

New Partnership Agreement Launches Distributed Learning Co-lab at The Pyle Center

By Amy Pikalek

As new Web-based technologies emerge, the whir of a computer hard drive is becoming as familiar a sound to some students as the click of chalk on a blackboard was to their parents.

To provide easier access and higher-quality learning for students taking courses delivered over the Internet, the University of Wisconsin System, Wisconsin Technical College System and the U.S. Department of Defense have teamed to set up an Advanced Distributed Learning (ADL) Co-Laboratory in UW-Extension's Pyle Center. The Co-Lab will be used to test, demonstrate and evaluate "next-generation" technologies that will improve Web-based learning.

"The basic idea of ADL is to form partnerships that will provide access to the highest quality education and training that can be

tailored to individual needs and delivered cost-effectively, whenever and wherever it is required," said Michael Parmentier, director of readiness and training in the secretary of Defense's office.

Parmentier, UW System President Katharine Lyall and Wisconsin Technical College System State Director Edward Chin signed the Jan. 10 *Memorandum of Agreement* at the Pyle Center, UW-Extension's state-of-the-art distance learning facility.

Both Lyall and UW-Extension Interim Chancellor Al Beaver cited Extension's role in setting up the co-lab.

"UW-Extension is proud to be involved in this initiative," said Beaver. "We will provide whatever support we can to help students access the highest quality learning



Signatories of the recent Co-Lab agreement signed at UW-Extension's Pyle Center included (left to right): Mike Parmentier, director of readiness and training in the office of the secretary of Defense; Ed Chin, state director of the Wisconsin Technical College System; UW System President Katharine Lyall and Paul Jesukiewicz, director of DoD's Advanced Distributed Learning Co-Laboratory.

possible at a time and place convenient for them."

"This partnership will benefit both the public and private sectors by developing common approaches to reach distributed learning and training goals," said Lyall. "This is a natural fit given the history of the UW-Extension as the oldest distance learning institution in the nation."

"Collaborating on these projects gives both the UW System and Technical College System the unique opportunity to be major players in this highly competitive, ever-evolving world of distributed learning," Chin said.

The Wisconsin ADL Co-Lab will begin work immediately on learning management systems and intelligent tutor projects.

Y2K "Non-event" No Surprise to UWEX Information Technology Staff

By Amy Pikalek

The lights didn't even flicker, and there were no computers that wouldn't run. As we all know by now, Y2K was essentially a non-event. But that didn't come as a surprise to Ron Kraemer, chief information officer for UW-Extension.

"This (non-event) happened because many dedicated people spent an enormous amount of time preparing for Y2K and managing

the information technology services we use every day," he said.

UW-Extension had worked for two years to make its systems and services Y2K compliant, Kraemer said. In fact, UW-Extension created a "Y2K readiness team" as early as 1998. The group was charged with completing an Extension-wide inventory of all software applications, identifying potential problem areas, assessing

the risks, developing plans to fix the problems and drawing up contingency plans, Kraemer said.

In all, Kraemer estimated that between 50 and 60 information technology professionals throughout Extension helped prepare for Y2K. Still, it posed unique challenges for UW-Extension, Kraemer said.

"Extension has a diversity of IT resources—including public radio and television and video conferencing facilities—in addition to the typical IT resources like web servers, e-mail and the computers that sit on our desktops," he said. "Because of the complexity of our resources and the fact that we have offices all over the state, we faced more of a challenge with Y2K than most places."

continued on page 4

IN THIS ISSUE

PAGE 2
Regret to Inform film
Pay plan
KUDOS

PAGE 3
SBDC 20th Anniversary
Hot Olives

PAGE 4
Y2K story continued
Digital Divide program
Iverson's last show

February 18, 19, 20

think
Exhibition Hall
Dane County Expo Center-Madison
Friday 4-8 Saturday 9-5 Sunday 10-5
green

WISCONSIN PUBLIC TELEVISION



With Shelley Ryan, host of The Wisconsin Gardener, UW-Extension Agents, Master Gardeners, Seminars, Demonstrations, Products for sale, Garden display, Raffle to win a hobby greenhouse, Garden dig for prizes

Advance ticket: \$4 At the door: \$5
Advance 2-day pass: \$7
Call Friends of WHA-TV at 800-253-1158 for tickets (price does not include parking, age 12 and under admitted free)

Presented by Wisconsin Public Television, Friends of WHA-TV, and UW-Extension



Al Beaver

Message from the Chancellor

It may seem hard to believe — especially since the Legislature has just completed work on the 1999–2001 biennial budget — but we're already beginning to plan for the *next* biennial budget! As we

begin this process, I want to let you know what's influencing our thinking, as well as invite your input and participation in our planning process.

I believe it is critically important for UW-Extension to be viewed as a key player in the development of UW System budget initiatives, or DINs (decision item narratives), as they're commonly called. During this last budget, a UW-Extension-sponsored local government education DIN was included among the UW budget initiatives, but it was eventually eliminated. Still, we were able to generate a great deal of positive support and good will during this process, which I believe helped us during budget deliberations.

Currently, there are several 2001–03 biennial budget development

themes emerging in the UW that have strong connections to UW-Extension. These include renewed emphasis on working adults; "brain gain"/workforce development strategies; technology brokerage and youth and families.

Obviously, there will be a great deal of ongoing preparation, discussion and debate, and I will keep you informed of our progress. In the meantime, if you have suggestions on meaningful, measurable ways that UW-Extension can benefit the people of Wisconsin in the coming years, please let me know.

Albert J. Beaver
Interim Chancellor
UW-Extension

Pay Plan Action

On Jan. 27 the Legislature's Joint Committee on Employment Relations unanimously approved a 5.2 percent annual pay increase in the compensation base of UW faculty and academic staff for fiscal years 1999–2000 and 2000–2001. The committee also approved Department of Employment Relations recommendations

related to senior-level UW executives such as chancellors.

The 1999–2000 salary rates will likely appear first on the March payroll paid April 1. A separate check would also be paid on April 1 to reflect retroactive payments due for the July 1999 through February 2000 payrolls.

The department is still negotiating with several unions related to pay increases for most state classified employees. Joint Committee members urged the department to submit recommendations on all outstanding contracts as soon as possible.

—Jennifer Grondin

Book on Cooperative Extension History



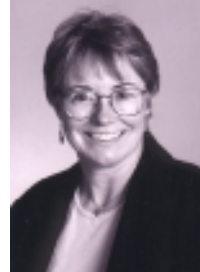
Carl O'Connor, dean, Cooperative Extension, and Ellen Fitzsimmons, associate dean (standing), discuss the Epsilon Sigma Phi history project via monthly ETN for faculty with (seated) Mary Brintnall-Peterson, president of the Wisconsin Chapter of Epsilon Sigma Phi, Rosemary T. Stare, co-chair of the history project advisory committee, Jerry Apps, author, and Laverne Forest, co-chair of the history project advisory committee.

The Wisconsin Chapter of Epsilon Sigma Phi has undertaken the task of getting the history of Coopera-

tive Extension in Wisconsin since 1900 down on paper. Jerry Apps,

chapter member, Emeritus Professor, and well-known Midwestern writer will author the book. Apps is doing the research to build the broad historical framework for the span from 1900 to the present. Volunteers from the organization will gather human interest and program stories to help bring the history alive.

There are many wonderful stories to collect from current and retired staff and support staff, clientele, and others affected by or involved in Cooperative Extension programs in Wisconsin. The year 2000 is one of material gathering; 2001 will be used to write and put the book together; and 2002 will see the project finished with a book to view before the end of the year.



Vicki Nonn has accepted the position as music director for Wisconsin Public Radio. She contin-

ues as on-air music host with additional supervisory, programming, promotion and scheduling duties.

The Wisconsin Public Radio news staff won five merit awards in the Wisconsin Broadcaster's Association contest for:

- Hard News Story* – **Chuck Quirnbach**, "Wispris Transfers"
- Mini-Doc or Series* – "KidHealth," **Patty Murray**, **Gil Halstead**, **Mike Simonson**, **Mary Jo Wagner**
- Feature* – **Patty Murray**, "Roadsongs"
- Feature* – **Mike Simonson**, "Native ROM"
- Best Use of Audio* – **Gil Halstead**, "Badger Games Surround Sound."



Ben Merrens won the Bioethics Center's first annual

media achievement award for dealing with the "ethical issues of health care with sensitivity and vision" from the Medical College of Wisconsin.

Wisconsin Public Television's "Wisconsin Barns" received a merit award for best use of video from the Wisconsin Broadcaster's Association. The program spotlighted the efforts of the Wisconsin Barn Preservation Initiative of UW-Extension Cooperative Extension, the State Historical Society of Wisconsin's Division of Historic Preservation and the Wisconsin Trust for Historic Preservation's grassroots group Barns N.O.W! (Network of Wisconsin).

Regret to Inform Film Being Aired in February

Wisconsin Public Television will pre-screen the Oscar-nominated *Regret to Inform*, a documentary film on the legacy of the Vietnam War seen through the eyes of widows from both sides. Former Vietnam veteran journalist Doug Bradley will lead a discussion with producer-director Barbara Sonneborn after the screening.

Pre-screening

Monday, February 7, 7 p.m.
University of Wisconsin Union
Fredric March Play Circle Theatre
800 Langdon Street
Open to all

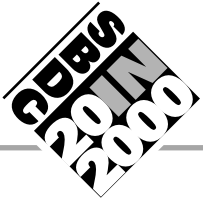
On-air broadcast

February 11, 9 p.m.
Wisconsin Public Television

Errata

The January issue of News and Ideas contained errors for the URLs (uniform resource locators) contained in two stories. The URL in the diversity initiative story on page one should have read: <http://www.uwex.edu/ce>

The URL in the Internet resource story on page two should have read: <http://www.minorities-jb.com>



Wisconsin SBDC 20th Anniversary

Wisconsin SBDCs have helped boost state and national economies, report says

For two decades now, the UW–Extension Small Business Development Center has provided counseling and management education for small-business owners. And in that time, Wisconsin SBDC counseling has been good for the economy, according to a recently released research report.

The SBDC will celebrate its 20-year anniversary at the Pyle Center on February 9, with Wisconsin Secretary of Commerce Brenda Blanchard as the featured speaker. SBDC State Director Erica Kauten said Wisconsin SBDCs have benefited not only small-business owners but also the state's economy.

"Statewide, we've provided one-on-one counseling and delivered relevant educational programs for nearly 280,000 entrepreneurs in the last two decades," Kauten said. "Our network is the largest provider of entrepreneurial services in Wisconsin. Independent studies show that this translates into entrepreneurial success, job creation and community vitality throughout the state."

A study released in December 1999 puts that success in numbers. Dr. James Chrisman of the Univer-

sity of Calgary, Alberta, studied a sample of Wisconsin SBDC clients who received five or more hours of business management counseling. In 1998, as a result of this counseling:

- ❑ Small-business clients obtained \$32,541,426 in new debt and equity financing, leveraging each \$1.00 spent on SBDC counseling with \$10.98 in new capital raised from external sources.
- ❑ Clients reported an average increase in sales of 9.2% over the previous year, compared to a 5.6% state average for all businesses.
- ❑ Clients reported 1,113 jobs created and 329 jobs saved.
- ❑ Incremental performance improvements of the clients yielded an estimated \$6.9 million in additional tax revenues.

"From a public policy standpoint, the implication of this research is that the SBDC makes an important contribution to the economies of Wisconsin and the U.S.," the study concluded.



Erica Kauten

In 1977, Gaylord Nelson, then U.S. senator from Wisconsin, introduced the Small Business Development Center Act, which created the SBDC program. After passage of similar legislation in the U.S. House of Representatives, President Jimmy Carter signed legislation in 1980 that established the SBDCs.

Wisconsin SBDCs are operated with support from the U.S. Small Business Administration, the UW–Extension, 12 UW campuses (see box), the Wisconsin Department of Commerce, and many other partners statewide.

The Wisconsin Small Business Development Center began with a \$40,000 pilot-program grant in 1979. Today, there are 13 SBDC service offices supported through 12 UW campuses:

| | | |
|---------------|----------------|------------------|
| UW–Eau Claire | UW–Oshkosh | UW–River Falls |
| UW–Green Bay | UW–Parkside | UW–Stevens Point |
| UW–La Crosse | Kenosha County | UW–Superior |
| UW–Madison | Racine County | UW–Whitewater |
| UW–Milwaukee | UW–Platteville | |

Spicy Olives Spawn This Family's Business

With early help from UW–Whitewater's Small Business Development Center, the olives are now a "hot" commodity

by Joel Bradtke

Jim Haakinson loves to cook. And he loves to share the results with his friends. Three years ago, when he perfected a recipe for a spicy olive, his friends and co-workers all wanted more.

That was some 90,000 pounds of olives ago. Today, *Stump's Hot Olives* are finding their way onto supermarket shelves regionally, and consumers' direct orders keep Haakinson and his colleagues hopping. Yet they're wary of letting things spin out of control.

"We're being really careful not to get too big too fast," said Haakinson's wife, Roberta. "We've intentionally kept it small."

"If you get too big, it would be frustrating," said Jim, who's been called "Stump" for much of his adult life. Still, this year he's retiring early from his job as a utility equipment expediter to devote more time to the burgeoning venture. And the Haakinsons' daughter, Sarah Iverson, has already quit her job as an account executive to work at the business and be at home with her children.

Early on, the family got help from the UW–Whitewater's Small Business Development Center on choosing a form of business (limited liability), business planning, distribution networks, finances, and planning for growth.

"We took a lot of classes as we went along, including FastTrac," said Roberta, referring to a short course on starting up a business. And she's got a hot tip for others considering similar ventures: "My advice would be to take the class first," she said.

"There were some growing pains," said Iverson. "Pricing our product was a big one, (but) we learned from our mistakes."

While a one-commodity company often has to scramble to get a new product introduced in the wholesale food distribution business—some even have to negotiate and pay for grocery shelf space—*Stump's Hot Olives* had strong consumer appeal from the get-go.

Today, the olives are sold through supermarket chains, and as far away as Europe and Hawaii.



Roberta Haakinson, left, her husband, Jim, and their daughter, Sarah Iverson, manage *Stump's Hot Olives*. Jim concocted the ultra-spicy olive recipe in 1997 after he and Roberta visited the Central American country of Belize and were introduced to the Scotch Bonnet pepper, a very hot habañero variety.

They've even been served at New York City's Waldorf Astoria Hotel.

"All the e-mails we get—they're from all over," said Iverson. "(While) we're regularly shipping cases to Illinois, we just got an order from a bar in Webster, N.Y."

The Haakinsons get their olives from Spain—"the largest available," said Jim. They marinate them in a sauce that includes habañero and serrano peppers, garlic and lemon, and do the processing and packaging in the state-licensed kitchen of a Beloit church. They seal the olives in folksy, pint-size canning jars labeled with a simple drawing of

Jim's face—complete with spectacles, beard and baseball cap.

Family members each bring something different to the operation. "Sarah is our marketing person," said Roberta. "She contacts different buyers for us, and she's researching complementing products."

"Mom has a lot of foresight," Iverson added. "And Dad's the charismatic one. You should have seen him work the (Wisconsin Grocers Association) show."

Y2K "Non-event" No Surprise to UWEX Information Technology Staff

continued from page 1

During the last eight weeks of 1999, Kraemer and the information systems staff worked every weekend so that they could avoid taking critical servers down for testing during peak hours of operation. He and his colleagues also spent New Year's Day verifying that all of UW-Extension's centrally managed information technology systems would come back online fully operational.

The good news was that they did.

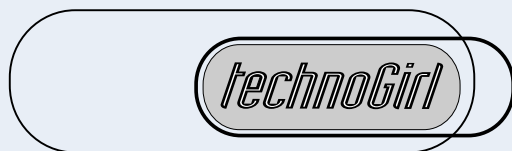
The next test for the Y2K bug came early in the New Year, as UW-Extension employees near and far fired up their computers for

the first time in the year 2000. So far, that looks good, too, Kraemer said.

"Now we're waiting for people to notify us with any problems," he said. "But we haven't heard from anyone."

If you have a problem, you can reach Ron Kraemer at 608-263-6012 or kraemer@admin.uwex.edu

Bruce LaBudda, Network Services Supervisor and Cheryl Parks-Schmid, LAN Services Supervisor check the Y2K status of the Information Systems LAN configuration manager.



WPT Series Spurs TechnoGirl Project

On Jan. 28 Wisconsin Public Television aired *Digital Divide*—a two-part series that looked at the chasm between those with computer skills and access to technology and those without. The documentary was also the inspiration for *TechnoGirl*, a project meant to draw middle school girls to computers and technology as a key to their equal participation in the future.

The *TechnoGirl* project was a partnership that included WPT, the Madison Metropolitan School District and the Lilith Computer Project, an endowment that enabled area schools to start computer clubs for girls.

Last fall, WPT and school district representatives began the six-week *TechnoGirl* campaign by working with Lilith Computer Club coordinators at Madison's Sennett, O'Keeffe, Wright and Jefferson middle schools.

TechnoGirl participants kept journals about their experiences and feelings about computers, about technology and its effect on their lives, and about their futures.

WPT staff facilitated surveys addressing some of the *Digital Divide* program topics *Wired for What?*, *Fair Play*, *Virtual Equality*

and *Crossing the Divide*. The surveys were meant to spark discussions among middle school girls and their friends who are not yet sophisticated about computer technology, and identify why these girls feel the way they do about technology in general.

At the end of the six weeks, *TechnoGirl* participants HTML-encoded and published their journals on the Lilith Web pages, which were linked to the WPT Web site. Participants received a *TechnoGirl* T-shirt, and those who published were eligible for the *TechnoGirl* Award—the use of their design for an ongoing *TechnoGirl* Web site featured on a participating schools link list.

On Jan. 21, participants in the *TechnoGirl* project left by bus from their respective middle schools for a day at several Madison area businesses—Sonic Foundry, Lunar, Full Compass, ETC and the WPT studios. There, they had the opportunity to see how modern businesses use technology on a daily basis.

The *TechnoGirl* project is part of Wisconsin Public Television's commitment to be a place to grow through learning for everyone

— Lynn Brockmeyer

extension News & Ideas is a publication of the University of Wisconsin-Extension (UWEX). It features articles and information about UW-Extension and extension activities carried out through the 26 UW System campuses and 72 Wisconsin counties. An EEO/Affirmative Action employer, UWEX provides equal opportunities in employment and programming, including Title IX and ADA requirements. If you would like this material in another format, please contact the editor.

Comments should be sent to:
extension News & Ideas
531 Extension Building
432 North Lake Street
Madison, WI 53706-1498
or: vpierce@facstaff.wisc.edu

Editor: Marjorie Melby
Design: Vicki Pierce

Contributors: Doug Bradley, Joel Bradtke, Lynn Brockmeyer, Chris DuPre, Jennifer Grondin, Amy Pikalek, Rosemary Stare

Photos: Jim Gill, Rick Mills

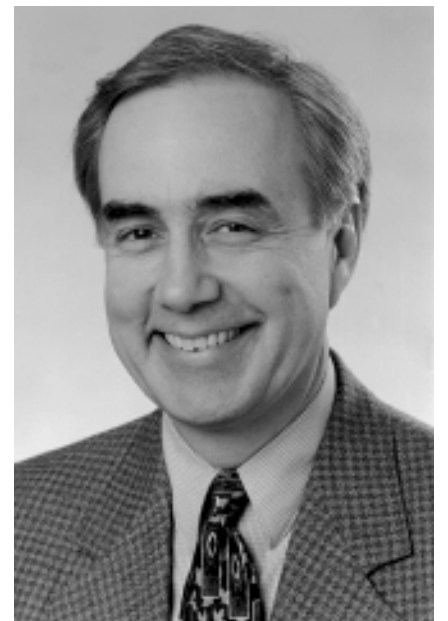
extension News & Ideas on-line:
<http://www.uwex.edu/ni/ni.html>

Iverson Says Goodbye to Weekend

Dave Iverson wound up 20 years of weekly anchoring on Wisconsin Public Television on Jan. 28, when he appeared on his last *WeekEnd* program. His final show featured panelists from throughout *Weekend's* nine years, past guests, broadcast luminaries and friends. *WeekEnd* will continue as Iverson turns his full attention to directing *Best Practices 2000*, a national election-year project. He may also anchor occasional specials for WPT and work on other WPT and PBS broadcast projects.

"It's been an extraordinary privilege to have a weekly relationship with our audience over the past 20 years," Iverson said. "Few broadcasters get that opportunity, and it's a relationship I will always cherish. The *Best Practices* project is an extension of what I've been doing for several years both locally and nationally. It's an exciting project, which is the good news. The bad news is that even though I still love doing *WeekEnd*, the travel demands are such that being here every Friday night just isn't possible."

"I know this is a decision Dave makes thoughtfully," said WPT Director of Television Byron Knight.



Dave Iverson

"Like others, I'll miss the special quality Dave brings to his on-air assignments. The plus is that he will continue to be a great asset for the station and for viewers in many ways."

On *WeekEnd*, the only statewide television program about Wisconsin news and politics, co-anchor Patty Loew will be joined by various guest anchors in the coming weeks.

UW
Extension

University of Wisconsin-Extension
Office of the Chancellor
432 North Lake Street
Madison, WI 53706-1498

Nonprofit Org.
U.S. Postage
PAID
Madison, WI
Permit No. 658