Return on Investment

University of Missouri Extension

Mercer County
2011 Annual Report
2011 Programs of Distinction

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January 2012

Dear County Commissioners and Associated Friends of MU Extension:

“Efficiency” and “Innovation” are two watchwords of citizens and government in our currently challenging economy. I am pleased to report that University of Missouri Extension has kept these words in the forefront and acted accordingly for the benefit of Missouri residents statewide.

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 provided from counties is leveraged with an additional $6.00 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 federal Expanded Food and Nutrition Education Program provided $1.6 million to the state of Missouri. These funds provide nutrition education to limited-resource families. Participants who graduate from the program improve the way they manage their food dollars; demonstrate acceptable food safety practices and make healthier food choices. A healthy labor force is critical to attracting and keeping jobs in Missouri. In addition, this important program reduces healthcare costs over the participant’s lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums.

- 2011 has been a difficult year due to natural disasters in Missouri. The MU Extension statewide Community Emergency Management Program and local emergency management groups provided immediate on-site assistance by coordinating with the State Emergency Management Agency, Red Cross and other groups and by providing online resources through web pages and other media. As a result, citizens learned how to avoid scammers, ensure safe drinking water and food, and recover from a disaster. MU Extension’s emergency management program helps communities, businesses, schools and residents reduce a community’s disaster recovery period. This action saves lives and countless dollars in emergency recovery operations and avoids job loss. Additionally, the whole community builds a greater sense of cohesion.

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
January 30, 2012
Mercer County Commission
Courthouse
Princeton MO 64673

Dear Commissioners:

We at Mercer County Extension realize and value the financial and moral support you give the people of Mercer County and are happy to present to you our annual report. The year 2011 was particularly difficult for us as we lost some of our funding and had to cut our office hours. We are very thankful for your relentless support that made it possible for us to deliver on our promise of

- providing outstanding programs for all people, young and old;
- being good stewards of resources, financial and otherwise;
- and building, nurturing and preserving a strong partnership with stakeholders: community leaders, community organizations, academic institutions, and the public.

In the following pages you will read about some of the life-changing educational programs that Extension delivered to Mercer County residents, as well as ongoing efforts, some of which you participated in, to try to shape the future of our communities. Of note are programs such as the Healthy Lifestyle Initiative, 4-H, My Local Government (MYLOGO), Missouri Fence Law, and Farm Lease, all of which engaged youth as well as adults in understanding and dealing with real life community issues. We believe, as you do, that education, of which Extension work is an essential part, is basic in stimulating individual initiative, self-determination and leadership; that these are the keys to democracy; and that people, when given facts they understand, will act not only in their self-interest but also in the interest of society.

We remain committed to Extension work and believe that, as the economy starts to improve, our funding will be restored, and the office will be open to Mercer County residents on a full-time basis.

Thank you.

[Signatures]

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

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

Staff Serving Mercer County Extension

Office Manager: Deb Stratmann
Ag Business: Kevin Hansen
Agronomist: Heather Benedict
Community Development: Wilson Majee (CPD)
Food and Nutrition: Janet Hackert
Nutrition Program Associate: Debbie Herrold
Horticulturalist: Tim Baker
Human Environmental Specialist: Jessica Trussell
Information Technology: Meredith Berry
Livestock: Shawn Deering
Youth Specialist: Shaun Murphy
Youth Program Assistant: Lisa Delameter

Mercer County Extension Council

Council Chair Debbie Goodnight
Vice Chair Sheryl Thompson
Secretary Lisa Byers
Treasurer Marilyn Hardy
Lisa McIntosh
Shane Grooms
Doug DeVore
Kiera Pollard
Colleen Hinshaw
Pastor Arlen Wilson
Maureen Funk
Wendy Bradley

Swearing in of the new 2011 Council Members by Judge Funk
Left to right: Wendy Bradley, Debbie Goodnight, Doug DeVore, Maureen Funk

Council members and guests enjoying dinner at the 2011 Annual Meeting
# 2011 Financial Report

<table>
<thead>
<tr>
<th>Income</th>
<th>Expenses</th>
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<tbody>
<tr>
<td>Governmental Appropriations</td>
<td>Payroll Expenses $10,093.53</td>
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<tr>
<td>County $16,500.00</td>
<td>Non-Payroll Expenses $1,829.66</td>
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<tr>
<td>City of Princeton $1,833.36</td>
<td>Travel $2,443.88</td>
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<td>City of Mercer $1,500.00</td>
<td>Postage $235.12</td>
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<td>Student Fees $110.00</td>
<td>Telephone Service $822.51</td>
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<tr>
<td>Gifts/Grants/Contracts $1,172.68</td>
<td>Advertising $138.50</td>
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<td>Resale/Educational Services Fees $1,273.10</td>
<td>Rent/Lease Equipment $457.51</td>
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<td>Postage Fund $775.00</td>
<td>Reproduction/Copy Services $466.90</td>
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<td></td>
<td>Supplies/Services $943.14</td>
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<td><strong>Total Income</strong></td>
<td>Other Contract Services $300.00</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>Insurance $100.00</td>
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<td><strong>Net</strong></td>
<td>Miscellaneous $46.36</td>
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<td></td>
<td>Extension Council Election $101.50</td>
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<td></td>
<td>Petty Cash $113.91</td>
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<tr>
<td></td>
<td>Soil Test Expenses $1,094.00</td>
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<td></td>
<td>Publications for Resale $48.00</td>
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The Mercer County Extension Council and Office would like to thank the Mercer County Commissioners, City of Princeton and City of Mercer for their support of the University Extension.

Additional thanks to Premium Standard Farms and the Mercer and Harrison County Soil and Water Districts for their support of the Water Festival.

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Students participate in Close-up Science Investigation (CSI) during the Water Festival

Adam Brandsgaard of the Missouri Dept. of Conservation discusses “Birds and Beaks” with students during the Water Festival
CONTINUING EDUCATION THROUGH UNIVERSITY EXTENSION IN MERCER COUNTY

There were 61 participants in Mercer County Extension continuing education programs during 2011. Of these, 26 took part in the MU Conference Office courses, 30 in the Fire and Rescue Training Institute (FRTI), four in MU Nursing Outreach programs (MUNO), and one in Continuing Medical Education (CME). Descriptions of each program follow:

MU Conference Office
The MU Conference Office provides 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 campus, in out-state Missouri or anywhere in the world, the office's professional staff provides assistance to create the best learning environment for participants. For FY2011, the MU Conference Office registered 14,583 Missourians in MU Extension conferences. Participants attended conferences on teacher training, natural areas, advancing renewables and green homes. (Example: The Northwest Region sent 841 participants to conferences held by the MU Conference Office. Buchanan County had 168 registrants, Daviess County 50 and Mercer County 26.) For more information, see muconf.missouri.edu.

Fire and Rescue Training Institute (FRTI)
MU Extension's Fire and Rescue Training Institute (MU FRTI) is charged with providing comprehensive continuing professional education and training to Missouri's fire service and emergency response personnel. The institute has a direct impact on the well-being and protection of Missouri's 25,000 firefighters and the 5.8 million citizens they serve. Courses prepare firefighters for medical emergencies, hazardous materials response, and disaster preparedness and mitigation, as well as fires. In FY 2011, MU FRTI trained firefighters representing all 114 Missouri counties for a total enrollment of 13,048 fire and emergency responders equaling to over 243,000 student instructional hours of training. For more information, see mufti.org.

MU Nursing Outreach (MUNO)
Keeping Missouri nurses up-to-date with the knowledge and skills they need to effectively provide care and fully participate in the state's health-care efforts is a primary goal for the MU Nursing Outreach Office. Nursing Outreach serves a predominantly rural health-care audience with high quality, affordable continuing education programs using face-to-face, web-based and telecommunication delivery methods. Nurses from 79 (69 percent) of Missouri's 114 counties and the city of St. Louis attended continuing education programs sponsored by MU Extension. In FY2011, 1,519 Missourians participated in a nursing outreach program, and another 1,210 nurses were served through co-sponsored multidisciplinary programs. Participants rate the overall quality of their continuing education experience as 1.3 (4-point scale with 1 being the highest) and indicate they plan to change their clinical practices based on what they learned at Nursing Outreach programs. The office received more than $360,000 in competitive grants and contracts from external agencies during 2010-2011 and more than $1.3 million during the last five years. See nursingoutreach.missouri.edu. (Example: In FY2011, 12 individuals from the Southeast Region benefitted from MU Nursing Outreach educational programs.)

Continuing Medical Education (CME)
The Office of Continuing Medical Education serves rural primary-care physicians with access to education that allows them to meet requirements for state licensure. Additional programs include specialty medicine as well as health education. Distance learning via the Missouri Telehealth Network provides access to weekly grand rounds from various School of Medicine departments. (Example: In FY 2011, 51 enrollments in Continuing Medical Education came from the Northeast Region.) For more information, see http://medicine.missouri.edu/cme/.

Additional programs available are the MU Extension Law Enforcement Training Institute (LETI) and the Missouri Training Institute (MTI).
### Agricultural Updates

<table>
<thead>
<tr>
<th>The Event</th>
<th>Participants and hours of collective participation</th>
<th>Program learning objectives</th>
<th>What did they learn?</th>
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<tbody>
<tr>
<td><strong>Ag Updates</strong></td>
<td></td>
<td>Ag update attendees:</td>
<td><strong>Short-term</strong></td>
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<tr>
<td>Annual agricultural updates are held in all counties in northwest Missouri.</td>
<td>In 2011, 14 people attended the annual agricultural update (ag-update) in Mercer County. The attendees were mostly from Mercer County and a few from surrounding counties. Collective hours of participation totaled 48.</td>
<td>- receive training to obtain or renew private pesticide applicator license.</td>
<td>Pesticide applicators learned how to test their water easily and cheaply in order to get the most effectiveness out of their chemicals.</td>
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<td>One topic covered in the pesticide training is the use of atrazine. This topic is especially relevant to Missouri as the EPA is studying atrazine in the water systems of Missouri.</td>
<td></td>
<td>- learn some of the research and new trends in agriculture.</td>
<td>The meeting allowed attendees to meet with some specialists not headquartered in Mercer County who are available to serve the residents of the county.</td>
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<tr>
<td>Water testing is also important to those who decide to apply their own pesticides. This is because water with the wrong pH or hard water can deactivate the pesticides.</td>
<td></td>
<td>- receive information on how to prevent the loss of calves and to avoid an unproductive time in the cycle of the cows.</td>
<td><strong>Long-term</strong></td>
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<td>Other topics of interest to those in attendance included preventing open cows in a breeding system and the economics of herbicide resistant weeds. The presentation on cattle breeding included an update of the disease trichomoniasis in Missouri. This venereal disease of cattle prevents calving.</td>
<td></td>
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<td>Those who attend the ag-update were able to apply the herbicide properly to avoid its introduction into Missouri water systems.</td>
</tr>
</tbody>
</table>

Heather Benedict (left) presents information to those gathered (above) for the 2011 Agricultural Update at the Hal England Center in Princeton.
 Horticulture

New and existing growers keep Tim Baker, Horticulture Specialist, busy almost year-round by answering questions and helping when troubles arise.

Educational meetings such as the Great Plains Growers Conference are offered each year. In 2011, two special grower meetings were held. A tomato workshop was held in June in Spickard, and in December, a growers meeting was held in Jamesport. Both meetings featured talks by regional and state-level horticulturists.

An outbreak of Bacterial Canker disease in tomatoes resulted in severe losses for at least 12 growers in Daviess, Grundy, Harrison, and Mercer Counties. Growers will have to take measures next year to fight the disease.

The USDA Natural Resources Conservation Service has a program to provide cost share funding for new hoop houses for growers. In cooperation with the NRCS, Mr. Baker works with these growers to get them off to a good start.

New greenhouses and high tunnels are going up all the time. These four houses near Gallatin have automatic ventilation and temperature control. Most of these houses grow tomatoes and are sold in varying markets, including farmers markets and the produce auction in Jamesport.

Diagnostic Services for Homeowners and Commercial Growers

Throughout the year, the Daviess County Extension Center receives questions on horticultural questions, insect identification, weed identification, and even agronomic questions. When questions come in, Extension Specialists respond with timely, research-based information and a site visit when needed.

A homeowner asked to have this mushroom identified. It turned out to be *Polyporus squamosus*, identified by a MU mycologist.

Another homeowner observed a few leaves dying on her pecan. This was caused by an insect pest, the hickory shoot curculio.

Tours can educate in any aspect of horticulture, including this commercial tomato greenhouse on the farm of Freeman Gingerich, near Jamesport.

When you support MU Extension's horticulture programs for commercial producers, farmers are aided in their battle with insects, diseases, and the everyday challenges of growing fruits and vegetables. Helping these growers gives Missouri citizens a source of locally-produced and nutritious food of much higher quality compared to food which has been shipped thousands of miles. More nutritious food leads to better health for everyone.
MISSOURI CENTURY FARMS
The University of Missouri was delighted to recognize four Century Farms in Mercer County this year.

Beverly & Hobert Dodson Farm

The farm was purchased in March 1906 by Albert and Hettie Coker and from the Shill family. Albert and Hettie had a son, Luther, who took over the farm and later passed it on to Herschel and Evelyn Coker. Herschel and Evelyn passed the farm on to Beverly and Hobert Dodson. According to Beverly there are many memories and stories with the farm. She remembers her father telling stories of how they made sorghum and sold it – this is what we now call molasses.

The farm is 40 acres in size and is located about eight miles east of Princeton off Highway 136.

Stiles Family Farm

Harley Stiles (grandfather of Bill Stiles) came from Michigan and purchased 160 acres in 1891. Harley owned the farm from 1891-1920. It went to his son Don Stiles, who owned it from 1920-1960. It was then passed to Bill and Mary Stiles from 1960-2008 and has been in the hands of Mike Stiles since then.

The farm started with 160 acres, has accumulated over the years to become 1300 acres, and is located about 10 miles from Princeton off Route E. The land has been used to raise cattle, which currently totals about 500, though at one point in the late 1980's there were 2000 cattle at the farm.

The house, still in use today, was built in 1905 by Harley.

Charles and Lois Hartley Farm

Located about six miles west of Mercer, the farm has 110 acres of land. The farm was first owned by Mary Jones Hartley, great grandmother of Charles L. Hartley in 1888. The family still owns the farm, which is mostly used for 100 head of cattle, and cattle pasture.

The fourth Century Farm was the Moore Family farm.

History of the Missouri Century Farm Program

The Missouri Century Farm program's history dates back to 1976 because of the Missouri Committee for Agriculture, which was co-chaired by James B. Boillot, Director, Missouri Department of Agriculture, and Elmer R. Kiehl, Dean of the College of Agriculture, University of Missouri. This program has been sustained as a yearly event with over 100 farms recognized each year. In 2008, Missouri Farm Bureau became a program co-sponsor.
<table>
<thead>
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<td>Missouri Fence Law</td>
<td>In Mercer County, 4 people participated in the program, which was streamed at Princeton High school. 137 people participated throughout the state. Joe Koenen, agricultural business specialist, coordinates the sessions with support and assistance from many other faculty statewide.</td>
<td>The Missouri Fence Law presentation is given to:</td>
<td>Evaluations of this program indicate over 90% who attend now know there is more than 1 fence law in Missouri (an especially critical fact for the 16 local option counties in our state) and around 87% know which law covers the land they own. Comments made by attendees included &quot;lots of useful information&quot; and &quot;Joe was very methodical and easy to understand.&quot; Extension is a critical resource and a trusted source of unbiased information for this. Although this program has been offered for many years, it continues to be one of our most requested and interest will remain.</td>
</tr>
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</table>

*When you support MU Extension's Fence Law program, landowners have a better understanding of a law that critically impacts them. It helps them avoid conflicts with their neighbors and costly legal fees. They can then make informed, educated decisions based on facts and not on what they believe to be true which creates a better environment in which to live.*
## Estate Planning

**The Event**

**Estate Planning**

Many of us do not think about life for those remaining after we die. We enjoy the day-to-day activities of being with family and forget to plan for the future. However, if we truly appreciate our family, we will make estate planning part of life and share the plan with family members. To assist with this, The University of Missouri Extension offers an Estate Planning workshop that provides participants with the information to begin the process of transferring ownership or placing on paper their desires for the coming years. Estate planning terminology is discussed so that a foundation of knowledge can be obtained before seeking out attorneys to finalize your plans.

In 2011, Kevin Hansen, agriculture business specialist, delivered the program in Princeton on October 27 from 8 to 9pm.

<table>
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| Only two people participated in the training, giving a total of 9 hours of collective participation. Many rural communities suffer from lower program participation rates despite the fact that it is in these areas where the programs are needed most. Factors such as aging population, long travel to meetings, lack of transportation and childcare services, etc. play important roles in these low meeting turnouts. | Estate Planning is designed to:  
- provide families, household heads (farmers, etc.) with basic information for planning their financial and real-estate properties,  
- enhance a pain/stress free transition should there be a loss of the household head in the family,  
- build stronger families, businesses and communities. | Estate planning terminology and process.  
Participants had the opportunity to have their specific concerns about estate planning addressed – this increased their appreciation of the process. |

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Kevin Hansen discussing estate planning with participants
In Mercer County during 2011, business development program specialists and business counselors with MU Extension, Missouri Small Business & Technology Development Centers (MO SBTDC), Missouri Procurement Technical Assistance Centers (MO PTAC), Missouri Environmental Program, Missouri Career Options Project, and the Missouri Market Development program served people and their companies with business start-up and management counseling, training and other assistance. In addition, entrepreneurs and business owners in Mercer County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

- Clients/companies receiving business counseling: 1

Overall, the University of Missouri’s Business Development Programs (BDP) served 17,207 people and their businesses statewide. The total impact for all businesses assisted by the BDP was:

- New jobs: 5,765
- Sales increases: $235,430,804
- Government contracts: $191.5 million
- New businesses: 249
- Jobs retained: 1,708
- Loans and investments in business: $199,474,000
- Acquired assets: $77,573,861
- Investment in commercialization: $151,567,881 in Small Business Innovative Research (SBIR), Small Business Technology Transfer Research (STTR), or research proposals submitted with $4,337,056 awards received
- Clients/companies receiving business counseling: 3,095
- Business training attendees and conference participants 14,111

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 assistance through the Missouri Federal and State Technology (MoFAST) Small Business Innovative Research (SBIR) program and the Small Business Technology Transfer Research (STTR) program. Specialists in this area work with university faculty and other innovators to win awards in support of the commercialization of technology.

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

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

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

**Missouri Environmental Program** — Showing businesses how to save money by reducing waste, understanding regulations and using recycled materials.
**MERCER COUNTY ANNUAL WATER FESTIVAL**

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<tr>
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<tr>
<td>Mercer County Annual Water Festival provides concentrated, hands-on learning in a fun and memorable atmosphere, presented by professionals in environmental and natural resource fields. Mercer County Extension works in partnership with other community organizations to host the event. Regular sponsors include Mercer and Harrison County Soil and Water Boards; PSF, Hy-Vee and Walmart in Bethany; Walmart in Chillicothe; and Princeton First Baptist Church. 95 3rd- and 4th-graders from Princeton, Mercer, Spickard, Bethany, Ridgeway, and Cainsville participated in the 2011 Water Festival. Educators included 11 MU Extension specialists and two Missouri Department of Conservation professionals. Altogether, these professionals put in over 85 hours of face-to-face time with students during the event.</td>
<td>Help students understand: - where our water comes from - water pollution prevention - ground water, stream table and water cycle - soils and soil erosion - birds and beaks - relationships between human activities and groundwater qualities. Having abundant, clean water is both a privilege and a responsibility. To protect our water for future generations, we must instill in our youth an awareness of its benefits and promote stewardship of our environment.</td>
<td>Short-term  All teachers found the program to be very educative and necessary for students. Students also showed increased awareness of water pollution and the amount of water available for human use. Average pre-test score was 4.45 and increased to 7.33 after the event. &quot;If we put pollution on the ground we are also polluting the water.&quot; &quot;We better be more careful so we don’t pollute the water.&quot; &quot;You can’t guess where pollution will go underground.&quot; Long-term  Real life demonstrations helped students to increase their understanding of the relationship between water, animals and trees/vegetation.</td>
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# My Local Government (MyLOGO)

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<tr>
<td><strong>MYLOGO</strong> is an eight-unit local government program offered to 6th- and 7th-graders at Princeton and North Mercer schools from January through May of each year. Units covered are: County Government, Municipal Government, Special Purpose Governments, Local Government Financing, Planning and Zoning, Discovering Community History, Analyzing Issues in Your Community.</td>
<td>In 2011, a total of 32 students participated in the program, giving a total of 1088 hours. Classroom educators included invited guests: Commissioner Grooms, Jennie Vertrees, and Colleen Hinshaw. Many others addressed students during the community tour. From the courthouse: Judge Funk; Commissioners Wilson, Shipley, and Grooms; Sheriff Steve Stockman; and Patsy Holt. From the Fire and Ambulance Districts: Mr. Doug Devore, and Mr. Doug Priest and their team members.</td>
<td><strong>MYLOGO</strong> is designed to: Teach students about, and involving them in, an understanding of local government. Bring students into direct contact with local governments and local government officials. Familiarize students with the profession of city management and public administration. Provide opportunities for students to research and discuss problems and challenges facing local government in their communities. Strengthen the relationship among local government officials, schools, and University of Missouri Extension.</td>
<td><strong>Short-term</strong> Students showed increased awareness of local government and community issues. Appreciating the discussion with Commissioner Grooms, students commented &quot;It was cool, he is so knowledgeable and is a busy man&quot; &quot;I want to be a commissioner when I grow up.&quot; &quot;I didn't know our county is poor.&quot; Students felt motivated to learn as expressed by one student who said, &quot;When you see others doing it, you feel like wanting to do it, too.&quot; <strong>Long-term</strong> Three students who participated in the program in 2009 at North Mercer are now part of the Mercer County Healthy Lifestyle Ambassadors Initiative to learn about health issues in the county and find local solutions to the problem.</td>
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Commissioner Grooms teaches MYLOGO at North Mercer High

Group picture of Princeton R-V MYLOGO program participants with Commissioner Grooms and Wilson Majee
## Mercer County Healthy Life Initiative (HLI)

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<thead>
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| Mercer County Healthy Lifestyle Initiative (HLI)     | Ten meetings were held with adults and youth during the course of the year. Nine youth selected from the two schools in the county agreed to be Healthy Living Ambassadors. Six of the nine went on a tour of Jefferson City and University of Missouri-Columbia and are now part of the Missouri PhotoVoice Project (a statewide effort to use photos to tell the story of health issues faced by communities). The six students also attended community meetings (e.g. school board meetings) to learn about issues affected their institutions. Adults (commissioners, city and school officials, and HLI members) worked together to prepare an application for the 2011 SRTS Infrastructure grant. Altogether, close to 1200 person-hours were committed to the program. | Healthy Lifestyle Initiative is designed to: Support "Safe Routes to School" strategies to increase the number of children walking and bicycling to school. Facilitate the creation and enhancement of parks, playgrounds and recreational facilities. Encourage cities to adopt ordinances that promote "complete streets" designed to allow pedestrians and cyclists to share roads safely with motorists. Identify and involve young people in healthy living initiatives. | Short-term  
The tour of University of Missouri - Columbia campus provided an eye opening opportunity for some of the students. The stark differences between the bare-bone facilities in their communities and the lavish sidewalks and gym they saw at the campus made them realize the value in physical activity and the need for policies promoting similar practices in their own communities. One student commented that she will be considering MU-Columbia for college education.  
Students also learned that adults do not know everything. After attending a school board meeting in which people were interviewing for board position, one student commented, "It was so interesting to realize how little the first interviewee knew about our schools"  
Youth also learned to express their views in youth-adult discussion – see picture.  
Long-term  
Through the SRTS application process, adults learned the importance of working together (partnership) in order to move the community forward. Even after failing to secure the grant, one of the commissioners acknowledged, "It was tough, but now we have our plan in place, and we will keep applying until one day we will get it. The toughest part is over."  
Increased community social capital. |
REGIONAL GOVERNOR'S PLANNING TEAMS

Mercer County Extension Community Development Specialist participates in the Governor's Missouri Strategic Initiative for Economic Growth (MSIEG).

Between September 2010 and March 2011, Dr. Wilson Majee served on the MSIEG North Missouri Regional Planning Team, which included participation in three regional meetings consisting of over 100 regional representatives from business, academia, Extension, faith-based organizations, local government and many other interest groups. The purpose of the Initiative was to "identify specific strategic and tactical plans which must be accomplished over the next five years to transform Missouri's economy for sustainable growth in the 21st Century." The scope of the Initiative was to:

- develop a focused set of key strategies, which must be data-driven and have a statewide view, but recognize the uniqueness of Missouri's regions;
- for each strategy, develop tactical implementation plans;
- identify the high-growth industry clusters that will drive the Missouri economy; and,
- concentrate on "primary" businesses (those that mostly sell and compete outside the local market area) due to their impact on the economy. Other sectors, including tourism, military installations, agriculture and others critical to Missouri's economy, are unique and were not included in this study.

According to the Missouri Department of Economic Development website, examples of recent actions that have been enacted as a result of the initiative include:

- The Missouri Science and Innovation Reinvestment Act (MOSIRA), recommended for passage by the MSIEG Steering Committee. The bill was introduced in SB 79, HB 467 and HB 468 and is still under consideration.
- An application for $27 million to the US Department of Treasury submitted by Governor Nixon based on the recommendations of the plan to develop funding for small business and growth/technology companies. On March 22, 2011, the funding was approved. The funding involves $10 million for "conventional" business loans by the Department of Economic Development, and $17 million in seed and venture capital investments by the Missouri Technology Corporation.

PUBLIC BOARD TRAINING

<table>
<thead>
<tr>
<th>The Event</th>
<th>Participants and hours of collective participation</th>
<th>Program learning objectives</th>
<th>What did they learn?</th>
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<tr>
<td>The Public Board Training</td>
<td>Three members of the Mercer County Library Board participated in the workshop which was held on June 23 and June 30, at the Princeton High school from 6-9 p.m.</td>
<td>Public Board Training is designed to:</td>
<td>Short-term</td>
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<td>- hone leadership and participation skills of board members,</td>
<td>Some of the participants acknowledged having gained:</td>
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<td>- enhance the involvement of board members in community activities</td>
<td>- a better understanding of the Missouri Sunshine/Open Meetings Law and how it</td>
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<td>- keep board members up to date with changes in procedures and laws pertaining to public boards.</td>
<td>impacted their board,</td>
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<td>- a better understanding of some of the resources University of Missouri Extension has</td>
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<td>to assist boards, and,</td>
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<td>- an increased understanding of the importance of having and abiding to bylaws</td>
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<td>and personnel policies for their board.</td>
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# Leadership Northwest Missouri (LNWMO)

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| Leadership Northwest Missouri (LNWMO) is a regional leadership development program that was created to bring together, on an annual basis, up-and-coming leaders from 18 northwest Missouri counties. Monthly program sessions are held in different counties where different leadership traits and regional issues are explored. Regional issues include health, education, industry, and environment. | Twenty leaders-in-the-making from northwest Missouri met at Premium Standard Farms (PSF) offices on March 17, 2011 from 9 a.m. until 4 p.m. The meeting was one of the monthly sessions as part of the training program. Participants explored Challenging the Way as a leadership trait. One of the presenters was Bill Casey who gave participants a detailed analysis of Mercer County from historical, economic, political and environmental perspectives. | LNWMO is designed to: - hone leadership skills, explore regional issues and gain a network of contacts throughout the region. | Short-term
Increased understating of PSF operations and the economic role it plays in the county and region. Long-term Networking opportunities. |

Taken together, the event had 161 participation hours.
Family Nutrition Education Programs (FNEP)

University of Missouri Extension Family Nutrition Education Programs (FNEP) reached 390 participants with nutrition education in Mercer County during 2011 through presentations at all Princeton R-V and North Mercer County R-III schools. FNEP provides information on nutrition, food safety and physical activity for lifelong health and fitness.

Nutrition education for youths provides information in kid-friendly terms and lessons with hands-on activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health.

This year, FNEP was able to extend the importance of nutrition and physical education to a more diversified audience with the Show Me Nutrition Preschool curriculum, Let’s Read. Each lesson highlights one of the food groups. Participants learn about the ‘food group of the day’ through discussion (naming foods in the group and why that group is important), reading a book, and having a food tasting. These are some of the comments shared by the teachers: “Wonderful program – builds on things we discuss and focus on daily. Let’s continue to do the program in the future!” “Very conscious about what they (students) are served at snack, ask for fruits.” “Very effective for you and teachers to model trying the new foods and healthy behaviors.”

Participants in FNEP 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 important programming effort serves to reduce health care costs over the participant’s lifetime, saving taxpayers money in reduced public health care benefits and insurance premiums.

Clockwise from top left: Robin Davidson reviews food safety; Stephanie Weddle shows students how milk can make them strong and fit; Gina Ripley gets thumbs up from students
# Poison Look-A-Like Program

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| The Poison Look-A-Like program educates seniors, parents, youth, caregivers and other community members on how easily people may confuse items such as window cleaner for blue fruit juice or pain relievers such as Tylenol or Tums for candy and be accidentally poisoned. | Twenty seniors participated in the program on November 16, 2011 at the Senior Center. The presenter (Connie Neal) had a board that they could try their hand at as far as trying to determine which bottle contained a poison and which did not. | Poison Look-A-Like program is designed to:  
- increase awareness among seniors, community members and school children on some poisonous products that can easily be confused with foods stuff.  
- provide hands on comparisons of such products.  
- educate seniors on how to dispose of their unused medication. | Short-term  
Those who participated in the interactive display quiz expressed surprise at the number of items that we give little consideration to in our daily lives that can be very deadly for young children  
Long-term  
Participants were given handouts so that they would know how to dispose of medications properly as well as how to avoid accidental poisonings. |

<table>
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<tr>
<th>Toothpaste</th>
<th>Ointment</th>
<th>Paint</th>
<th>Tomato Paste</th>
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<p>| Candy Malt Balls | BB Pellets | Marshmallows |</p>
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<td><strong>4-H Clubs</strong></td>
<td>Six 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.</td>
<td>Missouri 4-H members are twice more likely to have been on a college campus than their non-4-H peers. MU is by far the campus most frequently visited and 4-H is the second most reported reason to be on the MU Campus (Lerner, 2008). Being on a campus is a predictor of youth going on to higher education (Hoover, 2006)</td>
<td>Sierra and Hannah Bruse, of Princeton, Missouri were two of twenty University of Missouri Extension 4-H members chosen to market and sell 4-H projects at the Show-Me 4-H Wares booth in the Mizzou Central Building at the Missouri State Fair, Aug. 13, 2011. “Show Me 4-H Wares gives 4-H members as young as age nine hands-on experience with presenting themselves and their original items to the public,” says Steve Henness, state specialist with the MU Extension 4-H Center for Youth Development. “They plan how to display and price their products, work up a sales pitch, make change for customers and, of course, always remember to smile and say, “Thank you.””</td>
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<td><strong>4-H School programs</strong></td>
<td>Mercer 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 Mercer County is Embryology</td>
<td>Mercer young people ages 5-18 participated in 4-H events on the MU Campus. These students are more likely to go to college and enjoy: - increased financial success for themselves and their offspring - being better consumers - improved quality of life through more opportunities for leisure and hobbies - improved health for themselves and their children (Porter, 2003)</td>
<td>When 4-H youth discover the skills they are learning and the items they are making have value to others, that really is priceless,” says Henness. The Missouri State Fair booth provides a venue for young entrepreneurs to gain confidence in interacting with the public, be complimented on their work and practice business skills, sometimes a hundred times or more in one day.</td>
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<tr>
<td><strong>Show-Me 4-H Wares</strong></td>
<td>The Show Me 4-H Wares program is part of the MU Extension 4-H entrepreneurship project, through which youth learn how to start a small business or a social venture that addresses a need in their community. For more information on this and similar programs, see the &quot;Cloverpreneurs&quot; page on Facebook, or visit <a href="http://www.4h.missouri.edu/programs/entrepreneur/">http://www.4h.missouri.edu/programs/entrepreneur/</a></td>
<td>- being more likely to vote as adults - being more likely to contribute to their community (Lerner, 2009; Zaff et al., 2003)</td>
<td>References: Hoover, E. (2006). Academic Quality Influences Where High-Achieving Students Enroll. Chronicle of Higher Education, Retrieved on May 8, 2008 from <a href="http://chronicle.com/weekly/v52/i33/333a04902.htm">http://chronicle.com/weekly/v52/i33/333a04902.htm</a>.</td>
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<td>Youth who earn their earn bachelor's degree, increase annual earnings by $2.01 million over their lifetime (Porter, 2003). 70% of the Mercer members participating in 4-H events on the MU Campus go on to earning their bachelor's degree.</td>
<td></td>
<td>Porter, K. (2003). The Value of a College Degree. Washington, D.C.: ERIC Clearinghouse on Higher Education.</td>
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</tbody>
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Clockwise from top left: 4-H Camp Archery; Youth Livestock Auction at the Mercer County Fair; Mercer County Fair Royalty; Flag Ceremony at 4-H Camp; Conference Judging at the Mercer County Fair
MERCER COUNTY EXTENSION ANNUAL PROGRAM REVIEW

Starting 2011, the University of Missouri Extension will be conducting annual reviews of all the programs offered at a county level. The purpose of the review is to get input that can assist with determining program priorities for the succeeding year. The goal is to identify "the important opportunities at county level so University of Missouri Extension Programs can be targeted at those opportunities and make a difference in the lives of people."

The exercise was conducted by the Mercer County Extension council, an official public body designated by state law to work with the University of Missouri to:

- Identify concerns in the community as well as current and emerging trends affecting residents of the county
- Make recommendations to the University about needed programs.

A total of 11 community representatives (business managers, faith-based organization leaders and youth, came together on August 22, at Breadieux Pizza in Princeton, Missouri to discuss the following questions:

- What are the key 3-5 issues, opportunities, or challenges that are affecting you, families, businesses, farms, local organizations, the communities and county?
- Which of these provide opportunities for extension to address?
- What programs are we currently delivering that we should continue as is?
- What programs are we currently delivering that we should change or update?
- What programs are we currently delivering that we should stop doing to address issues that are more important?

The exercise increased the knowledge of participants on community issues, the challenges faced and opportunities available to address the issues. In addition, the forum provided networking opportunities. Lessons learned included the realization for a need to market Extension programs more, need for more effective program delivery methods (Facebook, Twitter, Adobe Connect etc.). The information gathered will be used in developing the Mercer County plan of work for Extension Specialists, and for regional and state plan of work.

Your support in shaping the future of this county is always appreciated. You are welcome to join next year's annual program review. Please contact our office 748-3315 for details if interested.

Taking discussion notes for one of the groups is Mercedes, a youth from Princeton R-V school