

## New Partnership Makes *College for Kids* an Even Bigger Success

by Amy Pikalek

For school children all across Wisconsin, another summer vacation has come and gone.

But the school hallways aren't such strange places to many students in the Baraboo area, thanks to a new partnership between the UW-Baraboo/Sauk County Office of Continuing Education and the Baraboo School District. During the summer, the office tied its successful *College for Kids* program to the school district's remedial summer school program for the first time.

**"It was truly a win-win-win situation . . . The campus *College for Kids* program won, the Baraboo School District won, and, most importantly, the kids won"**

— Maureen Reilly, UW-Baraboo/Sauk County Continuing Education director

For more than two decades, the on-campus program has provided young students with learning opportunities in a variety of subject areas. But, according to Maureen Reilly, UW-Baraboo/Sauk County Continuing Education director, linking the popular enrichment program to the school district's remedial program made it even better. Reilly opted to move classes off-campus into Gordon L. Willson Elementary School, under

the instruction of Baraboo School District teachers.

"The partnership enhanced the *College for Kids* program in so many ways," Reilly said. "We've always had great enrollment in the program—the kids love it, the parents love it—but there were still areas that needed to be enhanced."

"We were overlooking some of the finer points," added Reilly. "For example, our campus facilities were just too big for the children. They would sit at the computer desks and have difficulty reaching the keyboards. We are able now to do a much better job teaching them and doing hands-on activities when the classrooms fit their hands."

Reilly also decided to schedule the three weeks of *College for Kids* classes in the afternoon, on the heels of the school district's morning remedial classes.

North Freedom Elementary School principal Crystal Ritzenthaler coordinated the summer *College for Kids* program, which was held the first three weeks of June. She said reactions to the full day of learning were positive. And the enrichment classes filled a gap they'd had in summer programming.

"This was a whole different type of programming," Ritzenthaler said. "*College for Kids* is clearly enrichment-based. And, due to budget constraints, we're only able to offer remedial courses. This partnership certainly created a nice balance."



*College for Kids* is a popular summer program all across the state. Programs include hands-on science, astronomy, theatre and art. © UW-Madison News & Public Affairs

Reilly said that 200 second through sixth grade students attended the program, and, according to Ritzenthaler, more students than ever benefited from summer school this year. Being able to offer a full day of educational opportunities had a lot to do with that.

"We had a large increase in participation in summer school at the elementary school level this year—about 86 percent," Ritzenthaler said. "It's always tough to pinpoint one reason as to why attendance was up so much, but I would certainly say that *College for Kids* contributed to it."

"It was truly a win-win-win situation," said Reilly. "The campus *College for Kids* program won, the Baraboo School District won, and, most importantly, the kids won."

Reilly said she hopes to expand the UW-Baraboo Office of Continuing Education's cooperative efforts next summer by joining in similar partnerships with other school districts in the area.

"It's such a natural partnership," Reilly said. "I'm looking at teaming up with the Reedsburg and Portage school districts as early as next year. It's really very exciting."

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## Dr. Ruth To Address Wisconsin Public Television's Women's Health Fair

By Moira Harrington

Although diminutive, Dr. Ruth Westheimer will pack a wallop of a message when she speaks at the third annual Wisconsin Public Television Women's Health Fair on September 9 at 1 p.m. at the Alliant Energy Center.

Westheimer will be available for book signings beginning at 2:15 p.m. Three hour-long educational sessions—from 9–10 a.m., 10:15–11:15 a.m. and 11:30 a.m.–12:30 p.m.—will frame the day.

Sponsored by the Friends of WHA-TV, the event will involve a full day of seminars, exhibits, a photo exhibit of pioneer Wisconsin women in health and wellness and tai chi, yoga and pilates demonstrations.

Topics covered include acupuncture, tips on talking with teens, refractive eye surgery, menopause and ways to get the most out of a visit to the doctor. More than 20 photographs and quotes from the subjects on their commitment to the health conditions of Wisconsin residents, will debut at the fair. The display, photographed by WPT's Jim Gill, will later travel the state.

The Alliant Energy Center, formerly the Dane County Expo Center, is at 1919 Expo Way, Madison. Tickets will be available to UWEX employees at \$10, a savings of \$2 on advance purchases and \$5 at the door. Contact DeAnne Massey at 608-263-6855 to order.



Dr. Ruth Westheimer



Kevin Reilly

### Message from the Chancellor

We can all feel proud that the University of Wisconsin-Extension has been asked to play an important role in planning for the upcoming Wisconsin Economic Summit.

The UW Board of Regents will host the event at the end of November to develop strategies for strengthening Wisconsin's place in the emerging knowledge economy. In preparation, the Regents identified regional subcommittees that will host public forums, gather input from key stakeholders, and submit specific policy recommendations.

Four subcommittees will focus on the needs of communities in the Chippewa Valley, the Fox Valley, Madison and southern Wisconsin, and the Milwaukee area. I have been asked to lead a fifth group that will gather input from other regions of the state—the central and northern regions, and the River Falls and La Crosse areas. This will ensure that our plans reflect the diverse goals and interests of all Wisconsin communities.

This is a natural role for UW-Extension. Our institution routinely addresses the emerging needs of Wisconsin people through the direct application of University resources. A number of our existing programs will affect this state's ability to adapt and prosper in a new economic environment. With this in mind, UW-Extension faculty and staff are getting involved in the planning process for this far-reaching effort.

I expect that Cooperative Extension agents, District Directors, Small Business Development Center colleagues, Continuing Education personnel and other staff will participate in regional forums and other events. I recognize the extra effort this will require, and I appreciate

the responses I have received from UW-Extension people who are eager to assist.

Topics for discussion will be very familiar to UW-Extension faculty and staff. The SBDC staff, for example, know the challenge of creating new jobs and promoting venture capital investment. Likewise, we have many experts in other divisions who understand the new demands on continuing education and regulatory compliance issues for the changing workforce. These are all key subjects in the new economy conversation.

Our involvement will help Wisconsin capitalize on some exciting opportunities—ones that can translate into a better quality of life for everybody in the state. Thanks, in advance, to everyone who will contribute to this important effort. As always, please feel free to send your questions or suggestions to me at [reilly@admin.uwex.edu](mailto:reilly@admin.uwex.edu).

Kevin Reilly  
Chancellor

## ETN Dual Choice Health Insurance Program Set for October 12

by Brad Krause

For the tenth consecutive year, UW-Extension will join with the Wisconsin Coalition of Annuitants and Epsilon Sigma Phi in offering a statewide Educational Teleconference Network (ETN) focusing on the 2001 Dual Choice Health Insurance Program.

The broadcast is slated for Thursday, October 12, from 9-10:20 a.m., and will originate from the Pyle Center. Topics include:

- An increase in the copayment and out-of-pocket maximums for prescription drugs

- Changes to the Uniform Benefits package for people covered by HMOs

The ETN broadcast will also include an extended question and answer period.

Bill Kox, director of health benefits and insurance plans for the Department of Employee Trust Funds, is the featured speaker. Kox is recognized as the state's leading authority on health insurance for public employees and retirees.

The interactive telephone conference will be available through almost one hundred local sites in county extension offices, universities, UW Colleges and hospitals throughout Wisconsin. People interested in participating in the program, which is free of charge, should contact their local ETN host in advance for details.

Instructional Communications Systems has annually provided the time slot as a public service to faculty and staff and their families.

## Wisconsin Rural Leadership Program: Making a Difference in Communities

Group VIII recently celebrated their graduation from the two-year Wisconsin Rural Leadership Program.

The 28 new graduates join more than 230 involved alumni whose efforts have included building a medical clinic in a community without health care facilities; helping children with physical and mental disabilities; creating economic opportunities in communities; developing curriculums for schools and election to local, county and state offices.

To celebrate their graduation, the group helped out at the Wisconsin Lions Camp in Rosholt. They moved 6 tons of rock and built a stone wall, removed weeds, planted trees and laid sod.

For more information contact: Wisconsin Rural Leadership Program, 432 North Lake Street, Madison, WI 53706; phone 608-263-0817; or visit our Web site, <http://www.uwex.edu/ces/wrlp>.

### Help Us Keep Track of You . . .

With UWEX employees scattered across the state, Payroll and Staff Benefits faces a challenge in keeping your home and office addresses up to date. Incorrect addresses can result in your missing out on important payroll, benefits and tax information; invitations to institutional functions like the Extension Awards Banquet; or issues of *news and ideas*.

Please take a moment to fill out a *Person File Information Form* if you've recently changed home or office locations. You can find the form online at <http://www.uwex.edu/payroll/>, or you may contact our office at 608-262-0531 for a hard copy.

A team that included UWEX faculty members received the Outstanding Extension Group Award for the program, Managing Risk and Profits, from the American Agricultural Economics Association at its annual meeting in Tampa in August. Team members included **Robert Cropp**, dairy marketing specialist; **Kevin Bernhardt** and **John Ambrosius**, farm management specialists; **Doug Sutter**, Brown County agriculture agent; **Gary Frank**, farm and financial management specialist; **Brian Gould**, Center for Dairy Research; and **Marcia Hazen**, project editor.

**Robert Peñaloza**, UW Learning Innovations, has completed UW-Madison's two-year Distance Education Professional Development Program. The program, which includes online and traditional coursework, is designed to enhance professional knowledge, skills and leadership in distance education.

**Byron Knight**, UW-Extension's director of Broadcasting and Media Innovations, was elected to the planning



committee of the Higher Education Telecommunications Consortium at a recent meeting at the Pyle Center. The HETC assists colleges and universities in managing licensed telecommunications and radio operations. The meeting was held in conjunction with Reforging the Links and the Internet 2 demonstration project.

A **Wisconsin Public Television** and **NEWIST/CESA #7** documentary was recently cited as Best of Show by the Aurora Awards, an independent film and video competition. The hour-long *Beyond the Butterfly* allowed middle-school girls to candidly reveal what's going on in their lives. The program also won awards from the Central Education Network, Media & Methods, *What's New Magazine* and *Parents' Choice*.

Viewers pledged more than \$284,000 to **Wisconsin Public Television** during its August membership campaign. **The Wisconsin community**—including members who join during on-air drives—is the largest source of support for the noncommercial service. Programs that attracted strong support included *James Last: Gentleman of Music, Blast!, Ballykissangel, Doo Wop 50*, and *Drum Corps International 2000*.

## Van Kekerix Named Interim Provost and Vice Chancellor

by Amy Pikalek

As UW–Extension's chief academic and operating officer, Marv Van Kekerix sees great opportunities for the organization to place itself prominently within the New Economy.

"There clearly is a role Extension can play within the emerging New Economy," Van Kekerix said. "We have a distributed presence and vast expertise that reach far across the state of Wisconsin. There's a real future for us—the challenge is to shape the possibilities and emphasize the positive impact we can have on our state."

"At the same time," Van Kekerix said, "I'm fascinated by the convergence of digital technologies and what it means for institutions

like Extension. It's going to have an extensive impact on what we do, how we do it, and with whom we do it."

Van Kekerix was named interim provost and vice chancellor of UW–Extension in July 2000. In his new role, he provides broad leadership for program planning and direct supervision for Human Resources and Information Systems.

"I'm delighted to have someone with Marv's skill and experience in this interim position as we carry out our national search over the next several months," said UW–Extension Chancellor Kevin Reilly. "Marv's firsthand knowledge of Extension programs will be invaluable."

While serving in his new position, Van Kekerix is on leave as assistant vice chancellor for the UW–Stevens Point Extension, a position he's held since September 1993. In that position, he's responsible for Credit Outreach, Outreach Education—which includes non-credit programming and the Small Business Development Center—and University Telecommunications and Distance Learning Resources.

Van Kekerix was director of the Department of Academic Telecommunications and Professional Development in the Division of Continuing Studies at the University of Nebraska–Lincoln. He's also been involved in distance education throughout his career.



Marv Van Kekerix



## Visioning Guide Helps Communities Chart Future

The way a community responds to pressing concerns such as rezoning, housing, unemployment or the need for new roads can shape its future for years to come. Unfortunately, important decisions are sometimes made without a clear vision of how residents want their communities to look in the future.

*Building Our Future: A Guide to Community Visioning*, by Gary Green, Anna Haines and Steven Halebsky, gives community members a new way to think about and plan for their future. It leads them through the process of "visioning," in which participants visualize the future they want for the community and plan how to achieve it. Both short- and long-term versions of the process are presented so that communities can select the one most compatible with their available time and resources.

The publication also tells how to apply the process to specific issues and how to carry out

plans to implement the vision. Chapters on creating a vision for downtown revitalization, economic development, housing, land use, public works, natural resources, transportation and workforce development include many resources and worksheets.

For local officials charged with soliciting public participation as a condition for grants or loans, the guide can help bring meaningful input on matters that affect everyone in the community. Extension educators, local boards, neighborhood associations—anyone involved in community planning—will see benefits from the visioning experience.

*Building Our Future: A Guide to Community Visioning* is available from Extension Publications, 45 N. Charter St., Madison, WI 53715, 1-877-WIS-PUBS (947-7827). The cost is \$45 plus shipping and handling.

## Collaboration, Business Advice, Spawn Technology-based Firm

by Joel Bradtke



Dr. Barbara Israel of UW–Madison's School of Veterinary Medicine displays a viral diagnostic tool.

Viruses beware. Barbara Israel and her colleagues believe they have a better, faster and more universal way of detecting you, and they've started a business to move their technology into the marketplace.

A scientist with UW–Madison's School of Veterinary Medicine, Israel joined two UW faculty members to form Platypus Technologies LLC, a company focused on rapid diagnostics for viruses that attack animals and humans. Her colleagues are Nicholas Abbott, chemical engineering professor in the College of Engineering, and Christopher Murphy, professor of veterinary medicine.

Abbott and Israel enrolled in a pilot business-planning course that the Small Business Development Center offered in June for entrepreneurial scientists and engineers.

"We had a total of 29 people enroll in this program on very short notice," said Jack Reiners of the SBDC.

The course focused on the development resources available to people with technology-based business ideas.

"This is an example of what we want to do more of, said Erica Kauten, state director of the SBDC.

"We need to support start-up and expansion of high-technology companies, and stimulate university, industry and financial community partnerships as part of Wisconsin's New Economy."

"The course exposed us to looking at things in a way we were not familiar with," said Israel. "It gave us a feel for the language of business."

She and her colleagues have also taken advantage of the SBDC's individualized business counseling services to review their preliminary business plan.

"It's an intimidating prospect to start a high-technology business, but the resources are in place," said Israel. "It gives me confidence to follow other UW biotechnology spin-offs, and to have watched their success rates."

Platypus Technologies was formed in April 2000. It has two Small Business Innovation Research (SBIR) proposals pending for the study of the West Nile Virus, which may be spreading from the eastern United States with migratory birds. The firm's principals expect to know if the proposals will be accepted in early January 2001. The SBIR program is underwritten by the federal government to stimulate aggressive transfer of cutting-edge technology.

Israel said she and her colleagues also have patent applications pending on some of their work through the Wisconsin Alumni Research Foundation. Meanwhile, they're running their business with personal funds.

"We want to attract angel investors as soon as our formal business plan is complete," she said.

# UWEX Study Helps Put an Economic Value on Rock County's Indianford Dam

Removing the dam could cause a \$23 million loss in property values, study shows

by Pamela Seelman

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

It's hard enough to put a value on Wisconsin lakes and rivers. But how do communities put a value on a dam that allows a lake to remain economically viable? And how do they estimate economic losses of a lake after its dam has been removed?

Tackling these questions in a nine-month study were UW-Extension community resource development agents Joe Moskal and Steve Grabow; Steve Deller, community development economist; and Dave Marcouiller, natural resource economist.

Specifically, they studied the economic and environmental impacts of removing Rock County's Indianford Dam, which creates the 10,400-acre Lake Koshkonong. The dam needs repairs, and the Wisconsin Department of Natural Resources has directed Rock County to either repair or remove it.

Most of the lake and tax base is in Jefferson County, and Rock wants Jefferson to share repair and maintenance costs. Together, the two counties commissioned the study, Moskal said.

"Dam removal is a national issue," said Moskal. "And dams are deteriorating throughout Wisconsin.

Counties and municipalities need help to deal with situations that, because of the related costs and environmental issues, can become highly charged."

Combined with the connecting Rock River, Lake Koshkonong is of significant economic importance to surrounding communities.

"Removal of the dam will cause water levels on the current Lake Koshkonong to decline by approximately three feet during a normal summer flow condition," said Grabow.

According to the study, a three-foot decline in Lake Koshkonong water levels will negatively affect local property values by roughly \$23 million.

"Results suggest that local units of government could initially lose about \$470,000 in annual property tax revenues," said Moskal.

A three-foot decline in the lake level would also negatively affect businesses that rely on the lake for their customer base such as restaurants, taverns and campgrounds and firms that cater to motor boating.

"The impact of dam removal on local retail businesses would amount to an estimated annual loss of \$5.25 million in gross retail sales that support roughly 200



jobs," Grabow said. "The impact of dam removal on real estate and service-sector businesses would amount to a decline of roughly \$9 million in gross sales that support an estimated 150 total jobs."

Grabow said that the study attempted to estimate:

- The economic value of tourism from both retaining and removing the dam
- The potential market value change from dam removal on property fronting Lake Koshkonong
- What the lake ecosystem would look like if the dam were removed.

The study relied on property tax assessments and equalized values, Moskal said. It analyzed dam removal impacts on property values of residential parcels within a half mile of Lake Koshkonong and fiscal impacts on local businesses that rely on lake-based recreation.

Moskal said that Rock and Jefferson counties jointly commissioned the study to understand the policy implications and to explore the potential for cooperation between the two counties.

The effort is a good example of campus and county-based faculty combining process and research skills to meet the expectations of our clientele, Moskal said.



Participants in a week-long summer Business Management Seminar gather on the steps of The Pyle Center. The UWEX Small Business Development Center co-sponsored the seminar for the first time this year, along with the Wisconsin Supplier Development Council. The highly acclaimed national management seminar is directed by Dr. Floyd Rose, front, third from right.

## Twilight Garden Tour is Popular Destination

HANCOCK, Wis.—More than 300 visitors took advantage of a Fruits, Flowers and Vegetables Twilight Tour at the UW Agricultural Research Station here in mid-August. Two dozen UW-Extension-trained master gardeners, UWEX specialists and agricultural station staff were on hand to lead tours and answer guests' questions about plants, insects and general gardening.



Young visitors record the names of flowers in plots at the Hancock Agricultural Research Station. Each was awarded a potted plant for correctly identifying six "mystery" varieties.

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