

2004 Annual Report

Community, Natural Resource and Economic (CNRED) Agent/Educator



For this year's Annual Report, I would like to show you examples of the "success stories" which we are required to report annually to the UW Extension

Planning and Reporting Results system. This is followed by some other program highlights for the year 2004.

Enhancing Communication and Organizational Health in the Workplace

Situation: The Ashland County Health and Human Services Department (HHS) has conducted strategic planning and, as part of the planning process, identified issues needing analysis and resolution. The HHS director contacted CRD Educator, Jane Silberstein, to meet with the management team to frame a process to address identified and emerging organizational issues and concerns.

Response: Following an initial meeting with the HHS management team, Silberstein prepared a list of areas where skill development assistance was identified and other areas needing attention through discussion and analysis. Before meeting with the team again, Silberstein, upon request, designed and presented a session entitled "Taking Leadership During Hot-Topic Dis-

cussions" to the 42-member HHS staff. Silberstein also prepared a proposed communication series based on identified communications issues occurring in the workplace and further described in the results of a survey Silberstein distributed following the "hot-topic" presentation.

Results: The 11-part communications series, entitled *Enhancing Communication and Organizational Health in the Workplace*, is based, in part, on the following logic. The workplace, like other systems and organizations, is dependent upon a smooth and even flow of information (energy/intelligence/information) for healthy functioning. The individual sessions are aimed at finding the bottlenecks and removing barriers in the workplace "circulation system" to en-



Jane Silberstein
Department Head

hance performance, job satisfaction and, quite simply, the desire to come to work.

One outcome of this work might be a situation in which every worker is excited about coming to work each day....an achievable vision.....why not? Suggested readings relevant to all sessions: *Good to Great* by Jim Collins; *Accountability: Freedom and Responsibility without Control* by Rob Lebow and Randy Spitzer and *Difficult Conversations: How to Discuss what Matters Most* by Douglas Stone.

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CNRED Educator continued

Session 1: What We Know: An Inventory of Planning and Issue ID

Session 2: Mediating Conflict

Sessions 3-5: Identifying and Nurturing a Healthy Team

(these sessions would follow all managers reading the Lebow and Spitzer's book listed above. Session 3 will focus on designing an implementation plan based on input during Sessions 1 and 2)

Session 6: Unacceptable Employee Behavior: What to Do

Session 7: Making Meetings Work

Session 8: Making Effective Presentations

Session 9: Working with the Tribes: Creating Win-Win Solutions

Session 10: Our Clients and our Public: What They Need and What

They are Getting

Session 11: Communications Plan



Upon further review of this proposal with the management team, Silberstein suggested preceding this series with a facilitated study of *Accountability: Freedom and Responsibility without Control*. During this study, members will read 2-3 chapters preceding each session to explore applicability of learning to the HHS department.

Evidence: Since this programming is

just getting underway, Silberstein will be assessing and monitoring program effectiveness as it proceeds. As it stands, the survey she administered following the "hot topic" presentation produced the following indicators of success: of the 42 attending, 34 submitted completed surveys and of those responses 100% said "yes" to the following questions: Did you learn anything new today or was the presentation informative? Was the presentation interesting? Was Silberstein effective as a communicator? Did she effectively engage others in the conversation? To the question "Can you find direct application of any of the material presented to the workplace?" 27 of the 34 respondents said "yes."

Affordable Housing Links with Business Development: Ashland County

Situation: In 2003, Ashland County launched its comprehensive planning process and the City of Ashland completed its comprehensive plan. Surveys conducted as part of each planning process indicated a need for both affordable housing and more jobs. CNRED Educator Jane Silberstein has been involved in each planning process. She was on a steering committee for the City's plan and is now serving as liaison between the County and the consulting firm leading the planning process in Ashland County as well as coordinating public participation.

Public input obtained as part of each planning process identifies not only the need for affordable housing and jobs, but calls for solutions and strategies that follow principles of sustainability. Many plans being generated in northern Wisconsin over the last 5-10 years refer to sustainable actions in both policy and implementation elements. Yet, the methods for fully addressing the suggested actions are missing since most are illusive or imprecise at this time.

Response: In order to learn more

about tools for implementing sustainable solutions, Silberstein attended a Sustainable Sweden workshop held in Minnesota that addressed the concept of "eco-municipalities" based on the principles of the Natural Step (a Scandinavian decision-making model). Silberstein recruited a local elected official to attend the workshop with her with the hope that together they might learn more about sustainable solutions. At the workshop, Silberstein met a former colleague who certifies timber operations as sustainable. Certified forests and forestry products are becoming more and more popular. As a result of this meeting, Silberstein and the elected official learned about Dovetail Partners, Inc. a nonprofit organization focused upon developing eco-affordable housing and new and expanded construction-related businesses simultaneously.

Results: Silberstein invited Dovetail Partners Inc. to Ashland to meet with 10 government officials in an effort to initiate a multi-agency, intergovernmental effort focused on developing tools to implement sustainable solutions locally. Dovetail was invited

since it had funding and was seeking a "sister community" (to one already established in Minnesota) to launch a multi-year housing-jobs project.

The 10 government officials, along with a local "green" builder are now calling their project Homegrown Affordable Housing. They will be the steering committee for this affordable housing-communities development project.



Office Staff at our annual office open house in December

CNRED Educator continues

Natural Resources Issue Identification and Prioritization: Ashland County

Situation: Ashland County launched its Comprehensive Planning process in May 2003. The process attracted some 100 citizen-volunteers to local planning teams and the Countywide Oversight Committee. All municipalities (towns, one village and one city) are participating in the process. The project was fully funded by the State Department of Administration (DOA). An additional grant from the State Coastal Management Program supports the addition of a coastal resource management element to the plan.

Early in the process, Anna Haines, Land Use and Community Development Specialist, UW-Stevens Point, contacted Jane Silberstein, Ashland County CRD Educator, regarding a collaboration relative to the County's comprehensive planning process. This collaboration would be based on a project she was administering made possible with funds from the USDA-NRCS (Natural Resources Conservation Service) called Partnership for Community Planning: a

model for land use education, planning, and management housed at UW-SP Center for Land Use Education. This project focused on the natural resources element of the comprehensive plan; specifically, how the public is engaged in the development of this element. Since Silberstein is responsible for public participation in the County's Comprehensive Planning process, this collaboration was most welcome.

Response: In order to determine key natural resource issues in the county, a collaborative effort was forged between the Ashland Co. Extension Office, UW-SP Center for Land Use Education, Ashland County Forester, DNR liaison forester and forest ranger, Ashland-Bayfield County Land Conservation Officer, Shoreland and Land Use Specialist, and the lead consultant on Ashland County's Comprehensive Plan from Vierbicher Associates.

The role of the CNRED Educator was facilitating the workshop planning discussions and the workshop

itself. The workshop was held at the Bad River Conference Center in Odanah.

Results: As a result of the Natural Resources Identification Workshop, natural resources issues were prioritized. This will serve as an invaluable support document for the comprehensive plan. There were approximately 60 participants at the workshop.

Evidence: In order to determine the effectiveness, participants were presented with an evaluation form and asked to complete and return. Twenty responses (completed surveys) were received. Of the 20 respondents, 55% felt the informational presentations were the most useful part of the workshop; 65% rated the issue prioritization exercise as above average and 10% saw it as excellent; 85% were comfortable with the outcome of the workshop (as compared with neutral or not comfortable); 60% said they had a better understanding of other perspectives as a result of the workshop.

Other Program Highlights

In May and August of 2004, the Clean Sweep program drew some 200 citizens to collection sites. Participants brought toxic substances, including electronic equipment, to a site in Ashland and in Marengo.

An Ashland-Bayfield County agriculture visioning session was held in order to determine the specific needs the community had that could be served by an Ag Agent. Participants (about 35) cited the need for assistance with sustainable agriculture, value-added products, marketing and business planning and horticulture.

Ashland County entered its second year of Comprehensive Planning. This process should conclude during 2005. Silberstein's role was primarily to answer citizen questions and to facilitate the public participation process. She also continued to coordinate grant in-

voicing and reimbursement.

Silberstein was asked to participate on a statewide Extension Team focused on reviewing statewide programming in the area of Community, Natural Resource and Economic Development and to recommend areas for change or transformation.

The City of Ashland's Waterfront Development Committee continued to meet monthly with Silberstein as facilitator of the process. She also assisted the City with hiring a Zoning Administrator/Planner.

Two nonprofit organizations emerged this year – the Chequamegon Bay Sustainable Ag Coalition and the Chequamegon Bay Nutrition Coalition. Silberstein assists both in organizational development, including strategic planning. She also assisted Bad River with the development and facilitation of

a day long forum on the community's future and a local business association with long range planning.

Duties as Department Head continued to occupy a fair amount of Silberstein's time: budget process, personnel matters, staff meetings, public relations.

In the realm of professional development, Silberstein completed training as an Ag Innovation Counselor. This training was fully funded by the US Department of Agriculture and included students from Wisconsin, Michigan and Ohio.

Silberstein also co-lead the planning for the 2005 annual WACEC (Wisconsin Association of County Extension Committees) conference to be held in Ashland in June 2005 at the AmericInn.

Family Living Programs

Overview of Nutrition Education Efforts in Ashland/Bayfield Counties



Betty Tarabek
Family Living Agent,
Wisconsin Nutrition
Education Program
Coordinator,
Ashland & Bayfield Counties,

Ashland/Bayfield Counties educators made a total of 14,331 educational contacts during the 2004 program year reaching 3,895 different learners. Youth represented 69% of all learners, adults 65 and over made up 16% of learners, families with children made up 13% of learners and pregnant women/caretakers of infants comprised 2% of the learners. Fifty-eight percent of learners were female. Racially, 78% of learners were white, 18% were Native American and 1% each was Asian/Asian American, Black/African American and Native Hawaiian/Other Pacific Islander. Five percent of learners were disabled.

WNEP Success Story

Making a Difference

The Ashland/Bayfield Counties Nutrition Education Program began in December 1995. The program was initiated to address nutrition, food safety and food security education among limited resource families. Educating elementary school aged children in the areas of nutrition and

food safety was a strategy identified for use both with the children and as a means to get nutrition information to the families. The School District of Bayfield, with the highest percentage of free/reduced lunch statistics in the two-county area, welcomed us into their school.

During our first two school years of providing nutrition education to Bayfield elementary school students, a very limited number of lessons were taught at only two grade levels. Beginning in the '98-'99 school year, the agreement with the Bayfield district called for 6 lessons (5 nutrition and 1 food safety) to be taught in each classroom from grades K-5. Curriculums were identified and obtained and lessons were developed by grade levels and taught in each classroom. Response from the teachers and students was positive. Each succeeding year (currently our 7th year in grades K-5) another agreement was signed and our lessons updated and adjusted as needed. In addition, during the '03-'04 school year, one of the Ashland/Bayfield project educators was invited to teach two nutrition sessions in the sixth grade.

In the spring of 2004, the Ashland/Bayfield project coordinator was contacted by the superintendent of the School District of Bayfield and asked to be a member of the newly forming Nutrition Committee. Why a district Nutrition Committee? Two members of the committee provided insight into the impact of our project's nutrition education in the Bayfield School District.

At one of the first Nutrition Committee meetings the high school principal related that an English teacher on staff assigned his students each year to write a letter to the principal regarding something they would like to

see changed in the school. The principal began receiving student letters asking for more variety and choices in school meals plus vending machines with nutritious snack and beverage choices. As more letters came in, the topic of school meals and snacks was also catching the ear of at least one school board member. Nutritious choices in school meals and snacks as a topic of student, administration and school board interest resulted in the formation of the Nutrition Committee which has in 4 meetings, based on information presented by the Ashland/Bayfield NEP coordinator, decided to become a DPI Team Nutrition school and has completed the DPI Team Nutrition Assessment as a group with committee members including teachers, administrators, school board members, school food service personnel, students, parents, health professionals and nutrition professionals. The Family and Consumer Science teacher, as a member of the committee stated, "Our kids know their nutrition by the time they get to high school." A vote of confidence for our efforts plus a positive long term outcome.



Ann Christensen
(Limited Term Employee)
Nutrition Educator

Mobile Market - Improving Food Security in the County

Educators and volunteers provided on-site nutrition information and materials in conjunction with fresh produce to 614 Mobile Farmers' Market participants in Ashland and Bayfield Counties during 9 visits to 3 sites in Bayfield County and 8 visits to 4 sites in Ashland County. Educators, coalition members and volunteers contacted local farmers and communities with no access to fresh farmers' market produce, developed all guidelines and procedures for producers to furnish products to the Mobile Market and developed a schedule for visits

to each site. Senior and WIC Farmers' Market Vouchers accounted for 47% (\$1,426.00) of total sales (\$3,019.75).



Joy Shelble, Nutrition Educator & Amy Syverson with the mobile market

BodyWalk - Reinforcing Classroom Teaching

The Ashland/Bayfield County coordinator/educators, in conjunction with 6 local partners, planned, developed and presented **BodyWalk**, an inter-



active health fair for elementary school children focusing on the importance of healthy eating and physi-

cal activity for lifelong good health as a follow-up activity to 6 sessions of nutrition education in each classroom at the Lake Superior Elementary schools in Ashland. Approximately 430 2nd through 5th grade students participated in the **BodyWalk** health fair. Following the educational voyage through the body, 95% of 410 learners reported they would be more active, 87% of 406 learners reported they would choose more healthy foods and 86% of 444 learners reported that they had learned something new in the **BodyWalk**.



Joy Schelble
Nutrition Educator

Food Safety - Handwashing: A First Step

An Ashland/Bayfield County educator taught 362 3rd and 4th grade youth in the Ashland, Bayfield, Drummond and Glidden schools about handwashing. The learners were taught using the **Fight BAC** board game, the **Youth Source Book**, food safety scenarios and the Glitter Bug lotion/blacklight materials. Before the



lesson 31% of 362 learners knew the correct way to wash their hands. After the lesson, 95% of 351 learners knew the correct response.



Family Living Education

The following success story represents a major portion of the family living work of Agent Tarabek during 2004.

In September of 2002, key players including UW-Extension Family Living Agent Tarabek, representatives of the Ashland and Bayfield County Human Services Agencies, Food Shelf, housing agencies and other appropriate entities were called together by Northwest Wisconsin Community Services Agency (NWCSA) to discuss homelessness in Ashland and Bayfield Counties. Through people using the Ashland County Food Shelf, information had begun to surface on homelessness in Ashland and Bayfield Counties. Were representatives of the various assembled agencies and others, identified as possible players at the first meeting, willing to work on this growing issue in the two-county area? Could these agencies, working together, help alleviate homelessness in Ashland and Bayfield Counties?

The group has met nearly monthly for approximately two years. Long-standing key agencies include NWCSA, UW-Extension, New Day Shelter, North Country Independent Living, the Retired & Senior Volunteer Program (RSVP), Red Cliff Housing, Ashland and Bayfield County Human Services Agencies and a local realtor.

Agent Tarabek has been a resource for providing poverty and homelessness background and statistical information available through UW-Extension. Agent Tarabek has also shared **Rent Smart** materials, served as one of the three collaborative partners on the house/apartment search team, written letters of support and leverage for Ashland/Bayfield County grant applications through NWCSA, made presentations to civic and church groups on the task force and its needs plus provided budget counseling to applicants for housing/rental assistance.

The Ashland/Bayfield Counties (ABC) Housing Task Force, by the end of 2004, had emergency housing in place or applied for in three separate

categories in addition to rental assistance for households with eviction notices.

-The 72 Hour Care Program provides vouchers for up to 3 days for households that are homeless and have no other housing resources. In 2004, \$3,050 was used in this program. NWCSA has received \$4,000 in grant funds for the 72 Hour Care Program in Ashland and Bayfield Counties in 2005.

-The Emergency Shelter Program is designed to provide longer-term shelter, upon successful completion of the 72 Hour Care Program. This program is available on a weekly basis and may be extended in weekly intervals for up to 28 days. Program policies have been developed and approved by the collaborative. All program policies must be followed and the head of household must be working toward self-sufficiency and meeting household needs for weekly extensions to be granted.

In this area, the ABC Housing Task Force has rented an apartment in Ashland with financial needs met through donations from various churches and furnishings supplied by donations from various sources, provided mentoring services through an RSVP volunteer with considerable experience in this field and arranged for regular random apartment checks through the Ashland Police Department. Since its opening in mid-November, the apartment has been used by two households, each for the 28 day period. In both instances the parties adhered to the rules, found employment in the area and found suitable places to move to within the area.

-The third area worked on is Transitional Housing, which ABC Housing Task Force hopes to have available starting in the summer of 2005. NWCSA has written the Transitional Housing grant for Ashland and Bayfield Counties with word of funding due any day. The Transitional Housing can be for a period of no longer than 24 months. Again, the policies have been developed and approved for this program by the ABC Housing

Task Force.

In addition to the 3-phase homeless program, the ABC Housing Task Force is also providing assistance by paying one month's rent for households with eviction notices. This program requires that participants receive budget counseling and be able to afford the rent payments following the month of assistance. A total of \$20,000 - \$10,000 for each county – was obtained in mid-2004 through another grant written by NWCSA. To date Agent Tarabek has met with and provided budget counseling to 34 area households applying for this assistance. In Ashland County less than half of these grant funds remain for use through June 2005.

In 2002 Ashland and Bayfield Counties identified a need for helping the homeless. Through a collaborative effort of various agencies, much progress has been made in meeting the housing needs of the homeless/near homeless plus providing resource information, education and services that are helping these families become productive and self-sufficient.



Taking Care of You: Powerful Tools for Caregiving:

Agent Tarabek co-taught the 6-session caregiving class to nine participants. A major objective of the class is to empower the caregiver to maintain their own health and well-being while managing the caregiving responsibilities of others. Data documents that more caregivers rated their confidence as very or extremely confident following the workshop series than prior to it. A participant summoned up her workshop experiences, "There's no doubt I liked the info presented. But I particularly liked the group present; their ideas and feeling their support."

4-H Youth Development



David Grote
4-H Youth Development Agent

Each year, we write a report called "Adding Value to our Communication." This is an example explaining what David Grote has done throughout the last year.

Ashland County Cooperative Extension Youth Development Programs give young people a chance to learn new skills and gain self confidence, contribute to their communities and gain experience in teamwork. Four-H Youth Development Educators create real world experiences that teach leadership and citizenship skills.

Supporting Young People

Statewide Economic Value of Program Area: In 2001 County government in Wisconsin invested about \$3.5 million in 4-H Youth Development staff and support. What did counties get for that investment? *Answer:* Between \$18 and \$39 million. Ashland County invested about \$36,731 in local UW Extension 4-H Youth Development Program expenses, support staff and education staff.

\$3.7 million to \$25 million for delinquency prevention: Research indicates that actions that encourage the social development of children, youth and families reduce delinquent behavior with returns ranging from \$1.06 to \$7.16 for every dollar spent (Sansfacon and Welch). This suggests a potential return of \$38,934.86 to \$262,993.96 in delinquency reduction in Ashland County from 4-H Youth Development and a potential return of \$3.7 million to \$25 million in delinquency reduction from 4-H statewide.

\$2 million for volunteer work on behalf of communities: Throughout Wisconsin, UW- Extension is focusing on developing opportunities and building skills in youth to do public work. Through the Power of Youth Pledge Campaign, Individuals, families' and clubs in the 4-H community in Ashland County pledged 646 hours of community volunteer service for 2002. At a conservative wage of \$6 per hour, this is equal to \$3,876 in contributed service to Ashland County.

\$7.8 million for volunteer work for Extension Programs: Fifteen local 4-H volunteers supplement the work of Extension professionals. The typical 4-H volunteer contributes 7.9 hours a month. With a conservative value of \$6 per hour, that volunteer service is worth \$10,807 per year to Ashland County. These volunteers receive training and resources from the 4-H Youth Development Agent David Grote. With over 13,600 volunteers in Wisconsin in 2001 that volunteer service is worth \$7.8 million statewide.

Civic Involvement: 4-H programs provide young people with opportunities for civic involvement. While membership in adult civic clubs is declining, 4-H clubs are promoting community pride and community involvement among youth members. 4-H community efforts provide a contribution of public work in areas such as support for the elderly, community improvement, helping younger children, the disadvantaged and the environment. These activities help youth develop a greater appreciation for their community and make positive connections to other residents. Ultimately these activities can build social trust among the participants and the recipients of the service.



Volunteer leader, Steve Yoshikane with his daughter, Rebecca, helping with the "Cans for Kids" project.

Wisconsin 4-H Clubs conduct an average of five community service projects per year per club. Locally, Ashland County averages higher with nine community service projects per club, this translates into approximately 36 community service projects done by four community 4-H clubs in Ashland County.

Highlights

One goal of 4-H Agent David Grote is to Improve 4-H project learning experiences by providing youth with the opportunity for in depth, long-term advancement in knowledge and skills; exploration of new topics of potential life-long interest; exposure to new career fields; and fun and

engaging activities.

With growing interest in small home poultry flocks and chickens being increasingly kept as pets, 4-H Agent David Grote designed and implemented a "Poultry Workshop for Beginners". The intensive five part

workshop series for youth and adults covered: *Breeds and Varieties; Why do you want chickens?; Housing/ Floor Space, Feed and Water; How to Purchase*

(continued on next page)

4-H Youth Development continued



**Michael Skinnis
Ashland County Fair**

Chicks and Where; Roosters Light and Egg Production; Molting; SPPA Society for the Preservation of Poultry Antiquities.

Area 4-H members in the Poultry Project gave a workshop on preparing your Poultry for the County Fair and demonstrated proper handling techniques for showing poultry. Donna Ganson, a Bayfield Co 4-H Youth Educator and NEP Educator presented eggs and nutrition facts which included some egg-experiments. All workshops were very well attended with an average of 12 participants.



**Jack and Johanna Pearce
Ashland County Fair**

Countywide Workshops

Beef Workshops - A Fitting and Showing Workshop for the beef project was led by Bill Polencheck, Ashland County Beef Leader.

Poultry Workshop - Youth and adults in the Ashland and Bayfield County area came together for a joint county Poultry Workshop. Youth learned about the history of chickens, chick care and housing and showing and handling techniques.

Spring Fling into Art - Ashland County 4-H youth and adults participated in a Countywide Arts Workshop with youth leaders working with adult volunteer to teach youth a wide variety of arts related technique.

Clothing, Foods and Demonstration - Led by Denise Lutz. Youth participated in this annual event. Youth gave demonstrations, prepared food and modeled clothing in front of a judge and an audience. They also prepared a thank you for adult volunteers.

Tri-County Camp - Ashland County youth leaders were trained as camp counselors and area directors. Seventeen Ashland County youth attended Tri-County Camp as campers - 8 youth from the After-School 4-H

Program.

Ashland County Fair - Youth participated in the Ashland County Fair exhibiting a variety of projects from aerospace to zoology.

Achievement Day - Over 40 youth achieved in their project area by exhibiting their project at the County Fair and completing a record book.

Communication Arts Festival - Nearly 40 area youth/adults participated in the annual Communication Arts Festival. This is a great opportunity to show their accomplishments and gain self-confidence.

New Club Informational Meeting - The meeting was held and attended by 5 people. The intent was to build self-confidence in new leaders and give them the tools and support needed to start new clubs throughout the County.

New Volunteer Orientation was held and attended by 5 people.

Arts Workshop - Nine youth participated in a 4-part Arts Workshop focusing on *plene aire* painting and drawing techniques. Participants worked out of doors in locations

around Ashland.



David with some of the youth that participated in the summer art class.

New 4-H Clubs

Ashland County has had three new 4-H clubs formed this past year with nearly 50 new members gaining life skills through their club and project work. David is working closely with the leaders of these three clubs to give them the support they need to be successful.



Administrative Assistant

As the main support staff person and computer contact for the Ashland County Extension Office for the last eleven years, Annie Anderson oversees the daily operation of the office that houses three agents as well as a nutrition educator.

As part of the UW-Extension support staff team, Annie supplies necessary clerical support to each agent and provides Extension-based information to clients, as directed by agents, via telephone contact, written correspondence, internet and in-office contact.

Annie's responsibilities cover maintaining records for 4-H members and club/project leaders and organizing material and programs directly connected to 4-H events, Family Living programs and CRED programs. She is also responsible for the layout of the 4-H family newsletter, *The Clover Connection*, the Extension Office annual report, *The Tracker* - a newsletter on comprehensive planning by Jane Silberstein, CNRED, and clerical support for the planning of the Wisconsin Association of County Extension Committees (WACEC) annual

conference in June 2005.

Annie says her job flows in a different pattern everyday and it never ceases to be interesting and challenging whether it is designing brochures or PowerPoint presentations or meeting and greeting the many visitors to our office.

Annie Anderson has been with UW-Extension Office, Ashland County since 1993.



Administrative Assistant (part-time)

Heather Schutte started part-time as Ashland County UW-Extension support staff in February of this year.

Heather's position includes receptionist duties, such as answering and routing calls, and directing the public to the correct UW-Extension Agent. She also provides valuable clerical support for the staff.

Heather is responsible for

the very successful *Parenting the First Year Newsletter* and its succeeding subscriptions of *Second and Third Year Newsletters* for parents. These are sent out monthly and bi-monthly to over 200 families. She also takes care of the monthly vouchers and helps keep our bulletin boards up to date on information concerning Ashland County Extension "happenings". As part of the UW-

Extension staff, Heather is kept busy handling the countless details that arise daily in such a busy office.

Heather Schutte started with UW-Extension in February 2004.



Wisconsin Nutrition Education Program Support (WNEP)

As clerical support for two educators and the Wisconsin Nutrition Education Program (WNEP) Coordinator, Cheri's position includes data entry on the website for classroom statistics, credit card allocations, travel expense reports and other budget information. She also distributes literature and handouts for NEP partnering programs. Cheri designs handouts and exhibits for use by the NEP

staff throughout the two-county area.

As part of the Nutrition Education Support staff, Cheri provides valuable assistance to Coordinator Betty Tarabek and educators, Joy Schelbe, Ann Christensen, and Donna Ganson.

Cheri has also taken on the task of the Senior newsletter entitled *Nutrition Notions* and enjoys the creativity that

creating a newsletter allows. *Nutrition Notions* is delivered with home-bound meals in Ashland and Bayfield Counties and at senior meal sites.

Cheri Carrington started with the UW-Extension Nutrition Education Program in June 2003.



UW-Extension Area Community Business Development Agent

Hans Hanson, UWEX Area Community Business Development Agent, continued to provide valuable business education and training to local business owners/operators throughout the year. Seventeen workshops reaching 79 interested participants were conducted in Ashland County. Workshop participants included business owners, managers, and employees, and community leaders. The workshops covered a wide variety of business management topics. In addition, Hanson assisted 30 businesses through group and one-on-one business counseling sessions. He also worked with 27 businesses through telephone and internet contacts. Businesses served included both existing and start-up businesses. Hanson's expertise and 12 years experience working with businesses across Northern Wisconsin is a great asset to Ashland County.



Hans Hanson
UWEX Area Community Business
Development Agent
1401 Tower Avenue, Suite 205
Superior, WI 54880

Extension & Outreach Ag Educator for Ashland, Douglas and Iron Counties

Horticulture Education Programs at the Bad River Reservation

The Bad River Band of Lake Superior Tribe of Chippewa Indians began a diverse horticultural project in 2003, with the assistance from NRCS and UW-Extension. This project included home and community gardens, fruit plantings and demonstration gardens; i.e. Three Sisters Garden. In 2004, my role was to present a series of four educational programs to address specific needs identified by participating tribal members and the project coordinator. The topics common disease and insect problems, and control of these home garden pest problems using an overall organic gardening approach. A multimedia educational program was developed using information generated at the UW-Ashland Research Agricultural Research Station Horticultural Area. This included cultivar yields and other crop information, current garden pest problems, soil management research and digital photos of northern garden management recommendations. Master Gardener materials developed and used in local programming was also utilized, when appropriate.

As a result of this program effort, participants have increased the success rate for planting of fruit trees. Secondly, better management of the reservation's red clay soil has

allowed the expansion of home gardening activities, specifically increasing the diversity of vegetable crops raised by the project participants. The number of tribal members receiving the Northern District's horticultural newsletter and attending the Ashland Station field days has also increased.

Ashland Station Hosts the Green Thumb Community Gardens

Several years ago, a Bayfield County 4H member initiated a community garden project and located it at the Ashland ARS Station. The project has since grown to include 45 families raising gardens on some 80 plots. Expectations are for these numbers to increase by 30% for the 2005 growing season. Northland College staff are also utilizing several plots for a native plant project. Master Gardeners trained at the Ashland Station, participate in the community garden and are now involved in the management of Green Thumb Community Garden. A newsletter is published to keep everyone informed of seasonal garden activities and educational programs. Master Gardeners, other participants and the Ashland Station also raise extra produce for the Ashland area food shelf. The Ashland Station is also responsible for working the land spring and fall, providing water, and storage for gardening and fencing materials. As an educator, I was able to help with the

community garden rules development, provide educational programs on vegetable, herb and flower gardening, and answer gardening, pest identification and control questions. Community gardeners could visit the Ashland Station horticultural area at any time to compare gardens, learn about other crops and cultivars and participate in the Ashland Station field days. The community gardens did very well this year. Although it was dry, the red clay soil retained moisture for season long growth and a late frost allowed for a long fall harvest season. Judging by the quality of gardens it is very obvious that the community gardeners take pride in their gardens.



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