



Wisconsin Affiliate  
National Extension Association  
of Family and Consumer Sciences

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# *Communiqué*

October 2008

## **President's Letter**

**Mary Novak, WEAFCFS President**

Dear WEAFCFS Members,

Galaxy III is now a memory and what a conference it was! Twelve of us attended but that didn't mean we saw each other so easily with over 2,300 Extension professionals attending! There were three poster sessions, each with about 100 posters and 30-35 concurrent sessions offered at a given time. Granted, these were from all the program areas, however, I found myself drawn to some fascinating cross program area projects. I strongly encourage you to attend a future Galaxy Conference if you can!



### **NEAFCS 75th Anniversary**

Next year we celebrate the 75th Anniversary of NEAFCS! This is a year long event with the kick-off at Galaxy III. It will be an opportunity to celebrate our heritage and embrace our future.

Check out 75 ways to celebrate the NEAFCS Anniversary at this website:

<http://www.neafcs.org/assets/NEAFCS-75-Ways-to-Celebrate-the-75th-Checklist.pdf>

Note how many of these are simply good ways to take care of yourself!

### **NEAFCS Endowment**

Remember to consider contributing \$75 to the NEAFCS Endowment Campaign as part of your annual giving. Your colleagues from Wisconsin and across the United States have generously contributed toward this campaign. These funds will help to shape the future of our profession.

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## **President's Letter, continued . . .**

### **Congratulations!**

Warm congratulations to our regional and national award winners. See the announcement by the Awards Committee. ESP honored two of our members, Dianne Weber and Chris Kniep. Please take a moment to wish all of our award winners your congratulations! Congratulations also to WEAFCFS presenters: Kristin Bruder, Chris Kniep, Karen Dickrell, Joan LeFebvre, Edie Felts-Podoll, Joan Sprain, Dianne Weber, Tedi Winnett and Lori Zierl.

### **Thank you!**

Thank you Karen Dickrell and Linda Olson for serving as voting delegates at the NEAFCS Annual Business meeting. Thank you to Karen Dickrell, Edie Felts-Podoll, Karen Joos, Chris Kniep, Linda Olson, and Joan Sprain, who so graciously represented Wisconsin at the early morning committee meetings on behalf of our committee chairs and treasurer. We appreciate your contributions! Thank you to everyone who contributed to the NEAFCS Auction.

### **Announcement:**

Jenny Wehmeier was elected to the NEAFCS National Nominating Committee. Congratulations Jenny!

All of us are busy as ever in the thick of fall programming. The beauty of the fall always reminds me of the good things around me. Being in Extension and WEAFCFS are some of those good things. We have such wonderful opportunities for learning and growing together!

### **Other News from Galaxy III - Ask eXtension!**

An exciting new tool - eXtension offers a way to answer questions from our local public through our county web sites. The presenter spoke very highly of the work Mary Brintnall-Peterson is doing on the Caregiving site! I know that several people from WI have been involved in this as well, such as Nancy Crevier.

The new Ask eXtension widget enables county Extension offices to easily manage and answer questions asked by their local constituents through their website. This new service works in conjunction with the eXtension's Frequently Asked Questions and Ask an Expert site. My only concern is that we be certain that the answers are research based!

According to the handout this is how you start:

1. Get the widget from: [ask.extension.org](http://ask.extension.org)
2. Accept questions at your site
3. Answer and manage questions at the eXtension FAQ/Ask an expert site.

Visit [ask.extension.org](http://ask.extension.org) to get started!

Submitted by: Still a novice\* Karen Dickrell

## **Awards and Recognition Committee**

### **Cyndy Jacoby & Luane Meyer, Co-chairs**

#### **KUDOS to our National and Regional Winners**

WEAFCS Awards Committee proudly recognizes Kristen Bruder (Dunn County), Dianne Weber (Washburn County), Lori Zierl (Pierce County) and Joan Sprain (St. Croix County), as winners of the National Extension Association for Family and Consumer Sciences Television Communications Award at the Galaxy III Conference in September.



These colleagues were recognized for the video produced for use within their college transition program.

The Television Communications Award recognizes excellence in an education or promotional feature in a regular broadcast or a special program. American Income Life Insurance Company sponsors the award. Kristen, Joan, Dianne, and Lori are to be applauded for their exemplary commitment to meeting the needs of individuals, families and communities.

#### **CENTRAL REGION NEAFCS WINNERS**

Other awards receiving NEAFCS Central Region recognition include:

##### **Communications-Radio Award**

Jane Schaaf, Crawford County, second place winner

##### **Para-Professional Award**

Lisa Devine-Barribeau, Oconto County, winner (Nominated by Donna Doll-Yogerst)

#### **GET READY TO APPLY FOR AWARDS NOW!!!!**

Do you want information on how to write a NEAFCS award winning application? The NEAFCS website at [http://www.neafcs.org/assets/Award\\_Winning\\_Applications!.pdf](http://www.neafcs.org/assets/Award_Winning_Applications!.pdf) is the place to look for tips that may place your award application ahead of others.

NEAFCS awards are many and varied. You can be a winner too. Check out all the award possibilities at <http://www.neafcs.org/assets/Awards-at-a-Glance-2008.pdf> . At a glance you will find a list of the more than twenty-five available awards, the eligibility requirements, and a description of the award(s).

The NEAFCS Awards Manual at <http://www.neafcs.org/content.asp?pageID=19> gives complete descriptions of all the awards. Check it OUT!!!

## **Awards and Recognition Committee , continued . . .**

This past year we had no applicants for either the Distinguished Service Award or the Continued Excellence Award. Both of these awards are judged at the state level and announced at the NEAFCS Annual Conference. Wisconsin is eligible to submit 2 nominees for each of these awards. WE KNOW THERE ARE DESERVING MEMBERS. Please encourage our eligible colleagues who are WEAFCs members to apply. Both of these awards are described in the NEAFCS Awards Manual.

Recent recipients of the Distinguished Service Award were Ruth Schriefer (2006), Kathleen Metzenbauer and Lori Zierl (2005), Lana Anderson and Rita Straub (2004), and Bev Baker and Shelley Tidemann (2003). Continued Excellence has been received by Karen Joos (2006), Chris Kniep (2004) and Karen Dickrell and Faden Fulleylove-Krause (2003).

## **Public Policy Committee** **Jennifer Caravella, Co-Chair**

On a September 25, 2008 the Public Policy Committee hosted a WisLine with Rosemary Potter, UW-Extension/UW-Colleges Director of Government Relations. She offers the following "Top 12 Tips" when working with elected officials.

- 1. Develop positive working relationships with elected officials and their staff.** Contact them on a consistent basis, not just during budget time. Develop and nurture relationships all year. Get to know staffers and aides, and offer to be a resource with regard to specific issues. They are valuable contacts and have a great deal of influence on decisions made.
- 2. No surprises.** Communicate good or bad news directly to elected officials before they read it in the newspapers. They want to know ahead of time and will appreciate not being blind sided.
- 3. Face-to-face meetings with elected officials.** After discussing the major issues, be sure to ask if the elected official can support your proposal. Each response will require a specific strategy.

If the response is "no," determine if their negative response is fixed or adjustable. If there is room for influence, create a strategy that may sway their decision. If their negative response is firm, it may be best to focus on people you may influence, but never close the door completely. The elected official may eventually come around on another issue at another time.

### Public Policy Committee, (3) continued . . .

If the response is, "I don't know at this time," follow up with a question that provides more information to positively impact their decision. For example, "Do you need more data on participants or a particular program?" Please provide the information that they need in a timely fashion. Finally, if their response is "yes," thank them and ask them to: 1) help create a winning strategy that will influence their colleagues and 2) help determine which specific message points work best with the elected officials that need convincing.

4. **One-page fact sheet.** If possible, try to condense the materials onto one page. Develop a simple explanation of the topic and attend the meeting prepared to deliver three simple message points. The elected official is juggling many issues and, in order to be successful, it is important to deliver a simple message in the beginning. After educating the elected official and he/she requests background information, you can provide more complex information. If you want them to take action, ask them specifically what they can do to help.
5. **Serve as a resource** for elected officials on local issues, backed by the UW System research base. This is invaluable to elected officials.
6. **Send them good news.** Place elected officials on mailing lists for newsletters, annual reports, special events, graduating students, etc. They do want to hear from UW Colleges/UW-Extension in good times and in bad. Make sure any materials are no longer than one page. Call them periodically and share positive outcomes.
7. **Invite them to events.** Designate elected officials as "honorary guests" at higher profile special events. Incorporate them in ceremonies, such as handing out awards, speaking, etc. Invite the media and inform officials that the media are invited.
8. Consider having **students, clients or "friends" interview local or state elected officials** about their political interests, thoughts about government, etc. This interview process could serve as a bridge to discuss other programs and services we provide in the community.
9. **Visit legislators.** Try to attend elected officials' office hours or make an appointment. If possible, bring along stakeholders who are also their constituents.
10. **Ask clients and supporters to talk on our behalf.** Encourage our stakeholders and advocates to contact their elected officials. Our "friends," clients and supporters can provide first-hand knowledge about the value of our work. Elected officials appreciate hearing from third-party advocates.
11. Consider the option of **letters to the editor from our friends and supporters.** Letters to the editor and op-ed pieces are a great way for our advocates to speak out on our behalf and reach a large audience at one time.

## Public Policy Committee, continued . . .

12. When legislators call for information, **return the call immediately**, if possible. They most likely need information in a timely manner.

## Professional Development Committee

### Teri Zuege-Halvorsen, Chair

#### 1) 2008 End of Year Reporting WisLine Web

There will be two planning and results system WisLine Web training opportunities. The first WisLine Web training is scheduled for **Friday, Nov. 14** and the last is scheduled for **Friday, Dec. 12** - both are from **10:00 a.m. to 11:30 a.m.**

The 90-minute WisLine Web training will focus on:

- why reporting is important; and how the data is used
- review 'best practices' for entering 2008 impact indicator results, success stories and individual statistics
- how to generate individual reports
- resources and guidance for writing success stories
- provide assistance to attendees that wish to enter their transactions (30 work stations provided for those attending in person at the Pyle Center).

**To register for this event**, go to the WisLine Web registration web page, [http://www.uwex.edu/ics/wlwreg/wlw\\_dept\\_list.cfm?class=C&cat=EXD](http://www.uwex.edu/ics/wlwreg/wlw_dept_list.cfm?class=C&cat=EXD)

#### 2) Through the Eyes of a Child: A Multidisciplinary Approach to Child Advocacy

November 13-14, 2008

Kalahari Resort

Wisconsin Dells, Wisconsin

This conference targets Guardians ad Litem practice issues. For more information, please contact Elaine Barrett at 608-262-1411 or 1-888-391-4255.

#### 3) Home Visitation: The Basics

November 4-6, 2008

The Best Western: Grand Seasons Hotel, Waupaca, WI

This training is designed for home visitors from health and community-based agencies who provide information and support to families with an infant or toddler to promote healthy development, parent-child interaction and family functioning.

For more information, go to: [http://www.uwex.edu/ces/flp/homevisit/training/pdfs/Basics\\_Nov2008.pdf](http://www.uwex.edu/ces/flp/homevisit/training/pdfs/Basics_Nov2008.pdf)

or contact: Home Visitation: The Basics, Attention: Elaine Barrett, 301 UW-Extension Building, 432 Lake Street, Madison, WI 53706, Telephone: 1-888-391-4255, Fax: (608) 263-7969, [elaine.barrett@uwex.edu](mailto:elaine.barrett@uwex.edu)

## Member Resources Committee

Ruth Schriefer, Chair

### Join or Renew Your Membership in our Association

It's membership season in NEAFCS/WEAFCS! Please be watching for an e-mail announcing when the new member and returning member forms and dues information are posted on our website. The dues for 2009 are the same as last year - \$110 for membership in NEAFCS and WEAFCS. We do have a new associate membership category this year for those who are interested in being WEAFCS members only and the dues would be \$40.

As you are joining our Association or renewing your membership, be sure to consider membership on an NEAFCS committee. The committees are similar to those we have at the state association level but allow for more interaction with colleagues from around the country. Many of the committees also have sub-committees where you can be involved and even seek leadership opportunities. Several of our state association members are already members on national committees. Check out the committee possibilities at <http://www.neafcs.org/content.asp?pagelD=98>

Also, if you are in the habit of reviewing and revising your WEAFCS Biographical Sketch information each year and sending it to our Association treasurer with your dues form, you can continue to do that. The Member Resources Committee is discussing the value and benefits of the Biographical Sketches and may be recommending some changes in the future.

### What Does Your E-mail Signature Say?

Several counties have just completed their Civil Rights Day and one simple piece of information that helps us communicate our commitment to promoting nondiscrimination and the valuing of differences among staff and clientele is the tag at the very end of our e-mail signatures. If you're thinking about revising your e-mail signature, you can find nondiscrimination and accommodation statements on the Cooperative Extension civil rights website at <http://www.uwex.edu/ces/admin/crights/> And while you're at it, how about adding our NEAFCS Living Well campaign slogan to your e-mail signature? Remember, we're all about **Raising Kids, Eating Right, Spending Smart, Living Well**. More details on the NEAFCS Living Well campaign can be found at <http://www.neafcs.org/content.asp?pagelD=188>

## **Member Resources Committee, continued. . .**

### **NEAFCS Online Store for Logo'd Apparel**

Our WEAFCFS Galaxy III delegation returned from the conference with news that NEAFCS has opened an on-line store with Lands' End, right here in Dodgeville, WI! I missed that piece of news in the August NEAFCS e-newsletter and in case you did too, here's the article by Dave Beebe, our NEAFCS Executive Director:

"Your Ad Hoc Subcommittee for Promotional Items is pleased to announce the grand opening of the NEAFCS online storefront at *Lands' End Business Outfitters*, where members may order quality clothing and other items embroidered with the NEAFCS logo.

We invite you to visit the new store at <http://ces.landsend.com/NEAFCS> (don't type the www. in front). [More information and a link to the online store are available on the Member's Only page of the NEAFCS website.](#)

This website allows easy shopping, just like other online clothing retailers. A member simply sets up their own individual account, then signs in and shops. The only logo option provided in the storefront for embroidery is the NEAFCS logo. Simple!

Among the numerous advantages of this online storefront is that it allows our members to enjoy quality clothing for women and men in a variety of styles, colors and sizes, as well as caps, tote bags, gift items and accessories featuring the NEAFCS logo. The member deals directly with Lands' End for filling their virtual cart and paying for their own order at check-out. Lands' End carries the responsibility for product inventory, order management and shipping.

Much appreciation goes to subcommittee members Debra Cotterill, Linda Gossett, Judy Hetterman, Louise Kirkland and Amy Peterson for opening the store."

## **Important Dates to Remember**

### **WEAFCFS/NEAFCS Membership Renewal**

December 1, 2008

[www.uwex.edu/ces/flp/weafcs/](http://www.uwex.edu/ces/flp/weafcs/)

### **WEAFCFS AND NEAFCS AWARD APPLICATIONS DUE**

February 1, 2009

### **JCEP Conference**

March 31—April 2, 2009

Madison, WI

### **NEAFCS Annual Session**

September 15-18, 2009

Birmingham, Alabama