The MISSION

of MU Extension is to improve lives, communities and economies by producing relevant, reliable and responsive educational strategies that enhance access to the resources and research of the University of Missouri.

University of Missouri Extension does not discriminate on the basis of race, national origin, sex, sexual orientation, religion, age, disability or status as a Vietnam era veteran in employment or programs.
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.

Our Council consists of fifteen elected members and five 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 Co-operative.

Council members:
- Work with Extension specialists to provide the county educational programs
- 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 and Madison County, provides services, programs and classes on a wide variety of topics from traditional agricultural and gardening, to nutrition education, business development, home economics, and many others.

The Council also engages in many civic and community activities. The Madison County Extension Council is always ready to improve our community and help the residents of our county. We would like to thank everyone who has been supportive of MU Extension in 2014. 2014 was the University of Missouri Extension’s 100th year! We look forward to an exciting 2015!

Rick Polete - Council Chair

2014 Council Members:

**ELECTED**
Patty Yount (Vice Chair) • Tammy Helm (Treasurer)
Melody Peterman (Secretary) • Ashley Bales • Debra Boone
Ken Chapman • Collin Follis • Judy Griffon • Nancy Hale
Carole Magnus • Jim Miller • Mike Shetley • Kathy Stearley
Cherilyn Stephens • Debra Williams-Rehkop

**APPOINTED**
Rick Polete (Council Chairman), City of Fredericktown
Tom Stephens, Madison County
Rick Magnus, Farm Bureau Board
Peggy Yount, Black River Electric Co-operative
Joalyn McKenney, Madison County Health Department

**COUNCIL APPOINTED**
Kelcye Gresham-Skaggs • Betty Weyand

Ken Chapman, who was active in many local civic organizations and served several terms as an Extension Council Member, passed away October 5th, 2014.
### Financial Report

**Madison County Appropriation for Fiscal year 2014:**
- $47,000

**Ending Balance of County Appropriation at close of 2014:**
- $2,233.94

**Council Held Funds**
(funds raised by Council to be used for special projects):
- $722.96

**Education and Services Balance**
(funds from a variety of sources including grant funds, resale, education and service revenue):
- $7,562.58

**Center Operations Balance**
(including federal postage allotment and campus tech. support):
- $8,861.63

### Roll Call!

**DeNae Gitonga**
County Program Director and Community Development Specialist

**Shanna Sorg**
Nutrition Program Associate, Family Nutrition Education Program

**Julie Kline**
Office Manager

**Kevin Anderson**
AGRICULTURE BUSINESS SPECIALIST

**Donna Aufdenberg**
HORTICULTURE SPECIALIST

**Bethany Bachmann**
NUTRITION SPECIALIST

**Rebecca Blocker**
HOUSING AND ENVIRONMENTAL SPECIALIST

**Mary Gosche**
HUMAN DEVELOPMENT SPECIALIST

**Kay Lewis**
AFTERSCHOOL REGIONAL EDUCATOR

**Linda Morgan**
REGIONAL COORDINATOR, FNEP

**Anthony Ohmes**
AGRONOMY SPECIALIST

**Richard D. Proffer**
BUSINESS DEVELOPMENT SPECIALIST

**Joel Tatum**
LIVESTOCK SPECIALIST

**Frank L. Widerman**
NATURAL RESOURCE ENGINEER
**PRIDE POINTS**

**Back To School Fair**

served 320 students who lack access to needed school supplies. They raised $5,180.00 + material donations!

**Royer Family**

traveled to the State Fair as the Madison County Farm Family

**Business Development training event attendees:**

1,952

**Business Development counseling clients:**

18

**RECRUITED**

36

**Volunteers**

Council held a gun raffle to raise funds for special projects;

Raised $1554.94

11

Certified Pesticide Applicators

**Madison County Pride Points**

Volunteer hours clocked by council members:

600+

Gained 1

New classroom

3

New offices

Miles Traveled by Extension Specialists

1,055

Outhouse Races: 1

**Continuing Education through the MU Extension in Madison County**

Fire and Rescue Training Institute:

57 Students

Missouri Training Institute:

41 Students

MU Conference Office:

41 Students

Nursing Outreach:

4 Students

Continuing Medical Education:

1 Student

Labor Education:

18 Students

**TOP 10 WALK-IN AND CALL-IN CUSTOMER TOPICS**

(March-December 2014)

1. SOIL, FORAGE, MANURE AND WATER TESTING
2. BACK-TO-SCHOOL FAIR
3. HORTICULTURE INQUIRIES
4. HEALTH AND ENVIRONMENTAL SERVICES
5. HISTORY AND COMMUNITY INQUIRIES
6. LIVESTOCK HEALTH, GRAZING, ETC.
7. PLANT AND ANIMAL ID
8. BUSINESS INQUIRIES
9. COLLEGE, EDUCATION AND JOB SKILLS INQUIRIES
10. NON-PROFIT, GRANT INQUIRIES
NUTRITION EDUCATION

Food Preservation Workshops

- 35 participants in the four sessions offered.
- Sessions included Jams and Jellies, Water Bath Canning Salsa, and Pressure Canning.
- 91% of participants completing the program evaluation reported an increase in their knowledge, skills, or understanding as a result of the program.
- 80% of those completing the program evaluation plan to preserve food as a result of the program.

MISSOURI MOve SMART CERTIFICATION

The Missouri Department of Health and Senior Services along with the Missouri Child and Adult Care Food Program introduced the Missouri MOve Smart Child Care certification program in 2014. The Missouri MOve Smart Child Care program is designed to help equip Missouri child care facilities with tools to address the physical activity side of healthful habits for its children and provide a structured program to evaluate a child care’s physical activity environment.

The Missouri MOve Smart Child Care program provides a set of physical activity standards, for child care facilities to follow, that will help children reach their full potential in physical growth and health.

I worked with Kid’s Corner Preschool in Fredeicktown from May – November to improve physical activity practices in the center.

Kid’s Corner received Advanced Level MOve Smart Certification on December 19, 2014.

Health Insurance Education

The Affordable Health Care law brought new challenges and opportunities for education for University of Missouri Extension. In 2014, ten citizens plus the Extension staff from Madison County gathered at the Fredericktown Methodist Church for an in-depth presentation on health insurance education. This presentation walked the participants through the provisions of the law, explained options for health insurance, looked at ways to pay for insurance, and steered participants to navigators in the community. Jerry Marler, from East Missouri Action Agency, was an invited participant and contributed to the presentation.

10 citizens plus the Extension staff from Madison County gathered at the Fredericktown Methodist Church for an in-depth presentation on health insurance education.

Mary Gosche
Human Development Specialist
Family Nutrition Education Program brings Nutrition Education to communities where Missourians live, work and play. Education curriculum includes nutrition, physical activity and food safety for both children and adults. Nutrition education for youths provides developmentally appropriate format with hands on activities. Lessons include opportunities for taste testing foods, physical activity and skills that lead to good health. Education for adults includes nutrition, food safety, physical activity, and food resource management.

University of Missouri Extension Family Nutrition Education Programs (FNEP) reached 575 low-income participants with nutrition education in Madison County and 385 in Iron County.

Schools and Agencies Served:
Marquand Schools • Fredericktown Schools • Madison Co. Headstart
Madison Co. Senior Center • Kids’ Corner Daycare – Pre-School Group
Calvary Temple Back to School Fair • Madison County Food Pantry
Fredericktown Senior Center

Evaluation data collected across the entire state reflects the positive impacts that occur in every county with FNEP.

### STUDENT CHANGES REPORTED BY TEACHERS

<table>
<thead>
<tr>
<th>Change</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More aware of nutrition</td>
<td>90%</td>
</tr>
<tr>
<td>More willing to try new foods</td>
<td>80%</td>
</tr>
<tr>
<td>Improved hand washing</td>
<td>83%</td>
</tr>
</tbody>
</table>

Percent of teachers whose students talked about this change:

<table>
<thead>
<tr>
<th>Change</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More aware of nutrition</td>
<td>89%</td>
</tr>
<tr>
<td>More willing to try new foods</td>
<td>80%</td>
</tr>
<tr>
<td>Improved hand washing</td>
<td>79%</td>
</tr>
</tbody>
</table>

### TEACHERS’ CHANGES (SELF-REPORTED)

Percent of teachers who model or talk about the behavior in front of students:

<table>
<thead>
<tr>
<th>Change</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More aware of nutrition</td>
<td>95%</td>
</tr>
<tr>
<td>Make healthier meal and snack choices</td>
<td>93%</td>
</tr>
<tr>
<td>More willing to try new foods</td>
<td>90%</td>
</tr>
<tr>
<td>Improved hand washing</td>
<td>93%</td>
</tr>
</tbody>
</table>

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

### Shanna’s Success Story

Like many of my fellow NPA’s, I live and work in a small community. Due to that fact, some of the students that I have the pleasure of teaching nutrition lessons to, I also know outside of the classroom. One such student who has been part of a series of Live It! Lessons, is part of my extended family and it is very common for us both to be at the same table for family holiday meals. As we passed each other in the food line at our Thanksgiv ing gathering, I couldn’t help but notice her plate was loaded high with salad, green beans, and sweet potatoes. She saw that I was looking at her plate and with a grin she said to me, “Look, half my plate is vegetables!” During our meal, her mother went on to inform me that due to her daughter’s insistence, their household has switched from 2% to 1% milk and that their white bread has been replaced with a whole wheat version.

If you have any questions or comments regarding FNEP please contact Dr. Linda J. Morgan:

UNIVERSITY OF MO EXTENSION
Dexter FNEP Office:
1723 West Bus. Hwy 60, Su. 3
Dexter, MO 63841
(573)-614-7110 | (573)-624-4889 fax
morganlj@missouri.edu
Collaborating with local agencies, organizations, companies, and citizens allows ownership and pride to build a program or project. In 2014, Madison County has proven that partnerships are effective in meeting immediate and long term needs of the community. A major accomplishment was the Madison County Back to School Fair which provided needed school supplies to youth in Madison County so they can be prepared to learn throughout the school year. When children have the resources they need to receive the education they need they can then become contributing members of society and value continuing education opportunities later in life. The really noteworthy part of this project is the local contribution of time and funding that totally supports the Back to School Fair. Developing self-reliance amongst rural communities is a key step to maintaining a lasting presence in the modern world.
Triple C 4-H, 2014

President - Taylor Myers | Secretary - Anne White | Treasurer - Andy Davis

Active members: Corey Simmons, Joey Simmons, Maddie Sutton, Nathan Myers, and Rylan Meek

On July 4th, the 4-H family had a picnic. The kids bonded over games, wagon rides, swimming, and some lessons on firework safety. They also had a chance to learn about several farm animals.

Four members sent projects to the SEMO district Fair this year: Joey and Corey Simmons, Anne White and Taylor Myers. They brought back several ribbons.

Members took projects and goats to the Madison County Fair.

Jewett 4-H, 2014

President - Sam Wagner | Vice President/Secretary/Treasurer - Kayla Wagner
Photographer - Libbey Mooney | Parliamentary/Game Leader - Grant Wagner
Historian - Ava Laut | Song Leader - Donnie Laut


Participated in:

- Ste. Genevieve County, Jefferson County, St. Francois County, SEMO and Madison County Fairs
- Madison County “Feed the Families” bake sale.
- Adopt a family at Christmas, caroling and gifting of baskets with fruit purchased from FFA members.
- Gave out cookies that our cake decorator members made and decorated.
Donna Aufdenberg is the horticulture specialist serving Madison County. She is our #1 resource for plant identification, garden soil test reviews, plant disease and pest identification and routinely does garden visits to identify and solve problems. She produces “The Garden Spade,” a monthly newsletter that is distributed throughout the region. She also frequently submits articles to the local newspaper on horticulture. Donna oversees the Master Gardener group at meetings in Madison County and facilitates the production and distribution of their quarterly newsletter, “The Garden Informer.”

Four Master Gardeners in Madison County logged 150 work hours in the community. Regional horticulture specialists partnered with the Madison County Master Gardeners to host a series of Spring Gardening Seminars in May. Topics addressed included: Vegetables in Containers, Garden Journaling, and Plant Propagation. These seminars brought 29 enthusiastic attendees in addition to the Master Gardener hosts.

Grazing Management and Forage Production University of Missouri Regional Extension Specialist provided research-based information to forage producers throughout southeast Missouri. In September, in partnership with USDA/NRCS, a two day grazing school was taught at the Cape Girardeau County extension center. The benefits of intensive grazing management for forage quality, persistence and yield were discussed. Following one of the worst droughts in recent decades (2012), producers were still faced with many challenges including the loss of established stands of pasture grass and legumes and increased weed pressure. University of Missouri Extension provided information in the form of one-on-one consultation, field visits, walk-ins and electronic communication via phone and email to clients from Madison County on seeding rates and planting dates of forages common to our area. Forage fertility, insect, and weed management recommendations were also provided.

High cattle prices and low inventory have led to increased demand for breeding females. 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. Producers are also given the opportunity to market their heifers in two sales each year in the southeast region or in four other sales across the state of Missouri. The May 2014 sale averaged $2644 on 136 head. The December 2014 sale averaged $3,033 on 168 head. Madison County had 76 heifers enrolled in the Show-Me-Select heifer program in 2014. There were 10 heifers from the 2014 sales that returned to Madison County.

Soil Testing Consultation
University of Missouri Regional Agronomy Specialist reviews soil test results from Madison county on agronomic crops which include corn, soybean, wheat, eey, pasture, hay and wildlife food plots. Consultation is provided to producers specific to their soil test results for these particular crops either face-to-face, written correspondence or electronic communication via email or phone. In 2014, 68 soil tests from Madison County were reviewed and information was provided on soil pH and nutrient management in agronomic crops.

Private and Commercial Applicator Training
University of Missouri Regional Agronomy Specialist provided research-based information in the areas of Integrated Pest Management (IPM), environmental stewardship, and pesticide safety training to private applicators in Madison County. This education program helps applicators and handlers of pesticides make informed decisions that are both economically and environmentally sound.

The University of Missouri’s Fire and Rescue Training Institute (MU FRTI) received a grant from Fireman’s Fund Insurance Co. through its Heritage Program to support a firefighter training initiative in Missouri. The partnership between MU FRTI and Fireman’s Fund will provide the institute’s Basic Firefighter course at no cost to four selected fire departments in Missouri one of which is the Cherokee Pass Fire Department in Madison County.

University of Missouri Extension natural resources engineer Frank Wideman taught responders to use GPS technology to provide faster emergency service in Madison County. Training and assistance offered through MU Extension has helped the Cherokee Pass Fire Department cut search and rescue time by 75 percent, says Chief Bill Starkey.

After training by Wideman, a Fredericktown Boy Scout troop worked side by side with the town’s 20 volunteer firefighters to locate and map nearly 300 fire hydrants. Fredericktown’s ISO rating decreased by 3 points after the GPS system began. This means about a 15 percent reduction in annual premium costs for residential and commercial property owners.
Seniors Learn How to Survive in Extreme Heat and Extreme Cold.

Two programs, Heat Wave Safety for Elderly and Be Prepared for Winter Storms were presented at the Fredericktown Senior Nutrition Center to help 191 seniors prepare for extreme weather conditions. Each year more people die from excessive heat than from tornadoes, floods, earthquakes, lightning and hurricanes combined. The Heat Safety program helped elderly recognize and respond to the symptoms of heat cramps, heat exhaustion and heat stroke.

Be Prepared for Winter Storms included safety information for to avoid carbon dioxide poisoning from portable generators and space heaters and to reduce fire hazards.

Extreme temperatures create extreme increases in utility bills. The programs included easy ways to reduce utility costs and stay safe. The best defense against extreme weather is preparation and knowledge.

BUSINESS DEVELOPMENT PROGRAMS

In Madison County, during 2014, business development program specialist Richard Proffer, and business counselors with MU Extension served 18 people and their companies with business start-up and management counseling, training, and other assistance with 1952 training event attendees.

Overall, the University of Missouri’s Business Development Programs (BDP) served people and their businesses state-wide. The total impact for all businesses assisted by the BDP was:

- New jobs: 2674
- Sales increases: $207,464,049
- Government contracts: $349,593,124
- New businesses: 238
- Jobs retained: 1616
- Loans and investments in business: $204,377,650
- $8,965,684 in SBIR/STTR or research proposals submitted with $3,814,347 awards received
- Clients/companies receiving business counseling: 14381
- Business training attendees and conference participants: 12394
December 2014

Dear County Commissioners and Friends of MU Extension:

Over the past year, with a theme of Celebrating the Past and Building for the Future, MU Extension marked a century of service to Missouri. While the celebrations have come to an end, the focus on building for the future is strong. The university’s commitment to the mission of bringing relevant, reliable and responsive education to improve lives and local economies is alive and well.

To maintain our position as a valued and trusted resource for Missourians, MU Extension continues to strengthen existing programs, build relationships and explore new opportunities to benefit Missourians. For example:

In the area of agriculture, the Show-Me Select Heifer Replacement program continues to improve the breeding performance of heifers as it helps participants realize record prices for their efforts. Producers from 103 of Missouri’s 114 counties have enrolled heifers in the program. In a record-setting sale, 168 bred replacement heifers sold for an average of $3,033 at the Fruitland (Missouri) Livestock Auction. Strengthening communities through art, innovation and creativity, Extension’s Community Arts Program is piloting an initiative in Lexington to help the community enhance its image with art businesses and opportunities that reflect the talent of regional artists and benefit a nine-county tourism alliance. The Community Arts Program is also at work in the St. Louis area, overseeing the Saint Louis Storytelling Festival, which engages approximately 25,000 people each year.

Knowing the value of dialogue with those it serves, MU Extension has made a concerted effort with the Mizzou Alumni Association to introduce MU Chancellor R. Bowen Loftin to extension programs, participants, key stakeholders and alumni from all corners of the state. These tour events, which will continue into 2015, are designed to foster understanding and support that lead to a stronger local extension effort across the state.

These are just a few examples of MU Extension’s focus on building for the future and continuing to making an impact in local communities.

I thank you for your support of MU Extension and our efforts in your community. I look forward to our continuing partnership and welcome your ideas for improving our partnership.

Sincerely,

Michael D. Ouart
Vice Provost and Director

Michael D. Ouart
Vice Provost and Director
Thank You To Our Sponsors!

Beyer Enterprises  
Brewen Farms  
First State Community Bank  
Flower Box  
Hill Insurance  
Madison County Title  
Maloney Wright & Robbins  
Schnapp, Fulton, Sall, Silvey, Reid, LLC  
Thal’s Hardware  
Ward’s Farm Center  
Wilson Funeral Home  
Parkland HEalthMart  
Bean’s Cabinets  
Fredericktown Eagles Lodge  
Big Creek Baptist Church  
New Era Bank  
Madison Medical Center  
Meadow Heights  
Fred. Christian Church  
Oak Hill Free Will Baptist Church  
Madison County Democrat Club  
Senior Center Thrift Store  
Madison County Title  
Pizza Hut  
New Hope Free Will Baptist  
Chuck’s Short Stop  
Madison Inn Lodge  
First Presbyterian Church  
Azalea Festival Board  
Lucas Brewen  
C-Barn  
Fredericktown Christian Church  
Ozark’s Federal Savings and Loan  
Follis and Sons Funeral Home  
Casey’s General Store  
Country Mart

After 12 years of Service to MU Extension,  
Office Manager  
Brenda Brewington  
retired in March 2014.