HELPING YOU ACHIEVE YOUR GOALS

Our annual report is intended to provide you with a summary of the past year. For those of you who prefer a snapshot view, we have tried to give you the highlights here on the front page...

• More than 250 youth impacted by 4H in Madison County.
• 908 people participate in Nutrition Education Programming.
• One hundred fifty 8th graders participate in our local Postponing Sexual Involvement Program.
• Increased annual contract revenue by more than half a million dollars.
• Increased business sales by more than 2 million dollars.
• Increased loans, business and nonprofit assets by more than 1.5 million dollars.

CONTENTS:

2 - Faculty and Staff Listing
3 - Letter from our Council Chair
4 - Council Activities
7 - Council Sponsored Workshops
9 - Second Chance Update
10 - 4H
11 - Agriculture and Natural Resources
13 - Nutrition Education
14 - PSI
15 - Community Development
16 - Business Development
18 - Community Tourism Conference
19 - Letter from our Vice Provost
20 - Continuing Education
22 - 2012 Financial Report
23 - Extension Information
2012 Council

Joe Brewen, Jamie Hargis, Ken Chapman, Judy Griffon, Katie Cox, Nancy Hale, Paul Hale, Jr., Tammy Helm, Carole Magnus, Nancy Martin, Larry Mungle, Rick Polete, Radha Rao, Carl Rehkop, James Robbins, Carrie Shelby, Mike Shetley, Kathy Thal, Dave Ward, Peggy Yount

2012 Officers

Council Chair – Joe Brewen ~ Vice Chair – Jamie Hargis Secretary – Judy Griffon ~ Treasurer – Ken Chapman

Your Local Staff & Specialists

Brenda Brewington, Kay Lewis, Pattie Jones, Michelle Boillot, and Celeste Vanderbrugen

Regional Faculty Serving Madison County

Mary Gosche, Richard Proffer, Kevin Anderson, Judy Lueders, Frank Wideman, Linda Morgan, Pam Crass, Kendra Graham, Donna Aufdenberg, Debra Henk, and Janet Kline

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From Our Council Chair

The Madison County Extension Council, comprised of elected and appointed citizens, is a full partner with Missouri’s land-grant universities to deliver high-quality education and research-based information that helps people solve real-world problems and take advantage of opportunities.

Our Council consists of 15 elected members and 5 appointed members. The appointed members are from the Madison County Farm Bureau, the Madison County Commissioners, the Madison County Health Department, the City of Fredericktown and Black River Electric Cooperative.

Council members:
- Work with extension specialists to provide the county educational program
- Manage finances of local extension operations
- Provide personnel to carry out extension activities
- Elect and organize the local extension council

The Madison County Extension Council, backed with the resources of the University of Missouri, provides services, programs and classes on a wide range, from traditional agricultural and gardening subjects, to business development, to classes of all kinds on many subjects.

Recent Councils, including the current one, have geared programming towards self-sufficiency. We have had classes in couponing, canning, freezing and food storage, managing personal finances, welding classes and wellness classes, and planned for the winter, small engine repair and many others.

The Council also engages in many civic and community activities. The Madison County Extension Council is more than you think! We are always ready to improve our community and help the residents of our county. We would like to thank everyone who has been supportive of Extension in 2012. 2013 will be our 100th year!

Our theme will be “100 years!! Looking Back-Moving Forward”

Joe Brewen
Council Chair
The Madison County Extension is continually helping the community as a whole and meeting individual needs. Daily, individuals come in with a wide variety of questions and concerns. We are able to help by finding answers or directing them on the right path to the appropriate organization to find the help they need. Soil is frequently brought in for testing by many ranging from a simple backyard garden to a full farm of hay, crops, etc. We have connections to help identify unknown weeds, plants, and bugs. This year we have also answered, “How do I make soap from yucca?” “How do I get rid of moles?” and much more.

Thank you, Thank you, Thank you!

On behalf of the Madison County Caring Council, the Madison County Extension Council and Center would like to thank the following individuals and organizations without whose assistance the Back to School Supply Program and Fair would not have happened. On behalf of the 532 children and their families we want to thank everyone so very much! If you were one of the 1200 people who donated to the dollar fill a backpack campaign please note your donation made a difference!

Businesses who participated in the flyer campaign: Barrett-Jensen, Chuck’s Short Stop, Farm Bureau Board, Fredericktown Animal Hospital, Gifford Lumber Co., Great Southern Bank, IBS Copy Center, Kelley’s Jewelry, Marquand Market, Neveah Bookstore, New Era Bank, Ozark Federal Savings and Loan.

Organizations making separate donations: Beta Sigma Phi Nu Zeta, River Valley In Home Services, Gifford Lumber, Historic Madison County Society, Little Vine Baptist Church, Meadow Heights Baptist Church Sunday School Class, Son Light Parish Fredericktown-Ironton-Park Hills, CC Medical Group, Madison County Farm Bureau, The First Presbyterian Church and First Presbyterian Church Sunday School Class, Wal-Mart, Dog and Suds, Oak Hill Freewill Baptist Church, Missouri Care Health Plan, New Hope Free Will Baptist Church, Safe Harbor Hospice, Cherokee Pass Mobile Station.

The one dollar backpack campaign raised $1,701.67. Donations from individuals, faith-based groups and organizations totaled $1831.60. Grant funds from Wal-Mart: $1,250. Total funds raised were $4783.27. Balance after supplies distributed to children and to the schools was 12 cents.

A special thanks to the cooperating organizations who volunteered time, worked extra hours and went out of their way to help: Country Mart, Dollar General, Boy Scout Troop 27, Senior Center Thrift Shop, United Methodist Church, Faith Family Worship, Modern American Woodsman, First Christian Church Farmers Insurance, Pense Brothers, Sonic Drive-in, Foundation for Historic Preservation, Madison County Health Dept., Fredericktown Police Dept., Fredericktown Fire Dept., Saint Francois Dental Clinic, Madison Medical Center, National Academy of Beauty Arts, Fredericktown Vision Center, Community Counseling, Farmers Ins., Madison County Council for Developmentally Disabled, McDonalds the more than 130 other volunteers who made this project possible.

A $1000 donation from Salvation Army kicked off the Shoe Project that followed the Back to School Fair. Faith-based organizations and local businesses donated $1350 to make it possible for $10 Wal-Mart gift certificates to be purchased to help provide new shoes for needy children. The volunteer hours for these campaigns totaled 549.
Almost 100 people attended the Madison County Extension Council annual dinner held in March. The council provided entertainment. “Meating Your Needs” was the theme of this year’s annual dinner. The Cattlemen’s Association brought the equipment and steaks were served. Pinecrest Camp provided the sides.

The council gave away many cool gifts as door prizes. The new council members were sworn in by Don Firebaugh, County Clerk. The evening’s awards featured Leader’s Honor Roll recipient, Century Farm recipients, Farm Family recipients and community award recipients. Chuck Sitze, Cowboy Poet, entertained everyone with his renditions.

Rick Polete led the group in a “Stupid Test” which greatly entertained all in attendance.

“I want to see Rick answer his own questions.”

Local businesses, individuals and organizations sponsor the dinner each year. We are grateful to all our sponsors, without whom there would be no dinner at our annual dinner.

“You know, I didn't think I'd like a cowboy poet but this was fun!”

ANNUAL DINNER SPONSORS 2012: Al Kopitsky, American Family Insurance, B&G Farms, Bald Mountain Elk Farm, Barefoot Village, Barrett-Jensen Chevrolet, Bess Insurance, Black River Electric, Bradford Farms, Brewen Farms, Brewen Produce, Bruce Griffon Trailer Sales, Chamber of Commerce, Chuck’s Short Stop, Circle K Metals, City of Fredericktown, CJ’s Creations, Country Lane Florist, Cureton/Long Farms, Dees Auction Management, Don Firebaugh, Farm Bureau Board, Filtration System Products, First State Community Bank, Follis and Sons Funeral Home, Foundation for Historic Preservation, Four J Antler Creations, Fredericktown Animal Hospital, Fredericktown Auction Co., Fredericktown Garden Club, Joe and Sue Brewen, Kenneth Pierce, CPA, Laut’s Feed Service, Madison County 4-H Clubs, Madison County Commissioners, Madison County Farm Supply, Madison County Health Department, Madison County Soil and Water, Madison County Title Co., Madison Inn Lodge, Madison Medical Center, Maloney, Wright and Robbins, Missouri Dept. of Conservation, New Era Bank, Ozarks Federal Savings and Loan, Pense Brothers Drilling Company, Priday Brothers Farm, Sargent Construction, Schnapp, Fulton, Fall, Silvey, Reid, LLC, Seabaugh’s Furniture, Sheriff David Lewis, SMTS, Statler Realty, Thal’s Hardware, The Flower Box, The Parts Store, The Rite Cut, United Country Realty, Vincent Farms, Wal-Mart, Ward’s Farm Center, Wilson Funeral Home, Windell Bellew.
The Madison County Extension Council, under the leadership of Judy Griffon, ran a series of games at the County Fair the first weekend in October. Everyone had a great time at the pumpkin seed spitting, whistling, and baby crawling contests. The council’s greased pig event was a huge success again this year. Spectators and participants alike enjoyed the event. The pigs came through the event just fine and we hope to do it again next year.

Once again, the council prepared an informative packet for local juniors, seniors, and their parents. Council members Katie Cox and Tammy Helm handed out packets to Fredericktown High School students as they picked up their fall schedules. Tammy also handed out packets at Marquand-Zion High School during their Open House. This packet was full of very useful information for both students and parents. Items included were: an academic year step-by-step planner, financing and scholarship information (local and regional), signing up for the ACT, lists of web sites and apps, and much more.
This year the Council sponsored several workshops in an effort to bring low or no cost opportunities to the community.

A Farmer’s Market workshop was held offering topics to beginner and experienced growers alike covering Health Department Regulations, Conventional and Biological Insect Control, Educational and Grant Funding Opportunities, Marketing at Farmers’ Markets, Building the Soil Organically, Certifying Scales and Growing Specialty Crops in a day long program split into 45 minute sessions. Participants networked with other growers and Extension professionals as well as gained knowledge of valuable resources. The Farmers Market Workshop attracted participants from a 10 county area with a total of 69 attendees representing 6 area markets.

Randy Dent, an inspector from Missouri Department of Agriculture, presented information about certifying scales and egg licenses. Jenny Sikes, Health Inspector from the local Health Dept., talked about the health regulations related to processing and cleanliness of booths. Sarah Denkler talked about Building the Soil Organically. Debi Kelley came from Columbia to talk about Educational and Grant Funding Opportunities. Lane McConnell from the Springfield Farmers Market talked about Marketing at Farmers Markets and attractive booth displays. Donna Aufdenberg talked about Conventional and Biological Insect Control. Katie Kammler talked about Growing Specialty Crops. This workshop gave farmers market vendors a great opportunity to meet other vendors and share information about growing, produce and markets.

Frank Wideman held a Water Screening Clinic to bring people together for a discussion of what concerned them about their drinking water supply. The clinic provided a screening tool to identify potential hazards and contaminates of private household water supplies while also providing information on what additional tests to run and possible treatment systems.

“This water test gives me some comfort about the quality of the water that we have at our home. Thanks for the tips for managing odors in my water and helping identify the potential sources.”

Judith Lueders taught students that many finished products start with agricultural products such as corn, wheat, tomatoes, pigs, cows, chickens, etc. The students were impressed with how many products can be produced from one agricultural product.
In response to several requests, the Madison County Extension Council presented a couponing class with Amy Woodall, Extreme Couponer. Amy presented strategies that she has learned through personal experience. Participants walked away with knowledge on couponing, how to store their stash and how to begin collecting coupons. As part of her demonstration, Amy explained how she uses a three-ring binder system to store her coupons. She uses different sizes of baseball card holders and tabbed dividers to organize her binder in an easy to use system. The Extension Center provided three-ring binders with educational materials on couponing, living on less, food storage guidelines, freezing basics, budgets and much more. The binder provided beginning couponers a place to organize their coupons. The participants were so impressed with the demonstration that they purchased all of the display items such as baseball card holders, large three-ring binders with supplies included, and other optional inserts. This class was so popular that a second class had to be scheduled with Mrs. Woodall. More than 100 people participated.

Build Your Coupon Binder

Due to the popularity and overwhelming response to Amy Woodall’s Couponing Class, we made our services available for individuals to come in during their lunch break for help in building their own “Coupon Binder.” This opportunity was taken advantage of by 24 individuals.

Recipe/Coupon Day 2012 - This year the folks were lined up outside the office at 6:30 am. For the first time we had Kansas City Steak recipe books and Perdue Chicken sent us recipe books. Diamond foods sent coupons for free bags of nuts and Dole sent recipes. We had $13,000 in coupons available, more than $3,000 worth were handed out.

Richard Proffer taught a BUSINESS DEVELOPMENT class and a workshop for STARTING A SMALL BUSINESS-TAKING THE FIRST STEPS.

Adiba Chowdbury taught INTERNATIONAL COOKING. The first class made Indian Beef Curry and Chapitas. Adiba took the class on a trip to Northern India.

Richard Proffer

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Our council, recognizing our aging population both locally and nationally, presented state of the art research from the University of Missouri-Columbia to local health providers. Our presenter was Dr. Marilyn Rantz. Dr. Rantz is the Executive Director of Aging In Place and Tiger Place at the Sinclair School of Nursing, University of Missouri-Columbia.

Dr. Rantz’s presentation focused on quality improvement in the care of older adults across the continuum of care, aging in place, and technology to enhance aging in place. The research at Tiger Place tells us where nursing home care will be in the future. The seminar also included passive health monitoring systems that increase quality and longevity of life.

**UNIVERSITY OF MISSOURI EXTENSION SECOND CHANCE IN ACTION**

**Program Update**

As we move into the last calendar year of our Second Chance in Action (SCIA) grant, we have enrolled 77 women from Dunklin, Madison, St. Francois and Ste. Genevieve Counties. Of those, 33 were headed to St. Francois County, five to Ste. Genevieve, two to Madison and 36 to Dunklin. An additional woman decided to go to Jefferson County instead, and was then dropped from the program.

Among the 77, one woman died in prison and one died after release. Four immediately went to nonparticipating counties upon release. Five active SCIA participants remain in the Vandalia prison, (WERDCC) and two remain in the Chillicothe prison (CCC). Of those women, one is headed for Ste. Genevieve, three are headed for Dunklin County and three are going to St. Francois County. Depending on their date of release, some women were actively in the program three months, while others had some degree of participation in at least one aspect of the program for longer periods.

Some information from probation and parole in the three northern counties has not been received yet. I will share those figures when all are in.

In Dunklin County, 31 women were released to that county from prison. Of those, five women later left the county, which made them ineligible to continue in SCIA on any level. Three are currently attending General Educational Development (GED) classes or attended classes. Two received their diplomas and one is waiting for her test results. One currently is enrolled in college.

Nine Dunklin County women are on disability. One applied but was denied. Three have jobs. Six women lived for a period at the Community Supervision Center (CSC), either because they had no home plan, their home plan didn’t work out, or they needed the additional structure to stay on the right path. Fourteen women moved into their own apartment/house.
The Madison County Annual 4-H Recognition dinner was held at Pinecrest Camp just south of Fredericktown. Members and leaders from the Jewett and Triple C clubs were honored for their hard work this past year.

Fifty-eight people participated in the Madison County 4-H Achievement Day. Through workshops, volunteer forums, leadership roles and web-based instruction, state and county extension faculty helped adult and youth volunteer leaders gain knowledge and skills to communicate, manage programs, design and deliver education events, develop interpersonal skills and create environments that promote positive youth development.

Congratulations to all of the leaders and members for their accomplishments this past year in 4-H.

Did You Know?
- 4-H Newsletter reaches 114 youth and families in Madison County
- 30 people attend volunteer orientation

4H in MADISON COUNTY

Ag Day:
Youth awareness is the first step in promoting and preserving agriculture. 170 second grade students participated in the Madison County Ag Day in Fredericktown. Both Madison County schools, Fredericktown and Marquand, participated. Youth had 8 different workshops that they participated in and learned about different aspects of farming, including: horses, sheep, chickens, cows, soils, end products and hogs. They asked many questions and were excited to learn about agriculture. Youth learned about production of horses, sheep, chickens, cows, soils, end products and hogs as well as how they relate to the kids themselves. Kids are now aware that their food does not just come from the grocery store and hopefully tell their parents about what they learned.

WHAT IS 4H?
4-H programs empower youth to reach their full potential while working and learning in partnership with caring adults.

• 4-H is for ALL youth in both rural and urban settings.
• 4-H is one of the largest youth organizations in the US.
• 4-H youth programming results in competent, capable, caring, contributing youth.
The severe drought that hit Missouri and other states in 2012 caused serious problems for livestock producers. With pastures dried up and hay in short supply, farmers were looking for ways to deal with the drought. The Madison County Extension council sponsored a seminar titled *Surviving the Drought* with 14 producers in attendance. Speakers included Anthony Ohmes, Agronomy Specialist; Frank Wideman, Agricultural Engineer; Dr. Van Ayers, Agriculture Rural Development Specialist; and Kendra Graham, Livestock Specialist. Topics included forage management, nitrates in forages, water issues, feeding hay and suggestions on how to manage livestock and feed resources. Attendees were made aware of assistance programs from the state and federal government as well as suggestions on sources and how to feed animals alternative feeds.

**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 $3426 on 21 bulls and the October sale averaged $2797 on 31 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.

**Show-Me-Select and Nitrate Testing**

The Show–Me–Select Heifer 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, MO. The May 2012 sale averaged $2170 on 157 head. The December 2012 sale averaged $2200 on 135 head. Madison County had 61 heifers enrolled with 1 veterinarian participating. Also, 32 heifers from the sales came back to Madison County in 2012.

**Nitrate Testing**

The drought had a huge impact on Missouri livestock producers triggering many calls and concerns about nitrates in forages that could possibly harm animals. During a drought, nitrates can cause toxic effects in livestock. Producers were given advice on managing forages, feeding livestock and purchasing feed.
MASTER GARDENERS

ADVANCED TRAINING

Donna Aufdenberg, Horticulture Specialist, offered advanced training for Master Gardeners. Four participants from Madison County went through Master Gardener training in 2012. There were 4 Master Gardeners who completed 145.5 Master Gardener Volunteer hours. The training is designed to increase their knowledge of organic techniques and concepts with home gardening, the importance of amending soils and what amendments are considered organic, increase their knowledge of plant health and basic plant growth using organic techniques, increase their knowledge of integrated pest management and be able to practice using the least toxic pesticide, minimal spraying, and biological controls. Most Master Gardeners are more than willing to spray pesticides; however, Master Gardeners who participated will be more open to using organic methods of controlling pests.

WHAT IS IT?

HOW DO I KILL IT?

HOW DO I GROW MORE OF IT?

What happens when you have a plant growing, but have no idea what it is? Usually customers bring the UP (unidentified plant) into the Extension office, we scan it and send the photo off to Donna. Sometimes the plants have little UC’s (unidentified critters) on them and Brenda has to chase them around the scanner until they pose nicely to get their picture taken. Plant and critter identification services are used by home gardeners, orchards, livestock operations and vineyards, to name a few.

Dr. Van Ayers held a funding workshop for farmers and value added production. As a result three local applicants submitted grant proposals designed for producers.

We hope everyone gets funded!

PESTICIDE APPLICATOR TRAINING

Each year Donna Aufdenberg teaches one or more pesticide applicator training classes. These classes are designed for first time applicants and those who are renewing their registration. The most recent copy of the Private Pesticide Applicator Training video was shown. Donna covered the key high points on safety afterward. The participants received copies of the Pesticide Applicator Manual which were passed out and briefly reviewed these also. The discussion covered the areas of pesticide handling, pesticide safety, restricted use pesticides, pesticide disposal, contamination, pesticide labels and Extension Guides. Each year Donna teaches one or more Pesticide Applicator Training classes. These classes are designed for first time applicants and those who want to renew their registration.

To keep the certification valid, the private applicator is required to renew once every five years by repeating the same process. Currently there are approximately 30 regional extension specialists across the state who conduct educational programs for certifying and recertifying private applicators. Once per year, new regional specialists are funded through program funds to come to Columbia for orientation of the PPAT program.
University of Missouri Extension (UME) Family Nutrition Education Programs (FNEP) reached 1,863 low-income participants with nutrition education in Madison County during 2012. FNEP provides information on nutrition, food safety, and physical activity for lifelong health and fitness. Nutrition education for youths provides information in kid-friendly terms and lessons with hands-on activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. Education for adults includes nutrition, food safety, physical activity, and food resource management.

During the 2012 year, 340 youths and 568 adults were served through schools, community groups and agencies. There was FNEP programming for Madison County School teachers that attended Ag Expo. 216 Youth were seen at the Health Fair.

Students at Marquand School enjoyed programming in their school where they learned about nutrition and food safety.

There were 422 Adults at the Madison County Health Department that received FNEP programming.

There were 1,523 Show Me Nutrition Education Displays put up in Madison County at Marquand School, Fredericktown Schools and Madison County Health Department.

The Nutrition Program Assistant for Madison County was Pattie Jones. Pattie has moved to Iron County and we are very happy to have Michelle Boillot to take her place and work with University of Missouri Extension.

“Working with the University of Missouri Extension in Madison County since August 2012 has been pleasant. It is always tough getting a foreign program started in a county. However the FNEP (Family Nutrition Education Program) is off to a good start. I have appreciated the generous staff and the friendly, kind council members; they have made this transition smooth. I hope this program continues to grow and grow in the year 2013.”

-Michelle Boillot
**PSI (Postponing Sexual Involvement)**

*By Mary Gosche*

The Postponing Sexual Involvement program is a peer education model taught by teen leaders in 40 sessions over 5 separate meetings. Parent meetings are held prior to the program’s implementation in the school. This abstinence program has been well received in Madison County.

The 10-hour required peer trainer course is mandated for the twelve peer trainers. The Certified PSI Trainer, Mary Gosche, presented certificates of completion to each student.

**Individual:** PSI curriculum pre and posttests results are entered into an EPI-6 database by the health department to evaluate course recipient’s knowledge gained from the course. Three hundred seventh and eighth graders participated.

**Community:** Department of Education, DHSS vital records and Kids Count data for teen births, dropout rate and Medicaid for single parents is reviewed annually for changes.

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.”*

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**Women and Money**

Mary Gosche presented Women and Money at the Annual Women in Ag Day. Participants learned the importance of setting long and short term goals. They also learned that planning is very important in spending money. There were 33 participants in this workshop.

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**BUILD BETTER CHILD CARE**

Mary Gosche presented “Healthy Eating for Preschoolers” at a local daycare. Healthy Eating for Preschoolers is part of Missouri’s “Build Better Child Care”, a program designed to improve child care quality via research-based educational workshops. These workshops focus on developmentally-appropriate strategies for getting along with children and arranging learning environments. Through this workshop daycare providers were provided with strategies to improve the eating habits of children in the daycare environment.
Over the past year nonprofit organizations from across the region come to the local Extension Center for help to find funding, increase funding and improve the ways they reach the people they serve. Even the best nonprofit organizations want to be better. Extension helps individuals and community groups form their nonprofit, walks them through the process of becoming a c3, c4 or whatever status is most appropriate. As federal and state funding decreases the demand for these services increases.

Homeless Veterans and Their Families

The organization is headquartered in Butler County and has a retreat and therapy center in Wayne County. They are serving individuals from all of the counties listed and do not turn anyone away. Because of need the organization is rapidly expanding and is expected to serve people in most of the SE region.

Extension provided:
Funding resources, nonprofit management resources, funding resource review, marketing strategies and additional funding partners. We are working on a comprehensive funding and programming strategy that includes building acquisition. The new building will provide both homes and jobs. The organization has a strong relationship with the VA but families of veterans are not included in the government services provided. As a result of Extension's educational services the organization is better able to manage the increase in the population they serve.

“Your time has given us a new found purpose and direction. In the non-profit world, it can become very discouraging. Through your mentoring, we will be able to see our vision as an organization come true.”

Immediate Outcomes: more than $60,000 was raised in less than two weeks. Fundraising events were restructured and enhanced. Specific grant programs and donors were identified. Domestic Violence shelter was reopened after being closed for only a few days instead of long term closure. Within a week the shelter was almost filled to capacity.

OFRA is headquartered in Ripley County.

“Extension is an incredible resource”

“We are now able to use resources we didn’t know about before.”

“Extension provided hands-on training and hands-on materials.”

“Extension cheered us on and believed we could do it.”
Overall, the University of Missouri’s Business Development Programs (BDP) served 22,350 people and their businesses state-wide. The total impact for all businesses assisted by the BDP was:

- New jobs: 6,531
- Sales increases: $237,046,646
- Government contracts: $198.2M
- New businesses: 303
- Jobs retained: 2,784
- Loans and investments in business: $245,575,470
- Acquired assets: $32,205,965
- Investment in commercialization: $19,417,970 in SBIR/STTR or research proposals submitted with $7,494,246 awards received
- Clients/companies receiving business counseling: 8,452
- Business training attendees and conference participants: 22,981

The business development faculty who contributed to these business successes are from the programs identified on the previous page. They have regional and statewide assignments and work with businesses in all counties across the state.

SIGNIFICANT ACHIEVEMENTS IN MADISON COUNTY:

- Clients/companies receiving business counseling: 12
- Business training attendees and conference participants: 6

MORE THAN 100 MADISON COUNTY BUSINESS CLIENTS IN 2012

Through Business and Community Development in the past 10 years, the Extension has created or retained more than 300 jobs.

- Increased annual contract revenue by more than ½ a million dollars
- Increased business sales by more than 2 million dollars
- Increased loans, business and nonprofit assets by more than 1.5 million
The Business Development Program Delivery Network includes Business Development Specialists headquartered at University of Missouri Extension centers; centers located on the University of Missouri campuses at Columbia, Kansas City, St. Louis and Rolla; and centers at most of the state universities across Missouri. The named programs delivered through this network include:

**Missouri Small Business & Technology Development Centers (MO SBTDC)** – Funded by the U.S. Small Business Administration, this award is matched on the local level by state university hosts and private sector partners. Services include individualized business counseling and a wide variety of educational opportunities. One of the products offered through these centers is the MoFAST SBIR/STTR assistance. Specialists in this area work with university faculty and other innovators to win awards in support of the commercialization of technology.

**Missouri Procurement Assistance Centers (MO PTAC)** – Funded by the U.S. Defense Logistics Agency, this program helps businesses win government contracts for a wide range of products and services.

**Missouri Market Development Program** – This program, which is funded by the Environmental Improvement and Energy Resources Agency via the Missouri Department of Natural Resources, helps business owners find markets for recycled materials and helps other businesses in securing funding for manufacture of new goods using those recycled materials.

**Career Options** – Improving individual capacity is the focus of the MU Extension Career Options program, which is funded through a partnership with the Missouri Department of Economic Development Workforce Development unit. This program assists displaced workers and others in many ways, including through the exploration of business ownership and career repositioning following company closings, layoffs and other employment-related changes.

**Missouri Environmental Program** -- Showing businesses how to save money by reducing waste, understanding regulations and using recycled materials.
On November 9th and 10th, a Community Heritage Tourism Conference was presented at Black River Electric. This was a two-day conference that focused on increasing tourism dollars spent locally. The goals of the conference were to help existing businesses and tourism related organizations increase their revenue, increase or extend the stay of tourists, increase access to essential resources for businesses and organizations, decrease business and organizational costs, increase opportunities for selling local made products, increase revenues through customer service, use of social media, strengthen local businesses, increase agricultural and cultural tourism, and marketing for tourism. Specialists were brought in from around the state to make this conference a success. Business Development Specialists, Dr. Kathryn Macomber and Richard Proffer presented Social Media and Website Strategy as well as Customer Service and Increasing Revenues respectively. Sowing the Seeds of Economic Success with Agritourism was presented by Community Development Specialists Sarah Hultine-Massengale and Letitia Johnson. Celeste Vanderbrugen, Community Development Specialist was on hand to present Designing Public Space for Community and Tourists, as well as, Marketing Your Community for Tourism. Public Sector Hospitality and Heritage Tourism was covered by Community Development Specialists Connie Mefford and Georgia Stuart-Simmons.
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

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MU CONFERENCE OFFICE

The MU Conference Office (MU CO) was created in 1963 to provide high-quality, professional, full-service meeting management for a variety of noncredit educational programs, such as conferences, workshops, seminars and symposia. Whether a meeting is hosted on the MU campus, elsewhere in Missouri or anywhere in the world, the office’s professional staff helps create the best learning environment for participants. For FY 2012, MUCO registered 14,865 Missourians in MU Extension conferences. Participants attended local conferences on Agricultural Lending, Health Care Reform, teacher training and advancing renewables, to name a few. The Central Region sent 4,247 participants to conferences held by the MU Conference Office. Moniteau County had 92 registrants, Pettis County 127 and Saline County 124. For more information, see muconf.missouri.edu.

FRTI

MU Extension’s Fire and Rescue Training Institute (MU FRTI) is charged with providing comprehensive continuing professional education and training to Missouri’s fire service and emergency response personnel. The institute has a direct impact on the well-being and protection of Missouri’s 23,600 firefighters and the 5.9 million citizens they serve. Courses prepare firefighters for medical emergencies, hazardous materials response, and disaster preparedness and mitigation, as well as fires. In FY 2012, MU FRTI trained firefighters representing all 114 Missouri counties for a total enrollment of 17,096 fire and emergency responders equating to more than 217,800 student instructional hours of training. For more information, see mufrti.org.
LETI
The MU Extension Law Enforcement Training Institute (LETI) brings state-of-the-art, 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. Established in 1948, the institute has been the state’s recognized leader for more than 60 years in providing vital training and education services for Missouri’s 20,000 working officers. LETI is now taking that expertise to non-traditional areas offering seminars to the general public in personal safety, workplace violence and citizen response to armed subjects. For more information, see leti.missouri.edu.

MTI
The Missouri Training Institute provides continuing education, custom-designed training programs and business consulting services for business and industry, public and nonprofit organizations, and educational institutions. Training programs include subjects such as human resource management, supervision, management, leadership, team building, effective decision making, generational differences and business writing. The institute’s consulting services include HR, strategic planning, board development and facilitating board retreats. In FY 2012, more than 11,900 people from all 114 counties enrolled in the institute’s 537 programs. For more information, see mti.missouri.edu.

MUNO
MU Nursing Outreach (MUNO) is committed to providing high-quality, affordable and accessible professional development programs for Missouri’s nurses. With the half-life of nursing knowledge being less than five years, coupled with the complexities of patient care and health care delivery, it is crucial for professional nurses to have the latest, evidence-based knowledge and skills.

MUNO serves a predominantly rural health care audience through face-to-face, web-based and telecommunication delivery methods. Nurses from 90 (79 percent) of Missouri’s 114 counties and the City of St. Louis attended continuing education programs in FY 2012 sponsored by MU Extension. In FY 2012, 2,697 Missourians participated in a nursing outreach program and another 1,310 nurses were served through co-sponsored multidisciplinary programs. Participants rate the overall quality of their continuing education experience as 1.3 (4-point scale with 1 being the highest) and indicate they plan to change their clinical practices based on what they learned at Nursing Outreach programs. The office received $463,000 in competitive grants and contracts from external agencies during 2011-2012 and $1,794,000 during the last five years. In FY 2012, 115 educational programs were held in Columbia, and 1,923 individuals from the Central Region benefitted from MU Nursing Outreach educational programs. See: http://www.nursingoutreach.missouri.edu/.

CME
The Office of Continuing Medical Education serves rural primary care physicians with access to education that allows them to meet requirements for state licensure. Additional programs include specialty medicine as well as health education. Distance learning via the Missouri Telehealth Network provides access to weekly grand rounds from various School of Medicine departments. In FY 2012, 608 enrollments in Continuing Medical Education came from the Central Region. For more information, see http://medicine.missouri.edu/cme/.
Like other Extension offices the majority of our funding comes from county appropriations. These monies are used to pay the secretarial salary, rent and utilities for the office. In addition these funds pay the mileage for educators to come to Madison County, while the University provides the training, salary and benefits for those educators and specialists.

**County appropriation Fiscal Year 2012 was $47,000.00**

**Ending Balance, Close of 2012 - $3,535.86**

Each year, along with the appropriations, the council participates in fundraisers. These funds are used for special projects such as sending a Farm Family to the state fair for special recognition and paying 2 Century Farm fees. **Council Money from fundraising is - $275.31**

Education & Services funds come from a variety of sources including grant funds, office resale and educational service revenue. **Balance - $10,360.27**

Center Operations - includes federal postage allotment. **Balance - $7,950.07**

**Triple C 4H fund - $60.50**

**THE UNIVERSITY OF MISSOURI SPENT MORE THAN $600,000 TO BENEFIT MADISON COUNTY IN 2012.**

**WHAT DID THEY SPEND IT ON?**

The salaries and benefits of the specialists stationed in the office and the salaries and benefits of more than 10 other specialists who worked in Madison County in 2012.

The university also invests in our field faculty throughout the year. They provide specialized training to keep skills and knowledge current and on the cutting edge.

MU paid a portion of our office internet connectivity, computer costs and maintained our intranet. They make available substantial educational resources and tools. Our local extension office pays to copy or order certain publications and educational materials. During the year we use numerous University resources and additional faculty to answer questions and provide programming in Madison County.

Each year we try to maximize resources for local benefit. For every dollar invested by Madison County, the University of Missouri invested another $12.76 in Madison County.
Welcome to the Madison County Extension Center!

*Services include:*
- Soil Testing
- PH Testing
- Pressure Canner testing
- Identification of pests and plants
- Your Resource Gateway for Information & Education
- Exam Center for Distance Learning Students

Products, brochures and info from numerous state and federal agencies.
- Customized information for your unique questions
- Educational Classes, Workshops & Seminars

*We’re on the web:*
http://extension.missouri.edu/madison

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