

Software trainers apply focus group research for business success

By Joel Bradtke



JOEL BRADTKE

KAUKAUNA—Susan and Allen Yokers figured they had a better idea. In this quiet community in the heart of the Fox Cities they formed One 2 One Software Training and Consulting. It's an idea that is working.

Research ranks personal attention No. 1

"When we looked at customer roundtables and focus groups on software training, the matter of *personal attention* consistently came out as most important," says Susan.

The upshot of their research is that the Yokers intentionally have one of the smallest software training

laboratories around: It accommodates eight students. Many of their classes have a maximum of six.

UW-Oshkosh SBDC advises

After more than 25 years of corporate experience, Susan cut herself loose from big business to begin tutoring people in her home, one to one. But customer demand grew, so the Yokers poured a lot of "sweat equity" into some leased space in downtown Kaukauna, and set up a tidy, state-of-the-art facility. One 2 One opened in 1999.

One of the business's advisors is Dick Krueger, Small Business Development Center counselor at the University of Wisconsin-Oshkosh.

"Dick was very gentle in his suggestions on the business plan," says Susan. "I made the changes he recommended and went to the bank."

The Yokers got their business financing with the second lender they approached. Allen has this advice for borrowers, "When you're looking at initial capitalization, do not make the mistake of undercapitalizing your requirements."

Classes help customers find solutions

Customers are corporate clients, small businesses and home-based

users. The Yokers hire trainers with business and computer experience, and encourage their students to bring their real business problems to class.

Response to economic slowdown

Like many businesses, One 2 One had to make adjustments as the economy contracted in 2001. Says Susan, "We had to be creative, to see what we could provide that people were buying. So we began offering services as well as training. We hired an additional part-time person to help us do Front Page and Access development for customers."

Planning ahead for 2002

One 2 One is planning for 2002. The Yokers will continue with their popular smaller class sizes. They are working to be able to award equivalency hours for training educators in software skills. And, they will be offering more related products and services through their Web site, including media safes for customers to use in storing software backups.

Susan has this reminder for entrepreneurs, "When you read and hear it will take three to five years to be profitable, they're not kidding!"

For more information:

www.one2onetraining.com

Smaller is better!

Susan and Allen Yokers intentionally designed their computer software training room for just eight students. Their business, One 2 One Software Training and Consulting, will be three years old in April 2002.

One 2 One business impacts

- Created a total of five jobs
- Purchased a competitor's assets in its first year of operation
- Applied focus group research for a distinctive training approach
- Diversified into software development for customers

Outreach scholarship offers national stage for engagement dialogue

By David Giroux

More than two dozen UW-Extension representatives joined colleagues from across the nation at the Outreach Scholarship Conference held at The Pennsylvania State University in October. The conference, co-sponsored by Penn State, The Ohio State University and UW-Extension, focused on best practices in outreach education and community engagement.

A new, broader perspective

Faye Malek, Family Living educator from the Manitowoc County Cooperative Extension office, explained how the conference gave her a new perspective on her academic work.

"When you're working toward tenure, it's easy to see the process as a very personal journey," says Malek. "After the discussions on the scholarly nature of extension education, I had the strong feeling that this journey is not only for my own benefit, but part of a larger process that will add to the University's body of knowledge."

Malek presented her research on Manitowoc County's growing Hispanic and Latino population and the unique needs of this population.

"The research has both scholarly value and a significant benefit to the community. Local industries love what we're doing, and members of the Latino community have a voice in shaping programs that benefit their families and neighbors," says Malek.

Measuring outreach's value

Esther Letven, associate vice chancellor for Extended Services at UW-Parkside, also saw outreach education from a new, broader perspective.

"It was a very hopeful sign that all of Extension's 'cousins' came together—to be there with colleagues from broadcasting and Cooperative Extension," says Letven. "I appreciated hearing about the ways that people around

the country are measuring the value of their work. In some ways, it appears that Wisconsin is on the leading edge in this area."

Letven and colleagues from UW-Parkside shared their work on facilitating diversity study circles.

Bridging the gap

Maria Alvarez Stroud, executive director for the National Center for Outreach at Wisconsin Public Television, was part of a panel discussion on bridging the gaps between the community and the university through public broadcasting.

"We are from two different worlds, and it isn't easy. You've got to want to make a partnership work," says Alvarez Stroud. "If we can all agree on a broader definition of scholarship, we'll see tangible benefits for citizens as well as the university. All of us in higher education run the risk of appearing disengaged from the needs of the communities

we're in, and we can't afford to let that happen. Outreach efforts can find new channels for the content derived from research."

Future conferences

The next Outreach Scholarship Conferences will be held in Worthington, Ohio, Oct. 6-8, 2002. UW-Extension will host the conference in Madison Oct. 5-7, 2003.

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Kevin P. Reilly
Chancellor
reilly@admin.uwex.edu
www1.uwex.edu/chancellor/

MESSAGE FROM THE CHANCELLOR

New opportunities for continuing education units

Through our Continuing Education Extension division, UW-Extension partners with the 26 UW campuses to match university resources and expertise to a wide range of business, work-force and community needs.

I devote a great deal of time to nurturing partnerships with governmental agencies, private businesses and educational institutions. I am pleased to say that our partnerships with the UW campuses are stronger than ever and hold the promise of even greater dividends in the future.

We see new opportunities for local, regional and statewide partnerships between campus-based continuing education units and their colleagues in other UW-Extension divisions including local Coopera-

tive Extension offices, Broadcasting and Media Innovations units and the Small Business Development Centers. Through these efforts, we hope to increase the expertise and resources available to address important issues.

In a time of economic turbulence, promising opportunities remain for people who can use our professional development programs as the springboard for launching new careers and entering new high-technology occupations. As we work to stem the outflow of educated workers, flexible lifelong learning programs that reach people at multiple points in their career path will be an important part of any successful "brain drain" strategy.

We are building on our ongoing dialogue with the deans and direc-

tors of continuing education across the UW System institutions by engaging the chancellors, provosts and other academic leaders in exploring collaborations that cut across divisional and institutional lines. I look forward to these conversations and to serving as an advocate for continuing education and to uncovering new partnership opportunities.

Our experience shows that when people throughout UW-Extension share talents and combine resources, they find exciting new ways to keep the Wisconsin Idea alive.

Two new continuing education campus leaders



Whitcomb



Zaborowski

Robert Whitcomb, Ed.D.

whitcomb@uwec.edu
(715) 836-3636

Robert Whitcomb, Ed.D., Waterville, Maine, has been named director of Continuing Education at the University of Wisconsin-Eau Claire.

At UWEC, Whitcomb leads the university's outreach unit that provides educational programs, services and partnerships for precollege, nontraditional, special

and nondegree students, and regional employers.

Whitcomb comes to UWEC from Thomas College, a private college in Maine, where he was in charge of continuing education and dean of the graduate school. He holds a bachelor's degree from UW-River Falls, a master's degree in business from Colorado State University, and a certificate of advanced study in educational administration and doctorate in education from the University of Maine.

Leon M. Zaborowski, Ph.D.

leon.zaborowski@uwrf.edu
(715) 425-0709

Leon M. Zaborowski, Ph.D., has been appointed dean of Outreach and Graduate Studies at the University of Wisconsin-River Falls.

Zaborowski is responsible for overseeing the activities of Outreach, Graduate Studies, International Programs, the Pigeon Lake Field Station, Summer Session and J-Term, Service Learning and Title III grants, Senior Outreach and the Survey Research Center.

Zaborowski earned his bachelor's degree from UWRF and doctorate in chemistry from the University of Idaho. He returned to UWRF in 1970 to teach chemistry for five years before assuming an administrative position as director of Continuing Education from 1975-80. In all, he has worked for 25 years in continuing education in Colorado, Illinois, Massachusetts, Minnesota and Wisconsin.

GRANTS

UW-Whitewater and UW-Parkside continuing education offices have received a five-year, \$1 million training grant from the U.S. Department of Education Office of Bilingual Education and Minority Language Affairs. The grant is intended to help educators, administrators, counselors, support staff, parents and school board members in the Racine and Kenosha Unified School Districts better meet the educational language needs of minority children. The Southeastern Wisconsin Excellence in Education Through Community Training Project II (Project SWEETT SOL II) is a collaborative effort by UW-Whitewater, UW-Parkside, Gateway Technical College, Racine Unified Schools,

Kenosha Unified Schools, CESA 2, United Migrant Opportunity Services Inc. and the Statewide Literacy Council.

The University of Wisconsin-Extension **School for Workers (SFW)**, in partnership with the International Brotherhood of Teamsters in Washington, D.C., has received a one-year \$200,000 Susan Harwood Training Grant from the U.S. Department of Labor Occupational Safety and Health Administration (OSHA). Together, SFW and the Teamsters will develop a three-day train-the-trainer program for warehouse workers. A training videotape and CD-ROM on ergonomic risk factors and repetitive motion injuries will be developed in English and

Spanish from data collected during onsite visits at participating employers.

The UW-Extension **Small Business Development Center** and the Wisconsin Department of Commerce have been awarded \$100,000 in Federal and State Technology (FAST) funds. The Wisconsin FAST program will work with small businesses to increase the amount of Small Business Innovation Research funding that units of the federal government grant to businesses. Also collaborating in the Wisconsin FAST program are University Industry Relations and the Wisconsin Small Business Innovation Consortium, a public-private partnership.

KUDOS

Wisconsin Public Television has received a PBS national development Online Fundraising Award. This new award honors WPT's work in membership, auction, volunteer program and e-mail newsletters. The award recognizes WPT's marriage of the Web and e-mail to renew members, schedule volunteers, increase auction participation and enhance its relationship with members through regular e-mail communication

Rosemary Lehman of Instructional Communications Systems (ICS) received the first-ever Carman Award at the



Governor's Wisconsin Educational Technology Conference (GWETC) in October. The award recognizes people who have made significant contributions and who represent excellence through their lifetime achievements to educational technology and have contributed to the growth and success of educational technology in the state.

Chris Kniep was installed as president of the National Extension Association of Family and Consumer Sciences (NEAFCS) at the national conference held in Portland, Ore., this fall. Also at the conference, M.E. Sjolín and Linda Heppner received awards for Continued Excellence, and Karen Joos and Shelby Maier received Distinguished Service Awards. Mary Novak received a Program Excellence Through Research Award for her work on child-care issues and concerns that provided a basis for a multi-agency collaboration to improve child care.

UW-Extension faculty and staff also received regional NEAFCS awards. Clark County Extension received a Regional Environmental Education Award for its Clean Sweep/Managing Waste program. M.E. Sjolín of the Clark County office received a First Place Regional Award for Television for her three-minute segment focused on the importance of folic acid in preventing birth defects. Kewaunee County Extension received a Marketing Package Award for its Tiny Tot Jamboree program promoting early brain development in children.

Correction

Tom Armstrong and Haley Rose Armstrong are featured in the photo accompanying the "Grandparents University sparks intergenerational learning" article in the November 2001 issue of *News and Ideas*.

Parenting revisited: a generation removed

By Cathy Prescher

MILWAUKEE—Many have retired. They look forward to sleeping in, traveling and calling their time their own.

"Yet when their children aren't capable of taking care of their grandchildren anymore, many grandparents step in," says Mary Dobbs, who facilitates a support and educational group for the African-American community through the Relative as Parent Program (RAPP).

Their children may have drug and alcohol addictions or may suffer from mental illness. Others can't handle the constant responsibility that comes with raising children.

Grandparents raising grandchildren

Many grandparents view it as the only choice, knowing that the only other option would be foster care. Others view it as a second chance at parenting, thinking they won't make the same mistakes they made with their own children.

Members of Dobbs' group range in age from 40 to 70. Meetings, preceded by a soup supper, are at

Mount Zion Missionary Baptist Church, 2207 N. Second St., Milwaukee.

The 40-year-old grandmother's ideas and attitudes are quite different from group members who are in their late 60s and early 70s. Currently the group is ranking areas of common concern ranging from discipline, legislative and health needs, to financial concerns. They also share their feelings about raising grandchildren.

Community organizations and grants provide support

The UW-Milwaukee Center on Aging and Human Services, University Outreach and Milwaukee County UW-Extension Family Living Programs sponsor RAPP. The program became possible through a generous grant from the Brookdale Foundation of New York City and the United Way of Milwaukee County.

Grandparents learn activities to connect with grandchildren

Dobbs, who is employed by Milwaukee Public Schools as a social worker for 21st Street School,

TOM GRIMM



Mary Golden and her grandson Marques Stanford, 10, spend time together after school at Mount Zion Child Development Center in Milwaukee, where Golden and Stanford's mother work. Golden, who retired from Milwaukee Public Schools five years ago and now works as the administrative secretary for the Center, is a member of the Relatives as Parents Program (RAPP) group that meets at the church.

provides activities to keep people in her group connected.

Grandchildren directly benefit. She teaches grandparents how to play checkers, "Connect 4," chess and "Go Fish." "We also visit the Next Door Foundation so they can bring books into their home," she says.

RAPP helps care givers get assistance

"The latest census figures show that 2.4 million grandparents are their grandchildren's care givers," says Nikki Panico, senior outreach specialist for the UW-Milwaukee Center on Aging and Human Services, University Outreach, who is the program manager for this initiative. "Through RAPP, we have

partnered with strongly committed community organizations that, with our assistance, will provide accessible, group and individual support services to relative care givers."

While the program is still in its formative stages, a primary purpose is to help inner-city Hispanic, African-American and Hmong relative care givers overcome racial, language and cultural barriers. Then they're more able to face the legal, financial, health, stress and institutional mazes that come with raising children whose parents are absent.

For more information:
Nikki Panico, (414) 227-3153

"The latest census figures show that 2.4 million grandparents are their grandchildren's care givers."

— Nikki Panico, senior outreach specialist
UW-Milwaukee Center on Aging and Human Services



Farming: the next generation Transferring a farm business to the next generation

By Joy Kirkpatrick, Richland County Dairy and Livestock Agent

A family farm is more than a business. It is also a home where children grow up and a family celebrates holidays, weddings and births, and mourns deaths. You cannot separate the "family" from the "farm" when transferring a farm business to the next generation. UW-Extension agents have helped many families navigate this complex and sometimes emotional process.

Extension provides farm transfer assistance

"Agriculture is a people business," says Tom Anderson, Shawano County dairy and livestock agent. "We emphasize open communication when working with farm families. In the past, our focus has been working with animals and crops; now we focus on working with people, helping families move forward."

Members of the Farm Management Education and Risk Management teams are reviving a farm transfer curriculum for use by county agents. Whether a farm will transfer to a child or a nonrelated successor, there are four basic goals to address. Agents can help families work through these goals and have much of the groundwork laid before they seek professional legal and financial assistance.

Goals for farm transfer

- Senior partners should be assured they can retire with dignity and security. They may be dependent on the sale of assets to fund their retirement.
- The generation taking over the farm should be able to live comfortably and run a cost-efficient, strong cash-flow operation.

- Being good business partners and maintaining a family relationship or friendship sounds like a tall order. The nuts and bolts of a transfer may be easy to discuss. What type of business arrangement works; in what order should assets be transferred; these are straightforward business decisions. How nonfarming siblings deal with transferring the family home to a son and daughter-in-law or whether the senior partner is *really* ready to hand over management decisions might not be as easy to talk about. Long-range planning and honest communication are keys to achieving this goal.
- The final goal should be to transfer assets with the least amount of tax liability to both parties. Unfortunately, this is often considered the first priority and can keep people from

balancing all the issues involved. This can doom the long-term viability of a farm, not because it fails financially, but because family and communication issues are ignored.

Helping families move forward

"People often feel that if things aren't perfect, they shouldn't move ahead," Tom Anderson says. "That is not a good approach with farm transfer. I always say that if all the ducks are in the pond, we can go. They don't have to be in a row. The agent's job is to herd the ducks onto the pond. We can help families move forward with confidence, based on what has worked with other families."

For more information:
Contact your county UW-Extension agriculture agent or call the Wisconsin Farm Center hot line, (800) 942-2474.

Gary Gilmore receives 2001 Regents Teaching Excellence Award

By Bob Seaquist, University Relations, UW-La Crosse

LA CROSSE—"Facilitating discovery, that's my role," says Gary Gilmore of the teaching style that earned him the 2001 Regents Teaching Excellence Award.

Gilmore, UW-Extension and UW-La Crosse Community Health Education, received a certificate of award and \$5,000 at the UW System Regents' September board meeting in Madison.

Awards recognize outstanding teachers

The Regents Teaching Excellence Awards Program recognizes outstanding career achievement in teaching at UW System institutions. It provides two \$5,000 awards for faculty and academic staff members and one \$5,000 award for an academic department, program or other academic unit that demonstrates exceptional commitment to and effectiveness in teaching.

Gilmore came to UW-La Crosse 27 years ago to establish the Community Health Education program, attracted to the job by the promise of a joint appointment, teaching at UW-La Crosse and nurturing public health programs across the state for UW-Extension.

Encouraging others to discover "valued ideas"

"My goal was not to teach, but to work in public health," says Gilmore of a career he sought since first hearing of public health and epidemiology. Yet he finds synergy in community health and teaching. In both he says his job is to connect people with "aha"—seeing a light bulb go on. And his style is carefully considered: "When we hear 'teaching' we think 'proclamation,'" he says, thoughtfully describing his method as encouraging people to discover valued ideas.

Three centering perspectives

In thanking the regents for the award, Gilmore described the three centering perspectives that have balanced and guided him in his work. He cites the importance of:

- having mentors and supporters, among them UW-La Crosse administrators including Chancellor Doug Hastad and Provost and Vice Chancellor of Academic Affairs Carl Wimberly, who've unwaveringly supported community health education;
- having a global perspective, the importance of which was emphasized for him during the



BOB SEAQUIST

Gary Gilmore says that his goal in teaching is to see "the light bulb go on." Gilmore, UW-Extension and UW-La Crosse, received a 2001 Regents Teaching Excellence Award at September's UW System Board of Regents' meeting.

past academic year when he was a Fulbright Scholar in India;

- and pursuing something he loves.

Gary Gilmore loves public health, he loves his students, and he loves his work. "Someone asked me if I plan to retire. No way. I hope to have many years to come," he says.

A lifelong learner

He cannot quit preaching common sense approaches to public health,

and he cannot quit his work. To celebrate receiving the award, he and his wife, Elizabeth, walked across the UW-Madison campus to University Bookstore and purchased books that are resources for each of their fields. Gary Gilmore bought a dictionary of epidemiology, and Elizabeth Gilmore bought a compendium on occupational therapy, her field. "The momentum never stops, nor do you want it to," he explains.

WRLP travels south to explore "race" in America

By JoAnn Stormer, Executive Director, Wisconsin Rural Leadership Program

This fall participants in the UW-Extension Wisconsin Rural Leadership Program traveled south to Atlanta, Birmingham, Selma and Montgomery to "Explore 'Race' in the United States, Through the Lens of the African American Experience." The experience unfolded into a rare teachable moment in which the topic of diversity and the civil rights movement came together with our nation's current crisis.

Participants engaged in a variety of educational experiences designed to help them explore the paradoxical role "race" has played in American society and how that history influences contemporary multicultural theories and diversity work.

As we traveled back to Wisconsin we were already contemplating and preparing to take up the challenging words of one of our speakers: "Remember you are called to leave a footprint, to make a difference with your life."

The WRLP is a two-year intensive leadership education program to strengthen communities through preparing leaders as catalysts to effectively deal with today's changing world.

For more information:
www.uwex.edu/ces/wrlp
(608) 263-0817



JOANN STORMER

Touring Morehouse College (training ground for Martin Luther King Jr.) are (left to right) WRLP seminar co-chair JoAnn Hinz; participant Jennifer Heaton; co-chair Vicki Washington; participants Jeff Butteris and Mark Brodzinski; and tour guide Corey McNair.

Extension News and Ideas is a publication of the University of Wisconsin-Extension. It features articles and information about UW-Extension and extension activities carried out through the 26 UW System campuses and 72 counties. An EEO/Affirmative Action employer, UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements. If you would like this material in another format, please contact Margaret E. (Peg) Davis.

Comments should be sent to:
Extension News and Ideas
531 Extension Building
432 North Lake Street
Madison, WI 53706-1498
or: davis@admin.uwex.edu

Address changes:
Extension employees should contact their payroll office. Others should send changes to the above address.

Extension News and Ideas online:
www.uwex.edu/ni

Editor:
Margaret E. (Peg) Davis

Designer:
Vicki Pierce

Contributors:
Joel Bradtke, David Giroux,
Joy Kirkpatrick, Amy Pikalek,
Cathy Prescher, Bob Seaquist,
JoAnn Stormer



University of Wisconsin-Extension
Office of the Chancellor
432 North Lake Street
Madison, WI 53706-1498

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Permit No. 658