

## Van Kekerix named provost and vice chancellor

By Margaret E. (Peg) Davis

On Nov. 1 Marv Van Kekerix became University of Wisconsin-Extension provost and vice chancellor. He had previously served, from July 10 through Oct. 31, as interim provost and vice chancellor.

Van Kekerix looks forward to his first year in his new position as a time that will "move rapidly." "We'll experience growth across divisions, build new partnerships with external organizations and continue working to attract new sources of funding. I also believe that we'll continue to see rapid developments in technology that will open many new avenues for serving the needs of our citizens."

As vice chancellor and provost Van Kekerix is chief operations and academic officer for UW-Extension, and provides leadership for academic and program planning and administrative support areas including human resources and

information systems. He also works with UW-Extension Chancellor Kevin Reilly and deans on making and keeping contacts in the 72 counties. This summer and fall he worked with four task forces around Wisconsin on defining economic issues to be addressed

at the statewide Economic Summit held Nov. 29 through Dec 1.

In addition to ongoing work on the Economic Summit, Van Kekerix foresees continuing work with the Program Impacts Committee, supporting cross-divisional grant

efforts and working with fellow vice chancellors on inter-institutional agreements with all campuses. "I also want to get out and meet people to learn their thoughts about how we can work together to make UW-Extension a better institution," he says.

Van Kekerix brings with him 27 years of experience in outreach work. During his interim appointment, Van Kekerix was on leave from his position as assistant vice chancellor for Extension at the University of Wisconsin-Stevens Point. He held that post since September 1993, and was responsible for the departments of Credit Outreach, Outreach Education, and University Telecommunications and Distance Learning Resources. Before coming to Wisconsin, Van Kekerix was director of the Department of Academic Telecommunications

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**"I ... want to get out and meet people to learn their thoughts about how we can work together to make UW-Extension a better institution."**

—Marv Van Kekerix  
Provost and Vice Chancellor

## UW-Extension can help lead in state's "New Economy" quest

By Joel Bradtke



University of Wisconsin-Extension SBDC Director Erica Kauten

The Wisconsin Economic Summit, a three-day meeting convened by UW System and Board of Regents leaders, concluded on Dec. 1. University of Wisconsin-Extension SBDC Director Erica Kauten gave an "expert overview" at one of the summit's sessions, titled "Improving Wisconsin's Entrepreneurial Climate." *Extension News and Ideas* asked Kauten for clarification on some of the issues the summit addressed.

**Please give us a working definition of the "New Economy."**

**A** It's an economy that is transitioning from the production of goods, commodities and services to one based on knowledge and information. It exists in an environment of rapid technological and social change. Examples of emerging activity sectors for a new Wisconsin economy would be information services, biotechnology and applied technology.

**Q** **What was the purpose of the Wisconsin Economic Summit and why did the university convene it?**

**A** I believe the outcome of the summit is to coalesce the growing desire from many sectors of the state to shape a strategic plan for Wisconsin's economic future. Regent President Jay Smith said the university's role must be to serve the needs of the state. It does so by creating educational opportunities for more citizens and bringing the state to a greater level of economic prosperity. The university's partners in the summit were state government, business leaders, labor officials, regional and statewide economic develop-

ment organizations, elected officials and many others.

UW System President Katharine Lyall has noted that the state's per-capita annual income is \$1,300 below the national average. She has said the university's emphases in the new economy are technology transfer, work-force development, research and business outreach, and teacher preparation. We're certain that many of the better jobs that need to be created in this state in the future will come from the innovative work that the UW universities and their many partners are already doing.

The summit, and the regional listening sessions that were organized through Chancellor Kevin Reilly's office that preceded it, have taught us this: Communities throughout the state want a meaningful role in the new Wisconsin economy.

**Q** **What is UW-Extension's role in all of this?**

**A** Extension has a collective strength through its statewide educational delivery system that no other single educational institution can match. We continue to pioneer

in the technologies that will drive a new economic and educational infrastructure. We work effectively with a myriad of partners in government, education, business and the private sector.

When we think in terms of the larger Extension picture—beyond our own programming units—we can be more effective in shaping our economy because of our cross-divisional approach. Some other states are a bit farther down the New Economy road than Wisconsin, but none of them has a university extension infrastructure that's more complete than ours. That's encouraging, but there is lots of work ahead!

For more information:  
<http://www.wisconsin.edu/summit>

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## Message from the Chancellor



Kevin P. Reilly

As you'll see on page 3, I accompanied Wisconsin's Secretary of Commerce, Brenda Blanchard, on a visit to Jefferson County in October. Our goal was to demonstrate the many ways that UW-Extension programs support local economic development.

I was impressed by the strong relationships established among UW-Extension, clients and county partners to bring about positive change. It reminded me of how all our statewide educational programs rely on collaborative partnerships, and how UW-Extension works across organizational boundaries to achieve our educational objectives.

We have several examples of fruitful cross-governmental partnerships. These include the Wisconsin Nutrition Education Program, a joint effort including UW-Extension, the Wisconsin Department of Workforce Development (DWD) and the U.S. Department of Agriculture. Working together, we help low-income families learn about nutrition through research-based education. The program reached over 262,000 people last year with this essential information.

In September, we received a grant from the U.S. Department of Health and Human Services to fund a unique child-care research effort. Through a partnership with DWD and the Child Care Resource and Referral Network, we are forging new relationships between the academic world and community-based organizations to assess the quality of child care available in Wisconsin. This issue is a major concern for parents and policy-makers alike.

The Wisconsin Certified Public Manager program is an example not only of collaborating with government agencies, but also addressing their specific educational needs. Offered through UW-Madison, this nationally accredited program has helped mayors, police chiefs, state agency managers, city clerks and other officials

learn useful, work-based skills. More than 250 people enroll in the program annually. Of that total, 30 to 50 go on to complete the full two-year process for professional certification.

For more than a decade, our land and water educational programs have participated in this same type of inter-agency alliance. In recent years, the addition of 15 multi-agency-supported basin educators and over \$1 million in funds has helped target effective and efficient natural resources education in the river basins, watersheds and counties. This would not have been possible without partners like the Wisconsin Department of Natural Resources, the U.S. Department of Agriculture and others.

These are only a few of our success stories, but they show us a model for future collaboration and prove that academic institutions can work effectively and efficiently with other state agencies to solve real problems. That's another way that we bring university knowledge to Wisconsin people, wherever they live and work.

Kevin P. Reilly  
Chancellor  
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Chris Kniep, Winnebago County Family Living educator/department head, is president-elect of the National Extension Association of Family and Consumer Sciences (NEAFCS). Her term as president will begin October 2001.



John Kunz, UW-Superior Continuing Education/Extension, is the author of two articles about reminiscence and life review published in the fall edition of *Dimensions*, the quarterly newsletter of the Mental Health and Aging Network of the American Society on Aging.

The UW-Madison Small Business Development Center received a Merit Award from the North American Association of Summer Sessions for innovative programming with its summer 2000 Youth Entrepreneur Camp.

Wisconsin Public Television is the winner of seven Midwest Emmy Awards. "Wisconsin Prisons & Politics" won the award for documentary of current significance. The documentary "Beyond the Butterfly" received the award for the best children's programming for an audience 16 and under. The five remaining awards were for excellence in individual efforts on two programs, "Wisconsin Prisons & Politics" and "Indigenous Always, the Legend of La Malinche."

## Grants

Green Bay-area community gardens have received a 2000 Multi-Agency Land and Water Education Grant from the U.S. Department of Agriculture EQUIP program. The three-year, \$25,000 grant will help Hmong small-scale farmers and other urban gardeners gain a better understanding of growing techniques.

Wisconsin Public Television (WPT) is the recipient of a three-year, \$3-million grant from the Corporation for Public Broadcasting to run a National Center for Outreach. Under the grant the center will act as a resource for public broadcasting's community-based efforts. Maria Alvarez Stroud, WPT's current director of outreach, will head the center.

## Economic Summit process allows for public input

By David Giroux

Recognizing the challenges associated with major shifts in the nation's economy, the University of Wisconsin hosted an Economic Summit at Milwaukee's Midwest Express Center Nov. 29 through Dec. 1. The event provided a forum to address several issues, such as increasing the number of high-paying new economy jobs in Wisconsin and strengthening the workforce through education.

Recommendations presented at the summit were developed through a series of public forums and discussion papers prepared by economic development specialists. UW-Extension worked with four UW campuses in coordinating the process for public input.

Briefly, here are the information-gathering steps that led up to the summit.

### UW campuses gathered input from throughout the state

UW-Stevens Point took the lead in organizing a planning committee and hosting public listening sessions in central Wisconsin, while UW-La Crosse followed a similar approach to gather input from counties surrounding that

campus. UW-Superior coordinated the information-gathering process in the northern region of Wisconsin, and UW-River Falls took the lead for the St. Croix Valley.

### Planning committees provided analysis and recommendations

Each campus began by recruiting leaders representing a variety of private businesses, government officials and economic development professionals. In each region, these planning committees conducted a detailed analysis of their respective economic strengths, weaknesses, opportunities and threats. Using even broader public participation at the listening sessions, committee members then compiled a specific list of recommendations for consideration at the summit.

### UW-Extension compiled the overall report and overview

UW-Extension was responsible for compiling one comprehensive report reflecting the common themes from these diverse regions and an overview of the economic challenges facing the state. UW-Extension Chancellor Kevin Reilly and his counterparts from the four campuses presented the final report at the summit.

Those recommendations and other information from the summit will be published in the January 2001 issue of *News and Ideas*.

### For more information:

The Greater Wisconsin Task Force Report, [www.wisconsin.edu/summit](http://www.wisconsin.edu/summit)  
David Giroux, UW-Extension director of public information, [giroux@admin.uwex.edu](mailto:giroux@admin.uwex.edu)

### Dec. 15 deadline for your investment survey reply

Are you getting the news you need about your retirement investments? The State of Wisconsin Investment Board, which invests the trust funds of the Wisconsin Retirement System (WRS), is surveying WRS participants to find out what their communication needs are. The survey is online and takes only five minutes. Take the time to invest in your retirement by completing the survey no later than Dec. 15.

### For more information:

[www.swib.state.wi.us/survey.asp](http://www.swib.state.wi.us/survey.asp)

## Secretary Blanchard and Chancellor Reilly tour Jefferson County economic development projects

By Pamela Seelman

On a sunny Friday in October, Wisconsin Department of Commerce Secretary Brenda Blanchard and University of Wisconsin-Extension Chancellor Kevin Reilly toured economic development projects in Jefferson County that benefit from UW-Extension support. The two heard how communities are benefiting from UW-Extension resources and visited a successful manufacturing plant and dairy farm.

Jefferson County Community Resource Development Agent Steve Grabow accompanied them on the first leg of their tour. Grabow partners with various county organizations to enhance county economic development and local community revitalization efforts. To address countywide economic development efforts, UW-Extension led a strategic planning process in 1992.

"This initial effort identified the need for a countywide organization to bring together interests on economic development matters," Grabow explains. "I facilitated a two-year process that involved community and business leaders. As a result, the Jefferson County Economic Development Corporation was established as a partnership among 10 individual communities and the county.

"Regarding local efforts, through the use of UW-Extension specialists and the strategic planning process, we play an important role in various local economic and community development activities," Grabow explains.

### Watertown

Watertown, whose Main Street is currently getting a face-lift with German heritage murals and

street signs, is one example of the partnership's success. Grabow worked with the Watertown Central Business Association, Watertown City Council, Mayor Fred Smith and UW-Extension specialists to guide a downtown strategic planning effort.

"In cooperation with the Wisconsin Department of Commerce, Watertown recently was designated as a Main Street Community," Grabow adds.

### Jefferson

Fourteen miles southwest on Highway 26, Jefferson has formed a Downtown Revitalization Group that recently completed a community visioning process and Downtown Master Plan.

"In both Watertown and Jefferson, we combined the resources of campus and county-based faculty to ground local leaders on the principles of downtown revitalization. We also completed detailed strategic plans that helped these communities detail the steps necessary to achieve the consensus vision for their downtown," Grabow explains.

### Lake Mills

The Hometown Lake Mills Community Effort, on which Grabow again worked with local leaders and UW-Extension specialists, is a long-term community education and planning program. It is using university research, assessment processes and citizen-based planning processes to build on retail and tourism opportunities present in this attractive, small community 28 miles east of Madison.

### Cutler-Hammer

In addition to hearing about Grabow's efforts, Secretary Blanchard and Chancellor Reilly toured Cutler-Hammer, a division of Eaton Corp. in Watertown. The electronic manufacturing plant achieved the ISO 14001 rating after receiving technical assistance from UW-Extension's Solid and Hazardous Waste Education Specialists Jack Annis and Keith West.

"Jack and Keith came into our facilities and conducted extensive audits on how we handle hazardous waste, solid waste and recyclable materials," said Dale Sukow, manager of facilities and environmental health and safety at Cutler-Hammer. "They helped me get ideas about materials we weren't recycling but could."

Annis explains, "Because they were doing so many good things, we encouraged Cutler-Hammer to seek the ISO 14001 certification, which is an international, environ-

mental management system. Cutler-Hammer is only one of a handful of Wisconsin businesses with this rating."

Sukow continues to call upon UW-Extension for information. "I wear many hats and it's nice to have a resource I can call on since I don't devote 100 percent of my time to environmental work," adds Sukow.

### Rosy-Lane Holsteins

Blanchard and Reilly also toured Rosy-Lane Holsteins in Watertown, co-owned by Lloyd and Daphne Holterman. The state-of-the-art dairy farm benefited from a Dairy 2020 planning grant and strategic planning and technical assistance from Ken Bolton, Jefferson County dairy and livestock agent.

"The Holtermans are the kind of people who take information and run with it," says Bolton. Early in their career, Bolton worked with the Holtermans to improve milk quality and to strategize about feeding and personnel management. The couple are graduates of the UW-Extension course AgVentures Strategic Planning, which Bolton helped develop and teach.

In addition, the Holtermans benefit from the cross-county specialization agreement between Bolton, Jefferson County Crops and Soils Agent Matt Hanson and Waukesha County Agriculture and Farm Business Management Agent David Williams.

Williams provided assistance with financial projections for modernizing their dairy business and helped them make the decision to form a Limited Liability Corporation partnership. "UW-Extension has contributed to laying the necessary groundwork for the Holtermans to take full advantage of the Dairy 2020 planning grant program," says Bolton.

Lloyd Holterman says, "UW-Extension and a consultant have given us the tools to expand our herd from 85 to 600 cows in the last six years. Our profitability has gone up and our standard of living has gone up. Through Extension we get access to research and the experts to interpret it."

Grabow adds, "State, county and local partnerships are fundamental to success in addressing economic development opportunities. UW-Extension is taking a key role in economic development by informing and mobilizing local leaders to prepare for the New Economy."



Joseph Blankley (r), operations manager at Cutler-Hammer, discusses the company's manufacturing processes with Leon Zimdars (l), chair of the Jefferson County Extension Committee and Chancellor Kevin Reilly.



Brenda Blanchard, secretary of the Wisconsin Department of Commerce, and Chancellor Kevin Reilly talk with Lloyd Holterman (r), co-owner of Rosy-Lane Holsteins in Watertown, about how the operation benefited from a Dairy 2020 planning grant and assistance from UW-Extension. Erica Kauten, director of the Small Business Development Center, and Pat Walsh, Community, Natural Resources and Economic Development program leader, look on.

## UW-Extension fall 2000 events

UW-Extension events held this fall reflect the diversity and varied interests of faculty and staff, as well as their commitment to lifelong learning.

### 25th Wisconsin Conference for Family and Consumer Educators

Esther Fahm, former dean of the School of Human Development at the University of Wisconsin-Stout and past president of the Wisconsin Association of Family and Consumer Sciences, spoke on "Valuing Professional Associations" at the Wisconsin Conference for Family and Consumer Educators.



Rep. Marlin Schneider

Rep. Marlin Schneider, Wisconsin Rapids, presented "Privacy Protection and Pitfalls: Identity Theft Can Happen to You." Schneider is a leading proponent of legislation to limit the intrusiveness of technology into personal lives.

The Oct. 6 conference, Critical Topics and Teaching Tools, sponsored by the Center for Consumer Affairs, University Outreach, was held in Waukesha.

### Grandparenting: The Vital Link

Community agency professionals came together to learn and discuss issues surrounding the growing needs and trends of grandparents at the Grandparenting: The Vital Link Conference on Nov. 3 and 4 at the State Fair Grounds Youth Center in West Allis. The two-day program was sponsored by the Center on Aging and Human Services of the University of Wisconsin-Milwaukee University Outreach and UW-Extension.

The second day included exhibits and demonstrations designed especially for grandparents. Here Annie Royal, an instructor at the



Annie Royal

Milwaukee Area Technical College Cosmetology and Barber Program, demonstrates hair-care tips.

### Carranza champions serving Wisconsin's Hispanics/Latinos

"The Hispanic/Latino population is the fastest growing group of people of color in the United States today. With this growth comes the need to provide education and other services, as well as the need for the targeted marketing of these



Sal Carranza



Esther Fahm

services," says Sal Carranza, senior institutional planner in the UW System Office of Multicultural Affairs. Carranza spoke to UW-Extension faculty and staff Oct. 26 at a presentation sponsored by the Continuing Education Extension Committee (CEEC).

### Van Kekerix, cont. from p. 1



and Professional Development in the Division of Continuing Studies at the University of Nebraska-Lincoln.

Van Kekerix's first contact with extension was through 4-H when he was growing up on an Iowa farm. He earned a bachelor's degree in math education and a master's degree in history from the University of South Dakota, and began doctoral work in history at the University of Nebraska. "In 1972 there were few college teaching jobs," Van Kekerix explains, "so I began teaching secondary-school math at the Nebraska Penal Complex. We used correspondence course materials from Continuing Education at the University of Nebraska. In 1973, Continuing Education hired me to develop study materials." Thus he began his outreach

career that continues today at UW-Extension.

Van Kekerix received his doctorate in community and human resources from the University of Nebraska-Lincoln in 1986. His academic area of specialization was nontraditional educational delivery systems, and his dissertation focused on the use of television as a means of reaching the nontraditional student population.

In announcing Van Kekerix's appointment, Chancellor Reilly said, "Following a six-month search-and-screen process, Marv emerged from a field of highly qualified applicants as our top choice for the position. Please join me in thanking the search-and-screen committee and in welcoming Marv Van Kekerix to our UW-Extension family."

### For more information:

[vankekerix@admin.uwex.edu](mailto:vankekerix@admin.uwex.edu)

## A gift of good taste

This holiday season give a gift of good taste from Cooperative Extension.

The Wisconsin Safe Food Preservation Series publication packet (BWSFPS-P) comprises *Canning Salsa Safely* (12 pp.), *Canning Vegetables Safely* (24 pp.), *Freezing Fruits & Vegetables* (24 pp.), *Tomatoes Tart & Tasty* (28 pp.), *Wisconsin's Wild Game: Enjoying the Harvest* (32 pp.), includes "Guidelines to Making Safe Jerky at Home" by meat specialist Dennis Buege.)

Available through Dec. 31, 2000, for \$10 (includes shipping; Wisconsin residents add 5% sales tax plus any local tax). Call toll free: Cooperative Extension Publications, 877/WIS-PUBS; in Madison, 262-3346, or visit [www1.uwex.edu/ces/pubs](http://www1.uwex.edu/ces/pubs)

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