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**IMPROVING PEOPLE’S LIVES**
December 2009

Dear Members of the County Commission and the Community:

As we approach the end of another year and the beginning of a new year, I want to thank you for the support you have given to your local University of Missouri Extension Center during these difficult economic times. Your partnership with federal and state government and many other entities through MU Extension has made it possible for:

- Young people to learn life skills that make them contributing, caring members of the community; prepare them with science-based education for higher education and careers of the future; and help them avoid risky behaviors.
- Aspiring entrepreneurs and existing businesses to be more efficient and profitable, thereby helping to strengthen the local economy.
- Farmers and agribusinesses to incorporate new, research-based production techniques and best practices into their operations to improve their bottom line while protecting the environment.
- Families to learn and engage in healthy nutrition, fitness and lifestyle behaviors, which also help them reduce medical costs.
- Firefighters, nurses, law enforcement officers, teachers and others maintain and upgrade their professional skills and certifications.
- Communities to develop local leaders and deal with critical issues in a non-biased, neutral way for the public good.

The funds invested in MU Extension are well-managed. $11 million in county council funds, combined with other public and private funds, allow us to deliver $99 million worth of educational programs statewide. While the methods for delivering educational programs continue to evolve – including the Web, videos, social networking media, print materials and face-to-face meetings – the core of MU Extension’s mission remains:

“... to improve people’s lives, communities and the economy by providing Relevant, Responsive and Reliable Research-based education.”

If you have suggestions for how MU Extension can better serve your needs, please contact me or your local extension center.

Sincerely,

Vice Provost and Director

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating
Diverse, Experienced and Well Trained Staff

The staff of the University of Missouri Extension Office in McDonald County is diverse, representing a variety of backgrounds, experiences and educational levels. Staff members have owned their own businesses, worked for other educational institutions, worked in the public and private sector and collectively have almost forty years of work experience with University of Missouri Extension.
4-H is growing future scientists

"America faces a critical challenge today as not enough young people are prepared with the necessary science, math and workforce skills necessary for the 21st century." Rising Above the Gathering Storm, National Academy of Sciences, National Academy of Engineering, and Institute of Medicine (2007).

Changes in technology are increasing the demand for trained scientists and engineers and an also broader understanding of technology and science by almost all citizens. The need for advanced technology abilities cuts across all types of communities, professions, and skill levels. 4-H provides 211 youth contacts and 136 adult contacts in projects related to science, engineering and technology. 4-H members report an increased interest in science at a rate 3 times their non-4-H peers. Interest in science is a predictor for young people to choose science related careers. Future scientists are critical to our state, national and global economy; three-quarters of Missouri’s $12.1 billion in products and services exported in 2008 were Science, Engineering and Technology (SET) based industries.

Active 4-H’ers excel

A ground-breaking national study has confirmed what we already knew: Kids who are active 4-H members excel in leadership and volunteer service. Equally important, active 4-H’ers report fewer unhealthy behaviors such as drinking, smoking, and other drug use. That’s good news for parents, community leaders, and citizens. The 4-H Study began at the national level in 2002. Since then, nearly 5,000 adolescents from 34 states have been surveyed. In 2007, 338 Missouri youth at 21 sites around the state were surveyed. The Missouri students were evenly divided between 4-H and non-4-H participants. Most were in the 8th or 9th grades. Significant differences were found between active 4-H participants and non-4-H’ers. Active 4-H participation is defined as participating in a 4-H activity at least twice a month. Active 4-H’ers had higher scores on service, more leadership experiences and more adult mentors. Plus, they had lower scores on unhealthy behaviors. Clearly, 4-H is a good investment for kids, parents and civic leaders.

Wave 5, Missouri Sample – Risk Behaviors and Leadership Experiences

Statistically significant differences: *p<.05
4-H Participants = 102

102 McDonald 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.

4-H school programs
4-H participants = 1,229

1,229 McDonald County 4-H school enrichment programs are short-term educational experiences that supplement learning in the classroom. Most are led by teachers or 4-H volunteers. The most popular 4-H school program in McDonald County is embryology. The program provides fertile eggs and an incubator to Pre-K-8th grade classrooms and is linked to Missouri State educational standards.

4-H members supported by 49 youth and adult volunteers
Time valued at $181,009

Volunteers create, support and are part of the 4-H community. Missouri 4-H volunteers responding to a survey report they contribute on average 108 hours per year. Valuing their time at $17.76 per hour, based on average Missouri incomes, the contribution of McDonald County 4-H volunteers was worth more than $181,009 in 2009!
The purpose of the agriculture program is to provide unbiased, research 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, as well as county, state and federal governments.

**Agriculture in McDonald County:** McDonald County is a forage, beef, and poultry producing county. Most of the farm income is from poultry and beef. It is ranked second in *Missouri Farm Facts* in livestock and poultry receipts. Agriculture is an important asset to the economy of the county.

**Impact in 2009**

**Personalized Assistance:** In 2009, McDonald County Extension Center received over 1000 individual contacts on agriculture concerns. These requests were handled through phone calls, farm visits, office visits, mail or e-mails. The inquiry topics included: soil testing, farm leases, pesticide use, training and recommendations, pasture management and renovation, weed, insect, and disease identification, livestock nutrition, forage selection, record keeping and Japanese beetle control.

**Grazing School:** A three-day Grazing school was held for area farmers. Producers learned the relationship between soil, plant, and livestock, and how different management techniques effect these relationships. The **thirty farmers attending** are qualified for DSP-3 cost-share practice with the Natural Resource Conservation Service (NRCS).

**Ag News & Views:** Information to help producers with beef and forage production is provided by the monthly *Ag News & Views* newsletter that is **distributed to 306 farmers** in the county. More detailed information is distributed to the producer via guide sheets, programs, and personal farm visits by the specialist.
Private Applicator Training: Missouri law requires agricultural producers to attend training to certify or recertify to buy and use restricted use pesticides. The license is effective for five years and user and purchaser must take training to recertify. Private pesticide applicator training was offered at Anderson, Neosho, Longview and Pineville. Approximately seventy five participants received training to obtain their private restricted use license for purchasing pesticides this year.

Woodland Steward: Missouri Woodland Steward was developed as a way for Missouri landowners to become familiar with basic forest and wildlife management concepts, get acquainted with natural resource professionals in their area, and share ideas and knowledge with fellow participants. A 6 session Woodland Steward class was held at the Crowder in Neosho and at the Skip Mourglia tree farm near Cassville MO. in February and March of this year (2009). There were 18 hours of instruction. There were 10 enrolled in the class. Only 10% of private forest lands are managed properly and the goal of the class is to make landowners mindful of practices to improve both timber and wildlife quality. One attendee stated, "I was amazed at the number of principles presented that I can use to improve my woodlands". Another said “I can development a management plan now with the direction of professional forester.” The program was developed by our state forestry and wildlife staff. DVDs were developed by Hank Stelzer and Bob Pierce for presentations with additional instruction and discussion following the DVD showing.

The short course was an excellent opportunity for landowners to become familiar with professional foresters and wildlife biologists in SW Missouri, as well as share ideas and knowledge from each landowner.

Spotted Knapweed Control- Spotted knapweed was first identified in McDonald County in 2006. It has spread rapidly in the southern half of the county, especially along the right-of-ways in 2007 and 2008. Extension efforts toward control included information sheets to landowners, news articles and photos for the public, and working with MDOT to GPS—locate infestations, and in 2009 root borer and flower head weevils were released as biological controls. The Missouri legislature did vote to classify the spotted knapweed as a noxious weed.
Soil Testing: The McDonald County Extension office serves the public with forage and soil testing. A total of Seventy nine Field Crop soil samples and thirty three Lawn and Garden samples were submitted and analyzed through the University of Missouri testing facilities. With the ever increasing price of fertilizers, farmers need information based on unbiased soil fertility recommendations that are provided by the University of Missouri Extension. Producers are provided with the lime, fertilizer and cropping recommendations to improve their crops and build the soil.

Beef Management in the Ozarks
Dona Funk, area livestock specialist and DVM Craig Payne, state extension veterinarian presented a twofold beef cattle management program at Crowder College in the afternoon and again in Anderson that evening.

Dr Payne’s program included: 1. Major beef cattle diseases we are most concerned with. 2. Discuss the different types of vaccines available. 3. Create a basic vaccination protocol. The beef producer needs to accomplish the following: 1. Prevent reproductive failure. 2. Protect the developing fetus. 3. Prevent respiratory diseases. Vaccinate for blackleg, IBR, BRSV, and BVD in calves.

Dona Funk’s program covered beef cattle reproduction. The areas presented were: 1. Develop a plan for replacement heifers including in young heifers-preconditioning and vaccinations. For weaned heifers set a goal weight @ breeding of 70% of mature weight. 2. How many replacement heifers to keep. You should retain heifers at a 15-20% replacement rate. 3. Keep calving season @ 60 days to improve return on your cattle investment. 4. The basics of heat synchronization were covered.

Conservation Q &A for McDonald County Landowners
The program was cosponsored by the University of Missouri Extension and Elk River Watershed Improvement Association with John Hobbs local extension specialist serving as MC.

Conservation Q &A for McDonald County Landowners was a program for concerned landowners in the Elk River Watershed, who wanted to know what educational programs and materials were available on water quality and CNMP materials to improve H2O quality and well as technical and financial assistance available to help certain practices in place. The Elk River Watershed Improvement Association director, Drew Holt presented a program: "water quality problems and Solutions. The district conservationist, Lynn Jenkins from the NRCS discussed technical and financial assistance programs such as DSP-3 and EQUIP. The MDC private lands conservationist, Mike Petersen discussed available practices to improve wildlife habitat on your land.
Assisting the Hmong in Southwest Missouri

Weekly site visits were conducted by MU Extension specialists, John Hobbs and Patrick Byers to the cooperating Hmong farms. Production practices, with an emphasis on integrated pest management, were discussed with the farmers. Soil samples (for submission to the MU Soil and Plant Testing Lab) and/or plant disease samples (for submission to the MU Plant Diagnostic Lab) were collected if indicated. Recommendations were made based on the farm visit and the results of the soil or plant sample report, and the situation was evaluated at the next farm visit.

Two post-season workshops were organized and conducted, including translation for Hmong farmers. The subjects of the workshops, irrigation management and weed/fertility management, were chosen based on the commonly observed concerns during the farm visits.

An organizational meeting was held in March with Eileen Nichols, manager of the Webb City Farmers Market. At that time the cooperating farmers were proposed, and later contacted, by Eileen Nichols. The cooperating farmers included:

Nhia Koua and Ying Van Xiong
1551 Lone Dove Road
Anderson, MO 64831
612-209-5561

Mee Thao and Lee Cheng
633 Pleasant Grove Road
Anderson, MO 64831
17-845-1445
17-312-7065

Mao Her
Noel, MO
Need address and telephone number

Lor Ge Lee
722 Hotell Springs Road
Seneca, MO 64865
17-775-2166
17-658-5701

Mai Ker Lor
77 Laney Lane
Rocky Comfort, MO 64861
17-652-7593
17-847-7769

Der H. Lor
32084 Highway 76
Rocky Comfort, MO 64861
17-652-3963
17-669-2318

Maria Vang
28485 Highway A
Fairview, MO 64842
17-652-3487
17-342-3589

Neng V. Chang
2837 Quince Road
Fairview, MO 64842
17-632-4764
17-445-6633

Helen and Ton Cha
8263 East Highway 86
Fairview, MO 64842
17-632-4722 (cell)
17-658-8285

Mor Xiong
8921 W. Highway W
Pierce City, MO 65723
608-770-6588

The farm visits began on May 28, and concluded on August 31. The dates of the visits and the Extension specialist(s) making the visits are below:

5/28 - Patrick Byers and John Hobbs
6/5 – Patrick Byers and John Hobbs
6/17-19 – John Hobbs
6/26 – Patrick Byers
7/1 – John Hobbs
7/10 – Patrick Byers
7/27-7/31 – John Hobbs
8/7 – Patrick Byers
8/14 – John Hobbs
8/21 – Patrick Byers and Sanjun Gu
8/31 – John Hobbs

Impact in 2009 (continued)
Activities In Brief

- Regional Food Defense Workshop held on 10/29. 10 businesses in Region D now covered with a Food Defense Plan. This is an extremely important preparedness tool - participants from McDonald County farmers markets attended this workshop.

- Producer Sessions being scheduled in Region D. A session was held at the Southwest City Livestock Auction on Feb. 26, 2009. On this day, also met with McDonald County Emergency Manager Gregg Sweeten, University of MO Extension Specialist John Hobbs and various other community members to establish emergency contacts in case of an agricultural emergency. This information will be utilized in Region D Agricultural Plan as well as the county emergency management plan.

- Send severe weather updates/inclement weather briefings to Back to Basics Group throughout year.

- Updated website throughout the year to include up-to-date topics pertinent to rural residents of McDonald County. This year’s site also included a new short video regarding disaster kits. This video is available to all extension offices and RHSOC partners/members who wish to utilize the video. Currently being utilized within Missouri and Arkansas. This year, the agriculture preparedness website added a section for emergency managers and response personnel in each county, including McDonald County.

- Provided and helped install fair biosecurity signs at McDonald County Fairgrounds during county fair this summer. Signs have been made available in all counties in Region D.
Southwest Missouri has a great blend of commercial and home horticulture. There are many commercial fruit and vegetable growers, greenhouse producers, and other businesses associated with the “green industry”. This includes nurseries and lawn/landscape businesses. Two large metropolitan areas in southwest Missouri, Springfield and Joplin, have many homeowners and gardeners who have a genuine interest in home horticulture. Southwest Missouri producers traditionally have had a great impact on the horticulture industry. Gardening magazine reported that Springfield, Mo. is ranked third highest in the U.S. with per capita spending of dollars for horticulture goods and services. Only the cities of Spokane, Washington and Portland, Oregon were reported to have spent more. Due to the demand for horticulture goods and services, there is also a strong demand for horticultural education and programming. To help address the general horticulture and gardening needs of the public, Master Gardener programs are available throughout Southwest Missouri through local county extension centers. Master Gardeners are trained volunteers by the University of Missouri trained who assist with organized horticulture education programs for the gardening public.

Impact in 2009

Master Gardener program provided over 1441 hours of volunteer service in 2009 to county projects.

Master Gardener Total Impact
The Hill ’n’ Hollow Master Gardeners had another outstanding year in 2009. The activities of Master Gardeners in this area were coordinated by John Hobbs. A total of 1441 hours were reported in 2008 by forty area Master Gardeners who served the entire year and reported. They reported making 644 contacts with persons in the community in year. The first-year Master Gardeners are required to provide 30 hours of service and seasoned Master Gardeners are only required to provide 20 hours. This year the Master Gardeners each averaged 62 hours of service. According to the latest figures from the Independent Sector organization, the hourly wage for Missouri volunteer hours currently is $17.76. If you put a value on the education and service hours provided to the community, the value totals $25,592.16. Twenty people received MG Core Training this year.

Hill ‘n’ Hollow Master Gardener Club: The work provided by the Hill ‘n’ Holler Master Gardeners Chapter, which consists of graduates of the Newton-McDonald County Master Gardener Program are listed below.

- McDonald County members of the club have maintained a landscaping project around the old historic courthouse in Pineville. This multi-year project emphasizes native plants. The Sugar Creek Betterment Association provides funding for the project.
- Members provided educational displays and presentations at the Carver Days and Prairie Days at the GW Carver National Monument.
Master Gardeners in 2009

Restored original courthouse in McDonald County. Landscaping by Master Gardeners.

Work at the Old Courthouse on the Square during Day of Caring

Flowerbed coming together at original courthouse.

Newly elected officers, Donna Hobbs, President,
McDonald County Watershed Festival

All McDonald County public schools were invited to attend the fourth McDonald County Watershed Festival. Three hundred and sixty fifth grade students, teachers and volunteers residing in McDonald County participated in the day-long activities. This festival had a number of hands-on activities focused on different aspects of water. Students investigated and identified stream critters and were given written tests at the conclusion of demonstrations to determine their knowledge gained of water quality. The students rotated through seven interactive stations. The stations dealt with water quality, watersheds, conservation, groundwater, and point/non-point pollution. A special wrap-up performance was given by the Fishin’ Magicians who used magic and comedy to reinforce pupil’s knowledge of water quality.

This type of education has an impact on the hard sciences. In addition, many elementary teachers have limited training in science curriculum and less exposure to environmental education. The festival provides valuable resource to our local educators.
University of Missouri Extension (UME) Family Nutrition Education Programs (FNEP) reached 1867 low-income participants with nutrition education in McDonald County during 2009. FNEP provides information on nutrition, food safety, and physical activity for lifelong health and fitness.

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

Impact in 2009

During 2009, youths and adults were served through schools, community groups and agencies. In addition to the numbers, local success stories demonstrate program impact. Linda Gill, Nutrition Program Assistant, shared these stories:

*A 4th grade teacher at White Rock School, Jane, MO, told me she was able to help her daughter who is attending college finish her homework because of me teaching her class the Digestion lesson... The teacher told her daughter, “Hey, Mrs. Gill teaches this to my students and this is what she told us”........ Glad the teacher listened as well!*

*At Anderson Elementary this school year, a student told me that for the past few years (2nd through 4th grades I had her in my classes) she and her mother tried to buy and taste some different foods or drinks at least once a month.*

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

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

Three thousand four hundred eleven (3,411) teachers gave us feedback.

- 65% have participated in FNP for 3 or more years

<table>
<thead>
<tr>
<th>Student changes reported by teachers</th>
<th>Percent of teachers who observed each type of student change</th>
<th>Percent of teachers whose students talked about this change</th>
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<tbody>
<tr>
<td>More aware of nutrition</td>
<td>91%</td>
<td>85%</td>
</tr>
<tr>
<td>Make healthier meal and/or snack choices</td>
<td>62%</td>
<td>74%</td>
</tr>
<tr>
<td>Eat breakfast more often</td>
<td>46%</td>
<td>50%</td>
</tr>
<tr>
<td>More willing to try new foods</td>
<td>73%</td>
<td>70%</td>
</tr>
<tr>
<td>Improved hand washing</td>
<td>86%</td>
<td>78%</td>
</tr>
<tr>
<td>Improved food safety other than hand washing</td>
<td>38%</td>
<td>42%</td>
</tr>
<tr>
<td>Increased physical activity</td>
<td>59%</td>
<td>61%</td>
</tr>
</tbody>
</table>
*Evaluation data was collected on students who participated in a variety of curricula from Pre-Kindergarten through Grade 12.

### Teachers’ Changes (self-reported)

<table>
<thead>
<tr>
<th>Behavioral change</th>
<th>Percent of teachers who made each type of change</th>
<th>Percent of teachers already practicing the behavior</th>
<th>Percent of teachers who model or talk about the behavior in front of students</th>
</tr>
</thead>
<tbody>
<tr>
<td>More aware of nutrition</td>
<td>53%</td>
<td>45%</td>
<td>89%</td>
</tr>
<tr>
<td>Make healthier meal and/or snack choices</td>
<td>51%</td>
<td>44%</td>
<td>87%</td>
</tr>
<tr>
<td>Eat breakfast more often</td>
<td>34%</td>
<td>54%</td>
<td>73%</td>
</tr>
<tr>
<td>More willing to try new foods</td>
<td>40%</td>
<td>49%</td>
<td>80%</td>
</tr>
<tr>
<td>Improved hand washing</td>
<td>33%</td>
<td>65%</td>
<td>88%</td>
</tr>
<tr>
<td>Improved food safety other than hand washing</td>
<td>37%</td>
<td>58%</td>
<td>69%</td>
</tr>
<tr>
<td>Increased physical activity</td>
<td>39%</td>
<td>41%</td>
<td>79%</td>
</tr>
<tr>
<td>Make/offer healthier food choices for students</td>
<td>50%</td>
<td>36%</td>
<td></td>
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</tbody>
</table>

Adults who participated in FNP also made significant improvements in each area addressed.

### Dietary Quality and Physical Activity

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Percent of respondents reporting improvement</th>
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</thead>
<tbody>
<tr>
<td>Think about healthy food choices when deciding what to feed your family</td>
<td>74%</td>
</tr>
<tr>
<td>Use the “Nutrition Facts” label to make food choices</td>
<td>95%</td>
</tr>
<tr>
<td>Consume something within 2 hours of waking</td>
<td>68%</td>
</tr>
<tr>
<td>Consume the equivalent of 3 cups of milk, yogurt, and cheese each day</td>
<td>78%</td>
</tr>
<tr>
<td>Eat more than one kind of vegetable each day</td>
<td>68%</td>
</tr>
<tr>
<td>Eat more than one kind of fruit each day</td>
<td>69%</td>
</tr>
<tr>
<td>Exercise for a total of 30 minutes each day</td>
<td>81%</td>
</tr>
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### Food Safety

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Percent of respondents reporting improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let meat and dairy foods sit out for more than 2 hours</td>
<td>64%</td>
</tr>
<tr>
<td>Thaw frozen foods at room temperature</td>
<td>73%</td>
</tr>
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Food Resource Management
For adults who participated in EFNEP, results summarized for the state revealed the following:

81% of graduates improved how they managed their food dollars
51% of participants more often planned meals in advance
41% of participants more often compared prices when shopping
47% of participants more often used a list for grocery shopping
34% of participants less often ran out of food before the end of the month

87% of graduates made healthier food choices
45% of participants more often thought about healthy food choices when deciding what to feed their families
35% of participants more often prepared foods without adding salt
57% of participants more often used the “Nutrition Facts” on food labels to make food choices
32% of participants reported that their children ate breakfast more often

77% of graduates demonstrated acceptable food safety practices
49% of participants more often followed the recommended practice of not thawing foods at room temperature
24% more often followed the recommended practices of not allowing meat and dairy foods to sit out for more than two hours.

94% of graduates made at least one improvement to their diets to more closely align with the USDA Dietary Guidelines

Percentage of EFNEP graduates meeting USDA Dietary Guidelines

![Percentage of EFNEP graduates meeting USDA Dietary Guidelines](chart)
Home Food Preservation

A home food preservation class was offered in May with a total of 22 participants. In this Basic Home Food Preservation/Pressure Canning Class, members rolled up their sleeves and completed the process of canning green beans from fresh picked to a sealed jar. Some of the lucky participants got to take jars of their handiwork home. One hundred percent of the participants agreed or strongly agreed that they would use the information in the future. Participants stated on their evaluation that they appreciated the hands on activity. Many people stated they were going to start canning after taking this class.

Tammy Roberts, Nutrition Specialist taught this very informative class. It was enjoyed by all who attended.
As entrepreneurs and innovators, Missouri’s small businesses are becoming a more diverse group that continues to make the state’s economy productive. There are approximately 500,000 small businesses in Missouri. Nearly 98 percent of all businesses with employees are categorized as small businesses. In assisting the owners and managers of those businesses, MU Extension contributes to a county’s economic development through growth in jobs, sales, innovation, technology development and commercialization.

In McDonald County, during 2009, business development program specialists and business counselors with MU Extension, Missouri Small Business & Technology Development Centers (MO SBTDC), Missouri Procurement Technical Assistance Centers (MO PTAC), Missouri Environmental Program, Missouri Career Options Project, and the Missouri Market Development program served 6 people and their companies with business start-up and management counseling, training, and other assistance. In addition, entrepreneurs and business owners in McDonald County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

- New jobs: 6
- Government contracts:
- Sales Increases: $250,000
- New businesses:
- Jobs retained: 5
- Loans and investments in business:
- Businesses turned around or failures prevented:
- Acquired assets:
- Clients/companies receiving business counseling: 6

Business training attendees and conference participants: 5

Overall, the University of Missouri’s Business Development Programs (BDP) served 21,983 people and their businesses state-wide. The total impact for all businesses assisted by the BDP was:

- New jobs: 7,209
- Sales increases: $135,921,024
- Government contracts: $256,800,000
- New businesses: 273
- Jobs retained: 2,913
- Loans and investments in business: $138,823,077
- Acquired assets: $63,048,551
- Investment in commercialization: $20,007,617 in SBIR/STTR or research proposals submitted with $55,120,613 awards received
- Clients/companies receiving business counseling: 4,374

Business training attendees and conference participants: 25,049

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.
SIGNIFICANT ACHIEVEMENTS IN MCDONALD COUNTY:
Grant funds and the support of a local utility sponsored the workshop “Increasing Sales with a Website Strategy: for Retail, Tourism, and Hospitality Businesses” in Anderson in October. The workshop gave business owners tools to shape their website strategically to attract new and repeat customers to the physical location of their business. Business Development Macomber has met with the McDonald County Chamber of Commerce staff and the Economic Development committee to advise of the services available to McDonald County businesses and citizens through the Business Development Program.

THE BUSINESS DEVELOPMENT PROGRAM DELIVERY NETWORK INCLUDES
Business Development Specialists headquartered at University of Missouri Extension centers; centers located on the University of Missouri campuses at Columbia, Kansas City, St. Louis and Rolla; and centers at most of the state universities across Missouri. The named programs delivered through this network include:

Missouri Small Business & Technology Development Centers (MO SBTDC) – Funded by the U.S. Small Business Administration, this award is matched on the local level by state university hosts and private sector partners. Services include individualized business counseling and a wide variety of educational opportunities. One of the products offered through those centers is the MoFAST SBIR/STTR assistance. Specialists in this area work with university faculty and other innovators to win awards in support of the commercialization of technology.

Missouri Procurement Assistance Centers (MO PTAC) -- Funded by the U.S. Defense Logistics Agency, this program helps businesses win government contracts for a wide range of products and services.

Missouri Market Development Program – This program, which is funded at by the Environmental Improvement and Energy Resources Agency via the Missouri Department of Natural Resources, helps business owners find markets for recycled materials and helps other businesses in securing funding for manufacture of new goods using those recycled materials.

Career Options – Improving individual capacity is the focus of the MU Extension Career Options program, which is funded through a partnership with the Missouri Department of Economic Development Workforce Development unit. This program assists displaced workers and others in many ways, including through the exploration of business ownership and career repositioning following company closings, layoffs and other employment-related changes.

Missouri Environmental Program -- Showing businesses how to save money by reducing waste, understanding regulations and using recycled materials.

CONTACT INFORMATION
For further information, contact:
Kathy Macomber
Business Development Specialist
Barton County Extension Center
801 E 12th St
Lamar, MO 64759
Phone: 417-682-3579
http://extension.missouri.edu/Barton/

Visit the state business development program website at www.missouribusiness.net
Impact in 2009

We combined our mailing list for *Silver Threads* with Jasper County to qualify for bulk mailing. The Jasper County office sends *Silver Threads* to fifty one McDonald County residents.

**FCE Clubs:** University of Missouri Extension supports the McDonald County Association for Family and Community Education. There is one club in our county, the Willing Workers.

![Tiff City Willing Workers FCE Club gather for picture after business meeting.](image)

**Farm Family:** Michael and Tosha Sherman and family, who were selected by the McDonald County Extension Council as McDonald County Farm Family of the year, attended the Missouri State Fair.
Continuing and Distance Education

MU Direct: Continuing and Distance Education meets the needs of adult learners by offering high-quality credit and noncredit University of Missouri programs in flexible formats. In FY2009 MU Direct worked 8 schools and colleges to offer 33 degree options to adults in all 50 states and international locations, totaling over 6,000 enrollments in more than 500 courses. In addition, many of the programs have noncredit options. In McDonald County 36 citizens participated in MU continuing and distance credit and non-credit courses. For more information, see: http://mudirect.missouri.edu/

MU Extension is the official training source for Missouri’s 25,000 career and volunteer firefighters. Courses prepare firefighters for medical emergencies, hazardous materials response and acts of terrorism as well as fires. In FY2009 11 enrollments came from McDonald County. For more information, see: http://www.mufrti.org/index.shtml

The MU Conference Office provides high-quality, professional, full-service meeting management for a variety of noncredit educational programs, such as conferences, workshops, seminars and symposia. Whether a meeting is hosted on campus, in out-state Missouri or anywhere in the world, the office’s professional staff provides assistance to create the best learning environment for event participants. In 2009, over 14,000 Missouri registrants participated in such programs as workforce development, veterinary cancer, teacher training and youth leadership. In McDonald County, 20 individuals participated in Conference Office events. For more information, see: http://muconf.missouri.edu/
Chairman
Alvin Layne elected member, term ends 2010

Vice Chairman
Dennis Coberley elected member, term ends 2010

Secretary
Gene Buchite elected member, term ends 2011

Treasurer
Jerry Harner elected member, term ends 2011

Other Members:
David Whitehill elected member, term ends 2011
David Smith elected member, term ends 2011
Galen Manning elected member, term ends 2010
Justin Ruddick elected member, term ends 2010
Will Gordon, elected member, term ends 2010
Tosha Sherman elected member, term ends 2011

Ron Walker appointed member from County Commission
Jennifer Keaton, appointed member from Farm Bureau

Unique partnership
McDonald County’s University Extension Council is a full partner with Missouri's land-grant universities to deliver high-quality education and research-based information that helps people solve real-world problems and take advantage of opportunities. Council members:
- Work with extension specialists to provide the county with quality educational programs;
- Manage finances of local extension operations;
- Provide personnel to carry out extension activities; and
- Elect and organize the local extension council.

MCDONALD COUNTY COMMISSIONERS
Presiding Commissioner
Larry Jones

Eastern Commissioner
Sam Gaskill

Western Commissioner
Ronnie Walker

McDonald County Courthouse.
McDonald County’s University Extension Center

Office is located at:
Old Courthouse
P.O. Box 336
Pineville, MO 64856
Telephone: (417) 223-4775

Office hours:
Monday - Friday
8 a.m. to 4 p.m.

McDonald County’s conference room can seat 20.

McDonald County Extension Center
In the Old Courthouse on the Square

McDonald County University of Missouri Extension Center is located in the historic McDonald County Courthouse, built in 1866. We share this facility with the Missouri Career Center which helps disabled and displaced workers gain employment and the education necessary to update their skills. The McDonald County MADD Chapter is also housed in the courthouse. A large classroom/conference room is also available to organizations for meetings.
State, Federal and County Funding for Extension

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

Financial Statement

**REVENUE**
Beginning Balance $ 00,000.00
County Appropriations $ 39,966.00
TOTAL REVENUE $ 39,966.00

**EXPENSES**
Services, salaries & wages $ 19,953.00
Council Paid Benefits $ 1,865.00
Youth Associate $ 6,672.00
Travel $ 5,504.00
Postage $ 948.00
Bulk mailing permit $ 200.00
Telephone $ 974.00
Supplies and Service $ 1,200.00
Office Network $ 180.00
Insurance—Bond $ 346.00
Miscellaneous $ 300.00
Copy Machine Lease $ 744.00
Furniture and equipment $ 780.00
Printing $ 200.00
Repairs & maintenance $ 100.00
TOTAL LIABILITIES $ 39,966.00

Thank you...

A special acknowledgement and appreciation is given to the McDonald County Commissioners for their financial assistance and also for their continued support of 4-H and school enrichment activities through the funding of our Youth Associate position.

This position is co-sponsored with Newton County and the University of Missouri to fund a full-time position for a person to work with youth in Newton and McDonald Counties.

University of Missouri’s Contribution to County Extension Program

University of Missouri provides salaries and benefits for professional and paraprofessional staff members headquartered in McDonald County.

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