

Western Extension and Agricultural
Experiment Station Directors



2010
**AWARDS OF
EXCELLENCE**

Western Regional Meeting • Tucson, Arizona

STATE PROGRAM WINNERS

Citizen Board Leadership Program

Paul Lachapelle - Montana State University

In Montana, there is a largely unmet need to provide materials and training to citizens, elected officials, and public employees on public board authority, responsibility and jurisdiction. For many local governments in the state, there is a paucity of training materials available to citizens serving on local government boards. The Citizen Board Leadership Program is a curriculum that provides training and educational material to board members in four areas; 1) state and local statutes relevant to board functions (such as Open Meetings laws, Code of Ethics, board liability), 2) effective public meeting techniques including parliamentary procedure, 3) conflict management, and 4) team-building and leadership development.



The outcome shows that this coordinated program has had measurable and considerable location-specific impacts throughout the state. As a result, an expanded program is being developed called the “National Board Basics Curriculum” through a new national consortium, spearheaded by Dr. Lachapelle called “Local Government Extension Training” (LGET) with presentations planned at national and international conferences.



Bone Builders

University of Arizona Cooperative Extension Team Members:

Sharon Hoelscher Day – Maricopa Co., Linda Block – Pima Co., Vanessa S. Farrell & Scott Going – Dept. of Nutritional Sciences, Eva Paz-Ono, Mary Conner, Elizabeth Schnoll, & Linda Houtkooper – Cooperative Extension, Linda Larkey – College of Nursing & Healthcare Innovation, Robin B. Harris – College of Public Health, Jeffery Lisse & Tim Lohman – College of Medicine

The 2004 U.S. Surgeon General Report warned that one in two women and one in four men will have osteoporosis fractures in their lifetime. Bone Builders was ahead of the challenge as an osteoporosis prevention program targeting women aged 25-55. It later expanded to women of all ages plus older men to reduce their risks for osteoporosis. Since the beginning, Bone Builders has been a diverse partnership of University of Arizona colleges, Cooperative Extension, state and county health departments and community organizations. Bone Builders uses a combination of direct education, volunteer training and social marketing. More than 430 volunteers have been trained by Bone Builders to teach others to improve their nutrition, increase physical activity and reduce osteoporosis fractures. Social marketing, media and the www.BoneBuilders.org Web site have reached millions of Arizona residents over the past ten years. Bone Builders evaluations show knowledge and behavior changes.

Western Extension Directors

MULTI-STATE PROGRAM WINNER



Ag In Uncertain Times (AIUT)

Team Members: Jon Newkirk (WA), John Nelson (WA), John Hewlett (WY), Duane Griffith (MT), Ramiro Lobo (CA), Jeff Tranel (CO), Trent Teegerstrom (AZ), Jay Van Voast (MT), Bob Craven (MN)

The AIUT webinar series provided seventeen, 90 to 120 minute interactive webinars with 37 presentations by national and regionally recognized presenters from the public and private sectors. The series covered credit, markets, risk management, financial analysis, bankruptcy and family related stress management. The webinars had a national audience and were produced and delivered by a team of economists from six Western Land Grant Universities. The webinars responded to the needs of educators, producers, agency personnel and others due to unprecedented volatility in the agricultural sector and the growing crisis in the general economy.

The volatility in the agricultural economy created a need for a full array of educational information targeting needs of agricultural businesses and families. In late 2008 and early 2009, these were pending situations. In early 2009, these situations turned into realities and the AIUT series was organized and delivered nationwide in a timely manner, primarily targeting educators.

MULTI-STATE RESEARCH WINNER

W2185: Biological Control in Pest Management Systems of Plants

Team Members: American Samoa: Mark Schmaedick; U Arizona: Peter Ellsworth, Martha Hunter; UC Berkeley: M. Altieri, Kent Daane, Andrew Gutierrez, Nicholas Mills, George Roderick, Stephen Welter; UC Davis: Les Ehler, Michael Parrella, Jay Rosenheim, Frank Zalom; UC Riverside: Thomas Bellows, John Heraty, Marshall Johnson, Robert Luck, Timothy Paine, Richard Stouthamer,



Christiane Weirauch; Colorado State U: Ruth Hufbauer, Andrew Norton; U Delaware: Charles Bartlett; U Guam: Ross Miller, Gadi Reddy; U Hawaii: Russell Messing, Hellen Spafford; U Idaho: Mark Schwarzlaender; Kansas State U: James Nechols; U Kentucky: James Harwood; Montana State U: Jeffrey Littlefield, Jim Story; Rutgers U: George Hamilton, James Lashomb; New Mexico State U: David Thompson; Cornell U: Catherine Tauber, Maurice Tauber; CABI Bioscience, Switzerland: Harriet Hinz; CA Dept Food & Ag: Charles Pickett, Michael Pitcairn; Oregon State U: Peter McEvoy, Silvia Rondon; USDA–ARS/AZ: Steven Naranjo; USDA–ARS/MT: John Gaskin; USDA–ARS/OR: Jana Lee, USDA–ARS/WRRC: Lincoln Smith; Utah State U: Edward Evans; Washington State U: Gary Piper; U Wyoming: Tim Collier.

The mission of W2185 is to facilitate research and implementation activities among the participating institutions and organizations in applied biological control. Participants are from 26 institutions representing 18 states and territories, including members of the Western, Northeastern, North Central, and Southern Regions. In addition to members from land-grant universities, the group includes participants from federal, state, and international biological control organizations. Communications among this group are facilitated with an annual meeting, an effective website, and frequent e-mails on issues facing biological control researchers. The group is productive and highly successful in leveraging multistate research funding. Impacts include: 1) reduced pesticide usage, 2) increased sustainability of agricultural production systems, 3) economic benefits to both agricultural producers (in the form of reduced pest management costs) and consumers (in the form of reduced food costs), 4) reduced food, soil, and water contamination by pesticides, and 5) reduced impacts on non-target species including wildlife.

HONORABLE MENTION

Wheat Improvement

Team Leaders: Frank B. Peairs – Campus, Scott Brase – Southeast Area

Team Members: Bruce Bosley – Logan/Morgan Co., Thaddeus Gourd – Adams Co., Alan Helm – Golden Plains Area, Troy Bauder, Norm Dalsted, Brad Erker, Jerry J. Johnson, Ned Tisserat and Phillip Westra – all located on Campus

CSU Faculty Participants: Scott D. Haley, Neil C. Hansen, Thomas O. Holtzer, and Gary A. Peterson

Colorado State University's comprehensive wheat program makes outstanding impacts: enhancing farmer's incomes in Colorado, improving quality and profitability of wheat industry products, and enhancing environmental sustainability. The distinguishing characteristics of the Colorado State Wheat Improvement Program are its comprehensive nature and the strengths of the internal collaborative relationships.

Colorado farmers planted certified winter wheat seed on 31 percent of all wheat acres this past fall. They also planted the wheat variety "Hatcher" on 32.9 percent of all acres this past fall. Hatcher is a Colorado State release introduced in 2006 that out-yields other wheat varieties by 3.2 bushels per acre. Use of this higher yielding variety increased farmer's returns by \$13.4 million in 2008.

No-till rotational crop farming systems increase residues and precipitation storage efficiency. Comparisons between no-till and conventional tillage in CSU's 2008 on-farm wheat trials demonstrated that no-till practices had an 18.7-bushel yield advantage in 2008, a 73 percent increase.

REGIONAL QUALIFYING PROGRAMS

Utah Agriculture in the Classroom

Noelle E. Cockett - Utah State University

Debra Spielmaker is Director of Utah Agriculture in the Classroom. Her duties include curriculum and Web site development, establishment of a teacher resource center, and delivery of teacher training. Debra works within Extension, with all agricultural commodity organizations, state and federal agencies, and Utah Public Education, developing what is considered by her peers to be a premier program. Her successes include:

- 160,000 students taught with AITC-created, *mandatory* instructional units in soils (fourth grade); heredity (fifth grade); and microorganisms (sixth grade) annually.

- Utah AITC's instructional unit "Dirt: Secrets in the Soil" increased state test scores on soils about 22 percent.
- 800 student teachers introduced to AITC at various universities annually.
- 353 teachers have enrolled in AITC's K-6 online course. Each reaches 25 students with 28 hours of instruction.
- 62 percent of Utah schools have an AITC teacher contact.
- 900 teachers request materials from AITC's Teacher Resource E-Store annually.

Diabetes: Stepping Up to the Plate

Nedra Christensen - Utah State University

Team Members: Pauline Williams - Salt Lake City, Ann Henderson - Box Elder County, Teresa Hunsaker - Weber County, Sara Oldroyd - Salt Lake County

The Diabetes Stepping Up to the Plate program was developed to teach the food portioning skills necessary to control diabetes. One of the unique characteristics of the program was that county-based extension faculty were chosen to teach portion control using measuring cups to demonstrate the volume of food recommended as a standard serving for a person with diabetes while staying within their scope of practice. Other core classes included label reading and adjusting recipes. To assess the efficacy of the program 151 individuals in nine counties in Utah enrolled in and completed a pilot program. Of the 151 individuals completing the class, 75 completed a pre- and post-evaluation which included the following assessments: Food portion knowledge as measured by a multiple choice test, hands-on measuring skills assessed by using standard measuring cups to measure real food, anthropomorphic measurements, and (HbA1c) hemoglobin A1c (the standard for determining diabetes control). After completing the seven week course, participants demonstrated greater knowledge of food portions and skill at estimating those portions. They also achieved decreased HbA1c, waist/hip circumference, WHR (waist to hip ratio), and BMI indicating an improved control of diabetes. Since the pilot study 359 participants have completed the course in English and 36 piloted the program in Spanish. The Spanish revision will be complete March 2010 and will be offered to this diabetes susceptible audience. This simple approach has improved control of diabetes in participants throughout the state and it has critical importance in rural areas of Utah where healthcare is limited.

Montana Grandparents Raising Grandchildren Project

Doug Steele - Montana State University Extension

According to the 2000 U.S. Census 2.4 million grandparents have the sole responsibility of rearing their grandchildren. In Montana there are 11,098 grandparents living in households with one or more of their own grandchildren under the age of 18 years. Of these, nearly 55 percent or 6,053 grandparents are responsible for the primary care of their grandchildren. There are numerous reasons for the increase in this family form and often the reasons are intertwined. Reasons for grandparent-headed households include parental substance abuse, physical or mental health problems, financial difficulties, teen pregnancy, divorce, death and deployment. Most of these families are formed due to a crisis and grandparents often do not know where to turn for information, support, and resources. To address this situation Montana State University Extension developed the Montana Grandparents Raising Grandchildren Project. This project provides education, information on resources, and support for kinship care families within the state.

Wyoming Master Cattleman Program

University of Wyoming Cooperative Extension Service

Team Members: Bridger Feuz – Evanston, Kellie Chichester – Laramie, Ron Cunningham – Lander, Jim Gill – Worland, John Hewlett – Laramie, Hudson Hill – Afton, Scott Hininger – Sheridan, Blaine Horn – Buffalo, Steve Paisley – Lingle, Eric Peterson – Pinedale, Dallen Smith – Greybull, Barton Stam – Thermopolis

The objectives of the Wyoming Master Cattleman Program are to promote the sustainability of Wyoming cattle producers through use of a comprehensive production strategy and risk assessment program. Producers first receive training on goal setting, insurance options, risk management strategies and financial enterprise analysis tools. Producers then receive information on marketing and production strategies. To reinforce the tools taught participants practice risk assessment and enterprise analysis for an example ranch at the end of each production strategy session. The program consists of eight, three hour, workshop sessions and has been offered in 12 locations throughout Wyoming from 2007 - 2010. In addition they provide written and Web publications and one-on-one consultation with interested producers. Over 150 producers have now completed the program.

California Extension Program Enhances County Department Head Leadership & Teamwork Skills

University of California Cooperative Extension

Mike Murray, Colusa, Sutter & Yuba counties & Linda Marie Manton, UC-ANR Research and Extension Center

This educational endeavor was initiated as a pilot program for rural California communities to confirm that extension professionals can achieve key goals by implementing leadership training programs for county government leaders and managers. In the pilot, extension professionals drew on their, and others, skills or expertise to broaden individual leadership skills and build functional teams. A post-training evaluation found that the leadership program led to better public service through improved inter-and intra-departmental collaborations in the pilot county. It also enhanced funding partner's awareness and appreciation for the extension office and the range of resources that extension and the Land Grant University can provide.

Farm Succession and Estate Planning with Personal Coaching for Participating Families

Oregon State University

OR team members: Brian Tuck - Wasco Co., Mary Corp & Randy Mills – Umatilla Co.

WA team members: Diana Roberts – Spokane Co., Susan Kerr – Klickitat Co., John Fouts – Walla Walla Co., Aaron Esser – Adams Co., Margaret Viebrock – Douglas Co.

Succession planning is a challenging but necessary process for most farm families. To increase farm clientele's skills in this area, county faculty from Oregon and Washington State University Extension conducted a farm succession planning educational program in eastern Washington and Oregon. The program was funded by the Western Center for Risk Management Education. From 2006 to 2008, OSU and WSU Extension faculty held a series of three farm succession planning workshops at each of six locations across the region. Participation in these workshops greatly exceeded expectations. Examples of workshop topics include identifying appropriate professional input; estate laws and writing wills; conducting successful family meetings; making good use of attorneys' time; and protecting the business in the event of a sudden death. Families committed to developing a succession plan received free coaching throughout the project. Coaches contacted participating families on a regular basis assisting them through the succession planning process, setting goals and facilitating family meetings.

Out of sight, not out of mind: A new look at distance education in Viticulture Extension programs

Patricia A. Skinkis - Oregon State University

Dr. Patty Skinkis developed a blended-participant course for students and winegrape industry members simultaneously. The winegrape industry, comprised of 19,300 acres (most vineyards are < 20 acres) and 395 wineries, is spread throughout most regions of the state. Vineyard owners and managers required opportunities for professional development and training. Key goals of this program were to reach these diverse audiences and enrich the educational experience while minimizing duplication of extension faculty programs through improved efficiency and reducing program costs. A structure was designed to offer two viticulture courses to on-campus students and to the industry through distance education, with both audiences in mind. On-campus students participate in a more traditional way, while “non-traditional” industry participants can benefit from high-quality courses from afar via Adobe Connect. Both types of students have benefited from interactions that have enriched course content. This type of course serves as a model for other programs to make faculty expertise available to a broader industry and undergraduate students simultaneously while generating revenue.

TerraPod: Connecting Kids with Science, Art and the Outdoors

Dr. Kirk A. Astroth - University of Arizona

Team Members: Teresa Noon, Ryn Shane-Armstrong, & Manasi Ghapure - University of Arizona; Ron Tobias & Seth Ring - Montana State University; Patty Bean - Bozeman, MT

TerraPod uses the allure of film-making to get youth outside exploring their natural surroundings while also teaching them science, engineering and technology (SET) content. By getting youth outside, exploring their environment with technology, **TerraPod** supports the “no child left inside” national initiative to get kids off the couch and out in the face of nature. **TerraPod** creates a social networking community of youth film-makers using a unique on-line curriculum designed to teach youth about science through a discovery process driven by their desire to make documentary films. Using a hands-on, experiential learning process, **TerraPod** helps youth improve their awareness of science, nature and technology while also having fun by learning how to plan, produce, edit and upload an original 3-5 minute movie on a science or nature topic. **TerraPod** is one of a few virtual curricula available in 4-H that provides all the necessary resources through one Web site.

Bootstraps

University of Nevada Cooperative Extension

Team members: Rod Davis – Battle Mountain, Amy Meier – Tonopah, Marilyn Smith – Elko, Bill Evans – Reno

Bootstraps is a collaborative Cooperative Extension program for young adults, ages 18-25. The Bootstraps program attracts rural young adults who have no positive leadership experiences or role models in their lives. They are disengaged from the social and economic structure for many reasons. They don't work, are not in school, and frequently abuse drugs or alcohol. They have little direction or vision for their future. When they enter Bootstraps, participants have few options and little ambition to improve their lives.

The program goal is that after three months of participation, graduates will develop life skills and experiences that enable them to find meaningful work and/or return to school. The program has two components, classroom learning and practical fieldwork. Comprehensive evaluation has demonstrated positive short- and long-term outcomes for program participants while providing an opportunity for a paid work experience.

Forage and Pasture Educational Program for Extension, FSA, and NRCS in the Pacific Northwest

University of Idaho (Multistate)

Team Members: Glenn Shewmaker – (ID); Mylen Bohle – (OR); Steven Fransen – (WA); Thomas Griggs – (WV-formerly UT) & authors/editors of the Pasture & Grazing Management in the Northwest publication

A multi-state program of research, education, and extension for pasture-based livestock production systems was identified as a priority in 2003 at a Pacific Northwest Forage Workers Conference. A grant proposal for professional development to the Western Sustainable Agricultural Research and Extension (WSARE EW05-012) was awarded \$90,000 in 2005. They developed and provided education and training in support of improved pasture and grazing management. The target audience was educators and professional personnel. These people are now better prepared to extend the knowledge to pasture operators. They were provided training materials and a program for grass physiology in relation to grazing, plant materials available including legumes in mixes, fertilization, irrigation, and grazing management. Training materials

including course syllabus, outlines, reference material, and PowerPoint™ presentations are now available. Summarization of forage prediction data was completed in a Master of Science Thesis by Laura Hooper. The production of a Pasture and Grazing Management Guide was completed in 2009.

Community Business Matching (CBM) Program

University of Nevada, Reno (Multistate)

Team Members: Buddy Borden & Tom Harris – University of Nevada-Reno, Linda Cox – University of Hawaii, Barbra Andreozzi – Montana State University

Industrial targeting that ignores the preferences of local citizenry often yields ineffective and inefficient economic development activities. The trade-offs between business demands, the level of community assets and the preferences of local citizens must be incorporated in order to develop an effective local industrial targeting program. The Community Business Matching (CBM) program provides a framework for obtaining the preferences of local citizens regarding economic development, identifying available local resources and quantifying the demands of businesses for these resources. The CBM program, therefore, yields information for targeted economic development such that industries that have needs compatible with local resources can be evaluated across parameters that local residents find desirable. As a result, communities can target businesses that provide the best match with their preferences. Alternatively, communities can use the results of the CBM program to prioritize the development of assets that will be valued by businesses they would like to attract.