put together a seminar for the over 50. Nutritionist Peggy Engelhardt presented Nutrition in Aging, Marilyn Duncan, Coordinator Regional Arthritis Center, spoke on arthritis resources and issues. New Era Bank, 1st State Community Bank and retired Ozarks Federal bank officer Ken Chapman answered questions about: preventing identity theft and what you do if it happens to you, reverse mortgages, what they are and how they work and consumer/finance protection.

Judy Lueders, University of Missouri Extension presented, “Aging: It’s not exactly what I expected it to be.” A representative from Social Security was on hand to answer questions about Medicare part D and other programs. Participants were able to get situation specific answers from a real person. Living longer while maintaining quality of life tips were provided by Dr. Beyer. He spoke on: Aging and Frailty - how to prevent frailty and what to do if you or a family member is already frail. The speakers from the conference asked council members to please hold this seminar again in the spring. “The information is so important that we need to get the word out.”

Cheesemaking

Janet Hurst from Lincoln University taught cheese making to 10 local participants. Students learned to make mozzarella, farmer's cheese, brie and cheddar curds using cow’s milk.

This class has been one of our most requested classes. Over the next year we hope to make more of these classes available.

Blacksmithing

Student Steve Francis is applying what he is learning in this hands on class.

Welding

Mike Graham, local Ag instructor at the Fredericktown high school, taught welding and MIG Welding.

MIG Welding

Thirty-two people attended the welding workshops. The course was designed for the at home/farm welder.

Instructor Syd Helm

Instructor for the blacksmithing class estimates that 25% of the students have continued their new-found skill.

Why Welding and Blacksmithing?

According to one participant “I can weld now but my son and grandson went to both welding and blacksmithing so I was able to pass along what I know through the classes.”

Carl Rehkop making mozzarella cheese
Health Provider Seminar

Situation: at the end of November 2010 Medicare reimbursements to providers were cut 30%.

Speakers included the Health Information Technology (HIT) Center who answered questions on incentives for electronic medical records, meaningful electronic medical records, facts about the regulations, and assistance available to providers in Missouri. A representative from Medicare was on hand to answer specific program questions for each provider’s situation. Services from the HIT center are free to hospitals. They are able to help hospitals make the transition to electronic medical record keeping in accordance with federal regulations. They also help advocate for hospitals.

Dr. Beyer presented an educational session geared for providers on end-of-life issues for patients. Jo Ann Emerson provided information on how recent legislation will effect providers.

The seminar was very well received, but area health providers want more. They left requesting more educational programs, more seminars and wanting continuing education units (CEUs’) for physicians, nurses and staff. Participants reported an increase in knowledge and the ability to apply knowledge and concepts learned at the seminar. General comments included “Excellent session. We need more programs like this. We would like more programs for health providers.”

Lunch & Learn

The series helped local nonprofits address finding funding, fundraising, budgeting, increasing volunteerism and structuring for strength. Area newspaper and radio stations made participants aware of programs available, nonprofit rates and programs. Some of the nonprofits pooled together to create a funding pool. This pool negotiated a very low rate for accessing private fund opportunities. Individually each organization saved $545. Together, eighteen organizations from in and out of county save more than $10,000.

The Lunch and Learn series was grant-funded through the WIRED Project. Funding was used to purchase books to lend to nonprofits. The local nonprofit lending library located at the Extension office has more than $4,000 in books. Usually 25% of the library is on loan.

Community Garden

Extension partnered with East Missouri Action Agency (EMAA) and the local Garden Club to expand the local community garden services. The garden was expanded to allow local families, identified through EMAA, to grow produce in the garden. The families will have fresh produce for themselves or to sell.
Business Development

As entrepreneurs and innovators, Missouri’s small businesses are becoming a more diverse group that continues to make the state’s economy productive. There are approximately 500,000 small businesses in Missouri. Nearly 98 percent of all businesses with employees are categorized as small businesses. In assisting the owners and managers of those businesses, MU Extension contributes to a county’s economic development through growth in jobs, sales, innovation, technology development and commercialization.

In Madison County, during 2010, Business Development program specialists and business counselors with MU Extension, Missouri Small Business & Technology Development Centers (MO SBTDC), Missouri Procurement Technical Assistance Centers (MO PTAC), Missouri Environmental Program, Missouri Career Options Project, and the Missouri Market Development Program served 15 people and their companies with business start-up and management counseling, training, and other assistance.

A Note From Kyle

This year has been quite an experience. From putting on my first ITV class, to working with the council to hold a blacksmithing class, it has been an interesting year. My interactions with the Madison County residents, whether it be for forestry or business counseling, has been extremely rewarding. The business community of Madison County is vibrant and I enjoy working with the local entrepreneurs and seeing how business counseling can improve the local economy.

Woodland owners have had a tough year. Low timber prices and residual storm damage have made for a challenging management environment. I have worked with numerous woodland owners on options for salvage and management of their damaged timber. Although some wood markets are expected to recover in 2011, next year will continue to challenge the county landowners. I look forward to working with them to help them make the best management decisions possible for their lands.

Why 5 specialists?

Teamwork can give us some of our best outcomes. This year we were able to maximize Business Development’s multiple areas of expertise for maximum benefit.

Business Impacts

$4,163,200 in Local Business Impacts by Extension.

New Jobs

Fifty-two new jobs created in Madison County.

Increased Sales

$1,348,000 in increased business sales.

New Businesses

Two new businesses opened in Madison County.

Retaining Jobs

Sometimes it is not job creation but preventing job loss that is important. Five jobs were retained.

Loans & Investments in Business

Business creation and expansion needs working capital. Loans and investments in local businesses were $1,275,000.

Acquired Assets

$1,540,200

Business Counseling & Courses

Twenty-seven people from Madison county took part in business development workshops and worked with our business development counselors.
Regional Foods and Farm Conference

The program included Sue Baird from Organics LLC who spoke on organic certification requirements. Debi Kelly from MU discussed resources, finances, and grants. Kathleen Huser from the ESP of MO spoke about composting and vermiculture. Donna Aufdenberg from MU shared her knowledge about using high tunnels to extend the growing season. Mary Hendrickson from MU talked about marketing. Dusty Walters and Michael Gold from MU discussed silvopasture. Ben Davis from MU discussed grass fed beef and marketing beef off the farm. Participants reported that their understanding of concepts improved. Most of those who had a basic understanding of the concepts after the conference felt sure they could use the information and apply it to their farm.

SEMO Bull Sale

SEMO bull sale consignors work with regional livestock specialists to provide high-quality bulls with top-notch genetics in various breeds. Two sales are held each year in Farmington, MO. The March sale averaged $2,058 on 35 bulls and the October sale averaged $2,456 on 18 bulls. Buyers realize that 50% of their calf crop is made up of the bull, and buying a good one greatly improves quality and weight gain of the calves. By Kendra Graham

Show-Me-Select Heifer

The program aids producers in raising and marketing high-quality heifers. Local veterinarians, regional livestock specialists, and producers work together to create a reliable source of replacement heifers in terms of genetics and management. Heifers are developed through a Total Quality Management approach. The heifers enrolled in the program go through a rigorous vaccination, inspection, and breeding program. All heifers must be bred to calving-ease bulls. Two sales are held in the southeast region each year in Fruitland, Missouri. Over 20 million dollars worth of heifers have been sold statewide through the Show-Me-Select heifer program since 1997. The May 2010 sale averaged $1,328 on 188 head. The December 2010 sale averaged $1,460 on 126 head. By Kendra Graham.

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Ag Day

One hundred forty six (146) second grade students participated in the Madison County Ag Day in Fredericktown. Both Madison County schools, Fredericktown and Marquand participated. Speakers included Fredericktown High School Vo-Ag and FFA students, NRCS and Extension personnel. Youth listened to nine speakers on topics such as horses, beef, goats, tractors, end products, poultry, dogs, swine and soils/crops. Speakers talked to 8 groups of 20 kids each for 15 minutes. They asked many questions and were excited to learn about agriculture. By Pam Crass & Kendra Graham

The Learning Zone After-school

The Fredericktown R-1 After-School Program, “The Learning Zone”, continues to provide students with a “safe haven” to engage in organized and well supervised educational activities after school. Students are offered an extended school day full of expanded learning opportunities in a safe, drug free environment. Students in grades K-12 can participate in additional reading, math, science, physical education, technology exploration, art, martial arts, and Girl Scouts. Classes change on an 8 week basis providing students with the opportunity to explore. Homework help is available every day to benefit the students. Fun Nights and parent evening activities are also provided that promote parent/child interaction as well as parent educational programs. The Middle School “Learning Zone” had a very successful first quarter of FUN NIGHTS. Students participated in making homecoming t-shirts, playing board games, watching the movie “Fantastic Mr. Fox”, singing Karaoke, and playing Wii games. Students, as well as Parents, are invited to participate in the FUN every Thursday night from 6-8 p.m. Refreshments are served. By Kay Lewis

4H pledge

I pledge:
My HEAD to clearer thinking,
My HEART to greater loyalty,
My HANDS to larger service,
and
My HEALTH to better living
for my club, my community,
my country and my world.

Kay Lewis
4H After School Educator

Ecology Day
145 5th graders from Madison County learned about the importance of conserving and respecting their natural resources.

Ag Day
146 second grade students participated.

GPS
Hands on family summer activity of Geocaching. Participants Gps’d their way through Fredericktown.

FAMCHA
Kendra Graham taught 10 young livestock handlers so they could attend the state fair.

Pam Crass
4H & Youth Development Specialist

Achievement
75 adults and youth participated in the activities and judging.

Leadership
Development with 20 youth at Camp Canaan.

Recognition
77 people attended the recognition program where youth learn organizational and leadership skills by their participation in this event.

SMQA
is a quality assurance training youth must attend in order to show at the state fair.

Leadership
Development with 20 youth at Camp Canaan.

4H Congress
Madison County Youth had the opportunity to participate and learn leadership skills at the MO 4H congress.

Frank Wideman
Natural Resource Engineer

Kendra Graham
Livestock Specialist

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Pictured above: Ecology Day, bottom Ag Day. Programs such as Ag Day are also leadership opportunities. Eli Sample, 4H member is also an instructor. 4H helps create leaders of tomorrow and Eli is just one local example.
MU Direct provides courses and certificate/degree programs anytime, anywhere. In 2010, 12 Madison County residents took advantage of distance learning. For more information on MU Direct go to http://mudirect.missouri.edu

The Center for Distance Learning and Independent Study offers self-paced, online independent study courses at the undergraduate and graduate levels, as well for grades 3-12. In 2010, Madison County enrollment was 2 in high school courses and 4 in university.

The Missouri Training Institute works to improve staff skills and enhance the performance of public and private organizations throughout the state. Madison County had 7 participants.

MU Conference Office a full-service, one-stop event-planning office for educational events ranging in size from five to 5,000 attendees. Madison County had 49 participants.

There were 2 Nursing students.

The MU Extension Fire and Rescue Training Institute provided training to the 915 fire departments across MO. 23 Madison County residents participated.

A total of 99 Madison County residents participated in credit and noncredit educational programs.

### Continuing Education Update

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### MU’s investment in Madison County

For Every $1 invested by Madison County in Extension MU invested or generated another $100.

### Grants Received

- WIRED fund nonprofit series $2,450
- In partnership with SEMO University and the WIRED fund $16,450
- Total grant funds received $18,900

Grant funds were used to offset travel and supply costs.

### Financials

- County appropriation $50,300
- Personnel expense $24,431.17
- Travel expenses $1,755.08
- Postage $923.00
- Telephone $1,350.20
- Advertising $945.28
- Rent $4,200
- Equipment lease $1,875.48
- Publications $1,691.95
- Supplies $4,131.20 (contributes to publica-
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### Canning with Judy

Twelve participants joined Judy Lueders for this hands on canning class. Canning has been handed down over the generations as a way to preserve summer produce. There were three sessions: Jams and Jellies, Salsa, and Pressure Canning. All said they would recommend the class to others. They all came away from the classes agreeing that their knowledge of how to safely preserve food had been improved. “I didn’t realize you had to process home canned tomatoes. I appreciate the time and money that was spent for such a useful class. Program was informative and interesting. I liked the hands on part of actually making the product. I enjoyed it a lot! I learned to prepare salsa. I have never made salsa and I enjoyed it very much. I learned so much -too much to list. I learned you can use equal amount of lemon juice to replace vinegar. I learned you can freeze tomatoes. I learned to keep the acid and nonacid ratios the same as the recipe. I need to have an inch or two of water over the tops of the jars. Let the jars set 12-24 hours before moving. Follow the recipe closely.”

Participants made grape jelly and salsa and canned green beans. On the first night, Judy pointed out that a few of the seals looked defective and asked if people would use them in their home. Most would. The defective lids did not seal. All agreed lesson learned!

### Aging with Chronic Disease

The Chronic Disease Self-Management Program teaches people with any chronic disease such as heart disease, arthritis, diabetes, or lung disease important skills so they can live better with their illness. Many of the instructors have chronic diseases themselves, so they know what participants are going through. People learn about exercise, nutrition, medications, and how to talk to key people about their disease. This class helps people with chronic illness make the most of their lives.

One participant credits the class with preventing serious home damage. As part of the class, students set priorities and work on projects. One participant chose to clean out a closet as her project. Once in she found a slow but ongoing water leak. “If it wasn’t for this class I would have put off that closet until the damage was too great.”

### Postponing Sexual Involvement

Preventing teen pregnancy through abstinence education is the core of this class. According to Jane Kopitsky, social worker, “The PSI program gives children great strategies on how to say NO and how not to put themselves in that position. These strategies can be applied to any situation regarding peer pressure. We will continue to use the program as long as it is offered.”

The 10-hour required peer trainer course is mandated for the sixteen trainers. The Certified PSI Trainer, Mary Gosche, presented certificates of completion to each student. PSI curriculum pre and post tests results are entered into an EPI-6 database by the health department to evaluate course recipient’s knowledge gained from the course. One hundred fifty-four 8th graders and 16 high school students participated. Department of Education, DHSS vital records and Kids Count data for teen births, drop out rate and Medicaid for single parents is reviewed annually for changes. By Mary Gosche

### Head Start

Head Start is a national child development program for children from birth to age 5. It provides services to promote academic, social and emotional development, as well as providing social, health and nutrition services for income-eligible families. In Madison County 61 children, ages 3-5, participated in 2010. We provide publications for children, parents and teachers. Some of the topics include: healthy eating, importance of reading, winter safety tips for children, home safety checklists, managing your money on less and safe trick or treating. In 2010, we provided more than 2,000 pages of publications. According to the local Family Advocate, Angela Souden, “Parents enjoy it because it gives them more ideas on how to interact with their children, ideas on safe alternatives for heating sources and helps with literacy. The publications Extension provides make a difference. The parents really enjoy it.”
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
From Our Council Chair

We soon will be left in the wake of 2010 with many accomplishments to be proud of. The newly elected council members rolled up their sleeves and jumped right in with the incumbents to complete programs already in progress as well as present some creative ideas of their own.

With the storm finally behind us, we were able to get back to what we do best—programming. And, wow, did we do programming! Celeste was instrumental in acquiring some grants that helped immensely with funding during these trying times. While the office staff worked on presenting programs available through Extension staff, the council worked on presenting programs outside the realm of the Extension box such as welding and blacksmithing. Madison County Extension also partnered with Meadows Heights Church this year to bring services to our less fortunate. It has been a great partnership and is somewhat humbling to serve a sector of our community that few are even aware of.

Madison County Extension has several more programs in store for the remainder of our programming year. In a financially depressed economy, we may have to get creative but we are all confident that we can continue to bring to our area programs to enrich the lives in our community. With an exciting slate of new council members will come many more new ideas and energy on which to expand.

I am grateful for the help and guidance of Celeste, Kyle and Brenda. They kept us on track and bailed us out when we got in over our heads but never discouraged our creativeness. I am especially proud of the commitment of this council to Extension, programming and our community. It has been a pleasure serving with them.

Sincerely,

Lisa Whitener
Council Chairperson 2010