

News and Ideas

UNIVERSITY OF WISCONSIN-EXTENSION'S NEWSPAPER

WWW.UWEX.EDU/NI

Discovery Farms protects the environment and the bottom line

By Shannon Hayes

An untainted environment is among Wisconsin's most precious assets. The Wisconsin Agricultural Stewardship Initiative (WASI), a collaboration by the University of Wisconsin-Extension and UW-Madison's College of Agriculture and Life Sciences (CALs), helps agricultural producers find science-based, cost-effective methods for minimizing their impacts on the environment. A key component of the initiative is the producer-driven Discovery Farms program.

Real-world research and application

Headquartered in Pigeon Falls and led by former UW-Extension agent Dennis Frame and soil scientist Fred Madison, Discovery Farms is making headway in sorting out the central environmental issues facing Wisconsin agricultural producers. Three key features set the Discovery Farms program apart from other UW-Extension and CALs projects.

Discovery Farms does research only with privately owned farms, rather than on university agricultural research stations or in laboratories. This is so Discovery Farms research can be applied to the whole farm system, taking into account the reality and economics of a real working farm, a difficult task, but a process that the agricul-

tural community stands firmly behind.

Research prioritization and identification is guided by a steering committee made up of representatives from producer groups, as well as a representative from the environmental community.

Baseline data is collected on each participating farm, as producers want to know their impact on the environment "right now," so that when changes or improvements are made, the degree of success or failure can be measured.

Proactive stakeholders

The program, which was initiated in May 2000, seeks to ensure that environmental regulations placed on the agricultural community are based on sound science. Discovery Farms also gives producers a stake in the regulation process and a tool to be proactive and address environmental challenges before their issues become the focus of regulators or the environmental community.

Four core farms

Currently, Discovery Farms is working with four core farms, including three dairies and a hog operation. Eleven additional farms are waiting for research projects to be funded.



Discovery Farms addresses environmental challenges

Discovery Farms is a UW-Extension/UW-Madison College of Agriculture and Life Sciences program conducting on-farm research with privately owned farms, like this one in Buffalo County.

SHANNON HAYES

The plan is to work with a broad scope of farm enterprises, soil types and topography, recognizing that there is no one-size-fits-all solution to the challenges Wisconsin producers face. Research projects begin as funding allows, with individual farm commitments of five to seven years.

Balancing the environment and the economy

The majority of agricultural producers realize the value of caring for the environment and want to be good stewards of the land, but they also need to be mindful of

their bottom line. Discovery Farms is breaking down suggested best management practices (BMPs) and analyzing which are most effective and most economical. Then, when BMPs are recommended to producers, the producers know they're getting the most "bang for their buck." Discovery Farms is working to secure a healthy environment and a healthy farm economy.

For more information:
www.discoveryfarms.org and
(715) 983-5668

UW-Extension, UW-Stout join forces to provide business-development services

The Wisconsin Small Business Development Center (SBDC) and University of Wisconsin-Stout have formed a partnership to bring a more comprehensive array of business-development services to entrepreneurs statewide.

The Wisconsin SBDC, a division of the UW-Extension, provides business counseling and education to entrepreneurs at 13 UW campuses and through a statewide small-business telephone hotline, (800) 940-SBDC.

Building businesses

On Feb. 7, the Center for Innovation and Development (CID) at UW-Stout officially became part of the statewide Small Business Development Center network. The center will provide a unique combination of technical, market and business development expertise to help entrepreneurs bring innovative products and technologies to market.

By reallocating existing state and federal funding, the SBDC will link UW-Stout's CID with education and services now provided by local SBDC counselors. The CID will serve as a specialty center, building upon the market research expertise of the SBDC's other specialty center, the Wisconsin Innovation Service Center (WISC) at UW-Whitewater.

Providing the next step

SBDC counselors work with a wide variety of entrepreneurs, helping them develop sound business plans, obtain financing, and acquire basic management skills. The UW-Whitewater WISC specializes in new product and invention assessments and market expansion feasibility studies for innovative manufacturers, technology businesses and independent inventors. The Center for Innovation and Development provides the next step – actual product engineering and design, prototype development, and product evaluation.

Helping the state's economy

"This partnership completes our portfolio of services for small businesses," says UW-Extension Chancellor Kevin P. Reilly. "More important, it enables us to leverage more university resources to cultivate an entrepreneurial climate in Wisconsin where new businesses can thrive."

"Even in this difficult economy, companies with effective product development programs have managed to improve profitability," notes Erica Kauten, state director of the SBDC. "The addition of the CID's capabilities confirms our commitment to facilitating innovation and creating a seamless entrepreneurial support system for high-impact companies."

"I have often said that the UW System is the engine that drives the state economy. Here is an excellent example of how we can serve the state by providing another link between the resources of higher edu-

cation and the private sector," says Charles W. Sorensen, chancellor of UW-Stout. "This is critical in these tough economic times and our path to healthy recovery for Wisconsin."

"This new resource will help innovative manufacturers and entrepreneurs develop new products," says Cory L. Nettles, secretary of the Wisconsin Department of Commerce. "We look forward to building on our partnership with the SBDC to nurture and grow new businesses in Wisconsin."

For more information:
www.wisconsinsbdc.org

INSIDE

2 FOR THE RECORD

From the Chancellor • Russians visit Wisconsin • Reminders • Kudos

3 & 4 PROGRAM NEWS

WPR News Agency • InfoSource • "Up North" • Governor's teleconference

Improving lives, advancing careers

In our 2002 annual report, *Investing in Wisconsin*, we addressed strategic issues that will shape the future of UW-Extension. Among those issues, we identified the need to embrace technologies that help people access educational resources, improve their lives and advance their careers.

In December, Cherry Pfau received her bachelor's degree in nursing from the University of Wisconsin-Green Bay, and served as the featured speaker at the graduation ceremony. Unlike most of her fellow graduates, Cherry is a 51-year-old mother of two, and a 30-year veteran of the nursing profession. Moreover, she never set foot on the Green Bay campus until graduation day.

Cherry represents a new generation of nontraditional students. She received her degree through an online degree completion program (BSN-LINC) established by UW-Green Bay and UW Learning Innovations to serve nursing students from outside Wisconsin. This was modeled on the successful online Collabora-

tive Nursing Program, which serves state residents.

For working parents like Cherry, returning to college might seem impossible. In times of economic turbulence, however, more adults need new skills to pursue emerging career opportunities.

For schools, hospitals and other health-care facilities, the shortage of qualified nurses and nursing instructors is troubling. As the national population ages, the pressure on health-care providers to find adequate numbers of trained workers will only worsen.

The solution: flexible, high-quality learning opportunities that provide career mobility for the worker, while responding to long-term societal trends and significant labor-market shortages.

In the best traditions of UW-Extension distance education, UW Learning Innovations takes a unique approach to online learning. We work in partnership with 26 UW campuses, whose collective reputation for quality education is unsur-



Kevin S. Reilly
kevin.reilly@uwex.edu
www.uwex.edu/chancellor

passed. We focus on working with these campuses to launch whole degree and certificate programs, rather than individual courses.

We also concentrate on developing programs that meet specific, identifiable needs of our learners and our communities. Finally, we merge high-technology delivery methods with award-winning learner support that coordinates course registration, billing, academic advising and other services across multiple institutions.

Responsive. Innovative. Accessible. Client-focused. Those are words we want people to use when they think of UW-Extension. Those are qualities that will be essential to our future success and the future health of our state.

For more information:
bsnlinc.wisconsin.edu

Cooperative Extension has received a \$192,000 U.S. Department of Agriculture grant earmarked to fund almost a dozen educational programs for home gardeners and horticultural businesses in urban areas.

David Williams has been named assistant program leader for agriculture and natural resources programs in the division of Cooperative Extension. Williams, a UW-Extension agriculture agent in Waukesha and Jefferson counties for 10 years, will be based in Madison as of March 1.

Wisconsin Public Television has received two Midwest Emmys. "Cultural Horizons of Wisconsin: Beyond Borders," a partnership by the Wisconsin Educational Communications Board and WPT, was recognized for Outstanding Achievement for Children's Programming. WPT distinguished television artist **Thomas Naunas** was recognized for Outstanding Achievement for Individual Craft Achievements Off Camera for his work on "When Wisconsin Was New France."

UW-Extension faculty members **Greg Wise**, **Denise Retzleff** and **Chancellor Kevin Reilly** had their article, "Adapting Scholarship Reconsidered and Scholarship Assessed to Evaluate University of Wisconsin-Extension Outreach Faculty for Tenure and Promotion," included in the spring/summer 2002 issue of the *Journal of Higher Education Outreach and Engagement*.

A Cooperative Extension team comprised of **Heather Boyd**, **Ellen Fitzsimmons**, **Robin Shepard** and **Ellen Taylor-Powell** has received the Excellence in Evaluation Training Award from the Extension Education Evaluation Group of the American Evaluation Association. The team trained western extension states in evaluation.

Keith Kelling, UW-Madison Extension soil scientist, was recently elected Fellow of the Soil Science Society of America. Kelling was recognized for his applied research and extension programs concentrating on soil testing and plant analysis interpretative systems, nutrient crediting from legumes and manure, and improving nutrient management and nutrient use efficiency for forages and potato.

Dave Werther, outreach program manager, Division of Continuing Studies at UW-Madison and Independent Learning, has received the Professional Continuing Educator Award from the University Continuing Education Association, Region IV.

Russians learn about the Wisconsin Idea

AL ANDERSON



In February a delegation of eight officials from Kuban State University in Krasnodar, Russia, spent 12 days in Wisconsin learning how their university might develop an extension system modeled after the Wisconsin Idea. Their major focus was on the Cooperative Extension model. They visited three county offices and learned about programming in both rural and urban areas. They also learned about UW-Extension's distance learning, Continuing Education and SBDC programs. Here UW System Vice President for University Relations Linda Weimer (left) greets some of the delegates.

Reminders

News and Ideas bimonthly

To conserve resources – paper, printing, distribution and staff costs – *Extension News and Ideas* is now published bimonthly. The May/June issue will be distributed in early May.

Outreach Scholarship proposals due

Proposals to present at the 2003 Outreach Scholarship Conference are due **March 10**. UW-Extension, Ohio State and Penn State are co-sponsors of this national conference to be held Oct. 12-14 in Madison.

For more information:
www.outreachscholarship.org and
outreachscholarship@uwex.edu

Cross-divisional grant proposals due

UW-Extension Cross Divisional Grant Program proposals are due **May 30** to the UW-Extension Provost and Vice Chancellor's office. Details are on the Provost and Vice Chancellor's Web page, www.uwex.edu/provost. The grants provide support for planning and implementing innovative cross-divisional programming.

For more information:
Pat Takemoto, assistant vice chancellor,
pat.takemoto@uwex.edu,
 (608) 261-1107

Latest diversity news

All UW-Extension employees can subscribe to DiversityInc.Com, which offers news, facts and information about diversity, through a special UW systemwide account. Using any Web browser, type or paste www.diversityinc.com/public/1670.cfm in the URL line, then select "University of Wisconsin" from the company drop-down menu, following the prompts and directions from there.

For more information:
UW-Extension Office of Equal Opportunity and Diversity Programs,
www.uwex.edu/diversity

WPR develops program for wider distribution of news stories

By Randall Davidson

Wisconsin Public Radio's news department has developed an innovative system to provide WPR stories to more Wisconsin citizens. The program is called the Wisconsin Public Radio News Agency.

Beyond WPR broadcasts

Historically, the perishable nature of news meant that a story by a WPR reporter would not be heard again after its original broadcast. Initially, to give the stories a bit more exposure, print versions of many state news stories were posted on the WPR Web site, wpr.org/.

The program is continuing to evolve. Rewriting stories for the Web site facilitates sending these same stories to the Associated Press for inclusion on its state broadcast wire, making the stories available for broadcast by commercial radio and TV stations throughout the state.

The same stories also are offered to the Wheeler News Service, an alternative state wire service with about 70 radio affiliates. This allows the efforts of WPR reporters to reach even more Wisconsin residents, as the stories are broadcast by Wheeler's affiliates.

Smaller communities benefit

In search of even wider distribution, WPR decided to offer the stories at no charge via e-mail to weekly community newspapers that would like to offer state news, but are unable to afford a regular wire service. A targeted mailing was done, including story samples and a letter describing WPR's statewide news efforts. So far, 21 state papers with a combined weekly circulation of more than 100,000 have responded, agreeing to print the stories with credit or attribution to Wisconsin Public Radio.

Increased WPR visibility

Six newspapers have asked for copies of the WPR logo to run in association with the stories. Several papers give the reporter and WPR a "byline," and one even runs the stories in a separate section with a banner heading "News Around the State from Wisconsin Public Radio." This reinforces WPR's image as a trusted news source, and the network shares in the credibility and substantial market penetration that characterize these hometown papers. Several newspapers also have asked for and printed WPR news releases.



JIM GILL



WPR news stories available through broadcast, Web and print

Wisconsin Public Radio news producer Randall Davidson reports that the number of small community newspapers carrying news stories provided through the Wisconsin Public Radio News Agency is growing. Here is a sampling of the Wisconsin newspapers that offer WPR news stories.

Copies of news stories are also provided to the public affairs department of Wisconsin Public Television, and the stories are used as source material for WPT's "Here and Now," broadcast Fridays at 7 p.m.

A unique service

In 2002, the service sent out 1,280 stories. The stories were "datelined" from 89 Wisconsin

communities, indicative of the statewide coverage provided by WPR. As far as can be determined, there is no other public radio operation anywhere in the country providing a similar service.

InfoSource expands the reach of UW-Extension

By Meg Gores

www.uwex.edu/disted/infosrc/
(800) 441-4636

- A homeowner finds an infestation of Asian lady beetles and wonders if the insects will cause damage.
- A gardener, canning homegrown produce on the weekend, questions whether she is processing the food according to the latest safety standards.
- On a hot summer day, a concerned dad wants to know if it's safe for his kids to swim at the local beach.

Free, accessible and 24/7

Fast answers to these questions – and many more – are available from University of Wisconsin-Extension's InfoSource. InfoSource is an easy-to-use, audiotaped phone message system and Web site with more than 600 short, educational messages on gardening, landscaping, environmental issues, youth development, food safety and issues relating to home and family life. It can be accessed from anywhere in the state, 24 hours a day every day, via an 800 number and on the Web. The service is free to users and is more cost-effective than traditional outreach methods.

Supporting and extending outreach efforts

In addition to serving as an excellent resource for Wisconsin residents, InfoSource supports and extends the work of Extension educators throughout the state. In Brown County, horticulture agent Paul Hartman uses InfoSource to reach a broader audience. "People can get horticulture information on specific topics on weekends and other times when agents might not be available," he says. Hartman stresses that all the information is based on university research. "It's written by subject-area specialists and campus faculty. People are confident that it is accurate and up-to-date."

Hartman and other county educators often refer to InfoSource in the local media. For example, he may highlight five InfoSource tapes in a gardening article. Used in this way, InfoSource can serve as a bridge that connects people to other Extension resources, such as a county office, publications or digital media.

Quick response in three languages

"We use InfoSource to supplement what we're doing one-on-one," says Eau Claire County office chair and agriculture agent Mahlon Peterson. "It's there all the time. People like the fact that it's 24/7."

Peterson finds InfoSource especially valuable for answering common questions during peak times, such as the growing season.

InfoSource provides Extension educators and the public with another important benefit: it allows Extension to respond quickly to local issues with time-sensitive information. For example, last fall, InfoSource introduced new messages on chronic wasting disease recorded in English, Spanish and Hmong. In participating counties, Extension staff can add or change messages every day.

Statewide expansion planned

Currently, 29 Wisconsin counties participate in the InfoSource system. Plans are underway to take the system statewide later this year.

PROGRAM NEWS

New WPT program explores the magic of “Up North”

By Chris DuPré

The beauty and serenity to be found up north in Wisconsin have an undeniable pull on residents all over the state.

“Up North” premieres March 3 at 7 p.m.

Wisconsin Public Television (WPT) viewers can experience the ways Wisconsin's north woods and waters offer a feast for the senses and a balm for the soul on “Up North,” premiering at 7 p.m. Monday, March 3.

Shot in widescreen over two years, “Up North” is overflowing with bird song, majestic pines, breathtaking sunsets and a wealth of water. Also central to the documentary are interviews with the people drawn north and a look at the ways that the region inspires, refreshes and charms them.

“A place of the heart”

Producer JoAnne Garrett, videographer Chuck France and sound recordists including Brad Wray capture the magic in a part of Wisconsin in which “the greens seem somehow greener, the blues brighter.” The production shows how “Up North” is much more than

a place on the map. It's a place in the heart. “Up North” visits a classic cabin resort, a group of women who commune through kayaking, families making annual pilgrimages, a birch-bark canoe maker, a bard of Lake Superior and others who heed the call of the woods and waters.

One of those featured in “Up North” is John Bates, a naturalist and author who moved to northern Wisconsin some 20 years ago. As he wrote in his essay “Slanting North”: “A hunger lives in all of us to live in the natural world. We need to watch eagles take flight from high pines, to hear the wild sounds of cranes from secluded marshes, to smell pungent balsam needles in dense woodland, to breathe clean, sharp air that flares the nostrils.”

Rustic resort reunions

“Up North” captures the serenity to be found in a canoe on a sunny summer day and the warmth of family memories made at a rustic resort as generational bonds are strengthened.

The northern cabin resort is an icon of Wisconsin's recreational identity. “Up North” heads to one

“Up North” celebrates northern Wisconsin



The Lady Yakkers “park” their kayaks along the edge of the Turtle-Flambeau Flowage in Iron County. Meet these and other outdoor lovers on Wisconsin Public Television's new documentary “Up North.”

Premiere
March 3 at 7 p.m.

Encores
March 7 at 9:30 p.m.
March 9 at 2:30 p.m.

such place, Boyd's Mason Lake Resort. Boyd's, off Highway 70 near Fifield, has played host to three generations of the Reinhert family and four generations of Kaufmans. The swimming, fishing, softball and other delights at Boyd's bring summer right through the TV screen.

Kayaks and canoes

One group that draws strength, community and fun from the waters is the Lady Yakkers, a group of women, most in their 60s and 70s, who paddle on a different northern Wisconsin lake or river every week. “Up North” shows how their kayak journeys offer an outlet for friendship and adventure.

Viewers also meet Ferdy Goode of Minocqua, who painstakingly makes birch-bark canoes in the traditional way, learned from Red Cliff Ojibwe artisans. Viewers watch as associate Mark Fleiger scours the forest for the many roots needed to lash

the canoes. It's clear this, like many northern Wisconsin ventures, is first a labor of love.

Lakes small and Superior

“Up North” glories in lakes, the “perfect places to collect sunsets.” It celebrates the time-honored tradition of the shore lunch, as tour leader Kurt Justice of Minocqua prepares fish, potatoes and beans, just as fishing guides have done for generations.

In addition to stops at the small lakes and rivers that define the northern landscape, “Up North” also visits the biggest water of all, Lake Superior. Warren Nelson, the guiding light for the Big Top Chataqua, says, “Every time I see Lake Superior, it shuts me up, straightens me up, quiets me down, gives me perspective.” He talks of hearing wolves howl and stopping to let a black bear cross the road. “It's an old story that still seems to be alive up here.”



Governor teleconferences with future voters

With technology support from UW-Extension's Instructional Communications Systems, Gov. James Doyle and first lady Jessica Doyle participated in a question-and-answer session with 2,000 fourth graders via a teleconference beamed to 73 schools around the state. The governor and his wife were joined by UW-Extension Chancellor Kevin Reilly, UW Regent and State Superintendent of Public Instruction Elizabeth Burmaster and UW System President Katharine Lyall at The Pyle Center in Madison.

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

Comments should be sent to:

Extension News and Ideas
531 Extension Building
432 North Lake Street
Madison, WI 53706-1498
or: peg.davis@uwex.edu

Address changes:
Extension employees should contact their payroll office. Others should send changes to the above address.

Extension News and Ideas online:
www.uwex.edu/ni

Editor:
Margaret E. (Peg) Davis

Designer:
Vicki Pierce

Contributors:
Randall Davidson, Chris DuPré, David Giroux, Meg Gores, Shannon Hayes, Vicki Washington

UW
Extension

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

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