Equal opportunity is and shall be provided to all participants in Extension programs and activities, and for all employees and applicants for employment on the basis of their demonstrated ability and competence without discrimination on the basis of their race, color, religion, sex, sexual orientation, national origin, age, disability, or status as a Vietnam-era veteran. This policy shall not be interpreted in such a manner as to violate the legal rights of religious organizations or military organizations associated with the armed forces of the United States of America.
# Table of Contents

- Dr. Ouart Letter ......................................................................................................................... 3
- Letter to the Commissioners and Public .................................................................................. 4
- Extension Mission, Council Purpose and History ................................................................. 5
- Shelby County Extension Staff and County Elected Officials ............................................... 6
- Funding and Budget .................................................................................................................. 7
- Human Environmental Science ............................................................................................... 8-10
- County Program Director Activities and Events ................................................................. 11
- Agronomy and Horticulture .................................................................................................... 12
- 4H ........................................................................................................................................ 13-17
- Agriculture Business ............................................................................................................. 18-20
- Livestock ............................................................................................................................... 21-22
- Nutrition ................................................................................................................................ 23-24
- Human Development and Family Studies ............................................................................. 25
- Business Development ........................................................................................................... 26-27
- State Fair Farm Families ......................................................................................................... 28
- Shelby County Century Farms ................................................................................................. 28
- Staff Serving from Other Locations ..................................................................................... 28
Dear County Commissioners and Friends of MU Extension:

Over the past year, with a theme of *Celebrating the Past and Building for the Future*, MU Extension marked a century of service to Missouri. While the celebrations have come to an end, the focus on building for the future is strong. The university’s commitment to the mission of bringing relevant, reliable and responsive education to improve lives and local economies is alive and well.

To maintain our position as a valued and trusted resource for Missourians, MU Extension continues to strengthen existing programs, build relationships and explore new opportunities to benefit Missourians. For example:

- In the area of agriculture, the Show-Me Select Heifer Replacement program continues to improve the breeding performance of heifers as it helps participants realize record prices for their efforts. Producers from 103 of Missouri’s 114 counties have enrolled heifers in the program. In a record-setting sale, 168 bred replacement heifers sold for an average of $3,033 at the Fruitland (Missouri) Livestock Auction.

- Strengthening communities through art, innovation and creativity, Extension’s Community Arts Program is piloting an initiative in Lexington to help the community enhance its image with art businesses and opportunities that reflect the talent of regional artists and benefit a nine-county tourism alliance. The Community Arts Program is also at work in the St. Louis area, overseeing the Saint Louis Storytelling Festival, which engages approximately 25,000 people each year.

- Knowing the value of dialogue with those it serves, MU Extension has made a concerted effort with the Mizzou Alumni Association to introduce MU Chancellor R. Bowen Loftin to extension programs, participants, key stakeholders and alumni from all corners of the state. These tour events, which will continue into 2015, are designed to foster understanding and support that lead to a stronger local extension effort across the state.

These are just a few examples of MU Extension’s focus on building for the future and continuing to making an impact in local communities.

I thank you for your support of MU Extension and our efforts in your community. I look forward to our continuing partnership and welcome your ideas for improving our partnership.

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
Shelby County Commission

Dear Commissioners:

The University of Missouri Extension council and staff would like to thank the Shelby County commissioners for their support and funding for programs during this past year. 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.

County residents decide the direction of extension’s educational programming each year during the council input review. Current areas of emphasis in Shelby County focus on families, youth development, environmental issues, business development, agriculture, consumer and family economics, nutrition education and human development issues.

University of Missouri Extension works as 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. The mission of MU Extension 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. The University of Missouri and Lincoln University are Missouri’s two land-grant universities, charged by federal acts of Congress to deliver extension programs.

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 in Shelby County. The Shelby County MU Extension staff specialists are also assigned to cover and provide programming in their specific areas of expertise for the northeast region of Missouri. We hope that this report provides a greater understanding about University of Missouri Extension programming efforts in Shelby County.

John D. Smith   Wendy Brumbaugh
County Council Chair  County Program Director

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating
University Extension is the statewide educational outreach of the University of Missouri System, which has campuses in Columbia, Kansas City, Rolla, and St. Louis, and Lincoln University in Jefferson City.

Every year, more than 1 million Missourians turn to University of Missouri Extension to gain practical knowledge, solve problems, adapt to change and make informed decisions. Our primary emphasis in today’s economy is on jobs. MU Extension faculty advise small business owners; help displaced workers in finding new jobs; provide education for families to make better financial decisions; prepare young people with skills for the future workforce; help farmers be more profitable; and work with community leaders to help them make wise choices for their economies. MU Extension programs in agriculture, community development, human environmental sciences, business development, youth development and continuing education tap into University research to respond to Missourians' current needs.

Through conferences, short courses, workshops, town meetings, one-on-one consultations printed and videotaped materials, and the mass media, University Extension delivers the knowledge and resource base of Missouri’s land-grant universities to citizens in 114 counties.

University Extension specialists work in collaboration with personnel from state agencies and local organizations to draw together whatever resources may be needed whether from a university campus or other source to help citizens accomplish their goals.

Extension councils have four purposes assigned by law:

1. Make recommendations and suggestions to the University concerning extension programs.
2. Make recommendations and suggestions to the University concerning the appointment or removal of extension personnel.
3. Arrange for and administer the county’s share of the cost of the extension services over which the council has jurisdiction.
4. Receive, hold and sell real and personal property reasonable required for the extension program.

History

The University of Missouri is the oldest university west of the Mississippi River, and for 150 years has been helping Missouri citizens use knowledge to solve problems and lead more productive lives.

The University has treated education as a lifelong process. Extension and continuing education activities of the University have operated in tandem with its research and teaching functions. The Morrill Act of 1862, which established land-grant colleges, and the Smith-Lever Act of 1914, which instituted the Cooperative Extension Service, are the foundations for the University as a land-grant institution. Together, the universities are helping people turn knowledge into know-how by applying research and academic findings to everyday problems. Education is the key to improving the quality of life for all citizens, and University Extension is committed to extending the entire resources of the University of Missouri and Lincoln University to accomplish that goal.
SHELBY COUNTY STAFF

Wendy Brumbaugh - Family Financial Education Specialist
Max Glover - Agronomy Specialist
Lesley Daniel - 4-H Youth Program Assistant
George David - Experience Works
Becky Vanskike - Administrative Assistant

2014 University of Missouri - Shelby County

Extension Council

Officers
Chairman: John D. Smith
Vice Chair: Jeanna Rutter
Secretary: Patti Baymiller
Treasurer: Debbie Barrick

Elected Members
Dan Uhlmeyer / Debbie Barrick
Bethel Township

Mike Vanskike
Black Creek Township

Ginger Wood
Clay Township

Appointed Member
Dianna Otto - Farm Bureau

Maurice Shuck - Commissioner
Eileen Dawkins - 4-H Council
Albin Covington - Shelbyville
Otto Alber - Shelbina
Kevin Kattelman - Bethel
Troy Renner - Clarence
Sam Hawkins - State Rep.

Youth Representatives
Kayla Dawkins - South Shelby
Amanda Carpenter - South Shelby
Parker Pfannenstiel - South Shelby
Kirby Latimer - North Shelby

Shelby County
2014 Elected Officials

Circuit Judge-Rick Tucker
Assoc. Circuit Judge-Mike Greenwell
Presiding Commissioner-Glenn Eagan
Eastern Commissioner-Maurice Shuck
Western Commissioner-Kerry McCarty
Circuit Clerk-Rosalie Shively
County Clerk-Tracy Smith

Recorder of Deeds-Audrey Buzzard
Prosecuting Attorney-Jordan Force
Collector-John Chinn
Treasurer-Jesse Burton
Sheriff-Dennis Perrigo
Assessor-Liz Miles
Coroner-Ralph Eagan
Public Administrator-Susan Wilt
Extension Funding and Expenditures

UNIVERSITY OF MISSOURI-SHELBY COUNTY EXTENSION FUNDING SOURCES
- University
- County
- Grants & Donations
- Short Courses
- Other

University of Missouri-Shelby County Extension Council
General Revenue Summary for 2014

**Income**
- County Appropriations: $34,400
- **Total Income**: $34,400

**Expenses**
- Wages and Salaries: $16,389
- Payroll Expenses: $1,481
- Postage: $130
- Travel: $4,500
- Advertising: $25
- Telephone Local and Tolls: $1,650
- Supplies and Services: $1,538
- Utilities: $4,481
- Other Contract Services: $3,352
- Insurance: $200
- Miscellaneous: $55
- Extension Council Election Expense: $41
- Repairs/Maintenance: $599
- **Total Expense**: $34,441
- **Net Income**: ($41)
**PROGRAM AREA -- HUMAN ENVIRONMENTAL SCIENCE**

**TITLE OF PROGRAM**  
Volunteer Income Tax Assistance

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<thead>
<tr>
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</tr>
</thead>
</table>
| 547 Northeast MO Taxpayers and 194 Shelby County residents that include:  
  • Low to moderate income working families  
  • Students  
  • Senior citizens  
  • Single parent households | • 980 hours of collective learning by Shelby County residents  
  • 20 VITA volunteers provided 738 hours to the project in Shelby county (a value of $16,715.00) | Evaluations show participants learned:  
  • What credits they are eligible for  
  • How to determine the amount they should have withheld from all income sources  
  • About finances from using the VITA program (Volunteers go over financial handouts clients are given on credit reports, predatory lending, budgeting, saving and more.)  
  • About tax planning, options and future deduction possibilities  
  • All volunteers passed Standards of Conduct and Basic certification test, Intermediate test, and/or advanced | • Purchased necessities, thus spending and recirculating money in Shelby County  
  • Paid bills  
  • Reduced or paid off debt  
  • Established or increased emergency savings  
  • Repaired or replaced vehicles | • When you support MU Extension’s MoTax Initiative, program Participants save an average of $200 (currently) in tax preparation fees per year, avoid high-cost refund anticipation loans, and learn basic financial management strategies which leads to increased cash flow and reduced family debt, which benefits other community members by reducing demand for public assistance, stabilizing the county tax base and stimulating the economy, beginning in the taxpayer’s community, through federal and state tax refund dollars and dollars from tax credits.  
  • As a result of this program, taxpayers in Shelby county received $161,940 in federal refunds including $160,912 in Earned Income Credits. |
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| 47 Shelby County participants    | Ninety four hours of participation                      | The participants received instruction on: setting financial goals, understanding credit pitfalls, identifying spending habits, budgeting concepts, and strengthening communication skills about money. | • One hundred percent of the participants had written financial goals by the conclusion of their work.  
• Each participant gained an understanding of predatory lenders and received a list of resources available to them  
• Making financial decisions less on the basis of fear or greed and with quality, correct information.  
• Every participant left the program with knowledge about their personal credit report and how to gain access to their report.  
• 98 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:  
  • Communicating with lenders.  
  • Selecting lenders carefully.  
  • Building net worth.  
  • 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. | 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 job retention.  
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.  
When you support MU Extension’s Making Money Count program, participants learn to track their spending for 30 days, which leads to increased success in reaching family financial goals, and that benefits other community members by reducing the amount of time financially distressed workers spend focusing on financial issues at work and it consequently strengthens family relationships. |
Wendy Brumbaugh, Family Financial Education Specialist

**PROGRAM AREA -- HUMAN ENVIRONMENTAL SCIENCE**

**TITLE OF PROGRAM**  **THERAPEUTIC EFFECTS OF LAUGHTER**

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</table>
| 58 participants from Salt River Community Care Staff | 116 hours | Participants learned: 1. Stress overload can be dangerous both physically and mentally. 2. Laughter is a powerful antidote to stress, pain, and conflict. Through activities and humor, participants were engaged in various forms of humor therapy and learned that laughing can be an important tool when it comes to managing stress. Studies show that laughter reduces stress, increases pain tolerance, speeds up the heart rate, improves blood circulation, accelerates breathing, increases oxygen consumption and boosts immune functions. | Each participant: Identified stressors in his/her life Examined coping skills relevant to individual situations Listed ways to increase laughter in life Studied the effects of stress overload Attendees were actively involved in strengthening communication skills and “mind binders”. | Nothing works faster or more dependably to bring your mind and body back into balance than a good laugh. Humor lightens your burdens, inspires hopes, connects you to others, and keeps you grounded, focused, and alert. With so much power to heal and renew, the ability to laugh easily and frequently is a tremendous resource for surmounting problems, enhancing your relationships, and supporting both physical and emotional health. Laughter is good for better health. When the community is more healthy, workplaces have fewer employee absences and a higher work efficiency rate. }
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<tbody>
<tr>
<td>678 Shelby County Learners from:</td>
<td>11,526 collective hours of participation</td>
<td>Participants learned:</td>
<td>Participants:</td>
<td>When supporting MU Extension’s Programs, participants gain information to help make informed decisions about healthcare, finances, businesses, and families. These behaviors benefit other community members by reducing reliance on public assistance programs, thereby improving the economic impact of the local community.</td>
</tr>
<tr>
<td>Business Expo</td>
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<td>The University of Missouri Extension has resources available on many topics.</td>
<td>Completed personal goals</td>
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<tr>
<td>Healthy Lifestyles</td>
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<td>The local office is the front door to the University</td>
<td>Made informed choices about healthcare</td>
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<tr>
<td>Health Insurance Education Initiative</td>
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<td>The Shelby County Extension collaborates with agencies to provide unbiased education</td>
<td>Networked with other agencies</td>
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<tr>
<td>Women in Ag State Conference</td>
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<td>The Shelby County Extension delivers unbiased, relevant &amp; research based information</td>
<td>Collaborated to improve tourism and local economies</td>
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<td>Ag Night</td>
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<td>Salt River Community Care</td>
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<td>Highway 36 Alliance</td>
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<td>Volunteer Income Tax Assistance</td>
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<td>Human Resource Council</td>
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**Agronomy and Horticulture**

**Education Plus Diagnostic Services for Farm and Garden Success**

Max Glover

**Agronomy and Horticulture Specialist**

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</table>
| Over 400 Shelby County participants that include:  
  • Farmers  
  • Gardeners  
  • Ag Night attendees  
  • Soil test customers  
  • Plant and insect identification and diagnosis customers  
  • Macon/Shelby Master Gardeners  
  • Cooperators with the United States Department of Agriculture and Missouri Department of Conservation  
  • Telephone and email requests for publications and questions  
  • Private Pesticide Applicator Training certification recipients | Over 500 hours of learning by Shelby County people. Over 700 volunteer service hours reported by Macon/Shelby Master Gardeners. | Evaluation of the various programs shows that participants learn:  
  • Basic gardening  
  • Pest identification  
  • How to identify high nitrate forages that pose a health risk to cattle  
  • Soil fertility management to increase fertilizer efficiency and protect the environment  
  • Pesticide application laws and best practices to safely and effectively apply pesticides deemed by the US EPA as restricted use in order to increase efficiency, reduce human health risks, and improve drinking water quality and wildlife habitat | • Used research proven gardening practices to grow more food  
• Used the safest and most efficient method to control the pest identified  
• Performed forage feed value tests and adopted management intensive grazing techniques  
• Managed fertilizer applications to row crop fields to maximize return per acre while minimizing loss of fertilizer to the environment  
• Applied restricted use pesticides using techniques and equipment that minimize human health risks and negative environmental impacts while providing the most effective pest control possible | By utilizing research proven best practices in their gardens and on their farms citizens of Shelby County improve their local economy. Regardless of whether research proven best practices are used to produce locally grown produce for the Shelbina Farmers Market or corn and soybeans for global markets, there are clear benefits to increasing efficiency, productivity, and safety. Current and future generations benefit when research proven best practices are used and result in improved productivity and reduced negative environmental impacts. |
Tracie Moore, 4-H Youth Specialist  
Lesley Daniel 4H Youth Program Assistant

### 4-H Shelby County Community 4-H Clubs

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<tr>
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<tr>
<td>139 members x 1 hr per month x 12 monthly club meetings = 1,668 hours of community club work. 4-H offers over 100 different project areas for members to enroll in such as electricity, robotics, beef and cake decorating. To be recognized as a member in good standing each member must also complete at least one project in which they work with a registered volunteer for at least six hours per year. 139 members x 1 project each x 6 project meeting hours = 834 hours spent doing project work with an adult 4-H volunteer. Most members take around three different projects and spend more than the six required hours with a volunteer.</td>
<td>The five Shelby County 4-H clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others. Members learn by doing under the guidance of adult volunteers, who teach projects ranging from aerospace and arts to veterinary science and sport fishing. Clubs also involve children and teens in community service, camping and educational trips.</td>
<td>4-H members continue to build on life skills that will benefit them throughout their lives.</td>
<td>4-H Connects Kids to College and a Higher Quality of Life. Missouri 4-H members are twice more likely to have been on a college campus than their non-4-H peers. MU is by far the campus most frequently visited and 4-H is the second most reported reason to be on the MU Campus (Lerner, 2008). MU Extension 4-H connects 8,500 young people ages 8 to 18 to University of Missouri campuses and faculty. Being on a campus is a predictor of youths going on to higher education (Hoover, 2006). Twelve Shelby County young people ages 8-18 participated in 4-H events on the MU Campus. These students are more likely to go to college and enjoy increased financial success for themselves and their offspring, being better consumers, improved quality of life through more opportunities for leisure and hobbies, improved health for themselves and their children (Porter, 2003), being more likely to vote as adults, and being more likely to contribute to their community (Lerner, 2009; Zaff et al, 2003). Youths who earn a bachelor’s degree, increase their annual earnings by $2 million over their lifetime (NACUBO, 2012).</td>
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## 4-H Volunteer Support

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<tbody>
<tr>
<td>Shelby County 4-H members are supported by 50 registered adult volunteers.</td>
<td>Missouri 4-H volunteers responding to a survey report they contribute on average 100 hours per year. Valuing their time at $21 per hour, based on average Missouri incomes, the contribution of Shelby County 4-H volunteers was worth more than $105,000 in 2014!</td>
<td>Volunteers come away from their experience learning as much from the members as they taught. They learn how members interact and what motivates youths. Each volunteer must take a one-time Volunteer Orientation course. During the orientation they learn about the history of 4-H, youth development, the 4-H philosophy regarding competition and how 4-H teaches life skills and character to our youths.</td>
<td>Volunteers create, support and are part of the 4-H community. 4-H volunteers organize club meetings, project meetings, fundraisers and events. These dedicated people help our youths learn about project-related skills such as using a sewing machine to make a dress while at the same time learning important lifelong skills such as responsibility.</td>
<td>Volunteers create, support and are part of the 4-H community. More important, these adults serve as mentors for our youths helping them transition into caring and contributing adults throughout our communities.</td>
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## 4-H Achievement Day

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<tr>
<td>Fifty-five 4-H members participated in the annual Achievement Day. Members competed in demonstration contests, public speaking contests, personal development interviews, fashion revue, a table setting contest and judging contests for ages 5-18.</td>
<td>55 participants x 3 hours = 165 hours</td>
<td>Achievement Day assists 4-H youths in improving problem solving, communication and organizational skills as youths develop and present demonstrations, public speeches and judging class reasons.</td>
<td>4-H also helps youths prepare for future job interviews by offering different contests such as personal development and table setting where each participant will be interviewed by a single judge or a panel of judges.</td>
<td>The 4-H Study of Positive Youth Development discovered that, when compared to other youths, young people involved in 4-H have higher educational achievement and higher motivation for future education. In addition, youth in 4-H make more civic contributions to their communities than youth in other out-of-school programs.</td>
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### 4-H REGIONAL AND STATE EVENTS

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<tr>
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<tbody>
<tr>
<td>Some events the Shelby County 4-H members attended include</td>
<td>4-H members spend months working in their project areas preparing for county, regional, state and national contests or events.</td>
<td>4-H offers many opportunities for youths to learn life skills and grow into contributing adults.</td>
<td>Shelby County was well-represented at regional and state 4-H events. Members also demonstrated their skills learned through their 4-H projects at many contests.</td>
<td>Community service is integral to positive youth development programs. 4-H youths are three times more likely to actively contribute to their communities when compared with youths who do not participate in 4-H (Lerner, 2008).</td>
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<td>State 4-H Teen Conference—4 members attended</td>
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<td>4-H Summer Camp—8 members attended</td>
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<td>State Public Speaking—2 member attended</td>
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<td>State Shooting Sports Contest—1 member attended</td>
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<td>State Livestock Judging Contest—8 members attended</td>
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<td>State Demonstrations—3 members attended</td>
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<td>State Fashion Revue—2 members attended</td>
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<td>Missouri State Fair—44 members attended</td>
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### 4-H SHOW-ME QUALITY ASSURANCE

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<tr>
<td>Twenty-one youths attended the 2014 program.</td>
<td>Some 4-H members will own or manage an animal for a project. The Show-Me Quality Assurance program is a program geared toward 4-H youths enrolled in food animal projects such as beef, rabbits, poultry, sheep, swine, dairy and goats. Members enrolled in a food animal project will take the course twice between the ages of eight and thirteen and once again when they are fourteen. They will spend at least six hours in the Show-Me Quality Assurance program.</td>
<td>Information covered during the course includes daily care and management, animal handling, animal identification, reading feed labels, biosecurity, proper injection locations, carcass quality and medication withdrawal times.</td>
<td>4-H members who are enrolled in animal projects take on a big role of responsibility. Members not only take care of their animal’s daily well-being but also keep breeding records, medical records and expense records.</td>
<td>Young people in 4-H are engaged in twice as many leadership roles than their non-4-H peers.</td>
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<td>Two hundred thirty-four 4-H and FFA members participated in the 2014 Shelby County Fair held in July.</td>
<td>Each exhibitor may put in 100 hours, preparing, practicing, helping others and exhibiting at the county fair.</td>
<td>4-H can also offer a taste of entrepreneurship to many youths through projects such as electricity, cake decorating, beef, computers, home environment and welding. The Shelby County Fair gives 4-H members the opportunity to promote their work by exhibiting in shows, contests, demonstrations, displays and the Livestock Sale.</td>
<td>During the fair 737 ribbons were awarded. The Danish system of judging is used at the fair where the exhibit is evaluated against a standard and recognition is given to the exhibitor by how close they have come to meeting that standard. A blue ribbon indicates the youth has excellent knowledge in the project area that exceeds the standard. A red ribbon indicates the youth has some knowledge in the project area and meets the standard. A white ribbon indicates the youth has little or no knowledge in the project area. At the fair 86 percent of the entries received blue ribbons, 12 percent received red ribbons and 2 percent received white ribbons. Four hundred-five items were exhibited in the Building during the fair. Twenty three percent of the blue ribbon inside-items were chosen to be exhibited in the 4-H Building at the Missouri State Fair, indicating a high level of achievement. Youths will use the judge’s comments as valuable information to help them improve next year’s projects.</td>
<td>Members who exhibit at the fair use the judge’s comments as valuable information to help them improve and grow for the future. Youths who exhibit an item inside the building at the fair participate in conference-style judging. Conference judging allows the member and judge to evaluate the exhibits together. During the evaluation the judge and exhibitor talk directly with each other. Through the two way conservation the judge can give suggestions to improve the exhibit and the exhibitor may explain problems encountered and solutions as well as goals reached and any knowledge gained. Conference-style judging gives the exhibitor an opportunity to learn from the judge’s experiences and knowledge and to start making future plans.</td>
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</table>
### 4-H CLOVER KIDS

<table>
<thead>
<tr>
<th>Number of Shelby County Learners</th>
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</tr>
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<tbody>
<tr>
<td>29 Clover kid members participated, in Clover Kid Camp.</td>
<td>29 participated x 2 hours</td>
<td>One of the clover kid camps the members learned about what makes a rainbow and the different effect they have. The other camp was about Pizza and they learned the nutrition value it has.</td>
<td>They played games, did crafts, had refreshments, and story time.</td>
<td>When you support youth in Shelby County, you promote responsible behaviors and community involvement.</td>
</tr>
</tbody>
</table>

### 4-H HATCHING CHICKS

<table>
<thead>
<tr>
<th>Number of Shelby County Learners</th>
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</thead>
<tbody>
<tr>
<td>One hundred fifty-three students in Shelby County participated in a 4-H School enrichment program called &quot;Hatching Chicks in the Classroom&quot; in 2014.</td>
<td>Pre-incubated eggs are delivered to the classroom on a Monday and placed in an incubator. Students turn the eggs twice daily until Friday. The eggs hatch the next Monday and stay in the classroom for the week.</td>
<td>Students in classrooms that participate in 4-H embryology learn about science, life, responsibility, decision making and teamwork while working their way through activities and lesson plans provided to the teacher or volunteer by the extension office.</td>
<td>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 Shelby County is &quot;Hatching Chicks in the Classroom.&quot;</td>
<td>Missouri 4-H members are engaged with science activities. The advantages of 4-H participation include the development of positive attitudes about science and more participation in science-focused activities during out-of-school time.</td>
</tr>
</tbody>
</table>

*Duplicates not removed

**References:**


### Program Area – Agricultural Business

**Presenter Name** – Karisha Devlin

- Farm Bill Meeting
- Beef Producer’s Seminar
- Farm Business Analysis

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<tr>
<td>115 Shelby County participants (a total of 122 in attendance).</td>
<td>2 hours of instruction</td>
<td>Participants learned about their options under the new farm bill – ARC IC, ARC Co, or PLC. They learned the timeline for yield updates, base reallocation, enrollment, and sign-up. The decision tools were demonstrated and access to those tools shared. Attendees also learned what they needed in order to input their information into the decision tools. They also learned who the people and organizations were who could help them through the process. This seminar was facilitated by Zac Erwin and Karisha Devlin. Guest speakers included Dr. Ron Plain, and Dr. Jared Decker. Dr. Plain, MU Extension agricultural economist, discussed the current trends in beef production, trade, domestic supplies, demand factors, and price and profitability prospects for the coming year. Dr. Decker, geneticist, discussed the how and why of genomic testing. Specifically what</td>
<td>95% of respondents said they will take action on what they learned. Some will attend another farm bill educational session as the next step. Landowners will update yield data and decide on base acre reallocation. Producers will acquire the necessary form from Farm Service Agency to input their yields into the decision tool. Producers and landowners will utilize the decision tool before enrolling. Producers will enroll in ARC IC, ARC Co, or PLC.</td>
<td>This decision will affect producers and landowners at least through 2018. The programs are designed as risk management tools. By understanding how the different options work, producers can establish the level of risk protection that best fits their operation. This provides producers price or revenue protection from influences beyond their control. This helps producers stay in business – the business of feeding Missourians, feeding the United States, and feeding the world. Producers and rural communities benefit from improved profitability of livestock operations, in turn, this contributes to Missouri’s agricultural economic strength</td>
</tr>
<tr>
<td>2 persons from Shelby County participated in the Beef Producer’s Seminar</td>
<td>3 hours of instruction</td>
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</table>

This information aided producers in making decisions regarding marketing and feeding their cattle.
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>27 Shelby County Producers</td>
<td>30 hours of instruction</td>
<td>information do these tests provide and how does it apply to commercial and purebred beef herds.</td>
<td>Were able to keep records pertinent to their business.</td>
<td>Having economically viable farming operations benefits the local economy and communities.</td>
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<td></td>
<td></td>
<td>On the evaluation, participants rated the seminar on a scale of 1 to 5 with 5 being the best.</td>
<td>Producers gained information that helped them in making business decisions for their operations.</td>
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<tr>
<td></td>
<td></td>
<td>The results: Quality of overall seminar – 4.2 Usefulness of materials presented - 4.1 Information gained - 4.2</td>
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<tr>
<td></td>
<td></td>
<td>Participants were also asked to rate their knowledge before and after the program. The evaluations showed a knowledge gain after the program.</td>
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<td>The results: My Knowledge (after Beef Seminar): -81% learned about the price/profitability prospects for 2014. -77% knows more about the current trends in beef production. -74% know more about beef demand and trade factors. -77% now know what information genomic testing provides for beef herds. -77% understand how genomic testing can be useful to commercial and purebred beef herds.</td>
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<td></td>
<td>How to find the right farm record system for their operation, cash rental and custom rates, lease agreements, and farm bill questions. I also met with two Shelby County producers to assist them with a farm bill decision tool.</td>
<td></td>
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</table>
# Program Area – Agricultural Business

**Presenters Name:** Karisha Devlin, Joe Koenen, Darla Campbell  
**Title of Program:** Ag Lenders

<table>
<thead>
<tr>
<th>Number of Shelby County Learners</th>
<th>Total Hours of Collective Workshop Participation in 2014</th>
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</thead>
</table>
| 2 participants                   | 11 hours, 357.5 hours total for all lenders             | Topics for the two seminars held at Kirksville and Hannibal were:  
Crop & Livestock Outlook  
Farm Bill  
Ag Tax Law Update  
Calculating what you can pay for land rent  
Producers and the Affordable Care Act  
SBA loan guarantees and micro-lending  
Lenders received the 2015 Missouri Farm Financial Outlook book which included budgets for all major crop and livestock enterprises in the state.  | Lenders will help their agricultural customers to use the information and tools they were given. Specific actions include:  
Using the rent calculator  
Using the Farm Bill decision tool  
Referring people to the Missouri Marketplace  
Using the budgets weekly  | The lenders in attendance manage 3157 loans totaling $385,300,000.  
By attending University of Missouri’s Agricultural Lenders’ seminars, lenders are able to help their clients make better decisions based on the decision tools, budgets, and other resources provided. This benefits their portfolio of producers and landowners by a better understanding of enterprise budgets and cash flow affecting families’ and businesses’ financial health. |
Livestock Education in Shelby County

- Beef Improvement
- Show-Me-Select Heifer
- AI Breeding
- Tri-County Steer Carcass Futurity
- Beef Bus tour
- Show-Me Quality Assurance
- Livestock Judging

<table>
<thead>
<tr>
<th>Number of Shelby County Learners</th>
<th>Total Hours of Collective Workshop Participation in 2014</th>
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</tr>
</thead>
<tbody>
<tr>
<td>5 Shelby County beef producers participated in the BCIA program</td>
<td>45 hours per producer per year</td>
<td>Learn importance of keeping performance records by taking weaning and yearling weights and heights on the farm</td>
<td>Data is used when they sell the bulls to other producers such as in the performance Tested Bull sale. Three of the five producers sold bulls in the sale this year. Others sold bulls off the farm.</td>
<td>Two producers from Shelby County purchased two bulls in the sale because they could utilize the data provided to see which bull would further improve their herd.</td>
</tr>
<tr>
<td>1 beef producers in Shelby County were involved in the Show-Me-Select Heifer Program</td>
<td>80 hours per producer</td>
<td>Learn how to produce high quality, easy calving heifers. Accurately learn the cost of producing a replacement heifer and the value they add to her by going through the SMS program.</td>
<td>It allows the participants to create a heifer development program for their herd. They also sold heifers in the program at a value added sale. They will have more predictable replacement heifers that will be more likely to save a calf at birth and make money for the person who buys them.</td>
<td>Increasing profitability from quality livestock production has a positive impact on the economy of Shelby County. Four producers purchased 15 heifers in the SMS sale.</td>
</tr>
<tr>
<td>2 Shelby County producers participated in the AI breeding program</td>
<td>2 hours per producer</td>
<td>Learn how to use the boxes, how the boxes make AI breeding easier and less stressful on the animal</td>
<td>The AI conception rate is increased by 5-15 percent due to the lower stress levels on heifers/cows as a result of the design of the breeding boxes</td>
<td>Increases the productivity of a producer’s herd affecting his profitability creating a positive impact on the economy of Shelby County.</td>
</tr>
<tr>
<td>3 Shelby County producers participated in the Beef Bus tour</td>
<td>12 hours</td>
<td>Learn from individual stops how different productions systems could benefit their operation.</td>
<td>Participants receive information on various production systems with a livestock, agronomy, and mechanical emphasis.</td>
<td>Gives Shelby County producers a greater perspective on different production areas.</td>
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</table>
# Livestock Education in Shelby County

- **Show-Me Quality Assurance**
- **Livestock Judging**

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<tr>
<td>15 Shelby County 4-H members and parents participated in Show-Me Quality Assurance</td>
<td>The certification includes a one-hour workshop. Participants must do this three times during their showing career. They must attend twice under the age of 13 and once when they are 14 and older.</td>
<td>Learned specific information on: - Daily care and management - Animal identification - Reading feed labels - Drug withdrawal requirements - Bio-security - Proper injection sites - Carcass quality</td>
<td>.Meets the requirements for certification required to exhibit meat producing animals. Allows livestock and poultry project members to meet this requirement to complete their project</td>
<td>Increases quality of care and knowledge of livestock produced by youth in Shelby County. Increased profitability from quality livestock production has a positive impact on the economy of Shelby County</td>
</tr>
<tr>
<td>8 Shelby County 4-H members participated in livestock judging contest</td>
<td>The participants are involved four hours of competition</td>
<td>Evaluation skills for beef, sheep, goats, and swine</td>
<td>Participants get to utilize and practice decision making skills as well as communication skills. They also learn skills to select animals for their herd development as well as selection of show animals. Teams were selected for state contest and 4 4-H members went to state. The Junior team placed 10th in the state contest and the Senior team placed 13th in the state contest</td>
<td>Youth utilize skills to increase the quality of their livestock produced in Shelby County while increasing the profitability of their herd having an impact on the economy of Shelby County.</td>
</tr>
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</table>
Nutrition Education offered In Shelby County

Food Preservation

Stay Strong, Stay Healthy

Nutrition and Health Education Specialist

Jim Meyer

<table>
<thead>
<tr>
<th>Number of Shelby County Learners</th>
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<tbody>
<tr>
<td>Fifteen residents had their dial pressure gauges tested for accuracy.</td>
<td>Two opportunities were offered for pressure gauge testing. The first opportunity was at the food pantry in Shelbina and the second was at the extension office in Shelbyville. Seven hours was the combined time for the two testing opportunities.</td>
<td>Participants had their dial pressure gauges checked for accuracy and replaced as needed. MU extension guide sheets on food preservation were also distributed. Standard evaluation was conducted. Seven participants completed the evaluation. Six of the participants indicated they were &quot;very much&quot; satisfied and one participant indicated she was &quot;somewhat&quot; satisfied. All seven participants indicated they felt their health was better after participating in the program. Six of the participants indicated they felt physically stronger while one indicated they did not feel stronger. All seven participants indicated they felt they had more energy. Six participants indicated they felt more flexible while one said no. Six participants indicated they would recommend the program to others while one said no. All of the participants indicated their knowledge, skills or understanding had increased as a result of the program.</td>
<td>Testing of pressure gauges is recommended each year. Participants benefited by having a local venue to test their gauges. Also, having an accurate pressure gauge is the only way to safely preserve low acid foods. Participants expressed the following benefits from the program. My joints are more flexible and pain free. My knees are stronger. I am more motivated to exercise. I have a set routine and can modify it as needed because of what I have been taught. I have learned easy helpful exercises. It was fun and helped build friendships. I feel stronger. I feel more relaxed. Strengthen legs. (No more leg cramps.) Stretches took a knot out of my back. Makes me more consistent at exercise. Motivates me to move more.</td>
<td>MU Extension delivers food preservation lessons based on safe food handling research. The need is to protect food from contamination by pathogenic microorganisms, parasites, and naturally occurring toxins. This program helps prevent a foodborne illness outbreak which could result in unneeded healthcare costs and possible deaths.</td>
</tr>
<tr>
<td>Eleven residents participated in the Stay Strong, Stay Healthy program at Heartland.</td>
<td>The Stay Strong, Stay Healthy program is a ten week exercise program. Each session lasts one hour.</td>
<td></td>
<td></td>
<td>Stay Strong, Stay Healthy is a ten-week exercise program designed for middle-aged and older adults. Research has shown that older adults who increase their physical activity and strength train regularly improve their strength, balance and flexibility. This results in reduced risk for falls, better overall health and greater independence. These health benefits decrease the likelihood of a participant entering a nursing home, which costs on average $51,465 per year in Missouri. The money saved benefits the community by keeping more discretionary income in circulation locally. It also keeps people actively, independently contributing to society longer.</td>
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</table>
University of Missouri Extension’s Family Nutrition Program (FNP) reached 373 participants directly and 480 indirectly with nutrition education in Shelby County during 2014 a significant percentage of which were low income.

<table>
<thead>
<tr>
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<td></td>
<td>148</td>
<td>Youth from Pre-school to 12th grade learned nutrition and health information in kid-friendly terms through lessons with hands on activities. These activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. Education for adults also includes nutrition, food safety, physical activity, and food resource management.</td>
<td>Nutrition Program Associates (NPA’s) go into schools and other grant eligible locations and interact with community members to help them make healthier choices and build healthy habits. They see the difference the program makes in people’s lives. Heather Utterback is the NPA who serves Shelby County. For youths who participated in FNP, results summarized for the state revealed the following positive impacts: Two thousand, five hundred eight (2,508) teachers gave us feedback. 52% have participated in FNP for three or more years. 98% (2,461 teachers) reported one or more changes in students after FNP.</td>
<td>The Family Nutrition Program (FNP) brought $8,872,444.71 in Federal funds to the state of Missouri. These funds were used to provide nutrition education to 1,047,203 food stamp recipients and food stamp eligible citizens of Missouri. 853 of these participants reside in Shelby County. It funds one full-time job that serves three counties with quality benefits plus expenses for making the programming available to qualified schools and agencies in the county. Participants in FNP become more aware of nutrition, make healthier meal and snack choices, eat breakfast more often, are more willing to try new foods, increase their physical activity and in general make healthier food choices. Those who practice healthy eating and activity behaviors are more likely to enjoy a high quality of life as an adult and into old age. A healthy labor force is critical to attracting and keeping jobs in Missouri. In addition, this important programming effort serves to reduce healthcare costs over the participant’s lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums.</td>
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<tr>
<td><strong>CHART Teen Task Force Pregnancy Prevention programs</strong></td>
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<td><strong>Empathy Belly</strong></td>
<td>Seventy-six students participated in using the Empathy Belly pregnancy simulation.</td>
<td>This program involved 76 hours (1 hour per student).</td>
<td>95 percent of the participants felt they were more knowledgeable about the discomforts of pregnancy.</td>
<td>96 percent indicated they intended to delay sexual activity and becoming pregnant.</td>
</tr>
<tr>
<td><strong>REAL Care Babies</strong></td>
<td>Seventy-six students participated in using the Real Care Baby infant simulators.</td>
<td>Most students cared for the infant simulators for two days giving a total instruction time of 152 days of for all students.</td>
<td>Students learned about the types of care, frustrations, and stressors involved with infant care on a day to day basis.</td>
<td>There were 88 percent of the students reported they intend to delay sexual activity and becoming pregnant.</td>
</tr>
<tr>
<td><strong>Under the Umbrella of Dementia: Alzheimers and Other Kinds of Dementia</strong></td>
<td>This training was developed for and delivered to 19 senior nutrition center staff in Shelbina.</td>
<td>The training was one hour in length giving a total instruction time of 19 hours for all nutrition center staff.</td>
<td>Participants learned: - Dementia signs/symptoms - Differences between normal aging &amp; Alzheimers - Types of dementia - Importance of early diagnosis - How to communicate with a person with dementia -Introduction to caregiving &amp; supporting caregivers.</td>
<td>98% indicated they would recommend this program to others. 96% of the participants indicated they gain some knowledge. 100% indicated they felt they would be able to care for an older person. 83.3% indicated they felt better able to communicate with a person with dementia. 30% indicated they felt better able to care for their self as a caregiver 30% % indicated they felt more comfortable to care for their self as a caregiver. One individual indicated they intend to seek help for their self or a family member.</td>
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</table>
## BUSINESS EDUCATION OFFERED IN SHELBY COUNTY

Management Counseling  
Business Training  
International Trade

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</thead>
</table>
| Shelby County had 15 Clients/ Companies that received Business Counseling | 30 | Business Development Program Specialists and business counselors with MU Extension, Missouri Small Business & Technology Development Centers (MO SBTDC), counsel people and their companies with start-up and management counseling, training and other assistance creating stronger companies. | 25 New Jobs  
1 Business Start  
7 Jobs retained | 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. |
| Shelby County had 37 training Event participants. | 74 | Better business decision making and financial management results in stronger businesses and a stable business community. | 4,149 Clients Counseled  
25,640 Counseling Hours  
815 Business Trainings  
16,840 Training Participants  
2,810 Classroom Hours  
238 New Business Creations  
1,616 Jobs Retained  
2,674 Change in Staff  
$204,377,649.78 in Loans & Equity  
$207,464,049.23 in Sales Increases  
$3,814,347.00 in Research Grants  
$208,191,996 in Total Capitalization | |

Shelby County  
Business Development Specialist  
Charles Holland  
Monroe County  
hollandca@missouri.edu
**CHRIS SHOEMAKER**

**PROGRAM AREA: BUSINESS DEVELOPMENT SPECIALIST**

**MISSOURI PROCUREMENT TECHNICAL ASSISTANCE CENTERS**

<table>
<thead>
<tr>
<th>Number of Shelby County Initial contacts for government procurement</th>
<th>Total counseling sessions on government contracting for Shelby county in 2014</th>
<th>What Did They Learn?</th>
<th>What Action Did They Take?</th>
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</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>53</td>
<td>The registration processes for state and federal contracting along with potential opportunities that pertains to their product or services offered.</td>
<td>Possible contracts that give them opportunities to bid on and ultimately receive contracts from their bid proposals. Awards Amount $6,780</td>
<td>This is job creation along with increasing small business opportunities in Rural Northeast Missouri. Overall, the University of Missouri’s Business Development Programs (BDP) served people and their businesses state-wide. The total impact for all businesses assisted by the BDP was: Government contracts: $349,593,124</td>
</tr>
</tbody>
</table>

The business development faculty contributing to these business successes are from the programs identified above. These staff have regional and statewide assignments and work with businesses in all counties across the state.
2014 State Fair Farm Family Co-sponsored by Missouri Farm Bureau and MU Extension

Shelby County’s Farm Family

Randy and Peggy O’Laughlin family

Shelby County Missouri Century Farms Recipients

Joann Wood

Randy and Peggy O’Laughlin family

Richard Griffith Family

Staff Serving Shelby County From Other Locations in 2014

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelley Bush Rowe</td>
<td>Regional Director</td>
<td>Regional Office</td>
</tr>
<tr>
<td>Shari Pretz</td>
<td>Administrative Associate</td>
<td>Regional Office</td>
</tr>
<tr>
<td>Mary Smyser</td>
<td>FNEP Director</td>
<td>Marion County</td>
</tr>
<tr>
<td>James Meyer</td>
<td>Nutrition Specialist</td>
<td>Ralls County</td>
</tr>
<tr>
<td>Daniel Mallory</td>
<td>Livestock Specialist</td>
<td>Ralls County</td>
</tr>
<tr>
<td>Tracie Moore</td>
<td>4-H Youth Specialist</td>
<td>Macon County</td>
</tr>
<tr>
<td>Charles Holland</td>
<td>Business Development Specialist</td>
<td>Monroe County</td>
</tr>
<tr>
<td>Karisha Devlin</td>
<td>Agriculture Business Specialist</td>
<td>Knox County</td>
</tr>
<tr>
<td>Sherry Nelson</td>
<td>Human Development Specialist</td>
<td>Marion County</td>
</tr>
<tr>
<td>Chris Shoemaker</td>
<td>Business Development Specialist</td>
<td>Macon County</td>
</tr>
<tr>
<td>Tom Fuhrman</td>
<td>Housing Specialist</td>
<td>Randolph County</td>
</tr>
<tr>
<td>Tracy Marlo-Daugherty</td>
<td>Community Development Specialist</td>
<td>Linn County</td>
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