

2006

UNIVERSITY OF MISSOURI
 Extension

Newton County
*University Extension Annual
Report*

Newton County Extension
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Extension's Program Guidance Comes From You

The University Extension council and staff would like to thank the Newton County commissioners and the citizens of Newton County for their support and funding for programs during this past year. In turn, the council and staff remain committed to improving people's lives by helping them meet the opportunities and challenges of the 21st century with research-based education and information.

The mission of University Extension, a partnership of the University of Missouri campuses, Lincoln University, the people of Missouri through county extension councils, and the Cooperative State Research, Education and Extension Service of the U.S. Department of Agriculture, is to: "serve Missouri by extending the unbiased research-based knowledge and problem-solving resources of the University of Missouri and Lincoln University to focus on high-priority needs of people throughout the state." Both the University of Missouri and Lincoln are Missouri's two land-grant universities, charged by federal acts of Congress to deliver extension programs.

We encourage you to participate in programs, and welcome your suggestion for programming ideas. You are welcome to stop by the office at 201 North College Street in Neosho. We also encourage you to visit with your local extension council member to share ideas and concerns, which you may have about local programming.

Current programming efforts statewide focus on agricultural profitability and viability, building family and individual strengths, building human resources, business, community and economic development, enhancing health and nutrition, environmental quality and stewardship and youth development.

The contents of this report are a summary of the highlights of our educational efforts during the past year. We hope that this report provides a greater understanding about University Extension programming efforts in Newton County.

Submitted by,

Linda Goodman
Council Secretary

James Campbell
Council Chairman

David H. Whitson
County Program Director

Staff Members at the Newton County's University Extension Center

Diverse, Experienced and Well Trained Staff

The staff of the University Extension office Newton County is diverse, representing a variety of backgrounds, experiences and educational levels. There are currently 6 staff position in Newton county.

The staff includes David Whitson who serves as an agriculture business specialist, and is also the Newton County Program Director. David has worked in Newton County for 9 years. In addition to his duties in Newton County, he provides services in his specialty area to other counties in the region. David has a total of 32 years experience in extension work.

John Ezell who served as a youth development specialist resigned his duties in June to further his career as a nurse. That position is currently open and is being covered by Bob McNary, who is the youth development specialist in Jasper County.

Zandy Robinson completed 9 years of service as the office secretary for the Newton County Extension Center . She is there to greet visitors and answer the phone to direct you to the proper individuals or resources. Zandy spends a lot of time working with 4-H volunteers.

Deanna Givens completed her fourth year of serving Newton County as a FNP Education Assistant. Deanna works with schools and youth organizations to provide nutrition education as part of a federal nutrition grant.

Jennifer Mermis is completing her second year as the Nutrition Program Assistant for special projects in Newton County. Jennifer works with a federal nutrition grant providing nutrition information to low income families in Newton County.

Lynda DuMond is a 4-H youth development assistant for Newton County and is completing her Third year in this position. The position is a shared position with McDonald County with Lynda working 2 days per week in each county.

The Newton County Extension Center averages 230 office visits and 400 incoming phone calls per month.

4-H Youth Development

Missouri 4-H, University of Missouri Extension's youth development program, helps to create opportunities for young people to be valued, contributing members of their community. Providing opportunities for youths to develop positive self-esteem, leadership skills, decision-making skills, citizenship and practical life-skills are objectives of the extension youth program. Missouri 4-H connects kids with caring adults for learning-by-doing experience in organized clubs, enrichment programs, special-interest groups, camps and school-aged child care programs. To learn more about 4-H -- the world's largest youth-serving organization -- visit <http://mo4h.missouri.edu>.

Impact in 2006

A community of 299 youths learning leadership, citizenship and life skills

One of every 10 Missourians between the ages of 5 and 18 participated in a Missouri 4-H program in 2006.

Ongoing participation in extracurricular activities, such as 4-H, can lead to long-term payoffs. Regardless of family background, studies find that teens who consistently participate in extracurricular activities from eighth through 12th grade are 70 percent more likely to attend college. The College Board's Trends in Higher Education Series highlights benefits to individuals and society when young people attend and complete college. For example, over their lifetime, college graduates will earn an average of \$2.5 million, or \$1 million more than peers with high school educations.

Newton 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. Newton County has 299 members participating in 12 county clubs.



Newton 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 Newton County is Leadership Challenge. The number of 4-H participants in school programs exceeds 150.

Volunteers create, support and are part of the 4-H community. National statistics suggest that the average volunteer contributes 208 hours per year. Valuing their time at \$15.24 per hour, based on average Missouri incomes, the contribution of 123 volunteers in Newton County 4-H was worth more than \$389,900 in 2006!

Source: The Independent Sector. "Giving and Volunteering in the United States." <http://www.independentsector.org/programs/research/gv01main.html>

Sarah McCain, a Newton County 4-H member, served as a SW Representative on the State 4-H Council.

There were 3 young people from Newton County that won the Missouri State Award. These members competed against 4-H young people from across Missouri for one of the forty slots available. As a result of their accomplishment, they received the privilege of attending National 4-H Congress in Atlanta, GA.

Newton County 4-H sent more young people to 4-H camp than any other county in the SW Region. Additionally, there were more camp counselors from Newton County than elsewhere. Participation in 4-H camp indicates a continued strong focus on leadership development.

Business and Industry

Business specialists work to make Missouri's businesses successful by helping identify problems and providing information and training. Specialists have access to a broad range of university and governmental resources including faculty experts, research centers and the library system. Program topics and areas of assistance include: pricing your product, improving business management, solutions to specific problems, pre-business counseling, new technology application, financing small businesses, business feasibility studies, product diversification, new business start-up, sources of credit and financing, increasing sales, advertising and sales promotion, market research, record keeping and accounting, financial statements, census data, personnel, inventory control, purchasing, credit and collections, strategic marketing, customer service and non-verbal communications.

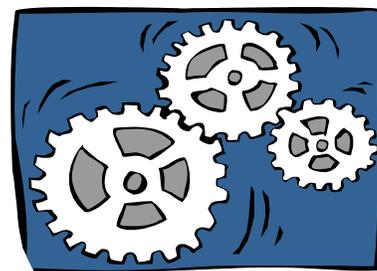
Impact in 2006

In Newton County, during 2006, business development program specialists and business counselors with the Missouri Small Business Development Centers (MO SBDC); Missouri Procurement Technical Assistance Centers (MO PTAC); Missouri Small Business Technology Development Centers (MO SBTDC), including the MoFAST program; Missouri Market Development; and Career Options assisted 22 clients and their companies with business start-up and business management issues. The Career Options program assisted displaced workers in many ways, including through the exploration of business ownership. Business owners and managers in the businesses assisted by the above programs reported the following economic impact and activity from the business development program for Newton County:

On December 8, 2006 Tom Keohan, Southwest Regional Business Development Specialist assisted in facilitating a program given by Sharon Gulick, director of Community Enterprise and Entrepreneurial Development (CEED). Twenty-one participants attended this two hour program. The program Community Resources for New Business Assistance was a free workshop to learn how to quickly and easily develop business start-up information, customized to a community or region

During the year 28 people participated in business training programs. These training programs included:

- Introduction to QuickBooks
- Managing Communication and Information
- Customer Service: Back to the Basics
- Introduction to Quicken Home & Business
- Practical Tax Strategies for Small Businesses to Utilize Too Much To Do and Too Little Time
- Starting a Small Business: The First Steps
- Working Smarter, Not Harder
- Presenting Yourself Effectively
- How to Analyze Financial Statements



Agriculture and Environmental Quality

The purpose of the agriculture program is to provide 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, Food and Natural Resources in cooperation with Lincoln University and county, state and federal governments.

David Whitson's programs include agriculture marketing, farm leasing, agriculture property issues, farm taxes, fencing issues as well as other farm management issues.

Impact in 2006

- Thirty-Six area farmers participated in the annual two day Managed Intensive Grazing School.
- Thirty-five individuals were certified in the safe use of agriculture pesticides.
- Twenty attended farm lease seminars.
- One hundred-forty landowners and farm operators requested information on fair leasing practices.
- Five hundred fifty high school students received information on making a profit in farming .
- Ninety-nine tax preparers in the region received training at the regional farm tax school. These preparers report that they complete 21,300 returns annually with 5200 of them being farm returns.
- Fifty-five individuals received training and consultation on farm record keeping.
- Fifty -two weekly newspaper columns concerning production and consumer agriculture issues were written.
- Fifty-two radio programs were taped.
- Twenty-five news releases were written.
- The specialist worked with the Newton County commissioners on a musk thistle program to educate landowners on approved control methods.
- Five herds participated in beef production testing, with two selling heifers at the SMS heifer development program sale and three selling bulls at the SW Regional Bull Sale.
- Thirty agriculture lenders attended the Ag Lenders Seminar.
- Eighteen individuals from Newton County requested information on developing value added agriculture businesses.
- Forty individuals requested information on starting new enterprises on their small acreages.
- The Ag Specialist participated in training and planning for Avian Flu Epidemics.
- The number of acres soil tested increased for the 8th year.
- One hundred eight-seven attended the farmer appreciation dinner sponsored by the Neosho Area Chamber of Commerce of which the Newton County Extension Center is a Member.



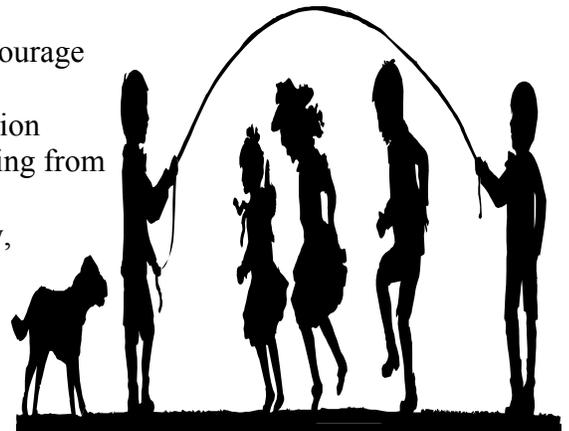
Human Development and Diversity

Extension provides continuing education for life-long learning through workshops, institutes and short-courses on these topics: educational programs for personal growth-skill areas; personal- and professional-development programs; programs focused on family and aging issues; child care provider training; workplace development programs; and seminars and workshops focused on community and leadership development.

Impact in 2006

There were a number of programs offered in the Newton-Jasper County area, that provided educational information for participants. Janet LaFon, Consumer and Family Economic Specialist, and Jinny Hopp, Human Development Specialist coordinated and have taught many of the programs.

- Focus on Kids is a program required by Missouri Courts of parents who divorce.
- Grandparents and Parents.
- Family Connection is a newsletter sent to help with parenting skills.
- Cultural Perspectives on Parenting.
- Missouri saves, part of a nation wide program to encourage family saving.
- Three Newton County Family and Consumer Education Clubs meet regularly and their leaders received training from HES specialists.
- Answer office calls and visits concerning food safety, food preservation and other home improvement and family living issues.
- Protecting your privacy was offered to 16 residents of Lane Apartments.



County Population	52,636
Population over 15 years of age	41,363
Population over 15 never married	7,025
Population now married	26,700
Population over the age of 65	4,005

Horticulture and Master Gardeners

Southwest Missouri has a great blend of commercial and home horticulture. Commercially, there are a number of fruit and vegetable growers, greenhouse producers, and numerous businesses associated with the “green industry” including nurseries and lawn/landscape businesses. Two large metropolitan areas in southwest Missouri, Springfield and Joplin, account for numerous homeowners and gardeners who have a genuine interest in home horticulture. Traditionally, southwest Missouri citizens have a great impact on the horticulture industry. Gardening magazine reported that Springfield, Mo. is ranked third highest in the U.S. with per capita spending of dollars for horticulture goods and services. Only the cities of Spokane, Washington and Portland, Oregon were reported to have spent more. 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, a Master Gardener program is present in Newton County. Master Gardeners are University of Missouri trained volunteers who assist with organized horticulture education programs for the gardening public.

Impact in 2006

Some of the work provided by the Hill ‘n’ Hollow Master Gardeners Chapter, which consist of graduates of the Newton-McDonald County Master Gardener Program are listed below. Master gardeners provided over 1500 hours of volunteer service in 2006 to Newton County projects.

- Maintained Butterfly Garden at Neosho Recreation Center.
- Maintained Butterfly Garden at Morris Park.
- Established and maintained landscape plantings at George Washington Carver National Park.
- Assisted the Neosho Flower Box Club with its annual garden tour.
- Developed an educational exhibit for the public library in Neosho and Pierce City..
- Developed and operated an educational booth at the Newton and McDonald County Fairs.
- Some members participated in providing food to the needy through the “Plant a Row For The Hungry Program.”
- Held a plant sale at the annual Neosho Garage Sale.
- Designed and planted landscape at Neosho City Hall.
- Participated in the Crowder College wreath display and benefit auction.
- Worked with the National Fish Hatchery to plant flower planters.
- Supervised plantings at the new Habitat For Humanity Houses.
- Sponsored a fruit tree and small fruit pruning clinic.
- Assisted a senior member with gardening assistance.
- Maintained a garden at Head Start in Joplin.
- Established a landscape planting at the village hall in Silver Creek.
- Held monthly educational meetings.



Food and Nutrition Education Program

Newton County Family Nutrition Education Program

Assisting Missourians with limited resources in achieving lifelong health and fitness is the goal of the Family Nutrition Education Program. In southwest Missouri, programs for youth and adults provide nutrition, food safety, and tasting opportunities that allow participants to learn about healthy food choices and regular physical activity. Food Power, an interactive traveling nutrition program, is also presented in the region. Partners include schools, after-school programs, summer youth programs, WIC, Head Start, Health Departments, Food Stamp offices and a variety of social service agencies providing services to limited income families

Impact in 2006

University of Missouri Extension Family Nutrition Education Programs (FNEP) reached low-income participants with nutrition education in Newton County during 2006. \$44,145 in-kind match was received to support FNEP programming. FNEP provides information on nutrition, food safety, and physical activity for lifelong health and fitness.

Nutrition education for youths provides information in kid-friendly terms and lessons with hands-on activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. Education for adults includes nutrition, food safety, physical activity, and food resource management.

Teaming with school districts to develop a school wellness policy became a major emphasis. FNEP support well policies by taking part in local committees, providing a regional training, and information for teachers and parents about the importance of choosing healthy snacks and class rewards.

During 2005-2006 2,297 youths participated in school, after-school and summer programs. Many families participated in our adult program. Evaluation data was collected on a sample of 49 families. Families are served through agencies and community groups. Evaluation data collected across the entire state reflects the positive impacts that occur in every county with FNEP.

For adults who participated in EFNEP, results summarized for the state revealed the following upon graduation:



Food Safety

48% of participants more often followed the recommended practice of not thawing foods at room temperature

Managing Food Dollars

50% of participants more often planned meals in advance
44% of participants more often compared prices when shopping
48% of participants more often used a list for grocery shopping
34% of participants less often ran out of food before the end of the month

Healthy Food Choices

49% of participants more often thought about healthy food choices when deciding what to feed their families
38% of participants more often prepared foods without adding salt
61% of participants more often used the “Nutrition Facts” on food labels to make food choices
41% of participants reported that their children ate breakfast more often

For youths who participated in FNP, results summarized for the state revealed the following positive impacts:

Student Changes reported by teachers:

95% more aware of nutrition
62% make healthier meal and/or snack choices
42% eat breakfast more often
66% more willing to try new foods
47% increased physical activity
82% improved hand washing

“I like when moms report back changes that they and their families make after participating in nutrition classes at WIC,” say Jennifer Mermis, Nutrition Educator, “Since the Breakfast lesson a mother approached me and said her children eat in the mornings now. The feeding children lesson prompted one woman to measure her child's servings with the tablespoon to get an appropriate amount. Two mothers are taking a new concept from class each month and encouraging each other to do it. Right now currently they are cutting out extra sugars. This came from the Fast Food lesson.”

Deanna Givens, Nutrition Educator, focused on food safety in the fall and heard comments from students and teachers. “After hearing me stress cleanliness, students in cooking class remind each other to wash their hands,” says Deanna. “They tell me if a fellow student refuses to rewash after touching something dirty. A fourth grade student reported his mother thawed sausage on the counter top overnight. He told her he wouldn’t eat it because of what he learned in our food safety lesson. He explained her that meat was to be defrosted in the refrigerator.”



Newton County Council

Chairman

James Campbell

Vice Chairman

Nancy Quigley

Secretary

Linda Goodman

Treasurer

Jim Russell

Other Members:

Loretta Russell

Kent Jones

Nancy Quigley

Roger Quigley

Beth Schaller

Dennis Evans

Theresa Heidledge

Jack Sanders, Newton County Commissioner

Unique partnership

Newton County's University Extension County Council is a full partner with Missouri's land-grant universities to deliver high-quality education and research-based information that helps people solve real-world problems and take advantage of opportunities. Council members:

- Work with extension specialists to provide the county with quality educational programs;
- Manage finances of local extension operations;
- Provide personnel to carry out extension activities; and
- Elect and organize the local extension council.

NEWSLETTERS

NEWSLETTERS CONTAINING MANAGEMENT INFORMATION AND CURRENT DATES ARE PROVIDED TO NEWTON COUNTY CITIZENS WHO ARE INTERESTED IN YOUTH, FAMILY AND AGRICULTURE ACTIVITIES.

Southwest Region News Service is a weekly news service highlighting University of Missouri Extension programs in southwest Missouri. Weekly articles, using information from regional extension specialists, are delivered by e-mail every Friday (subscribe by sending an e-mail to: burtond@missouri.edu) and reach editors or staff members at every newspaper, magazine, television and radio station covering the issues important to residents of **Newton County**.

In total, over 1,800 people, reporters, editors and others receive Southwest Region News Service every week by e-mail. The articles are often published or led to other story placement that had a value of over \$1.5 million during 2004.

Each year, those readers are surveyed to determine how they are using the news service, how it is impacting them and what information they would like to read more about. This year's survey showed the news service successfully did the following:

- Increased knowledge of extension programs for 93% of its readers;
- Provided information causing 70% of readers to do something different;
- Increased awareness of issues in southwest Missouri according to 91% of readers.

State, Federal and County Funding for Extension

University Extension programs in Newton County are funded by Newton County, state and federal appropriations. Local funding for support of the Newton County Extension Center is provided by the Newton County Commission. They provide office space, funds for office expenses, clerical salaries and travel expenses of extension specialists who conduct programs in Newton County.

A special acknowledgement and appreciation is given to the Newton County Commissioners and the citizens of Newton County for financial assistance.

Jerry Carter — Presiding Commissioner
Jerry Black — District 1 Commissioner
Jack Sanders — District 2 Commissioner

University of Missouri's Contribution to County Extension Program

University of Missouri provides salaries and benefits for two professional and three para-professional staff members.

The University provides in-service training expenses, including travel and lodging for staff, metered postage for staff communications and matching funds for computer equipment costs and maintenance.

In total, the University of Missouri provided support during 2005 to the extension program in Newton County valued at \$128,000. The office also received \$3400 in grant money during the year.

2006 Budget

REVENUE

County Appropriations	\$ 45056
Carry-over from 2005	3139
TOTAL REVENUE	\$ 48195

EXPENSES

Office Personnel	\$ 21270
Youth Assistant	\$ 7000
Council Paid Benefits Tax	\$ 4550
Travel	\$ 6250
Postage	\$ 700
Telephone	\$ 1825
Supplies and Service	\$ 2400
Office Network	\$ 500
Insurance—Bond	\$ 500
Equipment Lease	\$ 300
Furniture and equipment	\$ 1400
Repairs and Maintenance	\$ 1500
TOTAL EXPENSES	\$ 47102

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