University of Missouri Extension

Annual Report

McDonald County Extension

2012 Annual Report

“University of Missouri Extension does not discriminate on the basis of race, national origin, sex, religion, age, disability or status as a Vietnam era veteran in employment or programs.”
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Staff Members at the McDonald County’s University Extension Center

Diverse, Experienced and Well Trained Staff

The staff of the University of Missouri Extension Office in McDonald County is diverse, representing a variety of backgrounds, experiences and educational levels. Staff members have owned their own businesses, worked for other educational institutions, worked in the public and private sector and collectively have almost forty years of work experience with University of Missouri Extension.

John C. Hobbs
Ag/Rural Dev. Specialist
10 year with extension

Lynda DuMond
Youth Associate
16 years with extension

Karen Gardner
Secretary
2 year with extension

Amanda Robbins
Nutrition Program Associate
1st year with extension

Julie Graue
Nutrition Program Assoc.
1st year with extension
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

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating

EQUAL OPPORTUNITY/ADA INSTITUTIONS
4-H Youth Development

1,583 youths building life skills, engaging in science and connecting to community.

34% of McDonald County residents between the ages of 5 and 18 participated in a Missouri 4-H program in 2012

Valued community leadership and service
Community service is integral to positive youth development programs. Missouri young people who are 4-H participants report significantly more leadership experiences and higher scores on internalizing the value of service that their non 4-H peers.

1,497 McDonald County school children participated in 4-H programs

Three county 4-H school enrichment programs are short-term educational experiences that supplement learning in the classroom. Most are led by teachers or 4-H volunteers. The most popular 4-H school program in McDonald County is Embryology, the study of hatching eggs. In addition we offer Robotics in-school and the Elk River Watershed Festival serves all 5th grade youth. Simmons Hatchery continues to sponsor the Embryology project through donation of incubated eggs.

86 4-H participants in 3 organized community clubs

Three 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.

130 youth and adult volunteers donated time valued at $243,100

Volunteers create, support and are a valuable part of the 4-H community. Missouri 4-H volunteers responding to a survey reported they contribute on average 100 hours per year. Valuing their time at $18.70 per hour, based on average Missouri incomes, the contribution of McDonald county 4-H volunteers was worth more than $243,100 in 2012! More importantly, these adults serve as mentors for our youth which is priceless.
4-H State Speaking award winners: Emily Paul (2nd place) & Emma-Leigh Jones (1st place)

McDonald County Shooting Sports Team (Archery) 1 member placed 1st in State
The agriculture program provides unbiased, research information and to make recommendations that will help individuals, groups and agribusiness firms apply this knowledge. Academic support for this program comes from the MU College of Agriculture, in cooperation with Lincoln University, as well as county, state and federal governments.

**Agriculture in McDonald County:** McDonald County is a forage, beef, and poultry producing county. Most of the farm income is from poultry and beef. **McDonald County is ranked seventh in livestock and poultry receipts. The market value of agriculture products sold was $110,906,000.**

**Impact in 2012**

**Personalized Assistance:** In 2012, McDonald County Extension Center received over 1100 individual contacts on agriculture concerns. These requests were handled through phone calls, farm visits, office visits, mail or e-mails. The inquiry topics included: soil testing, farm leases, pesticide use, training and recommendations, pasture management and renovation, weed, insect, and disease identification, livestock nutrition, forage selection, record keeping and Japanese beetle control.

**Grazing School:** A three-day Grazing school was held for area farmers. Producers learned the relationship between soil, plant, and livestock, and how different management techniques effect these relationships. **Thirty-one farmers attending** are qualified for DSP-3 and EQIP cost-share practice with the Natural Resource Conservation Service (NRCS). “*McDonald County farmers who attended the grazing school used over $575,000 in cost share monies to improve the environment by reducing soil erosion and improving water quality.*”

**News Releases**

**Ag News & Views Newsletter** provides producers with pertinent livestock, crop and forage production information. The newsletter is shared in 5 counties and is **distributed to 325 farmers** in McDonald County. More detailed information is distributed to the producer via guide sheets, programs, and personal farm visits by the specialist.

**From the Extension Office** provides McDonald County producers and gardeners with weekly agriculture/horticulture news articles that is published in the McDonald County Press. This newspaper is **distributed to 1000 households per week.**

**This Southwest Regional News Service Agency** accepts stories from extension specialists from Missouri. I had 7 articles published in 2012.
Private Pesticide Applicator Training: Missouri law requires agricultural producers to attend training to certify or recertify to buy and use restricted use pesticides. The license is effective for five years and user and purchaser must take training to recertify. Private pesticide applicator training was offered at Anderson, Neosho, Crowder College and Pineville. Approximately seventy five participants received training to obtain their private restricted use license for purchasing pesticides this year.

Spotted Knapweed Control: Spotted knapweed was first identified in McDonald County in 2006. It has spread rapidly in the southern half of the county, especially along the right-of-ways in 2007 and 2008. Extension efforts toward control included information sheets to landowners, news articles and photos for the public, and working with MDOT to GPS-locate infestations, and in 2009 root borer and flower head weevils were released as biological controls.

Soil, Forage, Nitrate and Manure Analysis and Insect Traps: The McDonald County Extension Office serves the public with manure and plant analysis, and forage and soil testing. A total of One hundred eighteen (118) Field Crop soil samples and twenty one (21) Lawn and Garden samples plus three (3) Poultry litter samples and plant samples were submitted and analyzed through the University of Missouri testing facilities. With the ever increasing price of fertilizers, farmers need information based on unbiased soil fertility recommendations that are provided by the University of Missouri Extension. Producers are provided with the lime, fertilizer and cropping recommendations to improve their crops and build the soil.

Additionally, insects are trapped that could cause damage to crops. Trap counts are then posted on the universities IPM Pest Monitoring Network. Producers can receive pest alerts when trap counts reach high levels.

Drought of 2012

Because of the devastating drought of 2012 two programs were presented to area farmers. A field day “Your Farm after the Drought” was held in September at the David Collingsworth Farm near Southwest City with 23 attendees. The NRCS, Gallagher, and University of Missouri Extension sponsored the event. Topics covered were forages for emergency fall plantings, hay testing, pasture fertility, weed control, management intensive grazing, and fencing methods for efficient grazing.
“Stretching Your Hay Supply” program was held by John Hobbs and Dona Goede in August. Forty-five people attended the program. Beef owners were presented ideas about stretching pasture and hay supplies. Some strategies presented were adding supplements to low quality hay, efficient feeding, reducing waste of hay, forage alternatives such as annual winter pastures or reseeding with endophyte friendly fescue, hay testing, and nitrate testing.

“Nitrate Testing”. Over 100 nitrates tests were given in our office this summer because of nitrate poisoning concerns in producers drought stressed pasture and hay supplies.

“Impacts of Drought Programming”. Short-term objectives attained were: Participants able to more efficiently manage drought conditions that have affected our areas by implementing measures such as emergency fall plantings, management intensive grazing and utilizing fencing methods for efficient grazing.

Long-term objectives attained were: Farmers can better learn to plan long-term for varying weather conditions. By learning how to properly test hay, manage pasture fertility, manage weed control, and utilize management intensive grazing techniques, they can extend the life of their pastures regardless of weather conditions. This will enable farmers to have healthier pastures in the long run.
2012 Southwest Missouri Sheep and Goat Conference
Sixty-one producers attended the 2012 Sheep and Goat Conference held in Anderson on March 24th. The program was sponsored by Lincoln University and the University of Missouri Extension. Dr. Rathert, Lincoln University, presented a program on internal parasite control for sheep and goats. Dr. Swartz, Lincoln University, discussed foot rot control and it’s management. Dr. Jodie Pennington, Lincoln University, delivered a session on co-grazing of livestock and Ed Browning, University of Missouri Extension, discussed producing and storing quality hay. During a forum, a panel of goat producers discussed “How to Make a Profit with Sheep and Goats”.
In the afternoon session, the group had a “hands on” demonstration involving: 1. How to vaccinate and deworm. 2. Selecting of breeding stock. 3. Foot trimming and body condition scores.
Comments from attendees of the conference: 97% indicated that they planned to adopt a new management practice from the meeting. Six attended the last meeting and all (100%) indicated that they already made management changes as a result of the meeting. Changes made included improved fencing, better parasite control, elevated feeders in pens, multi-species grazing. Six attended the last meeting and 83% indicated that they made management changes as a result of the meeting.
Southwest Missouri including McDonald County has a great blend of commercial and home horticulture. There are many commercial fruit and vegetable growers, greenhouse producers, and other businesses associated with the “green industry”. This includes nurseries and lawn/landscape businesses. Southwest Missouri producers traditionally have had a great impact on the horticulture industry. Due to the demand for horticulture goods and services, there is also a strong demand for horticultural education and programming. To help address the general horticulture and gardening needs of the public, Master Gardener programs are available throughout Southwest Missouri through local county extension centers. Master Gardeners are trained volunteers by the University of Missouri who then assist with organized horticulture education programs for the gardening public.

**Impact in 2012**

**Master Gardener program provided over 1869 hours of volunteer service in 2012 to county projects with a dollar value of $36,913.**

**Master Gardener Total Impact**
The Hill ‘n’ Hollow Master Gardeners had another outstanding year in 2012. The activities of Master Gardeners in this area were coordinated by John Hobbs. A total of 1869 hours were reported in 2012 by forty-five area Master Gardeners who served the entire year and reported. They reported making over 1200 contacts in the community last year. The first-year Master Gardeners are required to provide 30 hours of service and seasoned Master Gardeners are only required to provide 20 hours. This year the Master Gardeners each averaged 30 hours of service. According to the latest figures from the Independent Sector organization, the hourly wage value for Missouri volunteer hours currently is $19.75. If you put a value on the education and service hours provided to the community, the value totals $36,913.

**Hill ‘n’ Hollow Master Gardener Club:** The work provided by the Hill ‘n’ Holler Master Gardeners Chapter, which consists of graduates of the Newton-McDonald County Master Gardener Program are listed below.

- McDonald County members of the club have maintained a landscaping project around the old historic courthouse in Pineville. This multi-year project emphasizes native plants.
- Members provided educational displays and presentations at the Carver Days and Prairie Days at the GW Carver National Monument.
- Members held a plant sale as a club fundraising.
- Members developed Master Gardener displays at McDonald/Newton County Fairs.
- Members established plantings @ the National Fish Hatchery.
- Members maintain a butterfly garden at Morse Park.
- Members provided a scholarship to a Crowder student.
- Established a butterfly garden at the Pineville Green.
- Established a native flower garden at the Newton County Extension Center.
- Establish and maintain, the McDonald County Fair sign flowerbed, Welcome to Anderson flowerbed and the flower bed at Town Hole in Anderson.
ANNUAL PLANT SALE, Seedlings are started by the club and then sold for planting. Over $1,300.00 was raised for future projects.

Master Gardeners display information as well as answer many questions at the Wal-Mart Garden Center Open House held in March 2012.
McDonald County Watershed Festival  All McDonald County public schools were invited to attend the fourth McDonald County Watershed Festival. Three hundred and sixteen, fifth grade students, teachers and volunteers residing in McDonald County participated in the day-long activities. This festival had a number of hands-on activities focused on different aspects of water. Students investigated and identified stream critters and were given written tests at the conclusion of demonstrations to determine their knowledge gained of water quality. The students rotated through seven interactive stations. The stations dealt with water quality, watersheds, conservation, groundwater, and point/non-point pollution. A special wrap-up performance was given by the Fishin’ Magicians who used magic and comedy to re-enforce pupil’s knowledge of water quality. Many elementary teachers have limited training in science curriculum and less exposure to environmental education. The festival provides valuable resource to our local educators. “Super way to discuss water quality for my students.” said one teacher.

Impact in 2012

Extension/Elk River Watershed Improvement Assoc. Landowner Meeting
The landowner meeting focused on findings and recommendations of the Elk River Watershed Management Plan - A meeting hosted by ERWIA and University of Missouri Extension March 14, 2012, provided an overview of the Elk River Watershed Management Plan, learning about soil and water conservation practices available to landowners and learning the results of the latest water quality monitoring from U.S. Geological Survey's monthly sampling at the five stream gauges in the Elk River watershed. Elk River Watershed Improvement Association presented watershed management Plan recommendations and water quality trends. McDonald County Extension discussed the nutrient needs of pasture and hay land and how to get the most out of landowners' fertilizer dollars and Newton and McDonald Counties' Soil & Water Conservation Districts and Natural Resources Conservation Service discussed available landowner cost-share practices for soil and water conservation, including the popular WQ10 practice for exclusion of livestock from streams.
University of Missouri Extension Family Nutrition Education Programs (FNEP) reached 3,559 low-income participants with nutrition education in McDonald County during 2012. FNEP provides information on nutrition, food safety, and physical activity for lifelong health and fitness. Nutrition education for youth 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.

Programs offered in McDonald County during 2012 included:

- **Eating Smart, Being Active**: an eight lesson nutrition curriculum for adults
- **Show-Me Nutrition Education Displays** incorporate nutrition messages around a variety of relevant topics (such as: Supersizing of America; Healthy Eating on the Run; Childhood Obesity; Nutrition and Learning; Facts on Fats, etc.). These displays were utilized with clients from Region X Area on Aging, Pineville Elementary, Anderson Elementary, Rocky Comfort Elementary, Crosslines– McDonald County, Noel Elementary, and Southwest City Elementary.
- **Show Me Nutrition in-classroom education** is nutrition education with a separate curriculum for each age group -- pre-k through eighth grade. Trained educators teach students about nutrition and physical activity at local schools using the grade-specific curriculum and hands-on learning. The program allows kids to taste healthy foods, is developmentally appropriate, supports schools’ local wellness policies, helps teachers and students adopt healthy behaviors, and increases student’s nutrition knowledge. The Curriculum has been shown to enhance the school’s review for the Missouri School Improvement program. This program was implemented in the following schools and agencies: Pineville Elementary, Anderson Elementary, Rocky Comfort Elementary, Noel Elementary, Southwest City Elementary, Anderson Adventures, LLC., White Rock Elementary, and We Care for Wee Folks.
- **Kids in the Kitchen**: Encourages young people 6 to 15 years old to eat healthier meals and snacks as a result of hands-on cooking experiences. Participants learn to prepare simple, healthy foods they can make for themselves and their family members. This program was offered at Anderson Housing Authority. During 2012: 1,636 clients were direct contacts, attending FNEP classes. The goal of direct teaching in FNEP is to conduct an average of six classes with each client, to promote behavioral change. 1,923 clients received teaching through indirect methods, such as a health fair. Clients were served through McDonald county schools, community groups and agencies.

97% of “graduates” made at least one improvement to their diets to more closely align with the USDA Dietary Guidelines

In addition to the numbers, local success stories demonstrate program impact.

Quotes from 5th grade students in McDonald County:

- “I learned that between the ages of 10 and 15 is when I need to really store a lot of calcium in my bones for my future growing.”
- “Learning about Food Safety was a real eye opener for me.”
- “I shared the newsletter about Food Safety with my mom and she said there were some things on there that she had better start practicing.”
- “I never realized our bones were living tissues.”
- “Glad I learned that dark green and orange veggies are better for me.”
- “Learned how to keep food safe to eat while on a picnic or family cook out.”
- “I did not realize that when we eat too much sugar our body stores it as fat.”
- “I learned about osteoporosis. We can get holes in our bones.”
- “Eating breakfast every day makes me smarter.”
- “The names of nutrients and what they do for our body.”
- “I learned that calories were not fat but how much energy foods gave my body and brain.”
- “That staying active was just as important as eating healthy.”
- “I enjoyed the “get moving activities” that we did in your classes.”
- “I shared with my dad about grilling our meats outside after we had the food safety lesson. He was impressed I had learned so much.”
Business Development

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

Impact in 2012

MU Extension
Business Development Programs
McDonald County Annual Report
Fiscal Year 2012

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

In McDonald County, the Business Development Program results are:

- New jobs: 1
- New businesses: 1
- Loans and investments in business: $32,500
- Acquired assets: $3,000
- Clients/companies receiving business counseling: 5
- Business training attendees and conference participants: 3

The business development faculty contributing to these business successes are from the programs identified above. These staff have regional and statewide assignments and work with businesses in all counties across the state.

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 those 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.
Starting a Small Business - The first steps class was held in Goodman in November 2012 by Kathy Macomber. First Community Bank and University of Missouri Extension sponsored the program for seven individuals. The 3 hour workshop is designed for those thinking of starting a business. This introductory workshop provided an overview of the critical first steps associated with starting a business. It is for those who are thinking about starting a business. Participants had an opportunity to assess their strengths and weaknesses, learned about the importance of planning, discuss legal and regulatory requirements, and identify sources of financing. Each participant received a Start-up manual.

Business Expo 2012
Extension human environmental sciences and agricultural programs focus on the needs of families and individuals in our constantly-changing society. Some of the major areas addressed include family resource management, good health through nutrition, strengthening family relationships, leadership development, housing and energy management and effective decision-making to enhance the quality of life. A variety of educational programs and information is provided through Missouri’s network of Family and Community Education (FCE) clubs as well as through forums, mass media and special projects.

Missouri Century Farm Program was established in 1976 as part of the American Revolution Bicentennial to recognize the role of agriculture as the state’s number one industry. The same family must have owned the farm for 100 consecutive years or more and still retain 40 or more acres of original farm.

**McDonald County Century Farm Families**

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<tr>
<th>Year</th>
<th>Farmer Name</th>
<th>Year</th>
<th>Farmer Name</th>
<th>Year</th>
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<tr>
<td></td>
<td>Herman Brown</td>
<td>1993</td>
<td>James Bell</td>
<td>2007</td>
<td>Gene Gardner</td>
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<td></td>
<td>Tom Williams</td>
<td>1996</td>
<td>Ruth Garrison</td>
<td>2009</td>
<td>Jack Rickett</td>
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<td></td>
<td>Noah Chapman</td>
<td>1998</td>
<td>Billy Spragins</td>
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<td>1996</td>
<td>Clyde Harryman</td>
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<td>Curge Landon</td>
<td>1996</td>
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<td>Walter Manning</td>
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<td>Milt Manning</td>
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<td></td>
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<td></td>
<td>Cleveland Miller</td>
<td>1986</td>
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**2012 State Fair Family**

David, Rachelle, Zach and Derek Lawson from Southwest City, MO were selected as the State Fair Farm Family from McDonald County for 2012. Each year the fair sets aside a day to recognize farm families from across the state that are active in their community, involved in agricultural activities and who participate in local outreach and extension programs. David is an active member of the McDonald County Extension Council. The Lawson’s operate a 150 acre (leasing more acreage also) cow/calf operation and own and operate a custom pasture spraying business.
CONTINUING EDUCATION

77 County Residents Tap Continuing Education Network

The MU Conference Office provides high-quality, professional, full-service meeting management for noncredit educational programs, like conferences, workshops, seminars and symposia. For FY2012, the MU Conference Office registered 14865 Missourians in MU Extension conferences. Participants attended conferences on teacher training, natural areas, advancing renewables and greening homes. A total of 39 participants from McDonald County attended MU Conference events.

MU Extension’s Fire & Rescue Training Institute (MU FRTI) provides 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. In FY2012, 31 enrollments came from McDonald County.

The Missouri Training Institute (MTI) provides continuing education and training on subjects like human resource management, supervision, management, leadership, team building, labor education, effective decision making and generational differences, in FY2012, 4 enrollments came from McDonald County.

MU’s Nursing Outreach and Distance Education program serves a rural healthcare audience with high-quality, affordable continuing education. In FY2012, 2 persons from Greene County accessed this training.

The Office of Continuing Medical Education serves rural primary-care physicians with access to education so they can meet requirements for state licensure. In FY2012, 1 enrollment came from McDonald County.
# 2012 Financial Summary

<table>
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<th>Faculty salaries &amp; benefits</th>
<th>County Appropriations</th>
<th>State Average Input</th>
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<td>Staff wages</td>
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<td>$145,339</td>
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<td>Office operations:</td>
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<tr>
<td>Expenses for professional development, training, internet, equipment, official mail and committee travel</td>
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<td>14,250</td>
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<td>Total</td>
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<td>$159,589</td>
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## Thank you...
A special acknowledgement and appreciation is given to the McDonald County Commissioners for their financial assistance and also for their continued support of 4-H and school enrichment activities through the funding of our Youth Associate position.

This position is co-sponsored with Newton County and the University of Missouri to fund a full-time position for a person to work with youth in Newton and McDonald Counties.

## Office location
P.O. Box 336/ 306 Harmon Street  
Pineville, MO 64856  
Telephone: (417) 223-4775  
Office hours:  
Monday - Friday 8 AM to 4 PM