

Brett leads WPT, Schnirring leads WPR

Two longtime public broadcasting managers have been chosen to lead Wisconsin Public Radio (WPR) and Wisconsin Public Television (WPT). Malcolm Brett has been named director of the television service. Greg Schnirring has been named director of the radio network.

Byron Knight, director of Broadcasting and Media Innovations for the University of Wisconsin-Extension, and Thomas Fletemeyer, executive director of the Wisconsin Educational Communications Board (ECB), announced the appointments on April 19. Wisconsin Public Radio and Wisconsin Public Television are managed cooperatively by UW-Extension and ECB.

Brett leads WPT

Brett leads the six-station WPT network as it makes its transition to digital TV. At the time of his appointment as WPT director, Brett was serving as interim director. Brett was named associate director of WPT in 1997. He has also been director of development for WPT and executive director of Friends of WHA-TV, the member-support organization for public television in south central Wisconsin.

"I'm looking forward to launching Wisconsin Public Television's first digital broadcast over the coming year and to bringing all six DTV



Malcolm Brett



Greg Schnirring

"We are indeed fortunate that two such highly respected professionals have agreed to continue to lend their talents and vision to public broadcasting in Wisconsin. Please join me in congratulating and supporting Greg and Malcolm as they lead their organizations into the 21st century."

—Chancellor Kevin Reilly

[digital television] transmitters online over the next few years," Brett says.

He adds, "With DTV comes an exciting array of new educational applications for public television including the collection, cataloging and delivery of educational video and data for use in classrooms, homes and workplaces. Wisconsin Public Television intends to extend

our leadership in public service broadcasting to new audiences."

Brett succeeds Byron Knight, who was appointed director of Broadcast and Media Innovations in July.

Schnirring leads WPR

Schnirring heads WPR's statewide network of 24 stations and three translators. He has been associate director of WPR since 1990, and

has twice served as interim director. He has managed administration, engineering, operations and programming activities as well as the network's six regional bureaus. Before coming to Wisconsin, Schnirring was with South Dakota Public Radio where he held various positions, including director of radio, over 11 years. He has taught courses at the UW-Madison and the University of South Dakota, and has served on the board of directors of Public Radio in Mid-America.

"As I take over as director of Wisconsin Public Radio, I'm pleased to say that the network is in excellent shape," Schnirring says. "Because of the large amount of content we produce, WPR is extraordinarily well positioned as a traditional radio broadcaster and for the new media environment. Our challenges include working to insure that listeners in all parts of Wisconsin receive both WPR networks, using new media to reach new audiences and maintaining WPR's large physical plant. And, like TV stations across the country that are converting to DTV, radio will soon be going through its own digital broadcasting conversion."

Schnirring succeeds Dana Davis Rehm, who joined National Public

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SBDC and partners help build urban businesses

By Joel Bradtke

MILWAUKEE—As director of the Small Business Development Center (SBDC) at the University of Wisconsin-Milwaukee, Lucy Holifield helps potential entrepreneurs in an urban environment struggling with restoration and renewal. Major issues affecting business development here include financial resources and

preparing people to compete for the dollars that are available.

The 2000 census reveals that Milwaukee's minority populations constitute a majority of its residents. This offers a challenging target for the SBDC.

Partnerships contribute to success

Says Holifield, "Many minorities are first-generation business owners. Our goal is to provide them with the tools they need to succeed and help them find solutions." Holifield herself was a first-generation business owner. That gives her a passion to help others succeed in an environment that has a business start-up survival rate of 20 percent.

The UW-Milwaukee SBDC partners with a variety of organizations to leverage its effectiveness. Partners include the U.S. Small Business Administration, Wisconsin

Women's Business Initiative Corp., four minority chambers of commerce and councils, the Urban League and Wisconsin Business Development Finance Corp.

SBDC provides training and counseling

One dynamic partnership is with the Wisconsin Department of Commerce, which helps fund partial tuition reimbursement for an entrepreneurial training course for qualified individuals.

"Our niche with this program is that we do both the training and counseling, so participants complete a full business plan," Holifield says. "Laboratory sessions are built into the curriculum, so participants get the vital business counseling along the way."

Holifield says the SBDC is offering the entrepreneurial course four times a year, with between 30 and 40 budding business owners participating each quarter.

Finding financing and time

Another component of the learning curve for business development in Milwaukee is dialogues with lenders. For this, Holifield wears another hat: associate director of the UW-Milwaukee Consortium for

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Lucy Holifield

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[Message from the Chancellor](#)**Extension serves clients wherever they live and work**

Kevin P. Reilly

As I travel around Wisconsin, I enjoy getting a close-up look at our work, meeting educational partners and talking with clients. On a recent county visit, someone asked me to describe my personal vision for Cooperative Extension's role in that community's future.

In response, I explained that our faculty and staff work within their communities to plan and develop educational programs that respond to the needs of their neighbors.

That responsive approach to education and research is evident in every UW-Extension program.

This issue of *Extension News and Ideas* highlights our work in urban areas, where we are addressing the challenges faced by families, businesses and communities in the most populated areas of our state. As impressive as these cases are, the real story is Extension's ability to launch these specialized efforts within the framework of our core educational programming.

As we develop new partnerships to help families raise healthy children in an urban environment, we continue to focus on a broad spectrum of child-development issues statewide. We can serve the needs of inner-city small businesses while supporting rural

economic development and land-use planning. Our work with community gardens brings nutritious food to city families, while we continue a tradition of helping farmers adopt profitable and sustainable agricultural technologies. These programs share two common features: our clients have requested them, and they focus on our educational mission.

I am pleased with UW-Extension's urban initiatives. Moreover, I am mindful of the ingenuity and effort it takes to truly understand the evolving needs of communities that are as diverse as the people who inhabit them.

Kevin P. Reilly
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DPDI Awards announced

By Amy Pikalek

The Division of Continuing Education Extension has announced the five recipients of Diversity Program Development Initiative (DPDI) funding for the 2001-2002 fiscal year. The DPDI provides funds for UW institutions to develop and implement new diversity ventures that are consistent with the goals and initiatives of UW-Extension's Plan 2008.

"UW-Extension is committed to being an inclusive organization that seeks and promotes diversity in our work force, program participants, clientele, customers, educational partners and program content," says Mary Crave, evaluation and diversity specialist for Continuing Education Extension and chair of the review committee. "The DPDI is one way the Continuing Education Extension Division works in partnership with UW institutions to help UW-Extension achieve its Plan 2008 goals."

The 2001-2002 DPDI funding recipients are:

UW-Sheboygan Office of Continuing Education—*Understanding Hispanics in the Workplace* is a series of seminars for Sheboygan-area employers to discuss Hispanic values, learn some business Spanish and communication strategies, and network about multiculturalism in the workplace.

UW-Stout, Stout Solutions—Stout Solutions will develop a *Hmong history course* for K-12 teachers. The course will eventually be offered via distance education, providing learning experiences not only for teachers, but for students and adults of Hmong ancestry.

UW-Eau Claire Continuing Education—The *Pre-College Jazz Course Visiting Chair program* will bring a jazz instructor and eight students of color from Milwaukee High School of the Arts to Indianhead

for immersion in a one-week summer course/clinic.

UW-Stevens Point Extension—The *EXPLORE program* addresses the educational needs of migrant Hispanics in central Wisconsin by providing enrichment programs, tutoring and English instruction for youth in grades 5-10. Adults will receive career development consulting.

UW-Madison Division of Continuing Studies—The *Centro Hispano Professional Development program* will teach strategic planning and project management to the agency's human services specialists and board members.

According to Crave, the Continuing Education Extension Dean's Office will make about \$50,000 in DPDI funds available annually.

For more information:
www.uwex.edu/ce/main

Editors and graphic designers from Cooperative Extension Publishing are winners in the 2000 Agricultural Communicators in Education (ACE) Critique and Awards program. ACE presented a Gold Award to **Rhonda Lee**, editor, and **Susan Anderson**, graphic designer, for the Wisconsin Safe Food Preservation Series. **Meg Gores**, editor, and **Jody Myer-Lynch**, graphic designer, won a Bronze Award for *A Guide to Community Visioning*.

Gary Frank, director for the Center for Dairy Profitability, and **Arlin Brannstrom**, also from the center, are recipients of the John S. Donald Short Course Teaching Awards for 2000-2001. The awards recognize innovative techniques in using computer technology to teach farm record keeping and farm management.

UW-Extension program specialist **Gloria Green** has received the Wisconsin Extension Association of Family and Consumer Sciences Friend of Extension Award, recognizing her contribution to quality Family Living programs in Wisconsin.

Brian Holmes, Department of Biological Systems Engineering, is recipient of the Wisconsin Forage Council Forage Researcher Award for his efforts relating to silage management. **Jerry Doll**, weed specialist in the Department of Agronomy, received the council's Forage Educator Award.

Roger Williams, chair, Professional Development and Applied Studies Department, UW-Madison Division of Continuing Studies, was honored by the University Continuing Education Association, Midwest Region for coordinating the most creative noncredit program, Boys to Men Cultural Exchange. The National Health Service Corps in the U.S. Department of Health and Social Services recognized Williams for the Sowing Seeds of Hope project, which also received a Wisconsin Rural Partners award.

Academic staff leadership changes

By Greg Wise, secretary of the Faculty, Academic Staff and Systemwide Extension Council

The UW-Extension Academic Staff Council and Hearings Committee will include some new faces when the 2001-02 term begins.

Joining the council for a two-year term are **Gloria Green**, state specialist with Cooperative Extension's Family Living program, and **Lucia Patritto**, Family Living educator and Nutrition Education Program coordinator with the Iron County Cooperative Extension office.

Re-elected to the council for a second two-year term were **Randy Parvin**, HELP, UW Learning Innovations, and **Vicki Pierce**, senior graphic designer, Office of the Chancellor.

They join returning council members **Steve Boldt**, UW Learning Innovations; **John Pinkart**, Wisconsin Nutrition Education Program, Marinette and Oconto counties; **Nella Citino**, senior producer, Wisconsin Public Television; and **John Gerbig**, producer/director, Wisconsin Public Television.

Elected to the Hearings Committee for three-year terms were **Joel Bradtke**, senior university relations specialist, Business and Manufacturing Extension (SBDC), and **Pam Cira**, Wisconsin Nutrition Education Program, Cooperative Extension, Oneida County. They join continuing committee members **Becky Gutzman**, Cooperative Extension, Columbia County; **B.J. Obermeyer**, UW Learning Innovations; **Don Sanford**, Wisconsin Public Television; and **Nancy Stillwell**, Distance

Education Digital Production Unit, Broadcasting and Media Innovations.

Congratulations to all nominees and thanks to those who participated in the elections. Contact your representatives to share ideas and contribute to academic staff governance issues.

For more information:
www.uwex.edu/secretary

Kids, families and caregivers benefit from partnerships

By Beth Swedeen



RACINE—Creating partnerships within the community has been the key to success for Family Living educator Beverlee Baker as she has sought to strengthen parenting resources for families in Racine County.

“Because Racine County is an urban area,” Baker says, “I’ve tried to be careful in finding a unique niche for my extension programming within the many players in our county. There’s nothing that I do independently without involvement from other organizations. There’s always some sort of partnership.”

Baker’s approach has paid off for the families and providers who work with families in her county. Baker has strong partnerships with the county’s Human Services Department and the United Way in Racine County. Among the initiatives Baker’s programming has brought to the county are:

- An annual contract for \$58,000 from the county’s Department of Human Services funds a parenting resource coordinator as part of the county’s Family-Smart/Kid-Friendly Family West Resource Center. The parenting coordinator trains volunteers and facilitates parenting programs using curriculum such as UW-Extension’s Positive Parenting for parents and caregivers of preschoolers through teenagers.
- A proposal providing \$63,000 annually for the Success By 6 United Way early-childhood initiative allowed UW-Extension to hire Kathy Dunkerson as the project’s coordinator. Dunkerson markets and evaluates the programs, and provides the Success By 6 initiative with UW-Extension research-based information on what comprises school readiness for children. She is developing a process for providing that research to professionals and funders in the county.
- An ongoing 30-hour course, Touchpoints in Practice, developed by pediatrician T. Berry Brazelton, trains providers working with families of young children. This year’s participants included family literacy professionals, social workers, nurse practitioners, child-protective services personnel, parent educators and child-care providers.
- Empowerment Skills for Family Workers, a Cornell University curriculum, helps providers working with families build relationships and better understand life from families’ viewpoints.

Dunkerson also is working with the county’s child-care resource and referral system and the Office of Child Care through the county’s Human Services Department to increase training for child-care providers in the county. She helped secure an additional \$124,000 of local match for a \$159,000 grant from the State Office of Child Care.

“Knowing both about grant opportunities and where to go to enlist community players is a key part of what we do in urban programming,” Baker says.

Racine County providers who work with children and families are appreciative of how UW-Extension programs have affected their work. Says one child-care provider, “As a result of Touchpoints, I plan to value my position at my center and use it to the parents’ advantage. Before I was feeling like a small meaningless piece of a huge profession. It was good to know that everyone’s in this together.”

For more information:

www.uwex.edu/ces/cty/racine/

Direct marketing puts more money in producers’ pockets

By Marla Maeder

SOUTHEAST WISCONSIN—When Dave Williams and Rose Skora look at southeast Wisconsin, they see not a sprawling metropolis, but



Rose Skora

a tremendous market for locally produced agricultural goods. “If you include the Milwaukee and Chicago areas, there’s a potential of 9 million consumers,” says Rose Skora, a community agriculture educator for UW-Extension in Racine and Kenosha counties.

Marketing directly to consumers

“That’s a lot of opportunities for agricultural producers to have more direct contact with consumers,” adds Dave Williams, an agriculture agent with Waukesha County UW-Extension.

For the past few years Williams, Skora and their colleagues in southeastern Wisconsin have been brainstorming ways to help farmers sell more of what they produce—be it flowers, fruit, vegetables, beef or bison—directly to consumers, grocery stores and restaurants.

“We wanted to give producers an option other than producing their products and selling through traditional commodity markets,” says Skora.

To find out what direct-marketing options producers want, Extension conducted surveys and held two conferences and several meetings. The term *direct marketing* includes farmers’ markets, roadside stands, on-farm sales, farm tours and “subscription” farms, where consumers pay a one-time fee for deliveries of fresh produce throughout a growing season.

Increased profits

For consumers, direct marketing means fresh, high-quality products plus a closer relationship with the producers of their food, say Extension educators. Farmers get a bigger share of the consumer’s dollar. “One of our main goals is to put more money in the pocket of the producer through direct marketing,” Skora explains.

Selling directly to consumers also gives farmers a way to grow their business without adding acreage or livestock.

“Farms have tended to get bigger and bigger to compete,” Williams says. “But not all farms want to do that. Many farmers are looking to try to capture a bigger share of the dollars so that they’re not losing that to the middleman.”

New markets, new products

Take John Bauer of Waukesha County, for example. Rather than add acreage, he’s thinking of adding greens and hot peppers to his already wide mix of vegetables.

He says a recent UW-Extension conference in Milwaukee, which featured a panel on exploring ethnic markets, sparked his interest in new vegetables.



Dave Williams

helping farmers boost consumer contact, say Extension educators.

Right now, though, funds for marketing and other activities are limited. In order to plow ahead with the project, Extension educators recently applied for a grant to support a full-time specialist to help build farmer-to-consumer connections.

For more information:

www.uwex.edu/ces/urbaninit

“We wanted to give producers an option other than producing their products and selling through traditional commodity markets.”

— Rose Skora, community agriculture educator

“I learned quite a bit at that one-day seminar,” says the third-generation grower, who sells produce at farmers’ markets and roadside stands.

Regent Gottschalk sees Extension boundaries encompassing statewide economic development

By Jo Futrell

University of Wisconsin System Regent Guy Gottschalk wants to bring attention to the role of UW-Extension in the state's economic development.

"I have suggested to Chancellor Reilly that UW-Extension should 'own' the Wisconsin Idea, and he agrees. The boundaries of UW-Extension's 'campus' are truly the boundaries of the state and beyond," Gottschalk says.

An advocate for UW

Gottschalk, a cranberry grower and president of Gottschalk Cranberry Inc. and the Biron Cranberry Co., holds a University of Wisconsin-Madison degree in horticulture. He also serves on the boards of

the UW Foundation and UW Hospital and Clinics Authority, and is an emeritus member of the Board of Visitors of the UW-Madison College of Agricultural Life Sciences (CALS).

As part of a new effort by the Board of Regents to build relationships with individual campuses, Gottschalk focuses on University of Wisconsin-Stevens Point and UW-Extension.

"UW-Extension played a key role in the recent Wisconsin Economic Summit [December 2000], and it will be asked to do so again in the next one," Gottschalk says. "UW-Extension will really be carrying the ball in the areas of online education and technology education all across the state."

Extension has a "unique advantage"

Gottschalk feels that UW-Extension also has a unique advantage in

generating state support for the UW System.

"With its statewide network of offices and agents, and its contacts with citizens and county governments, only UW-Extension can seek to educate each and every legislator and the governor on behalf of itself and the System," Gottschalk says.

Positive view of state's ag economy

As a cranberry grower, Gottschalk takes particular note of the state's agricultural economy.

"Sustainability' has been a buzzword in recent years, but our farmers have really been practicing this for generations," Gottschalk continues. "The emphasis now is in making agriculture even more environmentally friendly and at the same time more efficient. With the help of UW System, I would hope that Wisconsin would lead the nation in this regard."



Guy Gottschalk

Extension is a lifelong partner

When asked if he had worked with UW-Extension as a cranberry grower, Gottschalk answers, "Yes, for as long as I can remember."

"My mom was a 4-H leader," he explains, "and she would invite UW-Extension and other researchers in for lunch as they worked on cranberry pest and production problems. That work continues to this day, with my family and many others cooperating with researchers to gradually transform cranberry growing from an art into a science."

SBDC and partners help build urban businesses

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Economic Opportunity (CEO). She participates in "CEO Dialogues," most of which have been with bankers.

"We find out how our clients need to be prepared to talk with lenders, and how their paperwork should be organized to improve their chances of getting business financing."

Holifield says that a big challenge in urban business development is getting people to participate in the educational programs they need to be successful in business. "In urban markets like Milwaukee, a lot of things compete for a person's time."

Distance education is one approach that Holifield is exploring. She believes it can stimulate more entrepreneur participation. "Online programs give them the flexibility they need in their busy lives."

For more information: www.uwm.edu/UniversityOutreach/catalog/DBM_SBDC/

Epsilon Sigma Phi to raise funds for endowment

By Rosemary T. Stare

In-depth professional improvement is necessary for faculty and staff of UW-Extension, Cooperative Extension to remain educational leaders in a rapidly changing society. At the same time funds to encourage and supplement efforts of faculty and staff are limited. Recognizing the great need for support of essential learning experiences for faculty and staff, Epsilon Sigma Phi, Alpha Sigma Chapter has initiated a fund-raising campaign.

This major fund-raising effort aims at increasing the chapter's endow-

ment fund by at least \$400,000 by Dec. 31, 2004. The endowment will provide funds to support professional growth of employees through in-depth learning opportunities such as advanced degrees, professional certifications, study leaves, research or other special projects.

To kick off the endowment campaign two \$1,000 professional development grants were given, from 32 proposals submitted, to Sue Pleskac, Jefferson County 4-H youth development agent, and

Denise Retzleff, Fond du Lac County 4-H youth development agent.

For more information: ESP Endowment Campaign Committee co-chair Sue Buck, central district director, sue.buck@ces.uwex.edu or co-chair Marv Beatty, professor emeritus, UW-Extension, mtbeatty@facstaff.wisc.edu or Rita Sears, Office of the Chancellor, sears@admin.uwex.edu.

Brett leads WPT, Schnirring leads WPR

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Radio as vice president for Member Services and Program Marketing in February.

Commitment and excellence

Knight says, "After an extensive national search process we selected two candidates who not only have national reputations as public broadcasting leaders, they are also committed to serving

Wisconsin. Both have greatly contributed to the success of public broadcasting in Wisconsin."

For more information: www.wpt.org and www.wpr.org

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