UNIVERSITY OF MISSOURI

Extension

Marion County 2013
Annual Report

Return on Investment
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Equal opportunity is and shall be provided to all participants in Extension programs and activities, and for all employees and applicants for employment on the basis of their demonstrated ability and competence without discrimination on the basis of their race, color, religion, sex, sexual orientation, national origin, age, disability, or status as a Vietnam-era veteran. This policy shall not be interpreted in such a manner as to violate the legal rights of religious organizations or military organizations associated with the armed forces of the United States of America.
January 31, 2014

Greetings:

This annual report of the Marion County University of Missouri Extension Council summarizes educational programs and activities of University of Missouri Extension, part of the University of Missouri System. Most topics are initiated and guided through input to the Extension Council from citizens and content area groups.

Through programs in 4-H, agriculture, business, continuing education, food safety, nutrition, parenting, and youth, our goal is to make Marion County a better place to live and work. Several methods are used to assist a diverse student body in lifelong learning.

We continue to salute our many volunteers, community leaders, and extension council members - past and present – who give their time and talents to support of our mission.

Regards,

[Signature]

Albert L. Pabst
Council Chair

[Signature]

Alix Carpenter
County Program Director
December 2013

Dear County Commissioners and Associated Friends of MU Extension:

As we enter 2014, we at University of Missouri Extension celebrate our 100-year partnership with you, with the State of Missouri and with the federal government. Through the Smith-Lever Act of 1914, the Cooperative Extension Service was established to provide practical application of research knowledge “to persons not attending or resident in said colleges in the several communities.” Over the years, the mission to bring you relevant, reliable and responsive education to improve lives and local economies remains the same. Yet, we also have changed to help you meet emerging issues and to take advantage of emerging opportunities.

Every day, MU Extension helps create value for citizens. For example:

- Throughout the state, MU Extension provides information to help address issues and opportunities related to Missouri’s economic infrastructure, public services, economic development, jobs and educational access. Counseling more than 3,000 business clients in FY12 resulted in 9,328 new jobs, sales increases of $188 million, $213 million in new business financing, and government contracts of more than $195 million.

- Our state and nation are in need of workers who are highly proficient in science, technology, engineering and math (STEM). Research has shown that 4-H members develop an increased interest in science three times higher than their non-peers. Both non-traditional activities, such as robotics, and more traditional activities, such as livestock judging and food preparation, are doorways to science-related careers.

- Livestock production accounts for about 53 percent of the state’s agricultural receipts. MU Extension’s Tier Two Show-Me-Select Replacement Heifer Program, which improves reproductive efficiency of beef herds, has garnered producers $237 to $357 per heifer, depending on breeding protocol followed. Statewide economic impact of the program has exceeded $65 million.

These are just three examples of MU Extension’s impact – made possible through your support of MU Extension in your community. I look forward to our continuing partnership, and as always, your ideas for improving our partnership are welcome.

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
Marion County Extension Council 2013

Chairman – Albert Pabst
Vice Chairman – Rose Hudson
Secretary – Julia Wilson
Treasurer – Glenn Wagner

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City of Palmyra
Warren & South River
Union & Round Grove
City of Palmyra
Fabius & Liberty
Miller & Rural Mason
City of Hannibal
City of Hannibal
Union & Round Grove
Warren & South River

Council Members

Faculty and Staff Serving Marion County

Palmyra based staff serving Marion and other counties:

Alix Carpenter – Agronomy/CPD
John Martellaro – 4-H Youth Development
Sherry Nelson – Human Development
Don Nicholson – 4-H Youth Development

Chelsea Lippincott Dunn – Family Nutrition Program
Becky Mannigel – Family Nutrition Program
Jody Meyers – Secretary
Kelly Rich – Family Nutrition Program
Betty Schappaugh – Secretary
Mary Smyser – Family Nutrition Program
Kristen Williams - Secretary

Serving Marion County from other locations:

Wendy Brumbaugh – Family Financial Education
Karisha Devlin – Agri-Business
Patty Fisher - 4-H Youth Development
Max Glover – Plant Sciences
Charles Holland – Business Development
Daniel Mallory – Livestock
James Meyer – Nutrition and Health Education

Northeast Region Administrative Office – Palmyra:
Shelley Bush Rowe – Regional Director
Ruth Jeffries – Administrative Associate

Marion County Extension is possible through a partnership between Marion County, the University of Missouri, and the national Land-Grant System
Agriculture and Natural Resources

Agri-Business Management

**Beef Producer's Seminar:** Five persons from Marion County participated in the Beef Producer's Seminar, which included three hours of instruction. This seminar was facilitated by Zac Erwin, livestock specialist, and Karisha Devlin, agri-business specialist. Speakers included Dr. Ron Plain, MU Extension agricultural economist, and Dr. Kelly Nelson, research agronomist at Greenley Research Center. Dr. Plain discussed current trends in beef production, trade, domestic supplies, demand factors, and price and profitability prospects for the coming year. Dr. Nelson discussed cover crops for forage production. Evaluations indicated that, on a scale from 1 to 5 (with 5 being the highest), participants rated: usefulness of material presented an average of 4.5, information gained 4.7, and the quality of overall seminar 4.6. This seminar benefited participants in making decisions regarding marketing and feeding their cattle. Economically viable farming operations benefit the local economy and communities.

**Agriculture lenders attend seminars in Northeast Missouri:** Forty-eight lenders attended one of the Northeast Missouri Ag Lenders' Seminars held in Kirksville and Hannibal. At these one-day seminars, lenders learned about crop and livestock outlook, land rental rates and values, Missouri Agriculture and Small Business Authority programs, legal issues in agriculture, macro-economics, and cover crops and pasture varieties. The lenders in attendance handle loans of over $470 million to agriculture operations totaling over 3,600 different loans, predominantly in northeast and central Missouri, but also in southern Iowa, and western Illinois. The agricultural community in northeast Missouri benefits from this program by having lenders who are up-to-date on the latest prices, budgets, and resources to help clients manage for risk and profitability. Two lenders from Marion County attended the December 10 seminar in Hannibal.

**Producer Consultations:** Thirty-five Marion county producers and landowners consulted with Karisha Devlin, for a total of 26 hours in 2013. Topics included how to find the right farm record system for their operation, estate planning tools, purchase agreement arrangements to buy farm, financial/grant options for a farming operation, cash rental and custom rates, land values, and assistance with lease agreements. Participants benefited by being able to keep records pertinent to their business,
reaching a fair cash rental rate between landowner and tenant, developing a written lease between landowner and tenant, and improved communication between retiring parents and their on-fair heir regarding farm transfer.

**Agronomy**

**Private Pesticide Applicator Training:** When you support the community Integrated Pest Management (IPM) program, participants will increase the use of IPM, increase use of personal protective equipment, and read the label contributing to correct pesticide application practices, which leads to reduced use of pesticides, decreased pesticide exposure, and increased IPM practices. This will benefit the community by reducing cost to consumers, increasing health and safety, and protecting the environment and non-targets.

Alix Carpenter, agronomy specialist, provided training for 112 private (producer) pesticide applicators in 2013. These producers were from throughout the northeast region, as well as several surrounding areas. Nine three-hour long training sessions were held in 2013, in seven Northeast Missouri counties. The courses covered a variety of safety, calibration, and pest management issues associated with proper and safe pesticide use. Through this course, agricultural producers were able to obtain certification or recertification of a private pesticide applicator’s license. Those who were not able to attend these meetings were provided the opportunity to review the same information and become (re)certified on a walk-in basis. Those certified at these meetings include 25 Marion county producers.

**Producer consultations:** Support for agronomic consultations helps participants use research-based information in making sound production and marketing decisions which leads to research-based practices resulting in greater production efficiencies, increased profitability, and improved soil and water resources. This benefits the county and state by securing more farmers in rural communities with disposable income and improving environmental quality.

Alix Carpenter made farm visits and consulted via telephone and email with 146 Marion county producers in 2013. The majority of farm visits and consultations revolved around the drought’s effects on forages and feeds, including assessing corn for possible nitrate contamination for five Marion county producers, providing education on how to make hay from a soybean crop, advising producers on methods to determine the feed and economic value of silage, providing data on estimating nutrient removal from a field when harvesting/removing the entire plant, advising producers on methods of mitigating the risk of nitrate poisoning when feeding drought-damaged corn/sorghum/sorghum-sudangrass to livestock, providing data on herbicide restrictions to grazing or haying soybeans, providing methods for estimating corn and soybean yield, and advising producers on means of assessing prussic acid and aflatoxin risk.
18th Annual Western Illinois - Northeast Missouri No-Till and Crop Management Seminar: When you support MU Extension’s No-till program, participants produce crops profitably without using tillage which leads to reduced erosion of the soil into our rivers, streams and lakes, which benefits other community members by keeping soil, chemicals and other contaminants out of our water quality for both humans and wildlife.

The annual Western Illinois - Northeast Missouri No-Till and Crop Management Seminar is a one-day seminar, covering a variety of issues in no-till and conventional crop production. Targeted to both producers who are already using no-till practices and those who are considering adopting these practices, the seminar addresses emerging issues in no-till crop production. One hundred thirty five people attended from Missouri, Illinois, and Iowa; 41 of these were from Clark, Lewis, Marion, Pike, and Ralls counties.

Horticulture

Salt River Master Gardeners: Support for the Master Gardener program allows participants to practice and educate about environmentally friendly landscape principles, which leads to reduced pesticide and water used on landscapes as well as increased plant diversity, which will benefit other community members by higher water and soil quality, reduced chemical drift, and saving of public monies. Homeowners who consult with Master Gardeners compost their yard waste, reducing the amount of solid waste in landfills and reducing the community's cost of managing its waste.

Alix Carpenter serves as advisor to this group of certified Master Gardeners who meet monthly, and are residents of Marion, Lewis, Monroe, Ralls, and Pike counties. The group has an educational program at each meeting, and members mentor newly graduated Master Gardeners. Meetings also serve as a clearinghouse for information and assistance with volunteer projects. Members of this group have developed curriculum for, and taught, groups at the Hannibal Public Library, local (Monroe City, Hannibal) elementary and middle schools, local garden clubs, Hannibal museums, Master Gardener training classes, and numerous other groups. Fifteen active members of this group are Marion county residents.

Marion County Master Gardeners reported 758 total service hours in 2013. The Independent Sector values an hour of volunteer work by a Missourian at $19; Marion County Master Gardeners provided service to the county worth over $14,000.
Beef Improvement Program: This value-added bull sale reached an average of $3,647 on 59 head of bulls in 2013. Eight beef producers in Marion County are enrolled in the Northeast Missouri Beef Improvement program. Regional livestock specialists assist these producers with their performance record program by taking weaning and yearling weights and measuring frame scores on all calves born. Six producers sold bulls in the annual Northeast Missouri Performance Tested Bull Sale held annually in Palmyra. Five producers purchased bulls at this sale, and numerous others purchased bulls directly from breeders enrolled in the performance tested program.

Show-Me-Select Replacement Heifer Program: When you support MU Extension's Show-Me-Select Replacement Heifer Program beef cattle producers successfully adopt research-proven reproductive and genetic technologies developed at the University of Missouri which add value to heifers in beef herds across the state. This leads to improved profitability and sustainability of family-owned operations, positively benefitting Missouri's economy by over $60 million since its inception in 1997. In 2013 the sale averaged $2,177 on 275 head, which was again an all-time high.

Four beef producers in Marion County are enrolled in the Missouri Show-Me-Select Replacement heifer program. Three of these producers sold heifers in the Show-Me-Select Heifer Sale held in Palmyra, which is a value-added sale and program. Twenty-six producers in the region participated in the program in 2013 with 1,550 heifers enrolled. Daniel Mallory, regional livestock specialist, coordinates the Show-Me-Select heifer program and sale in Northeast Missouri. Over the 17 years the sale has been held the total income from the sale has been $6,137,595. A total of 28,100 head have been marketed through the program.

Beef Cattle Bus Tour: The 2013 Commercial Ag Beef Tour was held on Saturday, August 24, in Marion and Lewis counties in northeast Missouri. The tour began at Greg and Sue Drebes' Prairie View Farms followed by stops at Lehenbauer Farms and the John Woods Farm. At each tour stop, visitors heard presentations from the owners about their operations and challenges they have faced. Each stop also featured talks from experts on subjects important to raising and marketing cattle. The tour concluded with a complimentary beef dinner at Terry and Marilyn Little's TL Ranch in Monticello. The 2013 Beef Tour is the 18th annual tour sponsored by the University of Missouri Extension Commercial Agriculture Program, under the direction of Rex Ricketts. Justin Sexten and Craig Payne worked with MU Extension livestock specialists Zac Erwin and Daniel Mallory to select operations highlighting a variety of production and marketing systems.
Premier Beef Marketing: The Premier Beef Marketing program was established in Missouri to help small groups of beef cow-calf producers to form a marketing cooperative in order to market their calves. The calves are commingled and sorted into uniform lots so as to provide pot-load lots of calves for marketing.

NEMO Beef Marketers were organized in the four county area surrounding Monroe City. They have four members from two counties including three from Marion County. In 2013 they commingled and sold approximately 250 calves. Since organization in 1999, they have marketed almost 8,100 head of calves. When calves are sold as finished cattle, the producers in the group get complete performance and carcass data to use for improvement in their herds. Regional livestock specialists work closely with the group in commingling the calves and working with the returned data to help make breeding herd improvements.

Beef AI Breeding Program: The use of AI (artificial insemination) breeding in beef cattle has increased over the past six years as a result of new technology in this area, including Fixed-Time AI demonstration done in the region. As a result the NEMO Beef Cattle Improvement Association (BCIA) owns three AI breeding boxes which are available for use in the area. These boxes help improve the conception rate when using AI. In 2013, 20 area producers used the boxes for a total of 41 days with approximately 2,000 cows and heifers being AI bred in the boxes. Regional livestock specialists coordinate this program.

Show-Me Quality Assurance (SMQA): SMQA increases the knowledge and awareness of Missouri youth about food quality issues related to animal production, as well as increase quality of care and knowledge of livestock produced by youth in Marion County.

This certification is for youth and includes a one-hour workshop. Participants must certify three times during their showing career, attending twice under the age of 13 and once when 14 years or older. This program provides the certification required to exhibit meat producing animals, and allows livestock and poultry project members to meet this requirement to complete their project.
Community and Business Development

Business Development Programs
Business Development specialist: Charles Holland

When you support MU Extension’s Business Development Program, enterprising Missourians receive information and training to successfully start, run, and expand businesses. This increased business activity creates jobs, increases consumer demand, promotes economic development, and generates tax revenue for the public’s welfare.

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.

Entrepreneurs and business owners in Marion County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

- New jobs: 11
- Sales increases: $38,000
- New businesses: 1
- Loans and investments in business: $21,000
- Clients/companies receiving business counseling: 45
Human Environmental Sciences

Family Nutrition Program

Mary Smyser, Project Director
The University of Missouri's FNP (Family Nutrition Program) brought $7,653,958.00 in Federal funds to the state of Missouri in 2013. These funds were used to provide nutrition education to 1,069,104 food stamp recipients and food stamp eligible citizens of Missouri; 6,626 of these participants reside in Marion County. It also funds four-full time jobs in Marion County with quality benefits plus expenses for making the programming available to qualified schools and agencies in the county.

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

University of Missouri Extension’s FNP reached 4,879 contacts directly and 1,747 indirectly with nutrition education in Marion County during 2012-13; a significant percentage of these contacts were low income. The FNP provides information on nutrition, food safety, and physical activity for lifelong health and fitness by working with qualifying schools, community groups, and agencies. Youth from pre-school through 8th grade learned through kid-friendly, hands-on lessons and activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. Education for adults also includes nutrition, food safety, and physical activity, as well as food resource management.

Nutrition Program associates (NPAs) see the difference the program makes in people’s lives. Kelly Rich and Chelsea Lippincott Dunn, NPAs who serve Marion County, reported the following successes:

I have been trying some new foods in the classroom, ones that are not familiar to this part of the country and they have been successful. The kids also like hearing additional information on the food like country of origin, how does it grow, how is it pronounced, is it a vegetable or fruit, etc. I had a little girl in the first grade that refused to try anything in the last four weeks until this week when she tried a fruit! We made a big deal out of it of course. Kelly Rich, NPA

It always puts a smile on my face to see these kids in the hallway at school and hear, “Hi, Miss Chelsea! I ate broccoli last night”, or “I played outside yesterday!” So wonderful to see that they remembered what I said and that they want to share their success with me. Chelsea Lippincott Dunn, NPA
Community Nutrition and Wellness Education

**ServSafe:** There is a need to protect food from contamination by pathogenic microorganisms, parasites, and naturally occurring toxins. The risk for foodborne illness occurring from foodhandlers decreases if they receive training through ServSafe. In Marion County, residents benefit with safer restaurants and fewer medical costs associated with illness from eating unsafe food.

ServSafe is a nationally recognized food safety program for foodservice workers. In Marion County, foodservice workers are required by ordinance to attain certification in ServSafe. The Marion County Health Department asked Jim Meyer, nutrition specialist, to teach this program again in 2013. Teaming with the Hannibal Career and Vo-Tech Center, the class was offered three times in 2013, for 36 total collective hours of training. All 24 participants passed the exam and received their certification through ServSafe. Participants learned what causes food to become unsafe and what measures they need to follow to keep food safe. Participants benefited by receiving instruction that helped them pass the ServSafe exam and achieve certification. ServSafe certification is recognized nationally in the foodservice industry.

**Childcare Provider Training:** When you support University of Missouri Extension’s Childcare Provider training program, participants will increase the knowledge and skills with working with children of different ages and stages of development in multiple competency areas, which leads to increased access to safe, healthy and nurturing environments for the community’s children and families. Communities benefit when young children are well cared for, reducing the risk of child abuse and neglect.

Jane Hunter, human development specialist, and Jim Meyer co-taught a “Team Nutrition” program for childcare providers in Hannibal on August 24. Training covered basic nutrition and the new “Eat Smart” guidelines. Sixteen childcare providers representing six daycares attended the program.

*What did they learn?* Food choices that can help them meet their nutrient needs, plus how they can improve meals and snacks for the children in their care. Participants gained information on making healthy food choices which can help them improve their health and the long term health of the children they serve. Better employee wellness by Marion County childcare providers and the children they serve can lead to better health thus reducing health care costs for individuals and the county. This leads to more spendable dollars left for residents to spend in the county.
Family Financial Management

Missouri Tax Payer Education (MoTax): When you support MU Extension’s Financial Education programs, participants spend and borrow responsibly, save more and gain control over their financial health. These behaviors benefit other community members by reducing predatory lending, reliance on public assistance programs and crime.

Missouri Taxpayer Education is a comprehensive program provided to low-income and senior citizens in Marion and Lewis County. The MoTax Initiative includes the VITA (Volunteer Income Tax Assistance) program, which provides pre-tax education, free tax preparation for low income families, and assistance to help families use their tax refund to the greatest benefit of themselves and their families. During February and March 2013, taxes were prepared at the Palmyra Library, Douglass Community Center, and NECAC offices in Hannibal. The United Way of the Mark Twain Area, University of Missouri Extension, and other agencies cooperate to bring the program to northeast Missouri. A total of 359 federal returns were prepared by trained volunteers. Every federal dollar brought into the community creates at least a two-fold economic impact. These figures do not include the state refunds and the impact they have on our communities. Partners who played a vital role in the VITA program in Marion County include: United Way of Mark Twain Area, North East Missouri Community Action Agency, GAMM, Inc., and University of Missouri Extension. As a result of the MoTax Initiative, families are able to purchase necessities, increase their cash flow, get and stay current on their bills, reduce family debt, and establish an emergency savings fund. The MoTax program stimulates the local economy by adding federal and state refund dollars and dollars from tax credits. It reduces the demand for public assistance and stabilizes the county tax base.

Human Development

Marion County White House Education Series: Supporting programs for people with disabilities improves their quality of life, their ability to be safe in disasters and emergencies, and making healthy choices.

Sherry Nelson, human development specialist, presented 13 programs at the White House in Hannibal with 17 to 25 people at each session; these are adults with disabilities. Topics included Disaster First Aid, Heat Safety, Respect and Responsibility, Earthquake Preparedness, Severe Weather Safety, Lightning Safety, Cold Weather Safety, and Fire Safety. Programs were very well received with clients indicating that they would recommend the classes to others, and 93 percent indicate they gained some knowledge, skills, or ability by participating in the class. Several clients reported about their experience during the May 10, 2013 straight-line windstorm/F0 tornado in Hannibal, stating that the severe weather training had helped them to take the actions necessary to be safe.
CHART Teen Task Force Continues to Reduce Teen Pregnancies in NE Missouri:
Teen pregnancies often have dramatic impacts on both the teen mother and father regarding their futures for both education and employment. Support for University of Missouri Extension's collaborative work within the CTTF organization helps youth delay sexual activity, reducing unwanted teen pregnancies and STDs. Those reduced rates of pregnancy and disease reduce social and health costs to society. The cost savings to Marion County taxpayers of 35 fewer teen births annually is nearly $790,942.

The CTTF (CHART Teen Task Force) has worked to reduce the teen pregnancy rate in Marion, Clark, Lewis, Ralls, Pike, Shelby, and Monroe counties since 1995. Sherry Nelson, human development specialist, is a member of the CTTF and serves on its board. Since 1995, Marion County has trended toward a reduced number of teen pregnancies, from a high of 69 in 1995 to its current 32.9 teen pregnancies per 1000. The most recent data (2012) on teen pregnancy rates in the seven-county area indicate that four of the seven counties are below the state average of 34.4 teen pregnancies per 1,000. In 2013, CTTF held three major events:

The CHART Teen Health Fair, attended by over 500 youth and adults. Thirty-eight organizations and agencies had booths on health and safety, including two Extension booths staffed by Sherry Nelson and Jim Meyer, nutrition specialist. These booths provided MU Extension's research-based information on lightning and disaster safety, healthy eating, and core Extension programs. Exit surveys of youth and adults indicated that the majority of participants in the Teen Health Fair felt the event was fun, provided good information, and was worthwhile.

Month of May Event consists of media opportunities for teens to participate in Take the Quiz, which is part of the National Prevention of Teen Pregnancy Organization's campaign to reduce unwanted pregnancies and relationship violence. In 2013, the entire Hannibal Middle School student body (500) and 23 students from Hannibal High School participated in Take the Quiz. Television, radio, and billboard ads were placed throughout the seven counties to raise awareness.

Time to Talk is held in October, and is designed to encourage teens and parents to talk about relationship and sexual issues teens may be confronted with. This year Sherry Nelson and Dr. Sandra Ahlum, CTTF Chair, wrote a successful grant and received $4,480 from the Missouri Foundation for Health to provide a speaker for eight schools. Programs topics included decision making, healthy relationships, and sexual responsibility, and were presented at Hannibal High and Middle schools (212 students), Palmyra Middle School (19 students), and to 24 middle and high school students at Marion R-II Schools.

The CTTF has an educator/coordinator for the Real Care Baby (infant simulator) and Empathy Belly programs, as well as a nurse educator who teaches about STDs, birth control (which includes abstinence), and puberty for the younger audiences. Both

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1 National Campaign to Prevent Teen & Unplanned Pregnancies.
http://www.thenationalcampaign.org/costs/calculator.asp
educators present at schools throughout the seven county area. During the 2012-13 school year, 400 students from 11 schools and organizations used the Real Care Baby simulators and 185 students from ten schools used the Empathy Belly simulator. The nurse educator presented for 381 students in Marion County. Feedback from the majority of students indicated they intend to delay sexual activity and becoming pregnant. Teachers of these students indicated that they felt these learning activities were very helpful to the students that participated. The CTTF board wrote and received an annually renewable grant from the Missouri Children’s Trust Fund for the 2013-2014 grant year; the amount for this year was $24,970.

**Matter of Balance: Fall Prevention Class:** When you support University of Missouri Extension’s Matter of Balance program, participants set goals for increasing activity, make changes to reduce fall risks at home, and use basic exercises to increase strength and balance. The program results in fewer falls and increases the likelihood of participants being able to remain in their own homes. This benefits the community by:

- allowing more members of the community to live independent lives in their own homes, work, shop, and contribute to community life.
- reducing the burden on the local health care system. According to the Centers for Disease Control and Prevention, “In 2000, falls among older adults cost the U.S. health care system over $19 billion or $28.2 billion in 2010 dollars. With the population aging, both the number of falls and the costs to treat fall injuries are likely to increase.”
- providing more discretionary income within the community by reducing the burden on the local health care system, since the program decreases the likelihood of entering a nursing home. Nursing home care currently costs over $70,000 per year for each patient.

A Matter of Balance: Fall Prevention class was held in Hannibal at the Douglass Community Service Center. Jim Meyer, nutrition specialist, and Sherry Nelson, human development specialist, taught this eight-session class during January and February. Seventeen participants started and 13 completed the class. The class is designed to help participants overcome their fear of falling and learn ways to prevent falls through exercising for improved flexibility and strength, and learn to adapt to medical issues that increase chances of falling.

Participant surveys of improvement indicated participants:
- were more confident that they would be able to get up if they fell
- found ways to reduce falls and had implemented some methods
- became steadier on their feet
- believed they could increase their physical strength
- increased their physical activity
Positive Youth Development

Marion County 4-H in 2013: A community of 655 youth and 153 volunteers building life skills, engaging in science, and connecting to community.

4-H project work helps youth explore interests from animal science to aerospace, resulting in increased interest in science at a rate three times that of non-4-H peers. Interest in science is a predictor for young people to choose science-related careers. This interest in science, along with 4-H members’ 70 percent greater likelihood to go to college than youth participating in other out-of-school programs, is helping grow future scientists. Future scientists are critical to our state, national and global economy; three-quarters of Missouri’s $10.6 billion in products and services exported in 2005 were science, engineering, and technology-based industries.

4-H Community Clubs: 263 youth participated in the club program in 2013
Ten county 4-H clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking, and working with others. Members learn by doing under the guidance of adult volunteers, who teach projects ranging from aerospace and arts to veterinary science and sport fishing. Clubs also involve children and teens in community service, camping, and educational trips. Volunteers create, support, and are part of the 4-H community. Missouri 4-H volunteers report they contribute an average 100 hours each year. Valuing their time at $19 per hour (based on average Missouri incomes), the contribution of Marion 4-H volunteers was worth more than $290,700 in 2013.

4-H school programs: 392 youth participated in school enrichment programs in 2013. Marion County 4-H special-interest programs include Going the Distance and Embryology. These programs are short-term, educational experiences that supplement learning in the classroom. Most are led by teachers or 4-H volunteers. Additionally, approximately 75 FFA program members depend heavily upon Extension 4-H support for coordination and educational content associated with the Marion County Junior Fair, Show Me Quality Assurance training, district contest support, and other programs.
Hatching Chicks in the Classroom
4-H Embryology teaches students about science and respect for life. Through this program, pre-incubated eggs are delivered to the school where they hatch about four days later. During this time, students have the opportunity to learn the scientific process of embryology including incubation, preparing a brooder, hatching, identifying parts of an egg, development of chicks in the egg, and once they have hatched, handling chicks.

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<th>Total Hours of learning in 2013: 260 hours of classroom learning in 12 Marion County classrooms</th>
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<td>184 preschool through fourth grade students and 12 classroom teachers</td>
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Going the Distance: Developing Leadership and Understanding
Since 1992, the GTD (Going the Distance) program has been delivered to various school classes and adult groups throughout the area. In Palmyra, the GTD program has been conducted each year with the entire seventh grade class since 1993, involving over 1,500 students. The day-long program focuses on developing individual confidence and appreciation of others while building problem-solving and decision making skills.

At the end of each program, participants are asked to assess their own learning during the program. Some typical student statements:
"I learned that working with people that I don’t hang out with a lot can make a good team."
"I had some good ideas and I had some not so good ideas but my group helped me out.”
"I learned that I can do anything I set my mind to.”
"I have gained a lot of confidence in myself."
"I learned to be confident and always give others a chance to help you."
"Most of my group never helped me before and today they did.”
"I learned that everybody is a very important part in a team."
"If we are patient, we can work together and get things done.”
"I learned today that working together is the best way to figure problems out.”
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 FY2013, MU CO registered 13,982 Missourians in MU Extension conferences. In FY2013, MU CO's portfolio of conferences included the Nanofrontiers Symposium at MU, Write to Learn at the Lake of the Ozarks, Midwest Symposium on Therapeutic Recreation in St. Louis, in addition to the National eXtension Conference in Oklahoma City, Oklahoma, and Maize Genetics Conference in St. Charles, Illinois.

FRTI: MU Extension's Fire and Rescue Training Institute (MU FRTI) provides comprehensive continuing professional education and training to Missouri's fire service and emergency response personnel. The institute directly impacts the well-being and protection of Missouri's 23,600 firefighters and the Missourians they serve. Courses prepare firefighters for medical emergencies, hazardous materials response, and disaster preparedness and mitigation, as well as fires. During FY2013, the institute provided 185,510 instructional hours of training and conducted 597 individual courses. MU FRTI served 12,066 Missourians from all 114 Missouri counties, and 1,802 out-of-state students. For more information, see mufrti.org.

LETI: The Law Enforcement Training Institute (LETI) develops and provides state-of-the-art training and education programs to law enforcement practitioners, civilian professionals, and laypersons. For 65 years, the institute's faculty and affiliated professionals have provided basic pre-service and specialty in-service instruction to both law enforcement academy students and veteran officers who serve in local, state, and national public safety. LETI is now taking that expertise to nontraditional areas, offering seminars to the general public in personal safety, workplace violence, and citizen response to armed subjects. During FY2013, LETI served 684 students from 70 Missouri counties and the City of St. Louis, as well as 293 students from 34 other states. For more information, see leti.missouri.edu.

MTI: The Missouri Training Institute (MTI) in MU's Trulaske College of Business provides continuing education, custom-designed training programs, and business consulting services for business and industry, public and nonprofit organizations, and educational institutions. Training programs cover human resource management, supervision, management, leadership, team building, effective decision making, dealing with generational differences, and business writing. The institute's consulting services cover human resources, strategic planning, board development, and board retreats. In FY2013, 12,907 people from all 114 Missouri counties enrolled in the institute's 518 programs. For more information, see mti.missouri.edu.
MUNO: Working independently and in partnership with other organizations, MU Nursing Outreach (MUNO) provides face-to-face and web-based educational programs, mostly for nurses but also other healthcare professionals including social workers, dietitians, nursing home administrators, psychologists, counselors, and health educators.

MU Nursing Outreach's educational activities attracted 2,671 nurses and other healthcare providers from Missouri and 145 out-of-state participants. Multidisciplinary programs that were co-sponsored with Continuing Medical Education reached an additional 1,182 nurses. Nurses from 91 (80 percent) of Missouri's 114 counties and the City of St. Louis attended continuing education programs sponsored by MUNO. MUNO serves a predominantly rural audience with 79 percent of the Missouri participants residing outside the metropolitan St. Louis and Kansas City areas. In addition to Missouri, nurses from 22 other states benefitted from MUNO's educational programs. For more information, see nursingoutreach.missouri.edu.

CME: MU Extension's Office of Continuing Medical Education (CME) improves the health of Missourians by providing education and programs to increase doctors' scope of diagnosis and health care treatment options. Continuing Medical Education programs incorporate the most up-to-date research and clinical guidelines available. In FY2013, more than 1,700 programs reached 27,195 healthcare professionals across the state. For more information, see medicine.missouri.edu/cme/.

Equal opportunity is and shall be provided to all participants in Extension programs and activities, and for all employees and applicants for employment on the basis of their demonstrated ability and competence without discrimination on the basis of their race, color, religion, sex, sexual orientation, national origin, age, disability, or status as a Vietnam-era veteran. This policy shall not be interpreted in such a manner as to violate the legal rights of religious organizations or military organizations associated with the armed forces of the United States of America.
Impact on Marion County, Missouri

**The County at a Glance**

- **Population:** 28,623
- **UM Students:** 155
- **UM Alumni:** 736
- **UM Employees:** 24
- **UM Salary & Retirement Income:** $705,762
- **UM State Tax Revenue:** $23,201
- **UM Federal Tax Revenue:** $103,261

**UM Students from the County in 2013**

- 155 students
  - 119 - MU
  - 9 - UMKC
  - 22 - Missouri S&T
  - 5 - UMSL
  - 137 - Undergraduates
  - 18 - Graduates
  - 136 - Full-time students
  - 19 - Part-time students

**UM Alumni Residing in the County in 2013**

- 736 alumni
  - 576 - MU
  - 56 - UMKC
  - 69 - Missouri S&T
  - 35 - UMSL
  - 329 Selected School Alumni
    - 17 - Medicine
    - 27 - Nursing
    - 25 - Health Professions
    - 12 - Dentistry
    - 6 - Pharmacy
    - 10 - Veterinary Medicine
    - 105 - Agriculture
    - 98 - Engineering
    - 29 - Law

**UM Employees and Retirees Residing in the County in 2013**

- 24 people employed by UM
  - 18 - MU
  - 1 - Missouri S&T
  - 5 - UM Health Care
  - 4 UM Retirees and Beneficiaries

**UM Services Received in the County in 2013**

- 988 patients seen at UM Health Care, with $495,708 of uncompensated care.
- 23,186 contacts with MU Extension through MU Extension events held in district counties.

**UM Construction Projects involving Vendors located in the County in 2013**

- 1 vendors involved with 3 projects, for $96 thousand.

**UM Alumni Teaching K-12 in the County in 2013**

- 44 teachers
  - 11% of all county teachers
  - 5 principals and administrators
  - 31% of all county principals and administrators
Impact on Marion County, Missouri

**UM Research Expenditures Funded by Federal and Private Sources**

- Between FY2007 and FY2012, UM brought in more than $1.1 billion in federal and private research funds.

**Economic Development Highlights**

- With $3.0 billion in total revenues, UM would have been the 16th largest publicly held Missouri-headquartered company in the state in 2013.
- With more than 31,000 employees in the state, UM was Missouri’s 2nd largest employer in 2012.
- In 2011, UM’s $173.5 million in federal research expenditures represented 93% of these expenditures at Missouri public universities.
- In 2013, UM’s $23.2 million in National Science Foundation (NSF) awards represented 89.3% of all NSF awards made to Missouri public universities. UM earned $7.8 million in licensing income in 2013.
- UM received 160 new invention disclosures in 2013.
- 4 startups were created around UM technologies in 2013.
- UM was issued 37 U.S. patents and filed 90 new U.S. patent applications in 2013.

**Electronic Services to the State in 2013**

- The Missouri Research & Education Network (MOREnet) provided internet connectivity and technical services to members that include:
  - 63 higher education institutions with more than 293,000 students.
  - 500 K-12 schools with 865,700 students and 82,700 faculty.
  - 134 public libraries connecting 339 library buildings that serve 5.4 million Missourians.
- MOREnet returned $14 million in telecommunications expenditures to companies doing business in Missouri.

**Financial Aid Provided to UM Students in 2013**

- $876.3 million
  - $441.0 million - MU
  - $200.8 million - UMKC
  - $97.5 million - Missouri S&T
  - $137.0 million - UMSL

**Impact on Education**

- UM enrolled 46% of first-time undergraduates attending four-year public institutions in 2012.
- UM awarded 49% of the 1,130 doctoral degrees earned in Missouri in 2011.
- UM awarded 42% of the 1,937 first professional degrees earned in Missouri in 2011.
- UM awarded 54% of the 28,798 bachelor’s or higher degrees awarded by Missouri’s four-year public institutions in 2011.

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Supporting the University of Missouri is an investment in the future of Missouri.

*The university advances Missouri citizens and communities through its mission of teaching, research, public service, and economic development across our four campuses and University of Missouri Extension.*

Prepared in December 2013, based on the best available data. Data Sources include: Missouri Office of Administration • UM IRP • Office of Social and Economic Data Analysis (OSEDA) • Center for Applied Research and Environmental Systems (CARES) • MU • UMKC • Missouri S&T • UMSL • UM System • UM Health Care • MU Extension • US Census Bureau • US Dept of Health and Human Services • National Science Foundation

Office of University Relations
309 University Hall • Columbia, MO 65211 • 573-882-2726
www.umsystem.edu/umsr/ur/

12/17/2013
Marion County
University Extension Council
Annual Financial Report
Year Ending December 31, 2013

<table>
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<th>Revenues</th>
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<td>County Appropriations</td>
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<td>Investment Income</td>
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<td>Gifts/Grants/Contracts</td>
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<td>Resales/Education services</td>
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<td><strong>Total Revenue</strong></td>
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<th>Expenses</th>
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<td>Salaries and Wages</td>
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<td><strong>Total Expenses</strong></td>
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<tr>
<th>Revenue less Expenses</th>
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<tbody>
<tr>
<td></td>
<td><strong>$ -359.24</strong></td>
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</tbody>
</table>
The Marion County Extension Center is located at:
100 S. Main, Room 201, Palmyra MO 63461.

Phone number: 573-769-2177       Fax number: 573-769-2178
Office email: Marionco@missouri.edu
County web page: http://extension.missouri.edu/marion

Office hours throughout the year are 8:00 a.m. – 5:00 p.m.,
Monday through Friday.