

2006

UNIVERSITY OF MISSOURI
 Extension

Webster County
Annual Report



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December 31, 2006

Dear County Commissioners and Stakeholders:

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

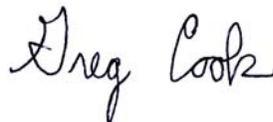
The mission of University of Missouri Extension, a partnership of the University of Missouri campuses, Lincoln University, the people of Missouri through county extension councils, and the Cooperative State Research, Education and Extension Service of the U.S. Department of Agriculture, is to: "serve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

Current program emphasis areas in Webster County focus on agricultural sustainability and wise use of our natural resources of land, water and air; youth development; family growth and health issues; and small business development and marketing. Following the program plan developed with input from county residents in 2005-2006, we are taking steps to be sure the local direction of extension's educational programming continues to meet the highest priority needs of our county's residents in the coming years.

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



Lib Sims
Council Secretary



Greg Cook
Council Chairman



Bob Schultheis
Natural Resource Engineer
& County Program Director

December 27, 2006

Dear Members of the County Commission and Community:

Thank you! Your financial support to our land-grant university partnership makes it possible for University of Missouri Extension to deliver high-quality educational programs where Missourians live, work and experience quality of life.

More than 1 million Missourians annually turn to MU Extension for help in improving businesses, farms and communities and strengthening their families. Your partnership with the U.S. Department of Agriculture, the State of Missouri, and local organizations and businesses enhances the state's economy and brings unique opportunities to families and individuals.

In fact, MU Extension partners with more than 100 entities across the state. Those partnerships enable us to extend our educational reach without duplicating services. In FY2007, MU Extension will leverage \$39 million in federal and state funding resources into more than \$81 million in educational programming to serve Missourians.

In 2006, dollars allocated by county commissions to support extension at the local level amounted to 17 percent of the total dollars for extension funding statewide. These local dollars were leveraged to provide more programs to more people. Additionally, our local partners across the state (county commissioners and councils) provided significant in-kind contributions in the forms of office space and meeting space. Grants, fees and contract dollars account for almost 23 percent of extension funding. Combined with state and federal funds, every local tax dollar is matched with an average return of \$10.37. We use these funds very efficiently. In FY2007, just four percent of the budget is going toward administration, compared with 12 percent for most non-profits and government agencies.

The return on your investment in MU Extension for your community is great:

- Businesses become and remain profitable -- creating and retaining jobs.
- Improved agricultural yields add to producers' bottom line, and citizens enjoy a safer environment.
- Towns and cities use research-based resources to make better decisions about their future.
- Young people are more likely to stay in school and increase their lifetime earnings.
- Professionals and other workers stay on the cutting edge of career requirements through continuing education.
- Adults and young people live healthier lifestyles and suffer fewer medical costs.

Your local extension faculty and staff, campus faculty, county extension council members, 4-H volunteers, Master Gardeners and other program supporters look forward to a continued fruitful partnership in 2007. If you have suggestions for how University of Missouri Extension can better serve your needs, please contact me or your local extension center.

Sincerely,



Michael D. Quart
Vice Provost and Director of Cooperative Extension

Extension Center Fast Facts for 2006

- \$ **38,600** county general revenue appropriation to Webster County Extension
- \$ **107,001** of matching support provided to Webster County by the University of Missouri
- \$ **35,591** of matching support from Webster County schools for Food and Nutrition Education Program

- **4,961** individual requests for help were answered
- \$ **271,913** estimated market value of consultation services provided
- **6,021** people were involved in group educational activities
- **2,365,000** people were reached through regional media (newspaper, radio, television) efforts
- **8,000,000** people were reached through statewide and national media
- **673** MU guidesheets and 4-H publications were distributed through the Extension Center
- **56,502** copies of information and newsletters were distributed through the Extension Center
- **256,946** accesses were made to the Webster County Extension Center's website
- **30** persons received a 3-hour training course to allow them to buy restricted-use pesticides
- **6** exams were proctored for students wanting to complete high school or college by independent study
- **308** persons from Webster County took distance education courses through Extension.
- **256** agricultural & horticultural soil samples were tested for fertilizer and liming recommendations
- **9** drinking water samples were tested for mineral and nitrate contaminants
- **29** food canner pressure gauges were tested to prevent food poisoning, with 17% of gauges faulty
- **3,587** volunteer hours were provided by Webster County 4-H youth leaders, Master Gardeners, and Extension Council members
- \$ **59,186** value of volunteer hours provided by Webster County 4-H youth leaders, Master Gardeners, and Extension Council members, based on U.S. Bureau of Labor Statistics' \$16.50 per hour volunteer value for Missouri in 2005
- \$ **22,308** value of 2,028 hours of donated (unpaid) labor provided by Webster County Extension faculty and staff for client service, building maintenance, equipment repair and janitorial work, based on a \$11 per hour rate
- \$ **1,955** of unreimbursed job-related expenses of Webster County Extension faculty and staff for cell phone use, travel, reference journals, teaching aids, professional improvement training, etc.

- **2005 Leaders Honor Roll Award Recipients:**
 - Gladys Gaeke, Marshfield, MO
 - Don Rost, Marshfield, MO
- **2006 Century Farm Family:**
 - Stuber Farm (William F. Stuber and Marie E. Stuber), Niangua, MO

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Faculty & Staff Members at Webster County's University of Missouri Extension Center



Bob Schultheis

Natural Resource Engineering Specialist
& County Program Director
26 Years of Service



Jeannie Moreno

Youth Education Assistant
E-mail: morenoja@missouri.edu
17 Years of Service



Donna Eldridge

Secretary/Receptionist
E-mail: eldridged@missouri.edu
12 Years of Service



Kathy Embrey

Nutrition Education Assistant
E-mail: embreyk@missouri.edu
4 Years of Service

Diverse, Experienced and Well-Trained Faculty and Staff

The faculty and staff of the University of Missouri Extension Center in Webster County are diverse, representing a variety of backgrounds, experiences and educational levels. They have owned their own businesses, worked for other educational institutions, worked in the public and private sectors, and collectively have over 59 years of work experience with University of Missouri Extension.

4-H and Youth Development

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

Impact in 2006

School Enrichment Programs — 4-H school enrichment programs are short-term educational hands-on experiences that supplement learning in the classroom and take advantage of children's natural sense of curiosity about living things in the world around them. By hatching chicks from eggs, students learn about embryology, biology concepts, and the natural life cycle of living things. Webster County Extension partnered with teachers in Fordland Elementary School and Marshfield Head Start to offer embryology training to 148 kindergarten through 5th grade students (including a special education class).

4-H Clubs & Volunteer Service — The 4-H Program works with youth to offer a long-term educational experience that includes learning-by-doing in projects, community service, trips and strong family involvement. 4-H members acquire knowledge, build character, develop life skills and form attitudes that will enable them to be self-directed, productive members of society.

The two 4-H clubs in Webster County are *Heartbeat of the Ozarks 4-H Club* in Marshfield and *Webster County Trail Blazers* in Fordland. Some of the club activities guided this year by volunteer leaders include: Therapeutic Horseback Riding for special-needs children, Coggins Clinic for Horses, Poultry Show and Open Horse Show at the Webster County Fair, and serving as Salvation Army bell-ringers. Valuing their time at \$16.50 per hour, Webster County's youth and adult volunteers contributed over 1,488 hours of service worth more than \$24,552 in 2006.

4-H Honor Award Winners — The following youth received awards for completion of service requirements at the Club, County, District and State levels.

Junior Division (12 tasks): Bailey Boring, Jake Boring, Lucas Bouldin, Ryleigh Bouldin, Kassie Bowers, Lance Bryant, Kelsey Chapman, Nick Collins, Olivia Collins, Erin Ingalsbe, Mariah Leach, Kelsey Rogers, Kayla Stapp.

Senior Division (18 tasks): Leah Bryant, Hannah Cheatum, Amber Stapp, Mikka Tarr.



4-H Volunteer Leaders—4-H would not operate without the help of dedicated volunteers. Above are eight of the 31 Webster County volunteer leaders. They are: (left to right) Katie Ingalsbe, Phil Ingalsbe, Steve Cheatum, Patty Cheatum, Georgette Leach, Jim Leach, Pam Chapman, Elizabeth Bouldin.

Agriculture

The purpose of the agriculture program is to provide unbiased, research-based information and to make recommendations that will help individuals, groups and agribusiness firms apply this knowledge. Academic support for this program comes from the MU College of Agriculture, Food and Natural Resources in cooperation with Lincoln University and county, state and federal governments.

Impact in 2006

Individual Assistance — Over 754 one-on-one requests for Extension's help on production agriculture concerns were handled through office visits, field visits, phone calls, mail and e-mail. Topic areas addressed included: soil testing and crop fertilization; farm leases and tax issues; livestock nutrition; corrals, fencing and watering systems; forage and crop selection, production, storage and testing; weed, insect and disease identification and control; weather-related crop problems; soil conservation; computers; pesticide use, training and recommendations; pasture management and controlled grazing; poultry production; custom farming; irrigation; recordkeeping; poisonous plants, pond management; and building construction.

Soils & Crops Conference — In January, 70 people from seven counties participated in the 82nd Annual Soils & Crops Conference. Major topics were: reducing energy costs on the farm; beekeeping; alternative fertilizers and nitrogen management; native warm season grass establishment; and livestock watering systems. The conference received high ratings; 94% said they would recommend the conference to others.

Weed Control Demonstration — A demonstration on pasture weed control held in August on the Dwight Kibby farm near Fordland helped 30 producers compare field plots with five different treatments. Agronomy specialist Tom Hansen discussed weed species and herbicide options, and how the droughty weather conditions would affect results. Two producers put off spraying their pastures based on his advice, and one said what he learned at this pasture walk saved him a lot of money.

Beef Cattle Management — A Beef Production Meeting, held in January in Marshfield, drew 32 producers from five counties to learn current livestock management tips from Extension livestock specialists Eldon Cole and Gary Naylor.

Forty-two people, including several from Webster County, participated in a 4-session short course entitled "Basic Beef Management 101", in October-November in Springfield. Topics included pasture management, nutrition, genetics, reproduction, health issues, economics, cow psychology, and watering, fencing and working facilities. Some 81% of participants reported actions or changes they plan to make as a result of what they learned.

Beef Performance Evaluation — Four Webster County herds representing 270 cows participated in the Missouri Beef Evaluation Performance Testing Program. Producers use the records to make management decisions for selection and culling. There were 32 bulls on test in 2006. David Gann of Elkland participated in the Show Me Select Replacement Heifer Program, processed 16 heifers, and sold six of them at the Joplin sale.

Soil Testing — A total of 212 agricultural soil samples were submitted and analyzed through University of Missouri testing facilities. Producers were then provided fertilizer, soil liming, weed control, and cropping recommendations to rebuild their soil fertility and forage supplies, as well as referrals to the USDA Farm Service Agency and Webster County Soil & Water Conservation District for cost-share assistance.

Horticulture & Master Gardeners

Southwest Missouri and Webster County have a great blend of commercial and home horticulture. Commercially, there is a growing number of fruit and vegetable growers, greenhouse producers, and numerous businesses associated with the “green industry” including nurseries and lawn/landscape businesses. Traditionally, southwest Missouri citizens have a great impact on the horticulture industry. Gardening Magazine reported that Springfield, MO is ranked third highest in the U.S. with per capita spending of dollars for horticulture goods and services.

Impact in 2006

Individual Assistance — Over 1,081 one-on-one requests for Extension Center assistance on horticulture and healthy living concerns were handled through office visits, field visits, phone calls, mail and e-mail. Requests took from 10 minutes to several hours each to research and answer. Topic areas addressed included: soil testing; fruit and vegetable production; greenhouses; weed, insect and disease identification and control; irrigation systems; mulching and composting; produce marketing; wildlife control; flower care; pesticide selection and use; and tree and lawn care.

Master Gardeners — To help address the strong demand for general horticulture and gardening education, Master Gardeners trained by Extension provided in 2006 a total of 1,499 hours of volunteer service to local communities, valued at \$24,734.

Projects Master Gardeners were involved in include: two Marshfield Tree Planting Days, Webster County Extension Center landscaping, Hidden Waters Nature Park improvements in Marshfield, Fair Haven Children’s Home garden planting in Strafford, the State Master Gardener Conference in Springfield, gardening instruction for library groups, articles in newspapers, and Master Gardener website development.

Soil Testing — A total of 44 horticultural soil samples were submitted during the year and analyzed through University of Missouri testing facilities. Homeowners were then provided advice on fertilizer, soil liming, weed control, and plant care to improve their commercial and home gardens, lawns and flower beds.



Planting Seeds at Garst Library — Master Gardener Wanda Swenson (third from left) instills a love of nature by teaching children how to grow plants starting from seeds.



Master Gardener Training — Master Gardeners meet monthly to gain new knowledge from each other and university and industry professionals.

Environmental Quality & Stewardship

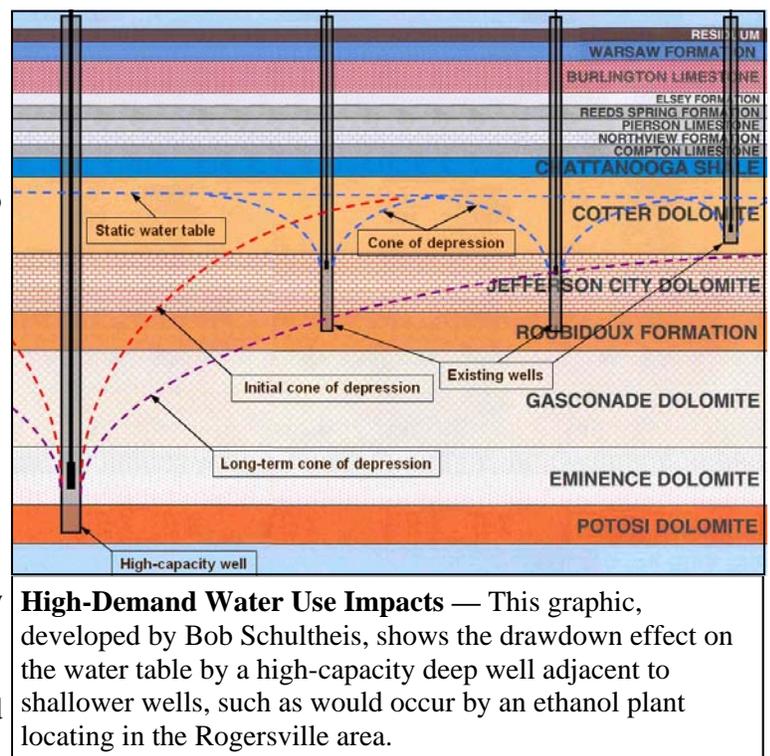
The purpose of the environmental quality program is to provide information and advice on environmental issues; to provide public education and relay programs and guidelines from the Environmental Protection Agency (EPA), Missouri Department of Natural Resources (DNR), Department of Health and Senior Services (DHSS), and the USDA Farm Service Agency and Natural Resources Conservation Service. Knowledge of current research being conducted by the University of Missouri, U.S. Geological Survey, and the Missouri Conservation Department is integral to the purpose of this program – to form communication links among various sectors of the community. Academic support for this program comes from the MU College of Agriculture, Food and Natural Resources in cooperation with Lincoln University and county, state and federal governments.

Impact in 2006

Individual Assistance — Over 874 one-on-one requests for Extension Center assistance on environmental quality concerns were handled through office visits, field visits, phone calls, mail and e-mail. Requests took from 20 minutes to several hours each to research and answer. Topic areas addressed included: human and animal waste treatment; water supply development, testing, treatment and protection; geology and land use; planning and zoning; water quality and risk assessment; solid-waste management; hazardous-materials use, storage and disposal; and indoor air quality and mold control.

Ethanol Plant Development — A Groundwater Impact Committee appointed in August by the Webster County Commission gathered and disseminated unbiased information on the effects to groundwater of an 88-million gallon per year ethanol plant proposed for the Rogersville area. Bob Schultheis was involved in a town hall meeting and numerous presentations that shared the committee's findings with over 522 people in Webster and Greene County, plus 12 media interviews. A website at www.jrbp.missouristate.edu/ethanol provides resource materials on this ongoing controversial issue.

Water Testing — Eight drinking water samples were tested for mineral and nitrate contaminants and the homeowners referred to the Webster County Health Unit for bacterial testing kits to assure drinking water safety. Most of the samples tested positive for iron and/or sulfates, and one sample had unacceptable levels of nitrates, a potential health problem for infants.



Yard Waste Composting Program — Webster County Extension helped coordinate the yard waste composting program for the City of Marshfield for its 18th year. Working with 29 Knights of Columbus volunteers, two Leaf Pickup Days in November helped 70 residents solve a waste problem by diverting 804 bags of leaves into useful mulch and compost.

Business and Industry

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 and the well-being of its citizens and communities.

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

Impact in 2006

Farmers' Markets — With advisory and marketing assistance from Webster County Extension, Marshfield Farmers' Market successfully completed its second year of operation at Shook Park. An average of 13 vendors per week sold locally-grown produce and home-baked items throughout the season, realizing over \$23,000 in sales, a 77% increase from 2005.

The Seymour Farmers' Market concluded its seventh year of operation with good sales by over 20 active sellers to 70-100 shoppers a day. The market is located at the corner of Highway 60 and Clinton Street, across from the McDonald's restaurant.

Individual Assistance — During 2006, Extension business development program specialists and business counselors with the Missouri Small Business Development Centers (MO SBDC); Missouri Procurement Technical Assistance Centers (MO PTAC); Missouri Small Business Technology Development Centers (MO SBTDC), including the MoFAST program; Missouri Market Development; and Career Options , assisted 34 people and their companies with business start-up and business management issues. Business owners and managers in Webster County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

- Jobs retained: 6
- Loans and investments in business: \$530,000
- Acquired assets: \$445,075
- Clients/companies receiving business counseling: 10
- Business training attendees and conference participants: 20
- Information transfers: 4

Additionally, several Webster County citizens participated in business training seminars. These training programs included: FastTrac New Venture, Marketing—Think Before You Spend, Starting and Managing a Small Business in Missouri, How To Write A Business Plan, Southwest Business Networking and Marketing Support, and QuickBooks Pro and Recordkeeping.

Home-based businesses of all types continue to be important income to families, and interest is strong in developing niche markets for meat goats, small fruit, specialty vegetables, packaged beef, and eggs.

Human Development & Continuing Education

Extension human environmental sciences and agricultural programs focus on the needs of families and individuals in our constantly-changing society. Some of the major areas addressed include family resource management, good health through nutrition, strengthening family relationships, leadership development, housing and energy management and effective decision-making to enhance the quality of life. A variety of educational programs and information is provided through Missouri's network of Family and Community Education (FCE) clubs as well as through forums, mass media and special projects.

The education provided for today's graduating students is soon obsolete unless periodically updated. Readjustment and retraining is a shared responsibility of many institutions, agencies and organizations. Professional updating is provided by extension in such fields as accounting, dentistry, engineering, fire-fighting, law, library science, medicine, nursing, pharmacy and professional education. Extension also provides continuing education for life-long learning through workshops, institutes and short-courses on these topics:

- Educational programs for teachers, librarians, school administrators and other professionals
- Supervision- and management-skills training
- Independent study credit courses
- Educational resources and courses for personal growth-skill areas
- Personal- and professional-development programs
- Programs focused on family and aging issues
- Child care provider training
- Workplace development programs

Impact in 2006

FCE Clubs — University of Missouri Extension supports the Webster County Association for Family and Community Education, which has 32 members in three clubs. Clubs are *Bowen Happy Hour*, *Community Sunshine*, *Friendship Extension Homemakers*, and *Millennium Ladies*.

These clubs promote building on the strength of the family as a center for a strong citizenry. Their projects this year included: Still-Born Layingettes, Stuffed Animals for Police Vehicles, dolls to lobby legislators for Child Advocacy, personal care kits for Victim Assistance support, Head Start support, Eyeglass Recycling to help third-world countries, Fourth Grade Essay and Artwork Contest featuring "trustworthiness" as one of the Pillars of Character, and numerous other community service activities.

Continuing Education Courses — In 2006, a total of 308 persons from Webster County took distance education courses through Extension. This included 102 students who received emergency responder training by the MU Fire & Rescue Training Institute, to prepare them for medical emergencies, hazardous materials response and acts of terrorism, as well as fires.



Poll Worker Training — County Clerk Stanley Whitehurst explains election procedures to poll workers at training sessions held at the Webster County Extension Center in July and October.

Human Development & Continuing Education

Private Pesticide Applicator Training — Testing was provided to 30 individuals wishing to receive or renew licenses to buy restricted-use pesticides. Following successful completion of the 3-hour training course, the Missouri Department of Agriculture issues a license good for five years.

Pressure Canner Testing — Pressure gauge testing of 29 food canners found 17 percent to be faulty, and helped prevent at least five families from having potentially deadly cases of food poisoning.

Home Food Preservation — In July, 22 people attended a 4-hour hands-on home canning workshop, where they learned the correct and safe procedures for canning and freezing vegetables, fruits and jellies.

Twelve of the participants listed changes they will make as a result of participating in this workshop. One person stated they would no longer process vegetables in a boiling water canner. This one change is potentially life-saving as botulism is a potential outcome from eating vegetables processed in a boiling water canner.

Throughout the year, many dozens of food and nutrition questions were answered via e-mail, phone conversations and office visits. The majority of these questions were on home food preservation and food safety.

Tornado Recovery — Dozens of Webster County residents were provided information and advice to help them recover from the March tornadoes. Topics included chainsaw safety, storm shelters, making drinking water safe, and salvaging damaged trees. This information was also shared across the state to assist other hard-hit communities and rural areas.



Niangua Health & Safety Fair—Displays and demonstrations by Bob Schultheis and Jeannie Moreno (standing in background) helped over 265 students, teachers and volunteers learn about poison look-alikes, and tractor, lawnmower and ATV safety at a Health and Safety Fair held in the Niangua Schools in March.



Home Canning Class — (Left to right) Marsha Stoll of Strafford, Ross Wynott of Ava, and Vi Thomas of Seymour work together to prepare green beans for pressure canning at a class taught by Nutrition Specialist Tammy Roberts in Marshfield in July.

Family Nutrition Education Program

Choosing healthy foods and engaging in regular physical activity are lifelong habits encouraged by the Family Nutrition Education Program (FNEP). This federally-funded program is administered through University of Missouri Extension at the University of Missouri-Columbia and Lincoln University.

In southwest Missouri, programs for youth and adults provide nutrition, food safety, and tasting opportunities. Nutrition program assistants (NPAs) work primarily in schools to teach youths and the adults who support them about good nutrition and good food through various fun group-learning activities. Partners include schools, after-school programs, summer youth programs, WIC, Head Start, Health Departments, Food Stamp offices and a variety of social service agencies providing services to limited-income families.

The program helps participants find out about stretching food stamps or money; fixing low-cost foods; eating better when pregnant; planning meals for babies, children and teens; storing food safely; controlling weight; helping with referrals for family problems; using food received from Women, Infants and Children's (WIC) Program or commodity distribution; and freezing, canning and growing food.

Impact in 2006

FNEP Program — The Family Nutrition Education Program operates in 16 counties in southwest Missouri, with a county funding match required for participation. Under the leadership of Terry Egan, an in-kind match of \$35,591 was obtained from Fordland, Marshfield, Niangua, and Seymour school personnel for the program to work under the auspices of University of Missouri Extension and the Webster County Extension Council.

During 2006, the FNEP reached 3,278 limited-income youths with nutrition education in Webster County, through school and summer programs.

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

The new *MyPyramid for Kids* assembly, written by Teresa DeFord, Brenda Shannon, and Kathy Embrey, was presented in twelve schools in the fall, including Seymour, Niangua, and Fordland.

Teacher comments about FNEP show 97% want the program again, 97% said class response was excellent or good, 99% reported one or more changes in students after FNEP, and the most enjoyable parts of the program were activities, games, and tasting food. Student changes reported by teachers: 95% more aware of nutrition, 62% make healthier meal and/or snack choices, 42% eat breakfast more often, 66% are more willing to try new foods, 47% increased physical activity, and 82% improved hand washing.

Clean, Separate, Chill and Cook are the food safety rules that middle school students have learned in their nutrition lessons. They have also been putting it into action, said their teacher, as she is now having students request to use her refrigerator in the classroom for their lunches. Stories like this encourage Kathy Embrey, Nutrition Program Assistant, to say FNEP has been a success in Webster County.

Out-of-County Specialists Serve Webster County

University of Missouri Extension field faculty have multi-county responsibilities for educational programming. This is a tremendous benefit to Webster County because expertise can be borrowed from neighboring counties in the region to assist local producers and residents with professional advice to improve their families and farming operations.

The following extension specialists and education assistants from other counties were called upon to support extension educational programming in Webster County in 2006.

- Teresa Bishop, Youth Specialist, Polk Co.
- David Burton, Civic Communication, Greene Co.
- Gordon Carriker, Ag Business Specialist, Christian Co.
- Jay Chism, Agronomy Specialist, Polk Co.
- Richard Crawford, Superintendent, SW Research Center
- Wayne Dietrich, Community Development, Taney Co.
- Tom Hansen, Agronomy, Greene Co.
- Tom Keohan, Business & Industry, Taney Co.
- Betty Lorton, Business & Industry, Greene Co.
- Gaylord Moore, Horticulture Specialist, Greene Co.
- Gary Naylor, Livestock Specialist, Dallas Co.
- Tony Rickard, Dairy Specialist, Barry Co.
- Tammy Roberts, Nutrition Specialist, Barton Co.
- Tim Schnakenberg, Ag & Rural Development, Stone Co.
- Jim Thompson, Ag Business Specialist, Laclede Co.
- Wesley Tucker, Ag & Rural Development, Hickory Co.
- Renette Wardlow, Human Development, Christian Co.
- Jim Wirth, Continuing Education, Greene Co.

News service helps keep county residents informed

Southwest Region News Service is a weekly news service highlighting University of Missouri Extension programs in southwest Missouri. Weekly articles, containing useful information from extension specialists, are delivered by e-mail and reach every newspaper, magazine, television and radio station covering the issues important to residents of Webster County.

In total, over 2,500 reporters, editors, council members, and individuals receive *Southwest Region News Service*. The articles are often published or led to other story placements (and even television and radio interviews) that had a value of over \$1.9 million in 2006. These stories have reached over 115,000 readers by e-mail and over 30 million readers in print during 2006.

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

- Increased knowledge of extension programs for 96% of its readers;
- Provided information causing 82% of readers to do something different;
- Increased awareness of issues in southwest Missouri according to 92% of readers.

Bob Schultheis, based in Webster County, submitted over 20 news articles for release during 2006. Those articles resulted in published stories in the newspapers of Webster County and publications throughout the region. Schultheis also had over 75 television and radio stories air because of their submissions to Southwest Region News Service. Through this effort, the Webster County Extension Center was able to use different mediums to reach residents with practical education on a wide variety of topics.

Visit the Southwest Region News Service online at: <http://extension.missouri.edu/swregion/news>.

2006 Webster County Extension Council

Chairman

Greg Cook, elected member, term ends 2007

Vice Chairman

Charles Embree, elected member, term ends 2008

Secretary

Lib Sims, elected member, term ends 2007

Treasurer

Lendol Diehl, elected member, term ends 2007

Other Members:

Evelyn Cunningham, elected member, term ends 2007

Gerald Rudolph, elected member, term ends 2008

Greg Samuel, elected member, term ends 2008

Joyce Smith, elected member, term ends 2007

Louise Terry, elected member, term ends 2008

Tom Yearian, elected member, term ends 2008

Dee Lewis, elected member, term ends 2007

Laura Vienhout, elected member, term ends 2008

Jason Jones, appointed member from MFA,
term ends 2007

Billie Cunningham, appointed member from Webster
County Commission, term ends 2007

Vivian Hartley, appointed member from City of Marshfield,
term ends 2007

William Linder, appointed member from Farm Bureau,
term ends 2007

A Unique Partnership

Webster County's University of Missouri Extension Council, comprised of elected and appointed citizens, is a full partner with Missouri's land-grant universities to deliver high-quality education and unbiased, research-based information that helps people solve real-world problems and take advantage of opportunities.

Council members:

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



Webster County Courthouse, Marshfield, MO

WEBSTER COUNTY COMMISSIONERS

Paul Ipock

Presiding Commissioner

Billie Cunningham

Northern District Commissioner

Denzil Young

Southern District Commissioner

2006 Fundraisers

Current county and state appropriations do not fully fund the 1.0 FTE (full-time equivalent) Extension specialist and 1.75 FTE program assistant positions in the county. To meet the client needs and financial obligations for office operations, the Extension Council and Center personnel sought out grants and donated time and resources to keep the Center available to county patrons. Below are examples of the 2006 fundraising projects.



Cornerstone Catering — Extension Center staff, 4-H members, Master Gardeners, and Extension Council members and families volunteered their Saturday time to raise \$1,250 packing lunches at Cornerstone Catering in Seymour in October.



Harvest Days Ice Cream Booth — Extension Council members dispensed nutrition and health information along with homemade ice cream on the courthouse square in Marshfield in September. This fundraiser, along with a Pancake Breakfast fundraiser in January sponsored by Knights of Columbus Council #10844, netted \$1,507 to help with Extension Center operational expenses.



Webster Electric Foundation Grant — Bobbi Ragsdale (right) presents a \$5,585 grant check to the officers of the University of Missouri Extension Council of Webster County. The proposal was written by Bob Schultheis to help them purchase more energy-efficient lighting and a refrigerator for the office, do weatherization and carpet repairs, purchase a livestock clippers for 4-H club use, and conduct the state-required annual extension council election. Left to right are: Chuck Embree, Lendol Diehl, Lib Sims, Greg Cook and Bobbi Ragsdale.

What Our Clients Say

"I sincerely appreciate the very excellent (useful) information you have provided [on frost lines and perc testing]. It is a pleasure to have encountered such true gentlemen and professionals."

— Marty Ambriz, Hickory County

"I've called 30 different people to find someone to give me an independent answer. You've been very helpful, Thank you so much for the information.[on house foundation drainage]."

— Neva Blakey, Springfield, MO

"This is my tax dollars well spent. Kudos for the good work you're doing [on the ethanol plant issue]."

— Donna Osborn, Christian County Headliner News

"I appreciate you so much taking the time to explain this [on mold control]. Thank you so much!"

— Norma Moore, Sparta, MO

Thanks for your help [with the fencing information]. I really appreciate it, it was a big help!

— Lindsay West
Ozarks Farm & Neighbor Contributing Writer

"I wanted to get the straight story [on foam insulation] from experts who aren't trying to sell me something."

— Richard Lawrence, via cell phone

"You guys are doing a tremendous job. I've not seen a county with as much good information as you have [on tornado recovery]."

— Dan Needham,
FEMA Community Relations Coordinator

"Thank you for the information you provided for my daughter on her [science fair] project. We could not find anything on the Internet for her to use, so your information and links you sent have helped tremendously."

— Rebecca Ellis, via e-mail

"I truly appreciate your guidance and service you provide to the people....you are to be commended!! Thanks for your help."

— Debbie Grieshaber, Laclede County

[Seeking weather station data to analyze claim] "You don't know how much this has helped me!"

— Mike Ledbetter, Farm Bureau Insurance

"Your program [on energy conservation] was the best program I have ever attended."

— Jim Sharon, Seymour, MO

"You've given me a lot of common-sense ideas [for controlling mold in rental houses]. Thank you very, very much!"

— Mike Pitts, Bolivar, MO

"You walked the fine line between for and against on this ethanol issue. You were very objective and I couldn't tell which side you might be on. We need more of this kind of objective help from the Extension Service on these controversial issues."

— Dan Chiles, Springfield, MO,
Business Owner & WCO Board Member

"Thanks for all that you do for us!"

— Bill & Judy Messick, Marshfield, MO



Leaders Honor Roll Awards—Don Rost and Gladys Gaeke received the Leaders Honor Roll Award for 2005. They were selected for the honor by the Webster County Extension faculty and staff for their long-time service and support to University of Missouri Extension.



University of Missouri Extension Center Webster County



Office is located at:

800 S. Marshall St. (next to City Hall)
Marshfield, Missouri

Office hours:

Monday-Friday
8 a.m.-12:00 p.m., 12:45 - 4:30 p.m.

Contact us:

Mail: 800 S. Marshall St.
Marshfield, MO 65706

Phone: 417-859-2044

Fax: 417-468-2086

E-mail: websterco@missouri.edu

From Interstate 44 (traveling from Springfield/Lebanon):

Take the Marshfield exit (Exit 100) and go south 1.5 miles on Highway 38 to 4-way stop, turn right and cross railroad tracks. At stop sign, turn right onto Highway A and go 0.4 mile to red brick building just south of City Hall on east (left) side of road.

From Highway A (traveling from Rogersville/Fordland/Seymour):

Follow Highway A north into Marshfield, past Fraker Funeral Home and Marshfield Christian Church to red brick building just north of Kay's Country Store on east (right) side of road (0.3 mile inside city limits).

From Highway 38 (traveling from Hartville):

Follow Highway 38 west into Marshfield, past MFA on right and Marshfield Activities Center on left. Road curves south around building. Follow it 0.4 mile to red brick building just south of City Hall on east (left) side of road.



Southwest View of Webster County Extension Center

2006

State, Federal and County Funding for Extension

University of Missouri Extension programs in Webster County are funded by county, state and federal appropriations, grants and contracts, and private donations. Local funding for support of the Webster County Extension Center provides for office space, clerical and one-third of the youth program assistant's salaries, communications, office supplies and equipment, building maintenance, and travel expenses of extension specialists who conduct educational programs in Webster County.

A special acknowledgement and appreciation is given for the financial assistance from the Webster County Commission, the Webster Electric Foundation, and the county residents and businesses who donated funds for Extension Center operations.

University of Missouri's Contribution to Webster County's Extension Program in 2006

University of Missouri provided salaries and benefits for one specialist and 1.5 para-professionals headquartered in Webster County.

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

In total in 2006, the University of Missouri provided support valued at over \$107,000 to the extension program in Webster County.

Financial Statement

REVENUE

Beginning Balance	\$ 0.00
County Appropriations	\$ 38,600.00
Private Donations	\$ 3,075.00
Postage/Internet Allotment from UMC	\$ 1,337.00
Fundraisers (unrestricted)	\$ 1,413.01
Pringle 4-H Capacity Building Fund	\$ 3,042.00
Webster Electric Foundation Grant	\$ 3,226.85
TOTAL REVENUE	\$ 50,693.86

EXPENSES

Secretary Salary	\$ 20,096.00
Fill-In Clerical Assistance	\$ 1,316.00
Council-Paid Benefits	\$ 4,290.25
YPA Salary & Benefits (0.25 FTE)	\$ 7,274.99
Postage	\$ 1,513.69
Telephone/Internet	\$ 2,604.28
Rent (postage meter/safe deposit box)	\$ 310.00
Office Supplies	\$ 2,615.83
Election Expenses	\$ 935.00
Reference materials/MU guidesheets	\$ 300.00
4-H Programming	\$ 3,042.00
Travel	\$ 5,065.14
Insurance (building & bond)	\$ 1,118.17
Utilities	\$ 1,992.24
Building Repair & Maintenance	\$ 197.17
Equipment Repair	\$ 714.20
Equipment Purchase	\$ 2,291.85
TOTAL EXPENSES	\$ 55,676.81

CLOSING BALANCE \$ (4,982.95)

RESTRICTED FUNDS ACCOUNT BALANCES

Soil Testing	\$ 2,362.54
Resales & Services	\$ 856.29
Short Courses	\$ 2,130.48
AgrAbility Project	\$ 1,129.16
Webster Electric Foundation grant	\$ 5,356.14
Master Gardeners Fund	\$ 1,442.44
Program Development Fund	\$ 260.10
Fundraisers (restricted)	\$ 1,470.00
Restricted Endowments	\$ 1,853.16
Designated Capital - Copier Fund	\$ 2,624.02