

## Yum! Entrepreneur serves "100 percent organic" ice cream

By Joel Bradtke

WESTBY – Suzanne Huber used to complain that she couldn't get any "really good" ice cream.

So she got a recipe with all natural, all organic ingredients, found a processor, and made her own.

### A business is born

Then Huber started a business. Today, Sibby's Premium Organic Ice Cream is found in more than 50 stores in Wisconsin. Demand is growing.

Sibby's comes in pint containers. All of its ingredients are organic, including the cream, nonfat dried milk, sugar, egg yolks and vanilla extract. Her chocolate variety contains organic cocoa. An independent association certifies Sibby's as 100 percent organic.

Huber is in the fifth generation to occupy a Vernon County farm homesteaded by Christian Sebion in 1848. She and her ancestors inherited the nickname "Sibb." She did market research on a product name by asking people what they thought of "Sibby's."

"It really resonated, especially with young people," says Huber.

### Entrepreneurial training gives focus

Huber enrolled in an entrepreneurial training course offered by the



### You scream, I scream...

Sue Huber implemented a business plan for her ice cream company after completing an entrepreneurial training course through the UW-La Crosse Small Business Development Center.

Small Business Development Center at UW-La Crosse. She applied for an Entrepreneurial Training Grant (ETG) to help pay for her course tuition. The ETG program is funded by the Wisconsin Department of Commerce and administered through the UW-Extension Small Business Development Center network.

"At first I thought I would have to buy all the equipment it would take to make ice cream," says Huber. But the course and detailed business plan she wrote as a part of her classroom work showed her a more businesslike approach.

### Best recipe, best ingredients

Huber still didn't know much about making ice cream. So she con-

nected with Professor Emeritus Robert Bradley in food science at UW-Madison.

"Professor Bradley gave me a recipe for the best-quality organic ice cream that can be made," says Huber. "I solemnly promised him that I would never cheapen the product or the ingredients."

Huber gets her organic cream from Organic Valley Cooperative in La Farge. She rushes it to a dairy in Viroqua in sterilized cans where it is pasteurized, cooled and made into ice cream within hours. She's passionate about a fresh product.

### Marketing organically

Huber has 17 years' experience working for a parcel-delivery service company, mostly as a route driver, so she knows about customer service. Jan Gallagher of the Business Development Center at UW-La Crosse says Huber has the persistence to make her business a success.

For now, Huber calls on supermarkets and food cooperatives, introducing them to her product. She makes deliveries from a freezer mounted on a pickup truck. She's also working on marketing through the media, school lectures and contacts with regional food distributors.

For more information: [www1.uwex.edu/sbdc](http://www1.uwex.edu/sbdc)

## Digital technology links public broadcasters and universities

By Michael Bridgeman

Digital technology is bringing public broadcasters and universities closer together as demonstrated at an Evolving the Links meeting at The Pyle Center in March.

Two leading organizations agreed to work together to take advantage of expanding opportunities to fully realize the mission of engaged universities and colleges and digitized public television stations.

### NASULGC, APTS partner with CPB

Linda Kay Benning, associate director of extension and outreach, represented the National Association of State Universities and Land-Grant Colleges (NASULGC), an association of public universities, land-grant institutions and many of the nation's public university systems. John Lawson, president and CEO of the Association of Public Television Stations (APTS), represented his organization, which provides advocacy for public television interests at the national level.

Partnering with both organizations is the Corporation for Public Broadcasting (CPB). Terry Bryant, CPB's vice president and chief content officer for television and digital media, says that it is inevitable that digital technology should bring broadcasters and universities closer together. "For many years university administration overlooked their public broadcasters as information technology providers," she says. Digital technology puts universities in a position to provide mass distribution and large audiences for information and knowledge by using the reach of television.

### Importance of digital assets

The Evolving the Links meeting also showed concrete examples of partnership projects and considered the potential of digital asset management.

"Digital asset management is the technology that enables these relationships between universities and public broadcasters," says

Byron Knight, director of Broadcasting and Media Innovations for UW-Extension.

Participants heard from people representing a wide range of organizations – universities, PBS, CPB, IBM and others – about the status and potential of managing digital assets.

Molly Broad, president of the University of North Carolina and chair of the NASULGC Commission on Information Technology, addressed the group by satellite interconnect. "Our challenge is to research the technology and direct the digital convergence to meet the needs of our new students, our new viewers and supporters, and our new engaged citizens."

### WPT leads initiative

The Evolving the Links project is a network of public television, university and private partners. Wisconsin Public Television (WPT) is leading a two-year initiative to evolve and

expand ideas generated by the earlier Reforging the Links project into practice by engaging in further research and development, providing multimedia training, pursuing the study and sharing of best digital practices, and modeling convergence projects.

For more information: [evolvinglinks.uwex.edu/](http://evolvinglinks.uwex.edu/)

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## FROM THE CHANCELLOR

### "UW-Extension is an education network..."

As I talk to people about the University of Wisconsin-Extension, I am always looking for simple and effective ways to help them understand the unique qualities of this institution. As you know, that's not always easy.

The diversity of our programs is a wonderful asset, but it creates a challenge when you try to tell the whole Extension story in one elevator ride.

With this in mind, I was intrigued by reports from our Cooperative Extension colleagues who attended the National Association of State Universities and Land-Grant Colleges Leadership Seminar in Washington last month. They met with legislators and federal agency representatives to encourage continued funding for Extension programs.

Dean and Director Carl O'Connor and others reported that many federal leaders were especially interested in the depth of our educational network, our established local community connections and Extension's ability to quickly respond to changing educational needs. Much of this interest flowed from discussions about homeland security and emergency response.

In our post-9/11 world, people are more sensitive to the need for education, and they are looking for partners with established networks that can carry education broadly across the country. While we don't yet know if the Extension's campus-county-broadcast-online network will be tapped for any of these new activities, it's not too soon to add something about our "network" to your conversational repertoire.



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On the next occasion when you're faced with the question, "What's UW-Extension?" try starting with the simple notion of connectivity, and how we link university resources to homes, businesses and communities across Wisconsin. Once that's done, it will be much easier to illustrate the positive impacts achieved by our specific educational programs and the contributions made by our skilled faculty and staff.

The Wisconsin Associated County Extension Committee (WACEC) has received a Partnership Award from the UW Board of Regents acknowledging its extraordinary contribution to UW-Extension and to the UW System. WACEC serves as the liaison between county government and UW-Extension.

The Dane County Nutrition Education Program has received the 2002 Distinguished Service Award from the Dane County and Madison Departments of Public Health.

Jackie Gehin, Dane County nutrition educator, has received the Joan Keup Award from the National Extension Association of Family and Consumer Sciences. The annual award recognizes the outstanding service and accomplishments of paraprofessionals in extension family and consumer sciences.

Karen Anderson, UW-Extension payroll and benefits specialist, was awarded the Secretary's Award at the 2001



SECC Dane County Awards Ceremony held in March. The award recognizes dedication, reliability and grass-roots involvement in making the SECC campaign a success.

Loren Erickson, Small Business Development Center, UW-Superior, has been awarded the Certified Public Accountant designation by the American Institute of CPAs. Erickson has been an SBDC counselor and lecturer at Superior for the past 11 years.

The Milwaukee Press Club has announced its 2001 winners. Wisconsin Public Television winners, all which aired on "Weekend" are:

First Place Award in the "Background/Investigative" category for a segment on an Uzbek border camp.

Honorable Mention in the "Community Welfare" category for a segment entitled "My Family, My Neighborhood."

Honorable Mention for a commentary by Andy Moore.

Robin Shepard, UW-Extension water resources education coordinator, is the author of *Wisconsin's Best Breweries and Brewpubs: Searching for the Perfect Pint*, published recently by the University of Wisconsin Press. Shepard, who described the project as "a hobby that got out of hand," takes readers on a statewide tour of more than 60 breweries and brewpubs and reviews some 600 of Wisconsin's special regional and microbrews.

## Delegates meet with U.S. Congress members

LISA BRENNAN



Twenty-seven Wisconsin delegates attended the 2002 National Leadership Seminar in Washington, D.C., in March. While in Washington they met with Wisconsin's congressional delegation. U.S. Rep. Ron Kind (I) talked with delegates Ron Anderson, Pierce County; Mike Perki, Western District UW-Extension Director; and George Brandt, Trempealeau County. The majority of the delegates were Wisconsin Associated County Extension Committee (WACEC) members.

## WRLP names 2002 - 04 leadership group participants

By Janet Short

The Wisconsin Rural Leadership Program (WRLP) has selected 29 candidates from around the state to participate in its 10th leadership group, July 2002 - July 2004. The goal of the two-year intensive training program is to strengthen communities by preparing leaders as catalysts.

Since 1983, WRLP has helped leaders to improve their ability to analyze and solve problems, make effective decisions, and understand various points of views. Through firsthand, educational experiences, WRLP gives leaders a broader view of today's issues and the impact they have on our state, nation and world.

Program alumni have gone on to serve in various leadership positions in local, county, and state

organizations; national and international associations; and various elected positions, including county boards, school boards, tribal councils, the state legislature and mayor.

### WRLP candidates, 2002 - 04

Margaret Bau, Stevens Point  
Mary Kay Brevig, Eleva  
Margaret Burlingham, Palmyra  
Dennis Deery, Menomonie  
John Deitrich, Reedsburg  
Dan Draxler, Amery  
Rosemary Ewoldt, Arpin  
James Freeman, River Falls  
Sarah Halstead, Stevens Point  
Valerie Hebbe, Green Lake  
Peter Herman, Madison  
William Hoffman, Columbus  
Renie Howard, Hudson

Elizabeth Icks, Cable  
Ruth Johnson, Juneau  
Anne Katz, Madison  
Trisha Kempkes, Phillips  
Daniel Knutzen, Black Creek  
Lynn Kroll, Green Bay  
Patricia Lallemond, Catawba  
Margaret Larson, La Crosse  
Jane Mueller, Fall Creek  
Mark Pelton, Reedsburg  
Thomas Schwartz, Lodi  
Jo Anne Swyers, Beaver Dam  
James Tobakos, DeForest  
Henry Veleker, Waupaca  
Michelle Zahn, Juneau  
Steve Zelinski, Webster

For more information:  
[www.uwex.edu/ces/wrlp](http://www.uwex.edu/ces/wrlp)

## Fair biosecurity protects humans and animals

By Mary Ellen Bell

Just a year ago, people in Wisconsin were talking seriously about canceling county fairs as a precaution against introducing or spreading Foot and Mouth Disease (FMD). The FMD panic is over now, but the fear generated by the outbreak in Great Britain raised awareness about the importance of biosecurity to protect both animal and human health.

### Creating awareness about fair risks

"Extension's role is to help to create awareness about the all the risks that may exist at county fairs, or at any event where many people and animals come together," says Jack Trzebiatowski, UW-Extension agriculture agent in Washington County. These risks affect humans as well as animals, he says, and aren't limited only to disease.

"In recent years, the State Fair Association has placed more emphasis on prevention and management of all kinds of risks, from food safety and animal health to the dangers of weather, fire or accidents on carnival rides," he says.

Many animal diseases can spread among animals at the fair. Good biosecurity practices – keeping pens and equipment clean, not



DEB IVEY

### Suey, suey, suey!

Fairs provide an excellent opportunity to make the acquaintance of a variety of animals. To prevent any chance of illness, be sure to wash your hands after your visit.

sharing feeding and watering containers, and isolating show animals when they come home to the farm – can minimize the hazards.

### Youth exhibitors learn about biosecurity

Bernadette O'Rourke, a youth livestock specialist at UW-Madison/Extension, teaches young fair exhibitors about biosecurity.

"The 4-H kids are producers too, even though they may have only one animal," O'Rourke says. "They need to follow the same health and

safety rules that adults do." For O'Rourke, that means making sure animals, equipment, feed and water are kept clean while they are at the fair or other livestock show, and quarantining show animals for several days when they return to the home farm.

O'Rourke also talks to kids about biosecurity for themselves. She stresses the importance of hand washing and discourages eating and drinking in the barns or around animals.

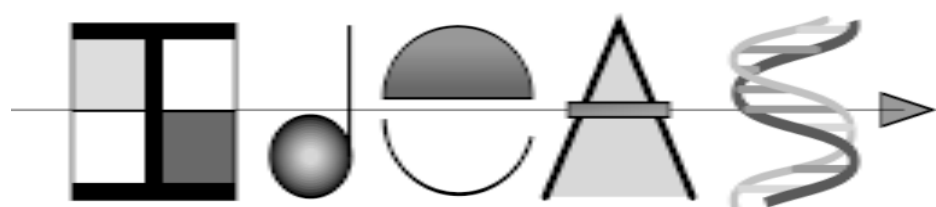
### Preventing illness by taking precautions

Barbara Ingham, UW-Extension food science specialist, says there is risk that people can get sick because of contact with harmful microorganisms at an event that involves people, animals and food.

"It sounds really mundane, but the best way to prevent food-borne illness of any kind is simply to remember to wash your hands," Ingham says.

Hazards to human health are on the minds of fair officials and people who organize other livestock shows and sales, Trzebiatowski explains. Organizers discourage eating and drinking around the animals. They are setting up more hand-washing stations and blocking off easy access to areas where animals are being groomed or cared for.

"The ideal is for the fair to be completely safe," Ingham says. "But we can't predict all the possible problems. We have to let people know what the risks are and encourage consumers to take precautions."



## celebrates one million hits!

**A Web site developed by UW-Extension received its one millionth hit in April after just over eight months of online service.**

By Amy Pikalek

Launched in August 2001, the IDEAS Portal Web site, [www.IDEAS.Wisconsin.edu](http://www.IDEAS.Wisconsin.edu), is a collaborative project sponsored by UW-Extension Continuing Education Extension, TEACH Wisconsin and the University of Wisconsin System. In addition to these sponsors, educators from more than 50 K-12 school districts and UW institutions have partnered to create, maintain and continue building the site.

### Database aids K-12 educators

The IDEAS Portal Web Site is a searchable database that saves Wisconsin educators time by focusing on educational resources and materials that have been evaluated for quality and are aligned with the Wisconsin Model Academic Standards. IDEAS has attracted and maintained a repeat user base of more than 5,500 educators, and

statistics indicate the average IDEAS user stays with the Web site for more than 13 minutes per visit.

The response by Wisconsin teachers and educators to the Web site has been overwhelmingly positive. "This is a great site that I found very useful as I was rewriting my ethnic groups unit," comments Kathleen Nicholson, a fourth grade teacher from Amherst Elementary School. "I wanted to incorporate technology into the unit, and this site did just that."

### Links provide additional support

In addition to finding cataloged resources and lessons in English, math, science, social studies, literacy and information technology, educators searching IDEAS will find a news-and-events section and a links page that puts educators in touch with agencies and organizations dedicated to improving education in Wisconsin.

### Expanding IDEAS

According to project director John Fischer, IDEAS will expand soon to include many more partners and agencies interested in sharing their online resources with Wisconsin educators. "This is an exciting time for the IDEAS project," says Fischer. "This summer we expect IDEAS to launch an online discussion forum that will allow teachers from across the state to discuss issues, ask questions, and stay in touch with colleagues and peers. We also will be working closely with Wisconsin Public Television to bring indexed streaming video to the site, and the Wisconsin Arts Board is providing

funding to begin cataloging online resources in art and music."

In 2002-03, the IDEAS Portal will also allow agencies and organizations throughout the state to catalog their materials for educators. The pilot project will be completed by the School Services Division of the Wisconsin Historical Society this spring. IDEAS educators will evaluate those cataloged items and align them with the state education standards.

For more information:  
John Fischer, (608) 262-3340  
[fischer@conted.uwex.edu](mailto:fischer@conted.uwex.edu)



JILL STANTON

### Brainstorming IDEAS

IDEAS researchers, university and K-12 teachers from across Wisconsin, met in Madison to brainstorm about the evaluation criteria to be used on the IDEAS Web site.

# OPPORTUNITIES

## Conferencing tools can save time and money

By Marcia Baird, Director, Instructional Communications Systems



Marcia Baird

University of Wisconsin-Extension faculty and staff and state employees now have more options than ever to meet “virtually.”

More people are discovering that conferencing technologies can help them save time and speed decision making while also saving on travel time and costs.

UW-Extension’s Instructional Communications Systems (ICS) manages real-time audio, video and Web conferencing tools for University of Wisconsin institutions and State of Wisconsin agencies. Free ICS workshops offer instruction on how to use the tools and design effective programs.

Here’s a snapshot of virtual conferencing tools available.

### WisLine audioconferencing

WisLine audioconferences can connect from three to 150 sites.

Dana White-Quam, Wisconsin Department of Natural Resources regional parks specialist, uses WisLine to save money and cut staff time away from the office. “Instead of bringing 30 field staff into Madison – in 10 vehicles for a one-hour meeting – I’m using WisLine more often. We save travel and we still get staff input.”

### What’s new

- More capacity – ICS will expand WisLine this summer, allowing more and larger conferences.
- Digital playback – Miss your meeting? Soon you can call WisLine, enter your user ID, and replay your event.
- More scheduling options – You’ll soon have more capabilities to make Web reservations.

To schedule WisLine  
Phone: (608) 262-0753  
E-mail: [wisline@ics.uwex.edu](mailto:wisline@ics.uwex.edu)  
Web: [www.uwex.edu/ics/wisline](http://www.uwex.edu/ics/wisline)

### WisLine Web conferencing

Live Web-based conferencing allows you to show visuals, poll audiences and interact with colleagues. Participants need only a standard Web

browser, Internet connection and speakerphone.

The UW-Madison Department of Engineering Professional Development uses WisLine Web for weekly sessions with practicing engineers, supplementing their online degree program. Others use it to recruit students, meet with alumni, and launch new program initiatives with partners. UW System uses it for monthly meetings with the statewide Learning Technology Development Council.

### What’s new

- More capacity – Up to 100 locations can now use live Web conferencing simultaneously.
- Printing – WisLine Web visuals can be downloaded, and pdf files can be printed locally.
- Application sharing – It’s easier than ever to show desktop software and give keyboard control.

To schedule WisLine Web  
Phone: (608) 262-7590  
E-mail: [WisLineWeb@ics.uwex.edu](mailto:WisLineWeb@ics.uwex.edu)  
Web: [www.uwex.edu/ics/wlweb](http://www.uwex.edu/ics/wlweb)

### Videoconferencing

You now have multiple ways to hold virtual “face-to-face” conferences. ICS specialists will help you find the right video solution to meet your needs.

UW Colleges uses videoconferencing to deliver courses and hold interviews with out-of-state candidates. The Marshfield Clinic uses it for weekly clinical case discussions with regional centers and statewide hospitals. Cooperative Extension uses videoconferencing to teach master gardeners.

### What’s new

- More capacity – Dozens of video sites can now be linked. There are also more sites available and more options for viewing remote sites.
- IP videoconferencing – To meet the growing interest in using the Internet for videoconferencing, ICS recently expanded its capabilities to manage IP video calls.

To schedule videoconferences  
Phone: (608) 262-5249  
E-mail: [cv@ics.uwex.edu](mailto:cv@ics.uwex.edu)  
Web: [www.uwex.edu/ics/cv](http://www.uwex.edu/ics/cv)

## COMING UP

### WHA-TV/WPT Auction

In the Madison area, the WHA-TV Auction will run **Tuesday, May 28 - Sunday, June 2**. Statewide, the Wisconsin Public Television Showcase of items worth \$2,000 or more will air at 7 p.m. **Sunday, June 2**. Auction items include the everyday as well as art, jewelry, stocks, computer training, furniture and a stay at a Wisconsin Dells resort.

For more information: [wpt.org/auction](http://wpt.org/auction) To volunteer: (608) 262-8058

### Nominations for 8th Annual Woman of Color Award Honoree

Chancellor Kevin Reilly is soliciting nominations for this year’s Woman of Color honoree for UW-Extension. Nominees may be any woman of color – UW faculty, staff, student or community member – who has made outstanding contributions to the University of Wisconsin community. The selection criteria include 1) contributions in scholarship and activism to improve the status and climate and create positive change at the institutional level for women of color, and 2) work demonstrating an understanding of the interplay of family, community and culture in the lives of women of color.

Nominations and supporting materials must be received by the Office of Equal Opportunity and Diversity Programs, 501 Extension Building, 432 N. Lake St., Madison, WI 53706-1498, no later than **Monday, May 13**.

For more information: Vicki Washington, director, Office of Equal Opportunity and Diversity Programs, (608) 262-0277

### Cooperative Extension Conference

Due to the travel freeze and expected state budget cuts, the Cooperative Extension Conference scheduled for Sept. 12-13 and the program area meetings scheduled for Sept. 11 have been canceled.

A Teaching and Learning in the 21st Century Task Force has been created to focus on new ways to effectively apply distance technologies to serve learners.

In September, Cooperative Extension will present a statewide satellite program on the role of distance learning for the future of the division. At the program, the task force will present a strategy for developing new skills and expertise in Cooperative Extension to meet learner needs.

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