

2006 Annual Report



**Extending the resources and
knowledge of the University
of Wisconsin to the people
of Green County**



Green County Extension Office

UW-Extension Green County
N3150B Hwy 81
Monroe, WI 53566
(608) 328-9440 • FAX (608) 328-9519

May 1, 2007

Dear Green County Board of Supervisors:

Attached is the 2006 Annual Report for the University of Wisconsin Extension Office. Green County UW-Extension Agents are jointly employed by UW-Extension and Green County. This joint employment assures responsiveness to local needs, reduces costs, and provides an important link to University of Wisconsin resources. UW-Extension faculty serve under the supervision of the Agriculture and Extension Education Committee.

Cooperative Extension in Green County brings University of Wisconsin knowledge and resources directly to Green County residents. Our office is one of 72 county offices statewide. Staffed by UW faculty, we offer Green County residents research-based education designed to meet local needs in the areas of Agriculture and Natural Resources, Family Living, 4-H/Youth Development and Community Resource and Economic Development.

This annual report highlights several of the major educational programs that were conducted by our University of Wisconsin-Extension faculty in 2006. We hope this report provides you with a better understanding of UW-Extension programs being conducted in Green County. If you have any questions about this report or our mission, please feel free to contact us at any time.

Respectfully submitted,

Mark Mayer, Department Head
Agriculture Agent

Sarah Burgert, Assistant Department Head
Community Resource Development Agent

Alissa Grenawalt
4-H & Youth Development Agent

Bridget Mouchon
Family Living Agent

Meet the Green County UW-Extension Staff

Green County UW-Extension staff are faculty members of the University of Wisconsin, employed by a cooperative arrangement between the University and the county. County faculty are responsible for conducting applied research and delivering researched based information to county residents.



Mark Mayer – Associate Professor – Department of Agriculture & Agri-Business, Agricultural Agent and Department Head

Major responsibilities: Develop and teach programs to strengthen the profitability and productivity of Green County farms and agri-business.



Sarah Burgert – Associate Professor - Department of Community Resource Development, Community Resource Development Agent, and Assistant Department Head.

Major responsibilities: Develop and teach programs that build decision-making and leadership capacity in the areas of land use, local government operations, and community and economic development.



Alissa Grenawalt – Assistant Professor - Department of Youth Development, 4-H and Youth Agent

Major responsibilities: Develop and coordinate county 4-H and Youth Development programs.



Bridget Mouchon – Instructor – Department of Family Development, Family Living Agent

Major responsibilities: Develop and teach programs which build parent support and community partnerships for families.

Kristi Leonard and Jayne Butts – Extension Activity Assistants

Major responsibilities: Assist in the promotion and coordination of UW-Extension programs.

Dana Karlen - Student Assistant

Major responsibilities: Assist with clerical functions of office.

The staff serves under the supervision of the Agriculture and Extension Education Committee. Those members are:

Cathy Cryor-Burgweger, Chair

Oscar Olson, Vice-Chair

Robert Hoesly, Secretary

Arthur Carter

Ken Hodgson

2006 UW-Extension Program Summary Report

Mark W. Mayer

UW-Extension Agriculture Agent



Agriculture Educational Programs: *(Number of Participants in Parenthesis)*

- Green County Dairy Management Seminar (61)
- Farm Transfer Workshop “Getting Young Farmers Started” (44)
- Green County Rural Landowners Seminar (42)
- Cheese Days Farm and Factory Tours (1,145)
- Three Agriculture Literacy Presentations to Leadership and Civic Groups (96)
- Individual Estate Planning & Farm Transfer Consultations (8)
- Dairy and Livestock Facility Design Consultations in Southern WI and Northern IL (37)
- Grazing Pasture Walk for University of Wisconsin Center for Integrated Ag Systems (47)
- Green County Forage Seminar (32)
- Southern Wisconsin Dairy Modernization Farm Tours (115)
- Conducted Four Pesticide Applicator Training Sessions (101 certified)
- Established a Hill Mustard Research Plot
- 36 Hour Master Gardener Course (4 Certified)
- Individual Consultations with Non-Farm Rural Landowners (67)

Wisconsin Farm Technology Days:

- Executive Secretary for 2007 Show overseeing 21 Committees and \$940,000 Budget
- Hosted the FTD Exhibitor Dinner in Sheboygan County for 1,000 people
- Coordinated Green County Information and Apparel Tent at 2006 FTD Show
- Liaison to the Educational Committee, State Board, General Manager and Marketing Coordinator
- Conducted an Orientation Session for FTD Executive Committee Members and Co-Chairs (37)
- State Multi-County Planning Meeting with 36 leaders for the Green County Show
- Developed and Maintained a Web Site for 2007 Farm Technology Days
- Conducted Seven Presentations on FTD to Area Non-Profit and Agriculture Groups

Youth Programs:

- Assistant Superintendent for World Dairy Expo Dairy Cattle Show
- Advisor for Dairy Youth Recognition Auction
- Conducted Steer, Lamb and Swine Weigh-ins for Livestock Youth Projects (216)
- Coordinator and Advisor for County Fair Livestock Auction and Orientation Meeting (246)
- Coordinated and Announced at Green County Dairy Day and District Black and White Show
- Instructor for University of Wisconsin Short Course Farm Building Class (34)
- Served as a Judge for Two District and Sectional FFA Speaking Contests
- Gave Three Presentations to Elementary Students on Groundwater (53)

County/State Administration:

- UW-Extension Department of Ag/Ag-Business Standards Rank & Promotion Committee
- Member of Agriculture and Natural Resources Dairy Modernization Team
- Mentor Agent for Southern District Agriculture Agents
- Preparation & Oversight of UW-Extension Green County Budget & Daily Office Operations
- County Department Head Representative on Green County Committee of Committees
- Hiring and Evaluation of County Faculty and Support Staff
- Advisory Committees for Green County USDA, Development Corporation, and Blackhawk Tech

Use of Media for Educational Outreach

- 52 weekly radio programs and 14 live news spots
- Bi-monthly DHI Newsletter distributed to 230 clients
- Quarterly Agri-News Newsletter distributed to 934 clients
- Numerous Educational Articles for Local and State Newspapers

		<u>Individual</u>	<u>Group</u>
2006 Direct Teaching Hours:		774	221
Phone Consultations:	1,287	Office Consultations:	151
Farm/Home Visits:	63	Email Consultations:	958

Total 2006 Direct Client Contacts: 5,026

Samples of Program Impacts:

- 156 dairy producers explored dairy modernization options and labor saving practices through participating in modernization tours, and/or personal consultations by this agent on low cost dairy modernization. 16 of these dairy producers made a decision to modernize their dairy facility based on information and assistance provided by UW-Extension. These farms increased their herd size by an average of 78 cows, resulting in an increase of milk production of over 1,630,000 pounds of milk to local cheese plants. Many of these dairies also saw an increase in production per cow and a decrease in somatic cell counts due to increased cow comfort offered in the new freestalls.
- 42 new rural landowners attended a Green County Rural Landowners Workshop planned by UW-Extension and held in cooperation with the other agencies in the county. 100% of the participants indicated they would make better informed decisions in how to manage their rural property as a result of attending the seminar. 82% of the participants indicated they would very likely implement one or more of the management practices on their rural property as a result of the seminar.
- 1,145 non-farm residents gained a better understanding of how dairy products are produced and processed through participating in educational farm and cheese factory tours conducted during Cheese Days by this agent. The majority of the participants had never visited a farm and indicated they had developed a higher level of understanding regarding animal care on farms and a higher comfort level regarding food quality and safety as a result of participating in the tours.
- This agent serves as the advisor for the Dairy Youth Recognition Auction and the Meat Animal Sale. \$7,310 was collected through the dairy auction with 50% being paid directly to the youth in the form of savings bonds and the other half going to a scholarship fund. \$2,500 in scholarships was paid out in 2006 as a result of this fund to 7 Green County youth. Over \$234,000 was paid out to more than 150 Green County youth through the County Fair Meat Animal Auctions.
- This agent has trained 31 Green County residents to become UW-Extension Master Gardeners. These Master Gardeners are now assisting in horticulture programming in Green County and they volunteered 46 hours for Youth Education, 168 hours in Community Education and 1,091 hours of Community Support Services. These services include a weekly Garden Gab section in the paper, answering horticulture questions to the public, community plantings at the Pleasant View Nursing Home, area churches, and the Green County Welcome Center.
- More than \$142,000 in cash and \$90,000 of in-kind donations was raised for the Wisconsin Farm Technology Days show that Green County will host on September 18-20, 2007. This agent serves as the Executive Secretary for the show with oversight of 21 standing committees.

2006 UW-Extension Program Summary Report

Sarah J.S. Burgert

UW-Extension Community Resource
Development Agent



The Community Resource Development (CRD) Educator works to assist Green County communities in dealing with unique challenges through educational programs and applied research. The CRD Educator works with residents, government officials, businesses and professionals in the areas of community leadership development, community and economic development, land use, local government education, and non-profit organizational development. Select *highlights* of the CRD Educator's work in 2006 follow:

Community Leadership Development

Served as **curriculum coordinator, co-program leader, community project advisor, and skill instructor** for the *Green County Leaders* nine-month community leadership program. Program is a partnership between UWEX, Green County Development Corporation, Blackhawk Technical College, and county employers.

- 22 adults from across the county and representing 15 public and private organizations participated in the 2005-2006 program
- 4 community projects were developed by 2005-2006 participants: (i) connecting volunteers to volunteer organizations, (ii) linking local schools and businesses, (iii) developing a reunion for *Green County Leaders* alumni, and (iv) making repairs and site improvements for Green Haven
- *Green County Leaders* evaluations demonstrate participants have increased awareness and knowledge of community issues, increased leadership skills, and increased knowledge of local resources as a result of the program
- *Green County Leaders* alumni serve on boards of the Monroe Main Street, Green County United Way and Habitat for Humanity. In 2006 one alumni was elected to school board in the School District of Monroe. Alumni also participated as a team in the "Light the Night" Leukemia and Lymphoma Society fundraising walk in New Glarus.
- 20 participants from 13 different organizations are participating in the 2006-2007 program

Drinking Water Quality Program

Coordinated multi-town (Adams and York in Green County and Argyle and Elk Grove in Lafayette County) drinking water testing and education program in collaboration with the UWEX Lafayette County Community Resource Development Educator, UWEX Grant/Sugar/Pecatonica Basin Educator and the UWEX Central Wisconsin Groundwater Center.

- 61 private wells tested (28 were unknown as to the last time they were tested)
- 28 wells positive for coliform bacteria
- 13 wells had nitrate-nitrogen levels above state/federal maximum allowed for public drinking water
- Program participants reported increased knowledge of groundwater, contamination sources, ways to resolve problems with water, and connection between land use and groundwater quality

Latino Needs

The Latino population in Green County more than doubled between 1990 and 2000, and continues to grow presenting challenges to these new residents and their new communities. **Coordinated** the Green County Latino Needs Advisory Committee consisting of representatives from Blackhawk Technical College, the Parish Nurse Program, the Literacy Council, and the Latino community.

- 3 educational newsletters—Haciendo Amigos— produced in Spanish and distributed across the county
- \$1,500 secured through a UWEX Southern District grant to purchase educational materials for Spanish speaking families in the county (materials to be distributed in 2006)

Strategic Planning

Served in a **facilitative, collaborative and educational role** for organizational strategic planning sessions/processes. Strategic planning helps organizations clarify their mission and involve stakeholders in identifying key issues that affect the organization and its products and services.

- Green County Tourism (abbreviated process late in 2005) and Green County Development Corporation (July 2005-March 2006)
 - ⇒ Clarified their purpose and revised their missions
 - ⇒ Identified key strategic issues to focus future efforts
- Monroe Public Library (October 2005-January 2006)
 - ⇒ According to director and board members the planning process “clarified the central & fundamental roles of the Library’s mission & values”, identified a “lack of understanding by the public (& some board members) & library users about how the library is funded”, “resulted in the development of personnel policies”, and “assisted both the board & the director in establishing priorities for the future”.
- Green County Housing Partnership (December 2005-April 2006)
 - ⇒ According to partnership members the planning process “examined potential partners for the partnership & added several”, adopted a mission that “helped us to define our direction”, “helped prioritize issues”, and “organized steps for future planning”.
 - ⇒ The process was so successful at building capacity for the partnership to move forward the Executive Director of Southwest WI Community Action, Inc. encouraged the Richland County Housing Partnership to engage in strategic planning.

Green County Smart Communities

Served in **facilitative** role for Southwest Wisconsin ArtsBuild Smart Community discussion in Green County. **Coordinated** formation of Green County Smart Communities coalition which includes representatives from Blackhawk Technical College, Monroe Arts Center, Monroe Chamber of Commerce and Industry, Monroe Theatre Guild, Monroe Main Street, Driftless Area Artists, and others.

- Local conversation held over summer explored local arts assets and began identifying ways to incorporate the arts into economic and community development strategies.
- Green County Smart Communities coalition formed.
- Displays of local art, history and culture placed in downtown Monroe during Cheese Days Festival in September.
- “Our project would have been dead in the water months ago if not for Sarah’s involvement”
- Seasonal arts calendar and awareness of the arts campaign being developed for 2007.

Additional Responses to Local Need

Provided **facilitative** and **research assistance** to several community meetings and studies.

- At request of Green County Long Term Planning/Space Needs Committee, conducted a “Single Month Analysis of Changes in Downtown Population Resulting from Green County Space Needs Court Offices Relocation Proposal” (June 2006)
- Co-facilitated with Green County Tourism joint meeting of communities and individuals interested in promoting trail systems, with specific emphasis on opening of Badger State Trail (August 2006)
- Coordinated “First Impressions” exchanges between Monticello/Shullsburg and Monroe/Reedsburg. During exchanges communities secretly visit one another and develop a report on their observations.

Notable 2006 Service and Recognition

- **Green County Advisory Committee**, Blackhawk Technical College
- **Promoted to Associate Professor with Tenure** (July 2006)
- **Extension Administrative Leadership Program**, Graduated November 2006

2006 UW-Extension Program Summary Report

Alissa L. Grenawalt

UW-Extension 4-H & Youth Development Agent



In 2006, the Green County 4-H program continued to provide youth and adult volunteers in Green County life skill building and educational programming opportunities that teach youth about leadership development, personal growth and the overall value of service in the community. *“Learning by Doing”* is the 4-H slogan. This currently involves approximately 609 youth in Green County.

Green County 4-H Community Club Program Activities

(Based on quarterly activities)

January-March

- Planning and preparation for Green County Junior Fair. Recruited 55 superintendents, made 45 contacts to fill 30 fair judge positions, reviewed fair book for changes, met with Green County Fair Board, and recruited trophy donors.
- Met with the Green County 4-H Executive Board and Adult Leader’s Inc. three times to provide educational programming for leadership and advise 4-H business that affected the program.
- Held 1 New Volunteer Orientation session that certified 14 new leaders to the program.
- Met with 12 4-H county project committees totaling 30 adults and 10 youth to teach program planning, implementation and program evaluation skills.
- Served on the Green County United Prevention Professionals for Youth (G.U.P.P.Y) Coalition. Serve on the Monroe Area Safe Kids/Safe Communities coalition group. Assist in helping organizations meet their educational and community wide planning goals. (Yearly)
- Conducted weekly radio programs, and submitted various news releases highlighting 4-H program activities.
- Began organizing and making contacts for the 2006 Tractor Safety Course.

April-June

- Met with Green County 4-H Executive Board and Adult Leader’s Inc., 3 times to provide educational programs for leadership and advise 4-H business.
- Helped 15 county volunteer 4-H committees implement 12 countywide educational programs and events with over 200 youth and adults involved. Activities included: style, cake and foods review, 8 dairy judging practices, Livestock and Meats Judging, 12 dog and 3 horse project trainings, Communication Arts and Performing Arts program and 4-H camp.
- Collaborated with area organizations and businesses to implement the Green County Tractor Safety and Machinery Certification program. 23 youth were certified in 2006. Handled all organizational aspects of the program as well as taught portions of the classes.
- Conducted weekly radio programs, and submitted various news releases highlighting 4-H program activities.

July-September

- Green County 4-H volunteer leaders met with Green County 4-H Executive Board and Adult Leader's Inc., 2 times to provide assistance for leadership and advise for 4-H business that affected the program.
- Helped implement the junior portion of the Green County Fair for approximately 550 youth exhibitors.
- Helped implement positive experiences for the 80+ Green County youth who participated at the WI State Fair.
- Collaborated with 4-H youth and adults in planning for National 4-H week promotion.
- Conducted weekly radio programs, and submitted news releases highlighting 4-H program activities.

October-December

- Green County 4-H volunteer leaders met with Green County 4-H Executive Board and Adult Leader's Inc., 3 times to provide assistance for leadership and advise for 4-H business that affected the program.
- Held 1 New Volunteer Orientation session that certified 16 new leaders to the program.
- UW-Extension staff orchestrated the 4-H re-enrollment process.
- Held club officer and general leader trainings to help assist general leaders and officers in their leadership positions.
- 4-H leader volunteers orchestrated the National 4-H week promotional activities. Held a fall open house during enrollment time called the Green County 4-H F.A.R.E. (Fun Activities Reward Everyone in 4-H)
- Conducted weekly radio programs, and submitted news releases highlighting 4-H program activities

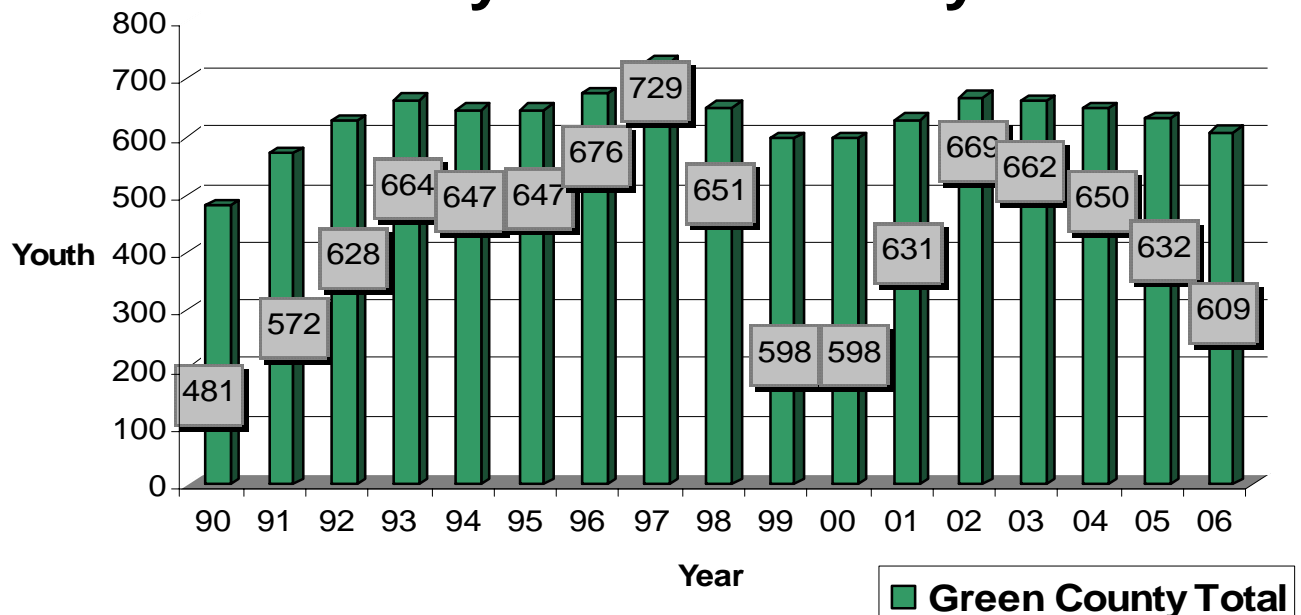
2006 Phone Contacts: 850

2006 E-Mail Contacts: 600

Total Teaching hours: 400

2006 Club Visits: 5 out of 19 clubs

Green County 4-H Community Clubs



2006 UW-Extension Program Summary Report

Bridget Mouchon

UW-Extension Family Living Agent



The Green County UW-Extension Family living Program serves as a link to University resources for local clientele in such areas as food safety and preservation, housing education, public policy education, and child and family development. Family Living Educators focus their programming in three major areas:

- 1) Families and Communities
- 2) Food and Nutrition
- 3) Family Economics

Family Needs Assessment

Bridget Mouchon filled the Green County Family Living Agent position on January 1, 2007, after the position had been vacant for 6 months. In her first three months, she completed a needs assessment to determine a list of priority issues for Green County families.

- Reviewed county demographics, and health and socio-economic data.
- Visited with key community professionals and leaders: the CEO of Monroe Hospital and Clinics, the Director of the Health Department, the Human Services Economic Support Supervisor, the Executive Director of the South Central Child Care Resource and Referral, Executive Director of United Way of Green County, and many others.
- Joined multiple active community coalitions and workgroups: Green County Housing Partnership, Green County Healthy Communities Coalition, GUPPY, and Safe Kids.

As a result of the knowledge and information gained in the needs assessment process, it was determined the following are high priority needs and/or gaps in available services for Green County families:

1. Lack of parenting and childcare education and resources.
2. Difficulty accessing healthcare – affordability, dental care
3. Increasing cost of living, while wages don't increase – growing numbers of working poor, dual-income families, and fixed income households.
4. Health and well-being – concern of overweight/obesity, smoking. – Need for healthy lifestyle/nutrition education.
5. Access to and cost of care and enrichment activities for elders and disabled - dual-income families less able to provide care. Education and resource development are a need.
6. Family financial education – some families using poor money-management strategies, such as predatory lenders (e.g. title loan and check cashing services).

Supporting and Educating Families with Multi-Generational and Community Focus

Based on the needs assessment and existing family living programs, the following programs are targeted for 2007:

- Teach *Better Kid Care*, a program which offers continuing education credits for local childcare providers to maintain certification or licensure.
- Coordinated *landlord training* March 17th in partnership with the Green County Housing Partnership, Human Services, Wisconsin Apartment Association, Wisconsin Community Bank, and Amcore Bank. Training was presented by Dr. David Riese and was very well-received. Asked to present again next year.
- Presented at Green County *Annual Childcare Conference*, February 24th about professionalism and working with parents.
- Co-authored a grant with Green County Health Department to support education for meeting the *nutritional and wellness needs of local after-school programs*, including Big Brothers Big Sisters.
- Teaching *Co-Parenting After Divorce* classes done in cooperation with Family Court Commissioner's office to provide the requirement to divorcing couples in May.
- Developing programming to address the needs of local community professionals and leaders around *issues of diversity*, especially with regard to the *growing Latino population*, in collaboration with Sarah Burgert. These include a book discussion and Diversity Awareness /Cultural Sensitivity Training, and serving as co-facilitator of the Latino Needs Advisory Committee.
- Producing *Haciendo Amigos* in collaboration with the Green County Latino Needs Committee, a quarterly educational newsletter for local Latino community.
- Assessing and conceiving of ways in which to implement programming targeting: *overloaded and stressed families, enrichment of the lives of local seniors*, and to address the *financial education needs* of local families and individuals.
- Will begin planning process for *2008 Green County Family Impact Seminar* in the fall of this year (after Farm Technology Days!)
- Educational advisor for the Green County Association for Home and Community Education (HCE), a local non-profit organization with 92 members.
- Serves as the food safety, food science, clothing, and textiles advisor for the Green County 4H clubs and Green County Fair.
- Coordinate and host educational events for the Farm Technology Days Family Living tent.

Agencies & Groups the Green County UW-Extension Office Worked With in 2006

The Green County UW-Extension Office reaches a wide variety of groups and organizations through educational programming and collaborations. Many of these groups are listed below.

- Area Financial Institutions
- Area Childcare Centers
- Area In-Home Family Childcare Providers
- Area School Districts & FFA Chapters
- Big Brothers/Big Sisters of Green County
- Blackhawk Technical College
- Business Improvement District Boards
- Chambers of Commerce
- Childcare Providers
- Child Care Resource & Referral of South Central WI., Inc.
- Dairy Herd Improvement Association
- Department of Natural Resources, State & Local
- Farm Services Agency
- Green County 4-H Adult Leaders Inc.
- Green County Ag Chest
- Green County Association for Home & Community Education
- Green County Beef Producers
- Green County Board of Supervisors
- Green County Cheese Days, Inc.
- Green County Dairy Youth Recognition Auction
- Green County Development Corporation
- Green County Emergency Management
- Green County Fair
- Green County Family Court Commissioner
- Green County Farm Bureau
- Green County Forage Council
- Green County Garden Clubs
- Green County Health Department
- Green County Holstein Breeders & Junior Holstein Breeders
- Green County Housing Partnership
- Green County Human Services
- Green County Job Center
- Green County Junior Leaders
- Green County Meat Animal Auction
- Green County Milk Quality Council
- Green County Pork Producers
- Green County Sheriff
- Green County Sheep Producers
- Green County SmART Communities
- Green County Tourism
- Green County Zoning Department
- Green Haven
- GUPPY, Inc.
- Head Start
- Land Conservation Office
- Law Enforcement
- Literacy Council of Green County
- Local Media (Newspapers, Radio and Internet)
- Monroe Area Safe Kids/Safe Communities
- Monroe Main Street
- Monroe Public Library
- National Farmers Organization
- Parks & Recreation Departments
- Professional Dairy Producers of WI
- Property Owner's Associations
- South Central WI Master Gardener Association
- Southern WI Dairy Modernization Task Force
- Southwest WI Arts Build
- Southwest WI Small Business Development Center
- Southwest WI Community Action Program
- Southwest WI Technical College
- Southwestern WI Regional Planning Commission
- State Legislators
- The Monroe Clinic
- Town, Village and City Elected Officials
- Town, Village and City Plan Commissions
- Town, Village and City Public Works
- United Way of Green County, Inc.
- United States Department of Agriculture
- UW-Madison Department of Animal Sciences
- UW-Madison Short Course
- UW-Platteville Continuing Education
- Vo-Ag Instructors at Area Schools
- WI Association of County Extension Committees, Inc.
- WI Center for Agriculture Safety and Health
- WI Department of Ag, Trade and Consumer Protection
- WI Farm Technology Days, Inc.
- WI Pork Association
- WI Towns Association
- World Dairy Expo
- Youth and Adult 4-H Volunteers and Members