

University
of Missouri
Extension



Saline
County
2009
Annual
Report

RETURN ON INVESTMENT

UNIVERSITY OF MISSOURI
 Extension



2009 PROGRAMS OF DISTINCTION

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January 2010

Saline County Commission
Courthouse
Marshall MO 65340

Dear Commissioners:

First of all, thank you for all you do for the people of Saline County and for Saline County Extension.

When you support University of Missouri Extension, Saline County benefits!

- Children raised by caring, understanding parents in stable environments are better citizens of Missouri. Focus on Kids, a program for divorcing parents, makes Saline County better.
- Youth who recognize and develop family strengths and life skills that lead to stronger families benefit the county. Productive, functioning families are at the heart of a vibrant economy. Minority youth in Saline County are Building Strong Families.
- Research indicates thriving communities and counties have evidence of pride, a cooperative spirit, knowledge of the physical environment and multi-generational family orientations. The Saline County Century Farms Program recognizes these strengths in Saline County.
- Tourism development is a major component of Missouri's economy. The Old Trails Regional Tourism Partnership is growing. Agri-Tourism education is a new part of Saline County Extension's work. People learning and working together on agri-tourism and tourism development is fuel for Saline County's economy.
- Students who participate in 4-H are more likely to go to college and enjoy increased financial success. 4-H is investing in a stronger tax base for Saline County's future.
- Family Nutrition Education Programs teach kids about nutrition, food safety and physical activity for lifelong health and fitness. Changing lifestyle choices to be healthier can make a huge, positive difference in Missouri's costs for Medicaid.
- Saline County Family Financial Education efforts reach out to probation and parole clients. Our workshops help offenders replace illegal, ill-informed financial decisions with the confidence to take control of their financial futures and to establish financial stability. This helps reduce the demands on Missouri's overburdened prison system and probation and parole system.
- Tackling the Tough Skills helps people mired in generational poverty develop the skills to get and keep a job. Their children benefit when they break the cycle of generational poverty. Successfully moving people from public assistance to tax payer roles benefits the employee and helps Missouri's economy, too.

Are you curious about specifics of Saline County Extension's work in 2009? Please, keep reading.

Sandi Guthrey
Extension Council Secretary

Mary Ann Gilpin
Council Chair

Dr. Cynthia Crawford
County Program Director



Becky Plattner
Presiding Commissioner



Norvelle Brown
Associate Commissioner



Dick Hassler
Associate Commissioner

FAMILY FINANCIAL EDUCATION

EDUCATION PLUS ACTION SOLUTIONS FOR FAMILY FINANCIAL SUCCESS



Missouri Valley Vikings take part in personal finance workshop.

| Number of Saline County Learners | Total Hours of Collective Workshop Participation in 2009 | What Did They Learn? | What Action Did They Take? | How Does This Work Make Saline County and Missouri Better? |
|--|--|--|---|---|
| <p>1284 Saline County participants that include:</p> <ul style="list-style-type: none"> • Young farmers/ young farm wives • Multiple series of classes on High Cost of Living • Probation and parole • Drug court • Circles • Series for Power-house Ministries • Rotary • Adult business students • LPN nursing students • All freshmen at Missouri Valley College. | <p>1700 hours of learning by Saline County people</p> | <p>Evaluation of the various workshops shows that participants learn:</p> <ul style="list-style-type: none"> • Strategies to replace financial stress and worry with positive action solutions. • Having savings in the bank is life changing. • Paying off debt is a form of savings and builds net worth. • There is only one truly free website to access your credit reports (annualcreditreport.com) and more than 100 rip-off websites. • A bad credit report can cost a family \$250,000. The credit report is the most important document a family has. • Predatory lenders routinely charge the equivalent of three and four digit annual percentage rate interest when both interest and fees are considered. • Families must save in addition to social security and pension plans for financial security in later life. | <ul style="list-style-type: none"> • One hundred percent of the participants had written financial goals by the conclusion of their work. • Ninety-nine percent find learning about financial management with Extension to be a positive experience and would recommend it to others. • Participants reduce their financial stress and take positive actions like: <ul style="list-style-type: none"> • Communicating with lenders. • Selecting lenders carefully. • Building net worth. • Meeting agency requirements. • Paying off debt. • Increasing their saving for retirement and other critical goals. • Making financial decisions less on the basis of fear or greed and with quality, correct information. | <p>The Personal Finance Employee Education Foundation has documented that for every \$1 spent in financial education, the bottom line in increased employee productivity is \$3. That's a 300% return. That's economic development for Missouri.</p> <p>The research of E. Thomas Garman shows that financially distressed workers are absent more frequently and also have higher turnover rates. Employee theft is also higher. Financially distressed workers spend more time at work on their financial issues and less on their employer's priorities. Financial education helps employees focus on their productivity and that's economic development for Missouri.</p> <p>Missouri, like most states, is wrestling with an over-burdened prison system as well as an over-burdened probation and parole system. How to Beat the High Cost of Living workshops help offenders replace illegal, ill-informed financial decisions with the confidence to take control of their financial futures and regain financial stability. Financial education works to reduce the long-term costs of the probation and parole system - freeing up Missouri tax dollars for other purposes. That's economic development for Missouri!</p> |
|  | | | | <p>Many individuals and families coming for financial education work are behind on bills or see that they are dangerously close to being unable to pay for necessities. Quality financial education can help families get and stay current on their bills. In some cases, clients have been able to avoid bankruptcy and get current on their financial obligations. When families can pay their bills, it helps community businesses stay in business. It fuels a stable tax base from families and businesses. That's fundamental economic development for the county and for Missouri.</p> |

This student is Smarter than a Viking.

FAMILY NUTRITION EDUCATION

REACHING LOW-INCOME CHILDREN AND FAMILIES WITH NUTRITION EDUCATION



Children learning nutrition for a lifetime.

| Number of Saline County Learners | School Districts Served | What Did They Learn? | What Action Did They Take? | How Does This Work Make Saline County and Missouri Better? |
|----------------------------------|---|---|--|---|
| 1815 participants | Programming into all Saline County School Districts <ul style="list-style-type: none"> • Slater • Gilliam • Malta Bend • Marshall • Miami • Sweet Springs | <ul style="list-style-type: none"> • Nutrition • Food Safety • Physical activity through <ul style="list-style-type: none"> • Show Me Nutrition Education • Show Me Nutrition Displays • Food Power Adventures • Food Power Round Up • Newsletters to families | Teachers report: <ul style="list-style-type: none"> • 91% of students are more aware of nutrition. • 86% improved hand washing. • 73% are more willing to try new foods. • 62% make healthier food choices. • 59% have increased their physical activities. | <p>Those who practice healthy eating and activity habits are more likely to enjoy a high quality of life as an adult and into old age. In fact, money spent on youth prevention programs are often more cost-effective than programs for adults.</p> <p>Diseases that are attributable to overweight or obesity cost Missourians over \$1.6 billion dollars a year; this is \$4793 per overweight person or \$293 for each Missourian.</p> <p>School-based prevention programs that increase children's fruit and vegetable intake and help children to be more active are estimated to prevent 1% of children from becoming overweight adults. Applied to the 212,206 youth enrolled in FNP in 2008, this would be an estimated health care savings of \$10.1M .</p> |



Stacy Robb, nutrition educator

FOK - FOCUS ON KIDS

A COURT-MANDATED CLASS FOR DIVORCING PARENTS WHO HAVE MINOR CHILDREN

| Number of Saline County Learners | Total Hours of Collective Workshop Participation in 2009 | What Did They Learn? | What Action Did They Take? | How Does This Work Make Saline County and Missouri Better? |
|----------------------------------|--|---|---|---|
| 112 parents | 336 hours | <p>These parents of children age 18 and younger attending the Focus on Kids class for divorcing parents overwhelmingly reported they were more knowledgeable about the effect of divorce on children and that the class provided them with tools to reduce their children's stress and enhance their co-parenting together.</p> | <p>97% found in the class helpful suggestions to support their children's relationship with both parents.</p> <p>97% said they planned to avoid arguing and fighting in front of the children.</p> <p>87% reported after taking the class, they have a very good or excellent understanding of their children's needs during a divorce.</p> | <p>Children raised by caring, understanding parents in stable environments have the opportunity to become better citizens of their community, county and state.</p> <p>When you support the Focus on Kids program the county and state benefit as parents are better able to meet the social and emotional needs of their children, reconfigured households are more stable, and both the children and parents have action solutions for reducing stress and building on strengths.</p> |



Arthur J. Schneider is highly effective in his leadership of the Focus on Kids workshops in Saline County each month.

CONSUMER UPDATES RADIO WORK

RADIO ONE-MINUTE CUTS WITH 13 MILLION LISTENER IMPRESSIONS PER YEAR



Dr. Cynthia Crawford

| Geographic Reach | Economic Value | Education Topics | The Power of Radio Work for Saline County People | How Does This Work Make Saline County and Missouri Better? |
|--|--|---|---|---|
| <p>13 MILLION listener impressions</p> <p>KMZU, KAOL and KRLI radio stations air, on average, 5 one-minute radio cuts per day, year around, that reach most of Missouri, as well as into Iowa, Kansas, Nebraska, and Oklahoma.</p> | <p>In 2009, Cynthia recorded her 3750th one-minute cut for the station.</p> <p>The station provides more than \$100,000 of air time on its three stations for family financial education work.</p> | <p>Radio scripts in 2009 have focused on:</p> <ul style="list-style-type: none"> • Tax management. • Estate planning. • Credit reports. • Debt. • Making financial plans, and more. <p>A minute provides the opportunity to teach one or two salient points.</p> <p>Financial education is a perfect subject matter for radio work because it has nearly universal interest among radio listeners.</p> | <p>Not everyone can take the time to attend Extension financial seminars, so radio public service announcements work to provide access in a free, easily-accessed environment.</p> <p>Radio listeners benefit in two ways. First, they learn correct, science-based information on family financial management. Second, they appreciate that University of Missouri Extension is working around the clock to provide quality information.</p> | <p>Radio work by University of Missouri Extension serves to narrow the information gap between those who have quality family financial information and those who do not by providing quality, unbiased, science-based information.</p> <p>Well-informed consumer decision making reduces fraud in the marketplace, rewards quality businesses, and helps families provide capital for our economy. Consumer spending, as well, provides fuel for Missouri's sales tax revenues. Well-informed consumer spending makes economic activity more sustainable.</p> |



Extension Directors Beverly Coberly and Dr. Michael Quart keynoted the Saline County Annual Meeting.

TACKLING THE TOUGH SKILLS

THE TOUGH SKILLS ARE THOSE EMPLOYERS IDENTIFY AS ESSENTIAL FOR EMPLOYMENT SUCCESS - ATTITUDE, RESPONSIBILITY AND RESPECT, COMMUNICATION, DECISION MAKING AND PROBLEM SOLVING SKILLS, AS WELL AS JOB SEARCH SKILLS.

Human Services providers learn together and then work together.



| Number of Saline County Learners | Workshop Participation in 2009 | What Did They Learn? | What Action Did They Take? | How Does This Work Make Saline County and Missouri Better? |
|--|--|---|--|---|
| <p>22 human service providers in March</p> <p>20 low-income families in May and June</p> | <p>576 hours of learning</p> <p>In March, 12 human service providers from Saline County came together to learn how to deliver the curriculum to low-income adults needing critical skills to get and keep a job.</p> <p>Early summer 2009, Missouri Valley Community Action and Family Financial Education Specialist Cynthia Crawford teamed up to deliver two three-day workshop series in Saline County on Tackling the Tough Skills.</p> | <p>Participants built strengths in the tough skills essential for employment success:</p> <ul style="list-style-type: none"> • Attitude • Responsibility and respect • Communication • Decision making/problem solving • Job-search skills <p>For many, choosing to attend a three-day workshop was an action that should not be taken lightly. Ninety percent of the people beginning the workshop persisted to completion.</p> | <p>Follow-up evaluation shows that participants:</p> <ul style="list-style-type: none"> • Have more control over their personal goals and their future. • Treat people who are different from them with respect. • Manage stress better. • Make better choices when with a group. • Are more likely to follow through on commitments they make to others. • Are better able to communicate their thoughts, feelings, and ideas to others. • Consider options before making a choice. • Consider what might happen because of their decisions. • Have better time-management skills. • Have more skills in working out problems that are presented to them. | <ul style="list-style-type: none"> • TTS participants have a better probability of getting and keeping a job, which also works to benefit their children by interrupting and breaking the family's cycle of generational poverty. • Resuming full public assistance benefits and moving on into the workforce helps participants get and stay current on bills, which improves the business climate in the county and in Missouri. • Funding public health care like Medicaid is a huge issue in Missouri. Increased success in getting and keeping a quality job (with benefits) will benefit the people of Missouri, as participants move from public-funded Medicaid health care to accessing health care via private and employer-provided health insurance. • Helping people get and keep jobs adds fuel to Missouri's economy. We are all better when Missouri's economy is strong. |



TTS participants learn and have fun, too. This is a skit on "How NOT to Interview".

SALINE COUNTY 4-H

SALINE COUNTY 4-H CREATES ENVIRONMENTS IN WHICH YOUNG PEOPLE ARE VALUED, CONTRIBUTING MEMBERS OF THEIR COMMUNITY. 4-H PROVIDES SALINE COUNTY YOUTH WITH HANDS-ON LEARNING OPPORTUNITIES IN A SAFE ENVIRONMENT WHERE THEY CAN EXPERIMENT, INNOVATE AND THINK INDEPENDENTLY WITH THE HELP OF CARING VOLUNTEERS.



Fast friends at 2009 4-H Camp

| Number of Saline County Learners | Level of Participation in 2009 | 2009 Accomplishments | Skills That Will Last A Lifetime | Saline County and Missouri Benefit As Well |
|---|--|---|--|--|
| <p>277 4-H members 172 trained volunteers</p> | <p>10,000 4-H'er learning hours in Saline County 16,500 Saline County adult volunteer hours contributed \$300,000 in time to 4-H</p> | <p>Saline County 4-H serves youth through 10 organized clubs, school enrichment groups, camps and more. The youth of Saline County have demonstrated learning through the following activities:</p> <p>Fair Exhibits</p> <ul style="list-style-type: none"> • 114 state fair exhibits • 516 county fair livestock exhibits • 1220 county fair inside exhibits <p>Regional, State, and National 4-H Attendance:</p> <ul style="list-style-type: none"> • 4-H Summer Camp - 30 members • Clover Kids Day Camp - 28 members • State Shooting Sports Contest - 26 members • Junior Leaders - 4 members • State Fashion Review - 2 members • State 4-H Congress - 2 members • Teen Conference - 1 member | <p>Saline County 4-H clubs offer long-term educational experiences in which members "learn by doing." They are given the opportunity to practice life skills such as decision making, public speaking, and working with others, while under the guidance of adult volunteers. Saline County 4-H Clubs provide youth with the opportunity to learn leadership, citizenship, responsibility, team work, community service and other life skills.</p> <p>Attending 4-H camp is life changing. Through camping, young people have the opportunity to practice independence, responsibility, how to get along with others and how to make good decisions. Camp promotes cooperation, teamwork and respect for other people and our natural environment. 4-H campers ages 10-13 and their parents were surveyed in 2005 and again in 2006 to determine the effectiveness of Missouri 4-H camps in developing life skills in youth. Over 80% of parents and youth surveyed agreed that 4-H Camp develops social skills, improves teamwork skills and improves self-responsibility skills.</p> | <p>The 4-H Study of Positive Youth Development has found that youth who have few or no opportunities for positive youth development, like those provided in the 4-H program, are at higher risk for personal, social and behavior problems. On the other hand, children who participate in 4-H for at least one year by 8th grade were 3.5 times more likely to contribute to their families, themselves and their community. In addition, eighth graders who participated in 4-H programs at least twice per month had a greater ability to express opinions on community issues, help neighbors and bond with adults and teachers.</p> <p>Students who participate in 4-H programs are more likely to go to college and enjoy increased financial success. When a 4-H experience motivates just 10% of Missouri's 100,010 4-H members to receive a bachelor's degree, 11,000 degrees would be earned. In Saline County, this would convert into 28 degrees earned. The College Board study suggests that this would mean an additional \$19,100 in earnings per year for those with a degree.</p> <p>Increased annual earnings for just this group would be nearly \$210.1 million statewide and \$534,800 for Saline County.</p> |
|  | | | | |

Teamwork at the 2009 Saline County Fair

BUILDING STRONG FAMILIES FOR YOUTH

A PARTNERSHIP WITH POWERHOUSE MINISTRIES TO DELIVER A SERIES OF AFTER-SCHOOL WORKSHOPS FOR YOUTH AGES 5 TO 12

| Number of Saline County Learners | Total Hours of Workshop Participation in 2009 | What Did They Learn? | What Action Did They Take? | How Does This Work Make Saline County and Missouri Better? |
|----------------------------------|---|---|---|--|
| 32 youth ages 7-11 | 384 hours of after-school learning | <p>Building Strong Families for Youth helps Saline County youth ages 5 to 12 learn:</p> <ul style="list-style-type: none"> • Their strengths • How to build on those strengths • How to create stronger families • How to improve relationships • How to increase communication skills <p>During these sessions, the youth learned that all families are different, whether it is in their strengths, the way they communicate, or their responsibilities at home.</p> | <p>As a result of these sessions, the youth:</p> <ul style="list-style-type: none"> • Use relaxation techniques during stressful situations. One youth reported using the technique of pressing her feet to the floor when she got upset in class. • Tune into communicating skills. When surveyed, 84% of the youth either “agreed or strongly agreed” that their family members listen to them. • Share responsibilities at home. Sixty-one percent agreed “a lot” that chores are shared fairly around their house. • Practice good manners such as saying “please” and “thank you.” Following an exercise practicing table manners, one youth stated “What I liked was that we learned how to eat at a table.” • Say nice things to family members, teachers and friends. Following this session, several youth reported they practiced saying nice things at home and school. | <p>When youth participate in Building Strong Families for Youth, they will find and develop family strengths and life skills which lead to stronger families, healthier relationships, increased positive communication and greater family satisfaction.</p> <p>Stronger families benefit communities by having family members who are more connected to their communities and can better engage with others at home, work and school.</p> |



Powerhouse Ministries Partnership After-School Workshops

When Saline County youth were asked at the end of these six sessions “How happy is your family?”, 73% of youth surveyed said “A lot.”

EMBRYOLOGY

HATCHING CHICKS PROGRAM FOR PRESCHOOL THROUGH 4TH GRADE STUDENTS



4-H/Youth Specialist
Amanda Struchtemeyer

| Number of Saline County Learners | Topic | What They Learned | How Participants Benefit | How Saline County and Missouri Benefit |
|---|--|--|---|---|
| 317 elementary students and 12 teachers | 630 hours of learning in 12 Saline County classrooms | <p>Students learn how to take care of fertile eggs and chicks. They also learn about the development of chicks in the egg and once they have hatched. While students care for the eggs and chicks, they learn:</p> <ul style="list-style-type: none"> • Leadership. • Responsibility. • Sharing. • Decision making. • Critical thinking. • Teamwork. | <p>Children have a natural sense of curiosity about living things in the world around them. Building on this curiosity, students can develop an understanding of biology concepts through direct experience with living things, their life cycles and their habitats.</p> <p>As students continue on their learning journey, they have an increased knowledge of nutrition, food production, food safety and food systems.</p> <p>Saline County students have the opportunity to develop life skills related to science processes, teamwork, keeping records, planning, organizing and working out differences with others.</p> | <p>Missouri is seeking to be a national and international leader in life sciences. The school enrichment Embryology project helps students, at an early age, begin to develop an understanding of science as a technology for supporting and contributing to as an adult. It may even influence career choices into the scientific economy in Missouri's life sciences industry.</p> <p>4-H is working to address our nation's critical challenge of developing a long-term solution for improving science literacy and aptitude by preparing one million new young people to excel in science, engineering and technology by 2013.</p> |



2009 Embryology Program at Malta Bend Preschool

AGRONOMY EDUCATION

PEST MONITORING, PESTICIDE APPLICATOR LICENSING,
HOME HORTICULTURE AND FIELD CROPS

| Number of Saline County Participants | Topic | What They Learned | How Participants Benefit | How Saline County and Missouri Benefit |
|--|---|--|---|--|
| <ul style="list-style-type: none"> • 153 agricultural producers • 32 agricultural producers needing to renew private pesticide applicators licenses • 32 home gardeners • 348 field crop producers | <ul style="list-style-type: none"> • Pest management • Principles of pesticide application • Home horticulture • Crop profitability | <ul style="list-style-type: none"> • Pest monitoring techniques • Early warning systems to prevent economic losses • Reduced use of unnecessary pesticides • When use is warranted, careful use of pesticides • How to identify pests • Evaluate economic thresholds and economic injury levels • Biological control options • Correct application rates • Stewardship • Selection, planting and maintaining fruit, vegetable and ornamental species • Pest control • Managing environmental factors • Planting dates and crop yields • Consider maturity dates • Fertilizer needs • Managing wet grain • Compaction issues | <ul style="list-style-type: none"> • Strengthened decision making skills • Environmental and personal safety • Preserving environmental quality • To take the time to read and apply products according to labeling • Better plant growth • Used less fertilizer • Enjoyed healthier and more productive environments for plants • Increased crop yields • Increased profitability | <ul style="list-style-type: none"> • Water quality protected • Careful, responsible use of pesticides, fertilizer and other inputs • Correct, unbiased information diffused throughout the agriculture community • Increased profitability in the agriculture economy has strong, positive impacts in Saline County and Missouri's entire economy • More attractive properties raise property values of all |

CENTURY FARMS

RECOGNITION FOR SALINE COUNTY FARM FAMILIES WITH A FARM IN THE SAME FAMILY FOR AT LEAST 100 YEARS

| Number of Saline County Participants | Total Hours of Workshop Participation in 2009 | Topic | How Did Saline County Participants Benefit? | How Does This Work Make Saline County and Missouri Better? |
|--------------------------------------|---|--|--|---|
| 125 participants | 312.5 hours of celebrating by Saline County farm families and leaders | In Saline County, the County Commission and the University of Missouri Extension Council and staff have enjoyed working together since 2002 to organize a festive evening in the courthouse to recognize past and new Century Farm families. In 2008, Saline County Farm Bureau joined as a sponsoring organization at the county level. | <p>In 2009, Saline County led all counties in Missouri with the most new Century Farms to recognize. Ten farm families were awarded this distinction in the Saline County Courthouse on November 12, 2009.</p> <p>Saline County also leads all counties in Missouri with the most Century Farms being recognized since the start of the program.</p> | <p>The Heartland Center for Leadership Development has researched the difference between rural communities that die, survive and thrive.</p> <p>Thriving communities have evidence of community pride, a cooperative community spirit, knowledge of the physical environment, a strong multi-generational family orientation and a strong presence of traditional institutions that are integral to community life.</p> <p>The Century Farms program not only recognizes our families who have deep roots and long traditions in our county, it also strengthens our county as we emphasize characteristics that the Heartland Center says are key in thriving rural communities.</p> |



Sandi and Kyle Guthrey have a farm established in 1876.



The Page family accepted their sign from Commissioner Norvelle (Brownie) Brown.

WOMEN IN AG & AG LANDOWNERS CONFERENCE

SIXTH ANNUAL CONFERENCE DRAWS ATTENDEES FROM MISSOURI, IOWA, AND KANSAS



| Number of Conference Attendees | Total Hours of Collective Conference Participation in 2009 | What Did They Learn? | What Action Did They Take? | How Does This Programming Make the County and Missouri Better? |
|--|--|--|--|--|
| <p>160 ag producers and leaders from 23 counties in Missouri, along with representatives from Iowa and Kansas, met in Marshall on March 13, 2009, for the one-day conference.</p> <p>Fifty-three of the attendees were from Saline County.</p> | <p>960 hours of learning and networking</p> | <p>Key themes of the conference included:</p> <ul style="list-style-type: none"> • Succession and estate planning • Land values and rental rates • Government programs for ag producers • Agri-Tourism development • Goat production • Native plants | <p>Half the participants exhibited behavior change by attending the conference for the first time.</p> <p>Those attending the annual conference for at least the second time indicated they were:</p> <ul style="list-style-type: none"> • Reading, studying, and using information from session handouts • Recommending the conference to others • Sharing conference information with others • Communicating more effectively with family and partners about the farming operation • Keeping better farm records <p>45% of repeat attendees have reviewed or revised their estate plan.</p> <p>42% are making better-informed decisions about their farm.</p> <p>39% work more effectively with FSA staff, Extension Specialists, and lenders.</p> <p>32% have attended additional workshops presented by University of Missouri Extension.</p> <p>Participants appreciate both the opportunity to learn and to join a regional network of women in Ag and Ag landowners. The need for social support networks in agriculture should never be underestimated.</p> <p>Keeping better farm records and communicating more effectively with farming partners, government agencies, lenders, and Extension increases the productivity and profitability of farming efforts.</p> | <p>The conference planning committee consists of professionals from county government, FSA, NRCS and University of Missouri Extension. New in 2009 was the addition of Lincoln University and Regional Planning to the committee. Planning, marketing, carrying out the programming and evaluating the successful event builds a catalyst of leaders who are working together not only on this conference, but on an increasing number of educational partnerships each year.</p> <p>Agriculture has a key role in national defense and in the strength of our economy to be self-sufficient in emergency situations. This conference builds the capacity for economic strength.</p> <p>This conference contributes to the economy of the county, state and nation as issues of production and profitability are strengthened.</p> |

Exceptional music performances by Howard Marshall and friends highlighted afternoon sessions.



Women in Agriculture participants enjoy networking opportunities at the 2009 conference.

Estate planning has been a theme of the conference from year one and will be ongoing. A remarkable 45% have reviewed or revised their estate plan. That statistic suggests participants are working to manage their resources not only currently, but also to help the next generation.

Participants are better informed about the topics above and feel more comfortable about approaching the presenters and organizers, not only on the conference day, but also following the conference.



RURAL TOURISM DEVELOPMENT

OLD TRAILS REGIONAL TOURISM PARTNERSHIP

| OLD TRAILS REGIONAL TOURISM PARTNERSHIP | Participation | Total Hours of Collective Workshop Participation in 2009 | Project Focus | Key Accomplishments | How Does This Work Make Saline County and Missouri Better? |
|---|--|---|--|---|--|
| | <p>The Old Trails Regional Tourism Partnership consists of local leaders and stakeholders throughout the eight-county tourism region, including regular participation from Saline County. Two of the four officers are from Saline County.</p> | <p>Over 1,000 hours of volunteer leadership has been mobilized in 2009, which is the equivalent of one person working half-time in the region with a market value of over \$21,000.</p> | <p>Members of the partnership have worked in close collaboration with Extension professionals to create a framework for their new organization that will serve them well into the future. These members have gained insight into the organizational process and the steps needed to become a viable non-profit corporation.</p> <p>Stakeholder groups include agricultural producers, wineries and vineyards, hospitality businesses, retailers of regionally-produced goods, artisans, local governments, historical venues, marketing and media professionals.</p> | <p>The Old Trails Regional Tourism Partnership has attained several key accomplishments during 2009:</p> <ul style="list-style-type: none"> • Bylaws were adopted on January 13. • Forty-eight (48) paid members joined the partnership. • The first annual meeting was held on February 10 at which board members and officers were elected. • State incorporation was approved on March 30. • A Conflict of Interest policy was adopted on July 14. • Application for 501 (c)(3) status with the Internal Revenue Service was submitted on November 23 and is currently pending approval. | <p>The development of a sound organizational foundation with participation and buy-in from participating counties will allow the OTRTP to move forward on its goals of economic development through tourism development within the region.</p> |



Old Trails Regional Tourism Partnership counties and county seats.

RURAL TOURISM DEVELOPMENT

AGRI-TOURISM SEMINAR AND INTERNATIONAL TOURISM WORK

| | Participation | Total Hours of Collective Workshop Participation in 2009 | Project Focus | Key Accomplishments | How Does This Work Make Saline County and Missouri Better? |
|------------------------------|---|---|---|---|---|
| AGRI-TOURISM SEMINAR | 10 leaders from Saline County joined a total of 60 people from the Old Trails Regional Tourism Partnership (OTRTP) region to spend a day in Marshall learning about agri-tourism and how it can add profitability to agri-business and grow the economy of rural Missouri counties. | 300 hours of learning | Participants learned current trends in agri-tourism and about models that can be used in rural Missouri. Kelli Hepler brought ideas from her work on Colorado's western slope. John Whiteman, also from Colorado, led the group in strategies to develop agri-tourism in Saline County. | As a result of the workshop: <ul style="list-style-type: none"> • Participants indicated they now know significantly more about trends in agri-tourism and have models that will benefit their work. • They are using lessons from Colorado's western slope. • They want to be more active members of the Old Trails Regional Tourism Partnership. • Partners now have a larger vision of what can be done in their county and the Old Trails region. | Tourism is one of the fastest growing parts of Missouri's economy and is a larger part of the economy than most people realize. People learning and working together on agri-tourism and tourism development is fuel for the county's and state's economy. |
| INTERNATIONAL TOURISM | 550 tourism development leaders in Taiwan | Over 1,000 hours co-learning and collaboration | Friends of Arrow Rock Executive Director Kathy Borgman and Extension Specialist Cynthia Crawford were invited to Taiwan to share the work that is being done in the Old Trails Region, in Arrow Rock and also in Marshall, for tourism development. | Presentations at two major conferences and also discussion with a number of project leaders resulted in both Saline County tourism efforts and tourism efforts in Taiwan benefitting. | Saline County tourism efforts are having a positive impact in Taiwan as well. |



An Aborigine from Taiwan reviews the Marshall brochure.



Impact on Saline County, Missouri



Saline County

Population in 2000
23,756

Population Change 1990-2000
-535 (-2.3%)

Median Household Income in 2004
\$32,743

Health Professional Shortage Areas

Your entire county is within a Primary Care, a Dental Care, and a Mental Care HPSA.

Medically Underserved Areas

Part of your county is within a MUA.

UM Students from Your County in 2008

- 115 students
 - 99 - MU
 - 13 - UMKC
 - 3 - Missouri S&T
- 91 - Undergraduates
- 24 - Graduates
- 87 - Full-time students
- 28 - Part-time students

UM Alumni Residing in Your County in 2008

- 518 alumni
 - 434 - MU
 - 67 - UMKC
 - 11 - Missouri S&T
 - 6 - UMSL
- 252 Selected School Alumni
 - 10 - Medicine
 - 22 - Nursing
 - 14 - Health Professions
 - 9 - Dentistry
 - 12 - Pharmacy
 - 13 - Veterinary Medicine
 - 130 - Agriculture
 - 29 - Engineering
 - 13 - Law

UM Alumni Teaching K-12 in Your County in 2008

- 35 teachers
- 11% of all county teachers

UM Employees Residing in Your County in 2008

- 32 people employed by UM
 - 11 - MU
 - 14 - UM Health Care
 - 6 - MU Extension
 - 1 - UM system

Tax Revenue Generated by UM Employees Residing in Your County in 2008

- \$170,659
- \$1,293,134 in employee salary returning to the state

UM Services Received in Your County in 2008

- 3,597 patients seen at UM Health Care with \$1,345,125 of uncompensated care.
- 34 patients seen at the UMKC School of Dentistry with an average of \$30 per patient in uncompensated care.
- 15,837 educational contacts with MU Extension through MU Extension events held in your county.

Office of Government Relations

309 University Hall
Columbia, MO 65211
573-882-2726

www.umsystem.edu/ums/departments/gr/

SALINE COUNTY EXTENSION COUNCIL



The 2009 Extension Council includes Santa Claus

| Saline County Extension Council Members (an elected council): | Saline County Commissioners: | Extension Staff Based in Saline County: | Additional Staff Serving Saline County: |
|--|---|---|--|
| <p>Mary Ann Gilpin - <i>Chair</i></p> <p>Leigh Ann Graves - <i>Vice Chair</i></p> <p>Ron Duvall - <i>Treasurer</i></p> <p>Sandi Guthrey - <i>Secretary</i></p> <p>Wayne McReynolds - <i>Regional Council Rep</i></p> <p>Kathy Fairchild</p> <p>Scott Forrester</p> <p>Berkeley Hall</p> <p>Jill Lilliman</p> <p>Mike Page</p> <p>Tiffany Thornton</p> <p>Dick Hassler - <i>Commission Liaison</i></p> <p>Glenna Lusby - <i>City of Marshall Rep</i></p> <p>Judy Eaheart - <i>Farm Bureau Rep</i></p> | <p>Becky Plattner, <i>Presiding</i></p> <p>Norvelle Brown</p> <p>Dick Hassler</p> | <p>Dr. Cynthia Crawford <i>Family Financial Education Specialist & County Program Director</i></p> <p>Amanda Struchtemeyer <i>4-H Youth Specialist</i></p> <p>Linda Rimmer <i>Office Manager</i></p> <p>Stacy Robb <i>Nutrition Program Assistant</i></p> <p>Beth Hanes <i>Administrative Associate</i></p> <p>Pat McGinnis <i>Experience Works Program</i></p> | <p>Mark Stewart <i>Interim CM Regional Director, Columbia MO</i></p> <p>Dr. Mark Stillwell <i>Regional Director (temporarily reassigned)</i></p> <p>Darlene Beaman <i>Regional Office, Columbia MO</i></p> <p>Dr. Wayne Crook <i>Agronomy Specialist, Chariton County</i></p> <p>Parman Green <i>Ag Business Specialist, Carroll County</i></p> <p>Art Schneider <i>Human Development Specialist, Cooper County</i></p> <p>Connie Mefford <i>Community Dev. Specialist, Benton County</i></p> <p>Julie Royse <i>FNEP, Cole County</i></p> <p>Jennifer Taber <i>Nutrition & Health, Pettis County</i></p> <p>Virgil Woolridge <i>Business Dev. Specialist, Audrain County</i></p> |
|  <p><i>Mary Ann Gilpin serves as Chair of the Extension Council.</i></p> | | | |