



**UNIVERSITY
OF MISSOURI
EXTENSION**

RETURN ON INVESTMENT

UNIVERSITY OF MISSOURI
MU Extension

**Ray County
2010
Annual
Report**

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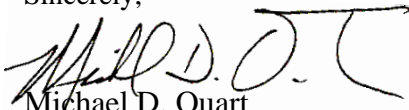
Dear Members of the County Commission and the Community:

When you invest public funds, you want to know that those funds are making a real difference – that the program has value to the public. And in these tough economic times, you especially are interested in programs that create and retain jobs. Fortunately, that is exactly the case with your investment in University of Missouri Extension programs.

Here are just a few examples:

- The **FastTrac NewVenture** course creates new jobs by providing tools to those who want to start their own business. Entrepreneurs determine the economic feasibility of their business concept, design a business model that matches their personal vision, and create a business plan to communicate the opportunity to investors.
- **Pasture-based Dairies**, modeled on MU Extension's rotational grazing systems, have generated 1,100 jobs and added more than \$124 million to Missouri's economy.
- The Office of Social and Economic Data Analysis works with the Missouri Department of Economic Development to provide an **online career exploration tool**, which provides information about promising employment arenas.
- **Eat Well Be Well with Diabetes** provides practical information and skills to self-manage the disease and promote optimum health. Employees who have better control of their blood glucose levels have reduced rates of job absenteeism.
- **4-H science, engineering, math and technology projects**, such as robotics and computing, are preparing youth for jobs of the future. Teens are learning how to be team players, to be lifelong learners, and to approach problem-solving with confidence.
- **Leadership education** for steelworkers, pipe fitters and other union workers prepares shop stewards and others to understand how global issues affect today's workforce and how to secure jobs using practices that reflect joint employer-employee goals.
MU Extension programs are tailored to meet local needs. Visit your local extension center or go online to learn more about the MU Extension programs that create and retain jobs in your community.

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

2010 Ray County Annual Report

HUMAN ENVIRONMENTAL SCIENCES

Family Nutrition Education Programs

Denise Schmitz, FNEP Coordinator West Central Region

Dena Skinner, NPA

Kathy Smith, NPA

University of Missouri Extension (UME) Family Nutrition Education Programs (FNEP) reached **1159 low-income participants** with nutrition education in Ray County during FY'10. 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.

Through Food Power Classroom Activities, the Food Power Adventure and the Food Power Digest, elementary school students learn the importance of healthy food choices and regular physical activity. As students travel the path food takes from the farmer's field to the sports field, they learn where the food they eat comes from and how it gives them the energy to grow and play.

Food Power events are planned at Elkhorn Elementary school in FY'11.

During FY'10, **1119 youths and 40 adults** were served through schools, community groups and agencies.

The following is a list of the locations where participants were served:

Schools:	Agencies:
Dear Elementary, Richmond MO	Ray County Head Start
Hardin-Central Elementary, Hardin MO	Ray County Division of Family Services
Orrick Elementary, Orrick MO	Ray County Senior Center
Southwest Elementary, Lawson MO	Parents as Teachers
Stet Elementary, Stet MO	

Evaluation data collected across the entire state reflects the positive impacts that occur in every county with FNEP. Within FNEP are two key programs, each with its own system for evaluating impact: the Family Nutrition Program (FNP) and the Expanded Food & Nutrition Education Program (EFNEP).

Youths who participated in FNP, results summarized for the state revealed these positive impacts:

Three thousand one hundred thirty-eight (3,138) teachers gave us feedback.

- 44% have participated in FNP for 3 or more years
- 99% (3,103 teachers) reported one or more changes in students after FNP.

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

81% of graduates improved how they managed their food dollars

- 47% of participants more often planned meals in advance
- 38% of participants more often compared prices when shopping
- 47% of participants more often used a list for grocery shopping

86% of graduates made healthier food choices

- 47% of participants more often thought about healthy food choices when deciding what to feed their families
- 56% of participants more often used the “Nutrition Facts” on food labels to make food choices
- 32% of participants reported that their children ate breakfast more often

80% of graduates demonstrated acceptable food safety practices

- 50% of participants more often followed the recommended practice of not thawing foods at room temperature
- 24% more often followed the recommended practices of not allowing meat and dairy foods to sit out for more than two hours.

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.

<u>Success Story 1: Kathy Smith, NPA</u>	<u>Success Story 2: Kathy Smith, NPA</u>
<p>Ray County Dear Elementary, Richmond April 29, 2010 I have been conducting nutrition lessons for Kindergarten and 1st grade at Dear Elementary in Richmond for 2 years. I try to bring foods to taste that the students may not have had an opportunity to eat in other settings. When presenting the vegetable lesson to the 1st grade students, I took fresh spinach leaves and carrots for taste testing. Many of the boys and girls had not tried fresh spinach prior to my bringing them into the classroom. However, after trying them most of the students said that they liked the spinach. One of the parents told a co-worker that one night at dinner the family had fresh spinach and her son, which had tried spinach in my class, told his little sister that the spinach was really good and healthy and that she should eat some, also.</p>	<p>Ray County Southwest Elementary, Lawson Oct. 29, 2009 I did a lesson on hand washing for each grade level at Southwest Elementary School in Lawson at the first of September. I spent one day with each grade level due to the size of the school. After presenting the lesson the Preschool students the principal met me at the door as I walked into the school the next day. She explained that one of teachers had a daughter in preschool and had participated in class the previous day. As the teacher came out of the bathroom the little girl ask if she had washed her hands the way Miss Kathy taught hand washing. The daughter was able to explain how we had practiced hand washing and showed her mom each step. The students continued to make comments about when to wash their hands and the correct way to wash their hands throughout the week. In addition, I discussed the proper way to cover and cough. At the time of my visit it seemed like there were so many coughing students. Most of them weren't covering at all or covering improperly. The teachers commented on seeing an increase in the frequency of students washing their hands. They also noticed more students covering correctly when coughing.</p>

In summary, it has been a successful year in Ray County for FNEP. We look forward to continuing to provide quality nutrition education to Ray County residents.

Human Development Specialist Diana Milne

Focus on Kids (FOK)

- Focus on Kids is the court-mandated program for separated/divorcing parents. The curriculum was developed by University of Missouri Extension and is taught state-wide in many locations. Diana Milne has taught the classes in Ray County for 11 years. Extension partners with the Ray County Circuit Court to provide the classes, which are offered every other month (Feb, Apr, June, Aug, Oct, Dec) at the Ray County Extension Center.
- In the past year, 60 parents have attended the classes taught in Ray County.

Early Care and Education

- The Northland Early Care and Education Council (NEEC) is a consortium of Northland agencies, organizations and individuals dedicated to providing high quality educational training opportunities for early childhood educators; and promoting the importance of quality care and education for young children. The NEEC board meets monthly; it is chaired and administered by Diana Milne, Human Development Specialist serving Clay, Platte & Ray Counties.
- The NEEC focuses on 3 main programs: “Workshops on the Move”, the annual “Lunch & Learn” for directors/administrators; and the annual fall conference, “Expanding Your Horizons in Early Care and Education”.
- Although none of these events were held in Ray County, there have been 8 participants at these events who either live or work in Ray County.

Nutrition & Health Education Specialist Lynda Johnson

Taking Care of You: Body, Mind & Spirit – Attempts to adopt healthier habits can be pushed out of reach by life’s demands and stress. Through this program, 11 participants learned effective strategies to deal with life stress, and at conclusion of the 8-week program, reported a significant decrease in stress level. Learning to respond to stress with choice, and understanding the mind-body connection, leads to overall healthier habits. In a 3-month follow-up survey, participants reported health behaviors changes such as improved nutrition, increased physical activity, managed stress more effectively, and/or improved the social/spiritual parameters of their health.

So Easy to Preserve Workshops – “Home Canning the Safe Way” - 13 individuals learned safe operation of a pressure canner, determinants for selecting the appropriate canning method, and solutions to common canning problems. Novices gained skills in operating a pressure canner. In the workshop, ***“Salsa from Your Garden”***, – 19 participants learned the latest procedures for safely preserving **high acid foods** in a water bath canner. Food processed using outdated methods and untested recipes will not result in the best quality and may even be unsafe to eat. Participants indicated they would use information gained to update equipment and use only tested food preservation procedures.

Nutrition & Food Safety Resource Center---50 contacts were made via phone call or email in response to questions regarding nutrition, food safety, food preparation, and food preservation.

“Food from the Farm”

Annette Triplett, State Coordinator
Lorin Fahrmeier, KC Area Coordinator
MissouriFamilies.org/Kindergarten



Food from the Farm is a farm to school program that connects kindergarten students and their families to local farms to 1) encourage eating local fruits and vegetables, and 2) teach the students where their food comes from.

Program components include:

- Healthy eating and agriculture lessons and activities taught in the classroom by kindergarten teachers. We ask the teachers to teach from these lessons approximately 2 hours/week.
- Farm trips to Fahrmeier Farms in Lexington, MO 2x/year, to show the students how food grows on a farm.
- Local fruit and vegetable tastings in the classroom 2x/week. The food is grown on the farm that the students visit on the farm trips.
- Parent activities such as educational sessions on shopping tips for affording fruits and vegetables, cooking activities, & opportunities to purchase fruits and vegetables from the farm.

This year's stats for Lafayette and Ray Counties:

- **Serving 300 students**
- **3 Schools in the program.** Serving: **Dear Elementary in Richmond**, Leslie Bell Elementary in Lexington and Grandview Elementary in Higginsville.

Funded in part by the Health Care Foundation of Greater Kansas City and the Junior League of Kansas City. Funded in part by USDA SNAP. For more information, call MU Extension's Show Me Nutrition line at 1-888-515-0016. Running out of money for food? Contact your local food stamp office or go online to dss.mo.gov/fsd/fstamp.

Housing and Environmental Design Specialist Marsha Alexander, M.S.

Home Environment Design Decisions

- West Central Regional 4-H Energizer Leaders Program – Blue Springs, January 2010
Attended by 23 leaders & 4-Hers. Two leaders from Ray County attended program.
- MAE4-HA Spring Retreat – Independence, MO – April 2010
27 4-H Specialists and Youth Associates attended the training.

As a result of the training sessions, 50 individuals increased knowledge of the new home environment curriculum resources that focus on energy management and conservation of natural resources and interior design initiatives. A special emphasis was placed on home lighting. From the class: 95% indicated their knowledge of home lighting energy management strategies was increased.

Home Ownership Made Easier - Homebuyer Program.

10 Ray County residents completed the first time homebuyers class taught by West Central Extension Specialists Marsha Alexander & Carole Bozworth. The programs supported the U.S.D.A. Rural Development program requirements of homebuyer education prior to purchase. Each of the participants purchased homes during 2010. The programs were rated by the participants as excellent.

eXtension.org. Community of Practice – Home Energy. (2008-present).

Provided leadership for the national eXtension Home Energy Community of Practice Lighting work group. As lighting work group chair, coordinated work group, provided content expertise, acted as reviewer, participated in training and monthly webinars. Authored or edited 11 FAQs and authored 3 peer reviewed, published articles. Additional articles by Alexander have been added to site through other University of Missouri Extension initiatives. Available at <http://www.extension.org>

All numbers represent data between April 1, 2010 and November 23, 2010:

(numbers not available by county or state)

- Total Home Energy pages viewed: 33,343
- Average (from every single page within our site, including home page, FAQs, etc.) time spent on a Home Energy page: 1 minute and 28 seconds
- Home Energy home page views: 4,779

Individual Contacts:

11 Ray County households received telephone consultations on indoor air quality issues, particularly on mold and mildew cleanup and prevention. Routinely the Jackson County Health Department and Kansas City's 311 service direct individuals with mold and mildew issues to UM Extension for specific assistance. Although we do not offer testing services, we do offer invaluable assistance in the form of education. At least 60% of the callers are renters whose landlords have not adequately addressed the mold problems in their rental units.

COMMUNITY DEVELOPMENT

Georgia Stuart-Simmons Community Development Specialist

Old Trails Regional Tourism Partnership

What's your program?

The Old Trails Regional Tourism Partnership (OTRTP) works to promote economic development and entrepreneurial opportunity related to tourism in a 9 county region of Missouri, including Lafayette, Jackson, Saline, Cooper, Howard, Chariton, Carroll, Clay and Ray counties. Activities include marketing, promotion, protection and enhancement of the historical, agricultural and natural resources of the region. Extension has provided assistance with the organizational development of the partnership, working with local leaders to create an organizational structure and support base that will allow the partnership to function effectively.



Who's your audience?

The partnership consists of local leaders and stakeholders throughout the nine county tourism region. Stakeholder groups include agricultural producers, wineries and vineyards, hospitality businesses, retailers of regionally-produced goods, artisans, local governments, historical venues, marketing and media professionals.

What did they learn?

Members of the partnership have worked in close collaboration with Extension professionals to create an organization that will serve them well into the future. The organization is operating on an increasingly independent basis.

What action did they take?

The Old Trails Regional Tourism Partnership has attained several key accomplishments during 2010:

- 501 (c)(6) status was granted by the IRS on June 10.
- State sales tax exemption was granted on July 22.
- The partnership was expanded through a bylaw revision that added Clay County to the region.
- An application for the USDA pilot project “Stronger Economies Together” was submitted and OTRTP was selected as one of two sites in Missouri.
- A logo and other graphic artwork was developed to identify and market the region.
- A website has been developed and is now on-line at www.oldtrails.org
- Rack cards were developed and printed to market the region at tourist sites and welcome centers.
- Displays were created and booths were set up at the Missouri State Fair, Show Me Film Festival, and Santa Fe Wine Festival.
- Eighty (80) members joined the partnership, including:

Carroll County, 2 members	Chariton County, 9 members
Clay County, 1 member	Cooper County, 7 members
Howard County, 7 members	Jackson County, 1 member
Lafayette County, 31 members	Ray County, 6 members
Saline County, 15 members	Boone County, 1 person outside designated region
- Application to become a state Scenic Byway was submitted in June.
- An organizational resume was developed in October to show the significant steps in the organizational history.

What difference did it make?

The partnership’s continued growth and development has positioned them to be able to effectively market the region to tourists.

AGRICULTURE & NATURAL RESOURCES

AGRONOMY

Julie Abendroth

Agronomy Specialist

AgNewsline Regional Newsletter for West Central Missouri

Serve as Editor of newsletter which is distributed to over 2400 clients throughout West Central Missouri

Provided Additional Recommendations on 23 Soil Test Analyses

Reviewed 23 reports for crop production and pasture management and provided additional recommendations to aid clientele in applying the appropriate form and rate of fertilizer

220 one-on-one crop and pasture management consultations

Research-based agronomy information provided to growers, to aid in their farm management decisions

- *"Thanks again for the information, I appreciate it as always."*
- *"You've really helped me a lot, I kept asking [my retailer] but they kept saying "I don't know". I need to talk to someone who knows!"*
- *"Thanks Julie, your work is greatly appreciated."*
- *"I was told to get in touch with you, as you have a wealth of knowledge that might help us out."*

Rescue Nitrogen On-Farm Trial Demonstrates Yield Recovery in N-Deficient Corn

Due to the excessive rainfall received during the April-June 2010 timeframe, corn was at a high risk of nitrogen (N) loss and corresponding yield loss. Considerable time and effort was dedicated towards providing rescue N information and application recommendations to area growers, in addition to planning and establishing an in-season "rescue" N on-farm trial near Rayville. This trial sought to quantify the amount of yield recoverable from an in-season N application to corn demonstrating severe, moderate, or no N-deficiency symptoms. Report is posted online at:

www.extension.missouri.edu/ray/ag.shtml

Cover Crop Initiative

Initiated email listserv for growers interested in cover crops; research-based information provided to 28 growers. When cover crops are incorporated into a corn-soybean rotation, soil tilth and quality is improved. Other agronomic benefits include the ability to increase % organic matter, improve water infiltration and drainage, reduce compaction, recycle existing nitrogen and prevent nitrogen leaching.

"Introduction to Crop Scouting", SWCD Nutrient & Pest Management Workshop

Requested by the Ray County Soil & Water Conservation District to provide a crop scouting workshop to local corn and soybean growers. Presentation focused on principles of crop scouting and specifics regarding crop growth stages, economic thresholds, pest (disease, insect, and weed) identification and management strategies. Very positive feedback was received from the 33 growers in attendance.

Master Gardener Fall 2010 Training Series

MU Extension and the River Valley Master Gardeners hosted a 12-week fall training series for 15 MG trainees (9 Ray County participants) in Lexington. MU Extension relies on the Master Gardener program to help distribute and communicate sound, research-based horticultural information and recommendations to the general public.

"Crop Management Strategies for Maximum Profit", Regional Winter Crop Conference

Regional conference in which state specialists and Abendroth provided research-based agronomic information and recommendations to clients who farm or service 185,260 acres (42 total attendees, 9 Ray County growers). Attendees rated the overall program content an 8.8 on a scale of 1 to 10 and 97% of those in attendance indicated they would attend a similar program next year. 79% of those in attendance indicated that they intended to change at least one management practice as a result of the 2010 Regional Winter Crop Conference.

- *"Thanks again for such an informative meeting. You (your group) helped to answer some questions that are important to decision making on our farm." Mike*
- *"Julie, Just wanted to say the crop conference you and others put on today was EXCELLENT!! I thought the information was very good. I enjoyed it and wanted more! Please pass my thanks to all involved." Great Job, Cory*

- *"The conference was very informative." Dwayne*
- *"I started reading it [2010 Winter Crop Conference publication] and went all the way through, thinking that this is the best source of info that I have always wanted. It was a milestone in what farmers need. Thanks, again, for such a great publication. You are doing a great work here." Jerry*

Private Pesticide Applicator Training Class, March 2010

A Pesticide Applicator License Training (PPAT) class was held in which 21 Ray County applicators received training and certification. During the 3-hour training session, applicators were instructed on IPM principles and crop scouting, current pest management issues and control options, sprayer calibration, personal protective equipment, environmental protection and water quality, pesticide labeling, and pesticide law updates.

- 98% applicators became more knowledgeable about the importance of crop scouting and integrated pest management
- 98% gained experience and knowledge searching the atrazine label for pertinent information and restrictions
- 100% were re-familiarized with calculations used in calibrating sprayers
- 98% increased their understanding of nozzle terminology and characteristics
- 100% were re-familiarized with personal protective equipment

Participation in Pest Monitoring Network (PMN), MU Extension

Participated in statewide PMN for several key insect species important for crop production and pasture management, including black cutworm, true armyworm, Japanese beetle, and stinkbug.

Women Landowner's Ag Conference, November 2010

Approximately 130 participants attended the 11th annual Women Landowners Ag Conference on November 9th. Jeff Windnett, Missouri Cattlemen's Association, served as the keynote, speaking on animal agriculture and the current negativity surrounding it. Twelve different breakout sessions were offered, including the following topics: lease alternatives for your farm, basic estate planning for families, Missouri fence laws and property rights, minimizing family conflict with estate planning, managed grazing, farm succession and transition, and crop insurance options for hay/pasture producers. Specific comments from participants on knowledge gain that can be applied to their farm, or life:

- "How to calculate approximate rental rate"
- "As an ag lender, I feel I can better advise my customers on leasing and estate planning"
- "How to manage pasture better"
- "The importance of estate planning"

HORTICULTURE

Marlin Bates

Horticulture Specialist

Missouri Grown: 37 Contacts

While the farm lifestyle is an important part of Missouri's social fabric, it is becoming increasingly difficult for families to remain on the farm. In order for small farms to remain economically viable, producers must shift to higher value crops. The climate, soils and population base of Missouri are conducive to growing of certain fruit and vegetable crops. However, if there is to be a significant increase in commercial production of high value horticultural crops, potential growers will need to learn

which crops are best suited to Missouri conditions, how they are grown and what techniques and market niches will make them most profitable. Through workshops, newsletters, field days, grower conferences and other methods, potential growers such as existing row crop and horticultural crop producers will receive information that will allow them to be successful in growing and marketing high value crops such as tomatoes, melons and small fruits. The resulting increase in production will increase the profitability of small farms and enhance the viability of small, farm-based rural communities. Increased availability of safe, high quality locally produced vegetables and fruits will benefit citizens in all regions of Missouri, especially those living in our urban areas.

Home Horticulture and Environment: 47 Contacts

There is increasing awareness of the physical and psychological benefits of gardening to people. However, success with gardening requires some basic knowledge about selection, planting and care of plants. Gardening with insufficient information may result in failure, wasted money, physical injury and environmental degradation from soil erosion or misuse of pesticides. This program is designed to provide home gardeners with research-based horticultural information. Through Master Gardener training, workshops, demonstration plantings, newsletters, press releases and other methods, gardeners will gain information that will allow them to reap the benefits of maintaining healthy turf, ornamental, fruit and vegetable plantings while being good stewards of the environment.

Lawn & Garden Soil Test Reports: 26

Provide supplemental recommendations to soil test reports coming out of the Soil Testing Laboratory on the MU campus.

4-H YOUTH DEVELOPMENT

4-H
Nancy Coleman
4-H Youth Specialist



A community of 895 youths building life skills, engaging in science and connecting to community.
One of every four Missourians between the ages of 5 and 18 participated in a Missouri 4-H program in 2010

4-H'ers on Positive Growth Trajectory

In recent years studies have suggested a link between positive youth development – especially programs that go beyond simple extracurricular activities to offer three foundational features of effective youth-serving programs (Lerner, 2004; Blum, 2003; Roth & Brooks-Gunn, 2003). These are:

- Positive and sustained relationships between youth and adults
- Activities that build important life skills
- Opportunities for youth to use these life skills as both participants and as leaders in valued community activities

Programs having these features may be termed youth development programs (Lerner, 2004); Roth & Brooks-Gunn, 2003). To better understand how programs for youth contribute to positive youth development, National 4-H Council sponsored the 4-H Study of Positive Youth Development. To date,

over 6,000 adolescents from 34 states responded to surveys assessing positive youth development. Missouri 4-H joined the national study three years ago.

<u>RAY COUNTY 4-H CLUBS</u>	<u>4-H SPECIAL INTEREST PROGRAMS</u>	<u>4-H SCHOOL PROGRAMS</u>	<u>VOLUNTEERS</u>
4-H participants = 244*	4-H participants = 76*	4-H participants = 781*	4-H supported by 178 youth /adult volunteers
*Duplicates not removed			

Eight Ray 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, arts to veterinary science and sport fishing. Clubs also involve children & teens in community service, camping and educational trips.

Ray County 4-H special-interest programs include conferences, distance learning programs, day camps and other educational activities, such as school-age care. They often reach youths with special needs, such as those living in group homes or youths who are physically or mentally challenged.

Ray 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 Ray County is 4-H Embryology.

Volunteers create, support and are part of the 4-H community. Missouri 4-H volunteers responding to a survey report they contribute on average 100 hours per year. Valuing their time at \$18.70 per hour, based on average Missouri incomes, the contribution of Ray County 4-H volunteers was worth more than **\$332,860.00** in 2010! More importantly, these adults serve as mentors for our youth, priceless!

Active 4-H'ers excel
Connecting kids to caring adults

The ground-breaking national study confirmed what we already knew: Kids who are active 4-H member have more caring adults in their lives, are more likely to engage in science programs and excel in leadership and volunteer service.

Missouri active 4-H members over the past three years identify more adult mentors in their lives than non-4-H youth or youth who engage in 4-H opportunities less than two times a month.

Building important life skills

Life skills are defined in a variety of ways. 4-H, in recent years, has given special attention to youth interest, attitudes and engagement in science, engineering and computer technology. Active 4-H members spend almost ten times more of their out-of-school time engaged in science-based activities than their non-4-H peers. Project work builds important life skills.

Building life skills in science for girls is particularly important due to their under-representation in science, engineering and technology fields. Young women active in Missouri 4-H are more interested in science probably because they have hands on experience doing science related programs than their non-4-H female peers.

Ray County 4-H provided **1392 youth contacts and 147 adult contacts** in projects related to science, engineering and technology in 2010.

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.

Volunteers create, support and are part of the 4-H community. Missouri 4-H volunteers responding to a survey report they contribute on average 100 hours per year. Valuing their time at \$18.70/ hour, based on average Missouri incomes, the contribution of Ray County 4-H volunteers was worth more than **\$332,860.00** in 2010! More importantly, these adults serve as mentors for our youth, priceless!

References: Lerner, Richard M., Lerner, Jacqueline V. and Phelps, Erin. (2009) Waves of the Future: The first five years of the 4-H Study of Positive Youth Development. Available at: www.4-h.org/about/youth-development-research/

What 4-H Means to Exceling 4-H Members:

4-H is a way to: have fun, express yourself, and also learn. It means commitment. 4-H is a family affair. 4-H teaches you responsibility. Through 4-H you learn communication skills for the present and the future. 4-H is a way for families to spend time together. 4-H helps you gain self confidence through public speaking & officer roles. 4-H teaches you how to help others through community service activities. 4-H means improving oneself. 4-H means having patience, determination and a willingness to get things accomplished. 4-H assists you in gaining leadership skills that will be used for the rest of my life. 4-H means leadership and growing as a person. 4-H means expanding your knowledge base. 4-H will readily serve me every day of my life. 4-H is an amazing development of the person, and encourages making the right decision. Through 4-H you make lots of lasting friendships with kids from the town & country. 4-H gives you an opportunity to grow and try new things in a safe environment. 4-H accepts my mistakes and helps me learn from them.

Ray County 4-H Clubs

The **8 clubs** are located in the communities of Hardin, Lawson, Orrick & Richmond offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others. **244 4-H 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.

Community Service

Community service is an important component of 4-H Club work. 4-H members contribute hundreds of hours to community service. Service Projects of clubs are: Making Weighted Blankets for Autistic Children; Salvation Army: bell ringing, food pantry & donations, Shirkey's Nursing Home: planted flowers & Christmas gift shop donations; elderly assistance; Adopt-A-Highway; Richmond Easter Egg Hunt; Relay For Life; Kids Helping Kids; Military packages, pick up trash, yard work, volunteered at Humane Society, Petting Zoo & Toy Drive.

Community Development Grants

Ray County 4-H received a \$500 grant from the Richmond Rotary Club.

Community Involvement

Ray County businesses contributed \$45,793.00 to 4-H & FFA members for their project work achievements. Community involvement is a vital role for MU Extension staff to be a part of and be a contributor. Nancy Coleman, 4-H Youth Development Specialist serves on various boards: Human Services Council of Ray County, Ray County Coalition Team, Ray County Fair Inc. and Ray County Extension is a member of the Richmond Chamber of Commerce.

BUSINESS DEVELOPMENT

Business Development Specialist

Susan Henson



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.

In **Ray County, during 2010**, 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 6 people and their companies** with business start-up and management counseling, training, and other assistance. In addition, entrepreneurs and business owners in Jackson County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

*New jobs: 38 *Sales increases: \$174,000,000 *Jobs retained: 124

- Loans and investments in business: \$63,033,000
- Clients/companies receiving business counseling: 4
- Business training attendees and conference participants: 2

Stakeholder Education

- Assisted with the **Missouri Entrepreneur's Celebration** at the UMKC SBTDC. This event highlighted assistance to and successes of SBTDC clients in the Kansas City area and was well attended by legislators, other stakeholders, university administrators and faculty and entrepreneurs—over 250 participants



State-wide, the University of Missouri's Business Development Programs (BDP) served **25,096 people** and their businesses state-wide.

THE BUSINESS DEVELOPMENT PROGRAM DELIVERY NETWORK INCLUDES

Business Development Specialists headquartered at University of Missouri Extension Centers; centers located at the campuses of: UM, UMKC, UMSL & S&T; and centers at most of the state universities across Missouri. Contact Information: business development program website at www.missouribusiness.net

**UNIVERSITY MISSOURI
RAY COUNTY EXTENSION COUNCIL**

The Extension Council serves as an advocate for University of Missouri Extension in Ray County. Elected and appointed members provide assistance in setting and accomplishing education program goals and objectives, managing center operations, and determining program priorities.

2010 COUNCIL OFFICERS		
CHAIR:	Cindy Mellon	Lawson
VICE-CHAIR:	LeeRoy Martens	Richmond
SECRETARY:	Danielle Hoskins	Rayville
TREASURER:	Sherry Pennington	Orrick
2010 ELECTED COUNCIL MEMBERS		
Rodger Fitzwater	<i>District 1: Hardin</i>	Grape Grove/Crooked River
<i>Rachel Foster</i>	<i>District 1: Hardin</i>	Grape Grove/Crooked River
Cindy Mellon	<i>District 2: Lawson</i>	Knoxville/Polk
Eric Stewart	District 2: Lawson	Knoxville/Polk
Mike Hoskins	District 3: Rayville	Fishing River
Danielle Hoskins	District 3: Rayville	Fishing River
Lee Roy Martens	District 4: Richmond	Richmond
Sandy Burns	District 4: Richmond	Richmond
Todd Wilson	District 5: Orrick	Camden/Orrick
Sherry Pennington	District 5: Orrick	Camden/Orrick
2010 APPOINTED COUNCIL MEMBERS		
Allen Dale	Ray County Commission	
Roger Rowan	Ray County Farm Bureau	
Everett Balman	City of Richmond	

Ray County University of Missouri Extension Council meetings are held the 2nd Wednesday of each month at the:
Ray County Farm Bureau Bldg, 108 W. North Main, Richmond, MO 64085

2010 FINANCIAL SUMMARY

Funding from county, state and federal monies makes University Extension unique. State/federal funds are used for specialist salaries, orientation, in-service costs & postage. Ray County funds support local office costs.

EXPENDITURES	RAY COUNTY FUNDS	STATE/ FEDERAL FUNDS
Faculty wages/benefits	--0--	\$131,600.00
Secretarial wages/benefits	\$20,950.80	--0--
Staff Benefits	2,142.00	
Personnel	\$23,092.80	\$131,600.00
Travel	\$ 4,000.00	\$ 1,700.00
Office Supplies/Equipment	\$ 2,314.20	\$ 2,000.00
Rent	\$ 6,300.00	-0-
Communications	\$ 3,120.00	\$ 4,730.00
Miscellaneous	-0-	\$ 2,400.00
Sub-Total	\$15,734.20	\$ 10,830.00
GRAND TOTAL	\$38,827.00	\$142,430.00

UNIVERSITY OF MISSOURI
 Extension

UNIVERSITY of MISSOURI EXTENSION FACULTY SERVING RAY COUNTY	
Agriculture:	
<i>Julie Abendroth**</i>	<i>Agronomy</i>
Marlin Bates	Horticulture
---	Livestock
Whitney Wiegel	Ag Business
Youth & Family:	
<i>Nancy Coleman**</i>	<i>4-H Youth Development County Program Director</i>
Marsha Alexander	Environmental Design
Carole Bozworth	Family Financial Education
Lynda Johnson	Health Nutrition Education
Diana Milne	Human Development
Kathy Smith	Food Nutrition Program
Dena Skinner	Food Nutrition Program
Community Development:	
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Office Support Staff:	
<i>Elizabeth McGraw**</i>	<i>Administrative Assistant</i>
Wayne Prewitt	West Central Interim Regional Director
Milly Carter	Regional Administrative Assistant
** Headquartered in Richmond	
--- Currently an Open Position	