

# News and Ideas

UNIVERSITY OF WISCONSIN-EXTENSION'S NEWSPAPER

[WWW.UWEX.EDU/NI](http://WWW.UWEX.EDU/NI)

## UW-Extension hosts regents in Washington County

When University of Wisconsin-Extension was tapped as the host "campus" for a UW System Board of Regents meeting, planners saw a golden opportunity.

"This was our chance to demonstrate our partnership with the counties and our connections to Wisconsin residents," says Interim Chancellor Marv Van Kekerix. "People saw firsthand how our work makes a difference."

Presentations and demonstrations at the Sept. 8 and 9 event illustrated the institution's uniquely public mission.

Regents, legislators and other guests participated in "workshops on wheels" bus tours focusing on local downtown revitalization and agriculture. Later, 4-H youth facilitated round-table discussions and provided entertainment at an evening reception.

At educational displays, faculty and staff members discussed leadership development, family financial management, nutrition education and other topics. Formal presentations to the regents covered digital broadcasting, entrepreneurial education and baccalaureate access for adult learners. The regents also received an update on the UW Colleges - UW-Extension integration (see "Message from the Chancellor" on page 2). —David Giroux

### SHARING UW-EXTENSION'S STORY

→ UW System President Kevin Reilly and Laura Weisse (center), member of the Wayne Crusaders 4-H Club, participate in a round-table discussion. 4-H youth facilitated the conversations with UW System regents, chancellors, state legislators, county officials and other guests.



PHOTOS BY JIM GILL



↑ Tina Kohlman (left), Sheboygan County dairy and livestock agent, speaks with farmer Albert Wolf and state Rep. Pat Strachota at Sunset Farms in Allenton. Through UW-Extension's Milk Money program, the 700-head dairy farm has boosted milk quality and profits.

→ Family Living Specialist Kadi Row (left) and Regent Elizabeth Burmaster discuss UW-Extension's work related to poverty and hunger awareness.



## Annual Awards honor outstanding work and commitment

More than 200 people gathered at University of Wisconsin-Extension's Annual Awards banquet in Madison on Sept. 22 to honor the outstanding contributions of UW-Extension partners and faculty and staff during the past year.

Interim Chancellor Marv Van Kekerix recognized the following partners and extension employees at the banquet.

### Wisconsin Idea Award

AARP Wisconsin received the esteemed Wisconsin Idea Award for strengthening Wisconsin families by contributing leadership, expertise and financial support to UW-Extension family caregiving and financial education programs.

### Friend of Extension

Two individuals received the Friend of Extension Award for their substantial support of the extension mission at the local, state and/or national levels.

Mary Rouse, director (retired), Morgridge Center for Public Service, UW-Madison

Aaron Olver, executive assistant, Office of the Secretary, Wisconsin Department of Commerce

### Award for Excellence

Four members of the faculty and staff were recognized with an Award for Excellence for their outstanding performance in program development, teaching and support of the extension mission.

Leanne Doyle, outreach program manager, Continuing Education, UW-Fond du Lac

Ann Keim, assistant program leader, Family Living Programs, Cooperative Extension

Rosemary Lehman, senior outreach/distance education specialist, Instructional Communications Systems, Broadcasting and Media Innovations

Debra Malewicki, director, Business Outreach Services, UW-Whitewater

### Classified Staff Award for Exceptional Service

A team and four individuals received the Classified Staff Award for Exceptional Service for outstanding performance in supporting the extension function.

Jennifer Brindley, Cathy Crandall, Terry Kraft, Lisa Lake, Karen Smiley, Chris Wachtendonk, program assistants for the five UW-Extension districts and the Quad Counties (Kenosha, Milwaukee, Racine, Waukesha), Cooperative Extension

Ramona Gasper, executive assistant to the director, Wisconsin Public Radio, Broadcasting and Media Innovations

Susan Larkin, program assistant, Continuing Education and Extension, UW-La Crosse

David Nolan, financial specialist, Environmental Resources Center, UW-Madison/Extension

Diane Poppa, financial specialist, UW Learning Innovations, Outreach and E-Learning Extension

### Extension Career Award

Two long-time Extension employees received a Career Award for sustained, outstanding and significant programmatic, administrative or support contributions to the extension function in the UW System.

Kay Klubertanz, executive producer, Wisconsin Public Television, Broadcasting and Media Innovations

Ronald Schuler, professor and extension specialist, Biological Systems Engineering Department and Agriculture and Natural Resource Program, UW-Madison/Extension

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## Regents embrace enhanced access via a single institution

As UW Colleges Interim Chancellor Margaret Cleek and I spoke to the Board of Regents in West Bend, we emphasized a collaborative approach toward integrating our administrative offices. We explained how people from both of our institutions have begun to embrace the shared vision of a new, fully integrated UW institution.

We also offered some frank discussion about the pitfalls of mergers – under the broad headings of complexity, concerns and cultures.

Any merger of two sizable organizations is complex. In our situation, people expect a completely transparent process, upholding our university traditions of shared governance and stakeholder engage-



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ment. Preserving that transparency takes extra time and effort, but it builds the trust that is critical to our long-term success.

As we move forward with this process, we cannot ignore naturally occurring anxieties and concerns. People will be wary of a “winners versus losers” scenario. They will have questions about job security and continuity of leadership. Those are valid concerns that deserve constant attention through meaningful two-way communication.

Finally, an important part of any change process is knowing what *not* to change. While we must be ready to embrace new practices and improved processes, we must safeguard the core values and principles that define UW Colleges and UW-Extension and our educational missions.

I’m pleased to report that the regents are supportive of our process, and grateful to the faculty and staff members who have invested their time and energies in this worthwhile endeavor.

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UW-Extension Interim Chancellor Marv Van Kekerix (left, standing) and UW Colleges Interim Chancellor Margaret Cleek (right) describe efforts to integrate administrative operations at the two institutions.



JIM GILL

**Sue Buck**, Cooperative Extension Central District director, has received the American Association of Family and Consumer Sciences’ highest national award, the AAFCS Distinguished Service Award. Buck was recognized for her 28 years of outstanding contributions to AAFCS and Cooperative Extension.

The North Central Wisconsin Workforce Development Board has named **Joan Sosalla**, executive director of UW-Stevens Point Continuing Education, as its 2005 Partner of the Year. Sosalla was honored for her work on the Jobs Accelerating a Knowledge Economy in three areas (Jake3) project, which focuses on employment, education and economic development initiatives.

UW-Extension is the host site for five new AmeriCorps\*VISTA members in partnership with the Wisconsin Campus Compact Service-Learning Initiative. The new VISTAs and their locations are **Amy Hilgendorf**, Office of the Chancellor; **Paul Zenke**, Outreach and E-Learning Extension; **Brent Betters** and **Audrey Gutfreund**, Kenosha County Cooperative Extension; and **Kathryn Clements**, Waukesha County Cooperative Extension.

**Thomas Schnaubelt** began his new position as UW-Parkside dean for community engagement on Sept. 1. In this capacity, he will provide leadership for the Center for Community Partnerships, overseeing the Institute for Community-Based Learning, Nonprofit Institute, Community Research Development Institute, K-12 Outreach Programs, and continuing education and work-force development programs. Schnaubelt was formerly executive director of Wisconsin Campus Compact.

Four University of Wisconsin continuing education programs have been honored as part of the 2005 University Continuing Education Association (UCEA) Mid-America Region Awards for Excellence Program. **Outreach and E-Learning Extension** received a Creative Noncredit Program Award for its Continuing EDvantage grant program, which provides start-up funding for new projects at continuing education offices on UW campuses. **UW-La Crosse Continuing Education and Extension’s** Healthcare Management Certificate Program and **UW-Stevens Point Continuing Education’s** Effective Fundraising and Development Series also received Creative Noncredit Program awards. **Carmen L. Leuthner**, director of education outreach at UW-Green Bay, received the Professional Continuing Educator Award.

## You can help UW-Extension reach just a bit further



VICKI PIERCE

**Barbara Ingham**, faculty member and contributor to UW-Extension

UW-Madison/Extension Associate Professor Barbara Ingham is a generous supporter of UW-Extension through her payroll deduction contribution.

“I support Extension in several ways: though contributions to public radio and television and through my contributions to the Chancellor’s ‘Where the Need Is Greatest’ fund. My main reason for contributing is that I believe so strongly in the work that Extension does, in all its many guises. I make a monthly contribution because I feel that these ‘extra’ funds allow Extension to reach just a bit further and to be just a bit more effective in sharing the Wisconsin Idea with citizens across the state. And payroll deduction makes it so easy to contribute!”

As the giving season approaches, please consider joining your colleagues in supporting UW-Extension’s important work by making a tax-deductible contribution to the program/division of your choice. Thank you! —Pat Takemoto

For more information: [www.uwex.edu/give/documents/giftform05.pdf](http://www.uwex.edu/give/documents/giftform05.pdf); [give@uwex.edu](mailto:give@uwex.edu); Assistant Vice Chancellor Pat Takemoto, (608) 261-1107

## Imagine moving day!

# WGNHS opens new geologic repository

### Nine hundred tons of rock has a new home

At the Wisconsin Geological and Natural History Survey's (WGNHS) new repository, the Research Collections and Education Center located in Mount Horeb, earth-science researchers have cataloged and organized more than 2.5 million feet of drillhole cuttings, 600,000 feet of drill core, and 60,000 individual samples of rock from across the state.

The Survey (a unit of the University of Wisconsin-Extension) has been acquiring, cataloging and selectively studying this material, donated by private companies and state and federal agencies or obtained from research projects, since the early 1900s. Most recently housed in an old building owned by UW-Milwaukee, the material was moved last winter to the 22,000-square-foot repository (a former warehouse and office building), which has ample space for all the core and samples, plus room for their examination and processing.

### Priceless information

Why keep 900 tons of rock? It isn't always practical or even possible to go back to a field area to collect additional specimens. Drilling for core is expensive and time consuming, and the field area might be covered by buildings or roads and no longer accessible. That's why it is so important to organize and preserve original samples. The cost to replace the Survey's holdings is estimated to be as high as \$200 million – if they are indeed replaceable at all.

### Record of 3 billion years

Earth-science research is not static: Geologists frequently



### 600,000 FEET OF DRILL CORE AND MORE

The Wisconsin Geological and Natural History Survey Research Collections and Education Center in Mount Horeb houses a variety of rock materials collected by Survey staff, other agencies and private companies. In the center's examination room, Survey geologist David L. LePain studies core recently drilled for a research project in St. Croix County.

reanalyze existing samples as new environmental issues come to the forefront, as advances in technology and equipment allow for different types of analyses, and as paradigms of geologic theory evolve. Survey Director James M. Robertson likens the collection to a library that "provides us with a partial record of our state's past 3 billion years. We're constantly learning new things about the Earth and Wisconsin's history by going back to these geologic history books and asking more questions."

### Sharing knowledge of Wisconsin's geology

Having a library storing materials from many Wisconsin locations in



PHOTOS BY MINDY JAMES

one place is a boon to researchers; it's "one-stop shopping" for anyone who needs to learn more about Wisconsin's geology. Centralized storage is especially vital when funding and time for research are limited.

As Survey staff members discover more about Wisconsin geology, they disseminate their newfound knowledge through publications and talks at public and professional meetings. As its name implies,

the center also has space for an educational area, giving Survey staff the opportunity to develop programs that have a hands-on component and offer workshops to K-12 earth-science teachers, state agency staff, well drillers and other groups interested in learning more about the geology and hydrogeology of Wisconsin. —Mindy James

For more information and appointments to inspect the WGNHS collection: (608) 262-1705

## Summer internship program prepares students for careers



GRIFIN HIGLEY

UW-Parkside senior Terrence Shaw got real-life job experience as an intern with Wisconsin Public Radio's Milwaukee Bureau this summer.

Eighteen interns – the largest number ever – participated in the University of Wisconsin-Extension Summer Affirmative

Action Internship Program (SAAIP). The program, offered in cooperation with the Wisconsin Office of State Employment Relations (OSER) TOP-jobs program, is designed to recruit college students of color, female students and/or students with disabilities for summer employment opportunities that provide valuable training, experience and exposure to the programs and career opportunities at UW-Extension. The Office of the Chancellor supports the program by providing a salary match for the 12-week internships.

### Diverse tasks, locations

Participants' titles ranged from junior master gardener coordinator to accounting intern to Latino outreach intern. While most interns were located in Dane County, others were scattered throughout the

state in Ashland, Bayfield, Milwaukee, Racine, Kenosha and Walworth counties and Lac du Flambeau. Divisions participating in the program included Broadcasting and Media Innovations, Business and Manufacturing Extension, Cooperative Extension and General Educational Administration.

### Hands-on experience

Wisconsin Public Radio (WPR) Chief Reporter Milwaukee Bureau Chuck Quirnbach praised the contributions of SAAIP intern Terrence Shaw, a UW-Parkside senior who worked as a news reporter. He says Shaw took an active reporting role during his internship.

"Terrence wrote about 25 hard news stories for others to read on Wisconsin Public Radio. He also wrote, interviewed people and

voiced a longer statewide feature on a gospel music convention. One of his sources was only available on a weekend day, so Terrence volunteered to work then," Quirnbach says.

### ...leads to jobs

Perhaps one of the best measures of the SAAIP's success is that the WPR Milwaukee Bureau recently hired a 2004 SAAIP alumna, Rita Thomas, as an on-air producer.

For more information: Equal Opportunity Specialist Stephanie Endres, Office of Equal Opportunity and Diversity Programs, [stephanie.endres@uwex.edu](mailto:stephanie.endres@uwex.edu), (608) 265-9317; [www.uwex.edu/diversity/resources/TOPjobs](http://www.uwex.edu/diversity/resources/TOPjobs)

# SERVICES

## Instructional Communications Systems: 40 years and forward

Instructional Communications Systems (ICS), a unit of University of Wisconsin-Extension's Broadcasting and Media Innovations division, celebrates its 40th anniversary this year. UW campuses, county partners and colleagues across Wisconsin share in this success story.

### 1965

Like all great stories, this one begins, "Once upon a time." Once upon a time in 1965 Lyndon Johnson was president. The great Civil Rights legislation was enacted by Congress. Postage stamps cost 5 cents. The first U.S. combat troops arrived in Vietnam. "Help," by the Beatles, was the no. 1 song on Top 40 radio – AM radio. That same year, the Educational Telephone Network (ETN) debuted, linking sites at 18 hospitals across Wisconsin. The original goal: to deliver UW-Madison continuing-education medical programs to physicians through real-time, two-way communication.

### 2005

Fast-forward 40 years. ICS provides a wide array of services connecting people and organizations: audioconferencing, videoconferencing, webconferencing and webcasting.

## The best learning experience ever!

### Planning a workshop, meeting, conference or retreat?

Extension Conference Centers (ECC) can partner with you to create a top-notch continuing-education experience for University of Wisconsin-Extension, UW System, and state and local government groups.

ECC offers:

- Three conference centers conveniently located on the UW-Madison campus: The Pyle Center, Lowell Center, J. F. Friedrich Center
- A variety of meeting environments, plus access to the cutting-edge distance-learning technologies and services provided by Instructional Communications Systems at the Pyle Center
- Comfortable, reasonably priced lodging at the Lowell Center near dynamic State Street and the J. F. Friedrich Center on peaceful Lake Mendota
- Friendly, knowledgeable staff who go the extra mile

For more information about Extension Conference Centers and to reserve lodging: [conferencing.uwex.edu](http://conferencing.uwex.edu)

To reserve a meeting room: (608) 262-0811



### PIONEERING DISTANCE-LEARNING TECHNOLOGIES

→ Back in the mid-1960s, Instructional Communications Systems (ICS) depended on what was then cutting-edge technology, the Educational Teleconference Network (ETN), to bring continuing education to medical professionals.

↑ Today, ICS works with UW System institutions, state agencies and nonprofits to provide engineers, business professionals, educators, health-care professionals, and others in Wisconsin and around the world with distance-learning opportunities through audioconferencing, webconferencing, videoconferencing and other technologies.

Located in the high-tech Pyle Center in Madison, ICS also offers Web site development and instructional design along with multimedia and IT services. The real-time services allow faculty and staff from throughout UW System as well as state agency employees to connect

with state and national colleagues, increase productivity, be more flexible, make informed decisions faster and lower travel costs. More than 500 sessions per week are supported by ICS.

### 40 years of innovation

But what about the years between 1965-2005? That simple hyphen represents 40 years of innovation, when ICS helped lead the way from an analog world of telephone lines to a digital universe of binary numbers. Elliot Gold, president of Telespan Publishing Corp. and an international expert in telecommunications, tells the story: "UW-Extension, and no one else, held the first conferences and trade shows on teleconferencing. UW-Extension, and no one else, built the first statewide teleconferencing networks. UW-Extension, and no one else, invented distance education."

### And forward

The ICS story began, "Once upon a time." But don't expect this tale to conclude with "The End." According to ICS Director Marcia Baird, ICS will continue to lead the way in real-time audio, video and webconferencing.



"From ETN to technologies once unimagined, ICS is proud of the part it has played the past four decades to help Wisconsin residents benefit from new and emerging technologies. It has been gratifying to strengthen and expand the Wisconsin Idea through innovative learning, teaching and conferencing strategies. We're excited about the possibilities as we look forward to ICS's next 40 years – and forward," Baird says. —Michael Jones

### ICS services

#### Advanced conferencing solutions

Audioconferencing  
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Webconferencing

#### Support and production services

Instructional design and training  
Multimedia services including CD and DVD production  
Web site and database development  
Meeting-room technical support

For more information:

[www.uwex.edu/ics](http://www.uwex.edu/ics), (608) 262-3772

### FALL 2005

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