

Learning and Fun Come Together at Wisconsin's County Fairs

by Mary Ellen Bell

Each summer almost all of the 40,000 members of Wisconsin 4-H Clubs display at least one project at a county fair. And 3,000 to 4,000 take a project to the state fair in Milwaukee.

This summer, Lacey Frederick, a Rockland 13-year-old expects to enter about 40 different projects at the Vernon County fair in September. Her interests are varied—she'll be showing her dog, cats, rabbits, crops, and artwork. But she's most enthusiastic about showing her Registered Paint, Sienna, who was last year's grand reserve champion horse.

Sheboygan County 4-H member, April Ratzlaff, 14, will show about 20 projects in categories that range from clothing and home environment to youth leadership and public speaking.

Completing a project and showing it at the fair has been a 4-H tradition since the organization was formed nearly 90 years ago, according to UW-Extension 4-H youth development specialist Melanie Miller.

"Participating in the fair offers a number of benefits," Miller said. "First, there's the pride and satis-

faction of a public display of their work and the recognition that they've successfully completed the project. Showing the project at the fair is educational, because each project is evaluated, and young people can learn what they did well and what they might do better next time."

Young people who show projects learn something about showmanship and presenting themselves and their project in the best possible way. "This is a skill they'll use in school, on job interviews and on the job," Miller said.

Participating in project judging also helps young people develop their own evaluative and critical-thinking skills.

4-H leaders and agents help young people realize that completing the project is the most important achievement, and that winning is not the only goal. More judges do face-to-face or interactive evaluations in which youths can answer questions about their projects and learn how the judges evaluate them.

"We encourage judges to give positive feedback and suggestions for improvements," Miller said.

Both April and Lacey know they're learning important lessons from their projects.

"I think being able to answer the judges' questions about your project is good practice for job interviews," April said. And Lacey said she's learned about teamwork by cooperating with others "even if you don't really like them" to keep the horse barn clean during fair week.

"A county fair restores your faith in youth and the positive things they can do," said Miller. "Adults see that youth are creative and ingenious. They can see the skills they've learned and how they're applying them. For me that's one of the great parts of a fair."

What's the great part for Lacey and April? "The fair is really fun, like a vacation," Lacey said, and April added, "It feels good to complete a big project—and then maybe even get a prize for it."

The county fair season in Wisconsin starts in the second week of July and runs through the end of September.



Amanda Dumovich, shown here competing at the Sheboygan County fair with her dog, Buddy, is one of thousands of 4-H club members who exhibit projects at county fairs each summer. Youth enrolled in the popular dog project learn to care for and train their dogs.



Kevin Reilly

Message from the Chancellor

As I move into my new role as chancellor of UW-Extension, I'm confident that the transition will be a smooth one, thanks in part to the many conversations I've already had with people around the state.

Throughout the search-and-screen process, I enjoyed a great deal of support and encouragement from every part of this organization. People have told me they share my sense of positive change—that our pace is quickening, and that we're moving toward a very bright future.

In my conversations, I've laid out four areas of emphasis that I believe merit some attention from the chancellor's office. These are not necessarily institutional priorities—rather, they are focus areas for me.

Partnerships. We must continue to cultivate the partnerships that enable us to deliver quality programs. With our fellow UW institutions, county, state and local governments, and the private sector, we enhance our effectiveness

through partnerships. They have been the hallmark of Extension since its inception a century ago and will be crucial to our ongoing growth. In an era of constrained public resources, attracting new funding sources is also part of the chancellor's partnership role.

Instructional technology. More than ever, people expect University resources to be flexible and accessible. That means adopting new technology to deliver products and services to the client when they want it—right where they live and work.

Diversity. We've laid out some aggressive goals, and it's my job to see that we make every effort to meet them. We must foster a sincere spirit of inclusion in our workplaces, and also offer programs and services that reach out to diverse audiences, with particular attention to their unique needs and challenges.

The New Economy. UW-Extension must take a leadership role in preparing Wisconsin for the high-paying, technology-driven jobs of

the future. Our University system can be an essential source of power for Wisconsin's economic success. However, this only works if UW-Extension can effectively channel that energy to local communities, businesses and families.

I'm happy to share these ideas with you and always welcome your reactions, comments and suggestions.

In closing, I'd like to recognize Interim Chancellor Al Beaver again for his outstanding leadership and service. His unique skill and personal style helped reshape this institution, and the benefits of his hard work will be felt by our employees and clients for years to come. Thanks for everything, Al, and please stay in touch with all of us.

Kevin Reilly
Chancellor

IN THIS ISSUE

PAGE 2
New faculty leaders chosen
Continuing Ed staff awards
Forestry display

PAGE 3
Three faculty profiles - Giroux,
Huffman and Brings

PAGE 4
Community chats in Kenosha
Budding entrepreneurs
Master gardeners

New Faculty Leaders Chosen

Beginning this fall, two new people will join the University Committee, the executive committee of the Faculty Senate. Donna Doll-Yogerst will complete the term of the retiring Bernie Mayek. Doll-Yogerst is on the faculty of the Department of Family Development and works in Oconto County as the family living educator. John Attig, professor in the Department of Environmental Sciences and geologist with the Geological and Natural History Survey, will chair the committee. Attig succeeds Lee Cunningham.

New to the Faculty Senate will be Ann Keim, associate professor of Family Development and state

specialist in the family living program; Bob Cropp, associate professor and agriculture agent in Pepin County; Tom Wilson, professor and resource development educator in Waupaca County; and Bob Matysik, associate professor and 4-H youth development agent in La Crosse County. Departing senators are Mark Kopecky, associate professor and agriculture agent, Price County; Steve Kohlstedt, associate professor and community resource development agent, Richland County; Pat Rychter, professor and family living educator, Portage County; and Rosanne Schleif, associate professor and 4-H youth development educator, Price County.

Joining the Faculty Hearings Committee will be David Muench, professor and community development educator, Outagamie County, and Kathleen Metzenbauer, associate professor and family living agent, Juneau County.

Congratulations to all the nominees and to those who participated in the elections. Contact your representatives to share ideas and contribute to faculty governance. For more information, see our Web site at www.uwex.edu/gov.html.

Jerome L. Kaufman, Urban and Regional Planning at UWEX, is the first planner in Wisconsin to be named to the prestigious College of Fellows of the American Institute of Certified Planners. Kaufman is well known nationally for his work in formulating and analyzing the code of ethical conduct for planners.

Emeritus professor **Dick Moll** of Engineering Professional Development won the lifetime achievement award from the American Society of Quality at its annual congress on May 10 in Indianapolis for being the outstanding educator in product liability prevention.

Meg Gores, senior editor, and **Susan Anderson**, senior graphic designer, of Cooperative Extension Publishing received a Silver Award from Agricultural Communicators in Education for the publication *Country Acres*. ACE is a national organization of editors, writers, artists, video producers and communicators who work in college and university settings.

Two University of Wisconsin Colleges' courses taught exclusively over the Internet received national awards for their innovative approaches to teaching using online technology. *Music 273, Jazz History and Appreciation*, and *Meteorology 100, Introduction to Meteorology*, won honorable mentions in the Online Academy E-Learning Design Awards program at the 2nd Annual Online Instruction Conference at the University of Kansas in late May. *Jazz History and Appreciation* was developed for online delivery by **University of Wisconsin Learning Innovations**, the UW System's e-learning facility that works with UW institutions to offer full degrees and certificates on-line.

Clockwise are **Meg Gores**, **Linda Deith**, **Eric Bangerter** and **Susan Anderson** of Cooperative Extension Publishing, who won the international Agricultural Communicators in Education (ACE) Silver Award for their work on the *Publications 2000* CD.

Continuing Education Staff Recognized



Photo (left to right): Vice Chancellor Kevin Reilly; Sandy Hildebrandt, ICS, 25 years; Michael Heinrichs, ICS, 10 years; Nancy Bolen, LI, 30 years; Amy Fusek, WSRL, 10 years; Sue Lahm, LI, 30 years; Rosemary Lehman, ICS, 10 years; Wayne Utke, ICS, 10 years; Kevin Adamzak, ICS, 10 years; Interim Chancellor Al Beaver and Continuing Education Extension Dean Mike Offerman. Not pictured: Neill DeClercq, SFW, 25 years; Tim Kuzniar, LI, 15 years; Jeanne Lee, WSRL, 30 years and John Lund, SFW, 15 years.

The Division of Continuing Education Extension recently honored 12 employees for reaching milestones in their years of service. Employees from the Dean's Office, Instructional Communications Systems (ICS), UW Learning Innovations (LI), School for Workers (SFW) and the Wisconsin Survey Research Lab (WSRL) gathered at the Pyle Center for the June 6 divisional conference.

"When I came here a little over three years ago, I stated that I knew the strength of the institution was in its quality programs, and that its most vital asset was a dedicated, hard-working faculty and staff," said Interim Chancellor Al Beaver. "You have affirmed that to me in the last 40 months."

Forestry Display Available to Staff

A UWEX Forestry Educational Resources display received a third place (bronze) award at the National Association of Natural Resource Professionals Conference in Lake Tahoe, May 16-18.

Designed to inform Wisconsin's nonindustrial private woodlot owners about UW-Extension's forestry education resources, the display is part of an expanded Extension initiative to target forestry programs. Coordinated by Lake Superior Basin Educator Mike Kroenke and designed by Jeffrey Strobel from the UWEX Environmental

Resources Center publications unit, the display's six sections fit the panels of a folding portable display background. Assisting in the display were Sarah Traaholt, UWEX support staff; Tom Shockley, Extension interim forestry specialist; and Jenny Pelej, student intern.

The bronze award was one of three given in the judging of seventy displays from around the country. The display will be shown July 29 at the Private Non-Industrial Woodland Owners Conference at the Northern Great Lakes Visitor Center in Ashland. After the confer-

ence, it will be available to UWEX educators for their forestry programming.



For the first time, people can view, print and search more than 800 Extension publications on the recently issued *Publications 2000* CD. Produced by Cooperative Extension Publishing, the CD lets users browse through a list of titles by subject or search for words relating to horticulture, agriculture, natural resources, community and economic development and family life. For more information, call 1-877-WIS-PUBS (947-7827).



Giroux Named UW-Extension Public Information Director

by Amy Pikalek



David Giroux

As the new Public Information director, David Giroux will work with the chancellor, the Executive Council and others to lead the

effort to develop a "brand identity" for UW-Extension.

"We have an abundance of success stories in each of the divisions," Giroux said. "With so many diverse activities, our challenge is to find a shared identity and some common messages that help explain who we are and what we do."

Interim Chancellor Al Beaver said Giroux will serve as UW-Extension's lead communicator and work to convey UWEX messages to a diverse set of constituent groups, media and citizens. He'll also develop communication strategies and lead the communications team.

"While it will be important for each of the divisions to maintain its own

"We may never get everyone in Extension to sing exactly the same tune . . . but we should be able to coordinate our communications so that we're all singing in the same key."

--David Giroux

unique identity, we need someone who can bring the various efforts together under one master plan," said Beaver. "David has experience working in large, diverse organizations facing similar communications challenges."

Giroux joined UWEX on May 1, bringing with him a strong background in developing communications plans and in serving as a local and national media spokesperson. Since 1998, he'd managed

media relations activities for Alliant Energy in Madison. He's also held public relations and management positions with the American Red Cross at its national headquarters in Washington and at the Badger Chapter in Madison.

Giroux is a graduate of the University of Maine. He and his wife, Anne, live in Madison with their two daughters, Lily and Sophia.

Huffman New Co-anchor of WPT's *Weekend*

by Chris DuPre

Jerry Huffman has joined Patty Loew as co-anchor of *WeekEnd*, Wisconsin Public Television's flagship news and public affairs program aired at 7 p.m. Fridays and 11 a.m. Sundays.

"I'm very excited about this opportunity," Huffman said. "Wisconsin Public Television has a great reputation and does great work. I'm looking forward to being a part of it."

Huffman fills the post formerly held by Dave Iverson, who has moved on to other projects for WPT. In addition to anchoring *WeekEnd*, Huffman will do some field reporting for the program.

"We're very impressed by Jerry's vast and diverse experience," said Kathy Bissen, WPT's director of News and Public Affairs. "It makes him a great asset to Wisconsin Public Television."

Before joining WPT, Huffman was regional news advisor for *Internews Network* in Central Asia and diplomatic liaison for media projects designed to foster the region's transition to democracy. While there, he taught seminars in journalism and broadcast ethics and created the first regional independent network news program.

Earlier, Huffman was an investigative-consumer producer for WITI-TV and WISN-TV in Milwaukee,

and a producer and assistant assignment editor at WISC-TV in Madison. Along the way, he's won many news awards, including a Midwest Emmy.

Huffman also worked in the Wisconsin Legislature as a communications director for two legislators and has business experience in Europe and Central Asia. For four years, he was a foreign correspondent in Germany.

"Being abroad makes you look at the world a lot differently," Huffman said. "I've seen different sides of democracy and various forms of government, and that broadens your horizons."



Jerry Huffman

"My perspective I think will allow me to explore angles that some other folks might not."

Cooperative Extension Names New Southeast District Director

by Pamela Seelman

As the recently named Southeast District director of Cooperative Extension, Paul Brings works to coordinate the programming, communication and resource needs of 220 staff in eight counties and 11 offices.

"Part of my job is to support the department heads, faculty and staff in eight counties on issues related to budgeting, personnel and program direction," Brings said.

The Southeast District includes Washington, Ozaukee, Sheboygan, Milwaukee, Waukesha, Racine, Kenosha and Walworth counties. Through county partnerships, Cooperative Extension faculty, staff and volunteers work on local community issues that impact youth, families, agriculture, businesses, local government and community organizations.

Another goal for Brings is to set up new regional programs, and he's now working on creating a regional horticulture research center.

"By cooperating across state lines, elected officials can maximize the impact of their tax dollars and deliver better programs for their constituents," Brings said.

"Another block of my time is donated to creating political effectiveness within the counties at the local, state and federal level."

Brings is also involved in the Urban Initiative, now in its sixth year. The Urban Initiative is Cooperative Extension's effort to reach neighborhoods in Racine, Kenosha, Waukesha and Milwaukee counties.

"Currently, we're working with faculty and staff from UW-Milwaukee/

Extension University Outreach and UW-Parkside to meet the continuing challenge of helping people solve their problems," Brings said.

The Urban Initiative has three goals: create teams of Cooperative Extension faculty and staff, partner with urban universities and address the needs of neighborhoods to contribute to a better future for urban families.

Brings became the interim Southeast District director in May 1998. Before that, he served for nine years as the director of the Milwaukee County UW-Extension office. There, he managed a staff of 100 in four program areas. Before that, he was a UWEX environmental education agent in the Milwaukee County Parks system working with schools and communities at the Wehr Nature Center.



Paul Brings

Brings received a B.S. degree in biology from Dominican College in Racine; secondary education certification from Marquette University and a master's degree in biology from Michigan State University in East Lansing.

Community Chats Provides Forum for Kenosha Residents to Talk

by Pamela Seelman

Editor's Note: This is the first in a series of four articles featuring the 2000 Community Development Symposium presentations.

Land use, youth issues, friendly families, healthy communities, Census 2000.

Those are just a few of the topics discussed during Community Chats, an innovative program that aims to enhance communication in Kenosha.

"The program provides a forum for the people of Kenosha to come together to talk and receive information about issues important to the community," said Annie Jones, Kenosha County community resource development agent. Jones organizes Community Chats in partnership with the city of Kenosha's public information officer, CoryAnn St. Marie-Carls.

Jones and St. Marie-Carls organize the chats around a series of meaningful questions intended to elicit inspirational, informational responses. For example, the

"Kenosha Kindness" chat was a celebration of Kenosha's diversity and the Martin Luther King holiday—but it also asked such questions as, "What is the kindest thing another person has ever done for you?" and, "How can Kenosha be a kinder place?"

The "Healthy Youth = Healthy Communities" chat had more youth on the panel than adults. "We thought if we were talking about issues concerning Kenosha youth, that we owed it to them to listen to their concerns and ideas," said St. Marie-Carls.

"Community chats are interactive, with considerable give and take between panelists and participants," Jones said. "Panelists often become participants and vice versa. Both ask questions of and respond to one another."

Chats were formed around a central community development principle to identify the community's assets to address problems. Nine chats were held in 1999–2000, with audiences varying in size from

chat to chat. Each program is taped and rebroadcast on the city of Kenosha's cable television channel.

"The chats signify an important partnership among Kenosha County, UW–Extension and the city of Kenosha," said Jones. "Because of the chats, communication about public policy issues is increased among the citizens of Kenosha, elected and city officials, Kenosha County and UW–Extension personnel and specialists."

"While the chat topics themselves are of importance to the community, perhaps the most important implication is the new and unique partnership with the city of Kenosha," Jones said. "The chat forum allows the city to be involved in public issue education without becoming involved in political debates."

Another important implication of the chats is their interactivity.

"When participants are viewed as teachers as well as learners, an

important exchange of information occurs," Jones said. "Participants feel involved in the process and can see that their ideas and viewpoints are not only heard, but also applied."

The chats also provide a forum for relating important information and discussion to a cable audience.

"Community Chats can be replicated in other communities," Jones said. "They are an excellent way to work in teams across the program areas in a county office and with UW–Extension specialists, and they provide a method to collaborate with community leaders."

Jones and St. Marie-Carls had no budget for the chats. Libraries and other public facilities donated space to hold the chats, and the city of Kenosha donated space on its cable access channel. Kenosha Mayor John Anaramian also supported the chats, frequently appearing as a panelist. The Kenosha News and local radio station 1050 WLIP advertised the chats.



Budding entrepreneurs –

Patricia Cherry, center, explains the weekly newspaper business to 21 participants of the Small Business Development Center's Youth Entrepreneur Camp at UW-Madison. The Madison Times was one of four small businesses the seventh and eighth grade students visited as part of an intensive 40-hour course on how to plan and start a real business. The camp's curriculum included financial management, team building, leadership development, verbal communications and business etiquette. To round out their experience, the youth also received a recruitment orientation on the UW-Madison campus. See page 4 of last month's issue of News and Ideas for the complete story at www.uwex.edu/ni/.



UW–Extension master gardeners educate women about herbs
UWEX Master Gardener Chris Eirscele addresses the Dietary Intervention Group of the Women's Health Initiative. Sixteen master gardeners ran 28 sessions on phytochemicals, vitamins and minerals derived from plants. Each session included a nutrition education segment and discussions by UWEX master gardeners on gardening in containers, growing vegetables and herbs. The Dietary Intervention Group includes 450 women.

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