**2013 Program Accomplishments**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultations, Telephone Calls,</td>
<td>16,434</td>
</tr>
<tr>
<td>Office/Residence Conferences</td>
<td></td>
</tr>
<tr>
<td>Educational Meetings Held</td>
<td>1,467</td>
</tr>
<tr>
<td>Attendance</td>
<td>30,014</td>
</tr>
<tr>
<td>Instructional Letters</td>
<td>1,144</td>
</tr>
<tr>
<td>Number Distributed</td>
<td>26,615</td>
</tr>
<tr>
<td>Newspapers/Newsletters</td>
<td>72</td>
</tr>
<tr>
<td>Number Distributed</td>
<td>7,017</td>
</tr>
<tr>
<td>News Releases</td>
<td>63</td>
</tr>
<tr>
<td>Publications Distributed</td>
<td>14,837</td>
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<tr>
<td>Radio Programs</td>
<td>48</td>
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<tr>
<td>Teleconferences</td>
<td>134</td>
</tr>
<tr>
<td>TV Shows/Spots</td>
<td>35</td>
</tr>
</tbody>
</table>

**UW-Extension Staff**

**Agents/Educators/Coordinators**
- Jessica Beckendorf (12/13)**, Community Development Educator
- Liz Binversie, Dairy/Livestock Educator
- Jill Botvinik, Seasonal Horticulture Assistant
- Karen Dickrell, Family Living Educator/Department Head
- Heidi Dusek (08/13)**, 4-H Youth & Family Program Coordinator
- Evan Groth, Nutrition Educator*
- Paula Hella, Nutrition Coordinator*
- Kevin Jarek, Crops, Soils & Horticulture Agent
- Mikayla Metten (08/13)**, Nutrition Educator* 
- Zen Miller, Dairy/Livestock Agent
- Casey Plamann, 4-H Youth Development Educator
- Melinda Pollen (02/13)**, 4-H Youth Development Educator
- James Resick, Community Development Educator
- Kristine Soper, Nutrition Educator*
- *Serves Calumet/Outagamie/Winnebago Counties **Employed January 1, 2013 through date indicated

**Support Staff**
- Joan Behle, Community Development/4-H Youth
- Jean DiPietro, Agriculture
- Terry Hampton, Special Projects
- Vicki Handschke, 4-H Youth
- Mary Lou Senf, Administrative/Family Living

**County Administration**
- Thomas Nelson, County Executive
- Craig Moser, County Executive Administrator
- Judith Schuette, County Board Chair

**Extension Education Committee**
- Carl Anthony, Chair
- Leroy Van Asten, Vice Chair
- Mark Rahmlow, Secretary
- Dan Rettl, Member
- Jeff Nooyen, Member

**2013 Annual Report**

**2013 in Review**

As we reflect on our successes in 2013, we would like to thank our partners and volunteers for their continued support. We strive to provide unbiased, scientifically sound educational information for the residents and leadership of Outagamie County. When you have questions, we will help you find the answers. Please feel free to stop by, call, email or visit us on the website at: [www.outagamie.uwex.edu](http://www.outagamie.uwex.edu).

**Our Mission**

Deliver research-based information to improve the quality of life for families in the areas of agriculture, community, family, and youth development. UW-Extension extends the knowledge and resources of the University of Wisconsin to people where they live and work.

**What Did Outagamie County UW-Extension Do in 2013?**

**WE TAUGHT...**

**Kaukauna Cross-Program Area Elementary School Teacher Inservice**

“I am more aware of a child’s background and home life.” “It has helped me to look at the situations these kids come from and try to give them the tools they need.” - Anonymous participants

Approximately 60 teachers, staff, and administrators attended this tri-programmatic inservice that was developed by Paula Hella (WNEP coordinator), Karen Dickrell (Family Living Program), and Jessica Beckendorf (Community Resource Development). The purpose was to educate staff on current community statistics, poverty, techniques to improve outputs/performance of students, available community resources, and resiliency. Education was delivered utilizing a blend of discussion, hands on activity, role playing and group brainstorming. As a result, teachers have incorporated what they learned in their classrooms, such as adding more physical movement into their class routine and making a greater effort toward more positive communication and relationship building with parents of their students.

**Master Food Preservers—Building Capacity in Food Safety/Preservation Outreach**

![57 volunteer hours – planning and conducting workshops for the public](http://goo.gl/3X1uph)

Seven Master Food Preservers planned and executed a productive outreach effort. A brochure was distributed at community events (available on the website), and postings on Outagamie County Food Preservers Facebook were used to extend the information of food preservation outreach. Classes were offered on rhubarb/strawberry jelly; basic food preservation overview; hands on workshops on pickled vegetables, pie fillings and canning venison. The program outreach was a collaborative effort of the Master Food Preservers (led by Karen Dickrell), Outagamie County Master Gardeners (led by Kevin Jarek), Good Eats, and Salvation Army. For more information, visit us at [http://goo.gl/3X1uph](http://goo.gl/3X1uph).
What Did Outagamie County UW-Extension Do in 2013?

WE LEARNED...

Community Economic Development

The Community Development Educators, Jim Resick and Jessica Beckendorf, conducted trade area market analysis for Village of Black Creek and Town of Grand Chute. These consist of retail consumption trends, retail leakage estimates, and lifestyle indicators – all useful in helping existing businesses improve their bottom line, while helping communities target retail business recruitment. Black Creek is matching the market analysis with a student-led design process for its downtown, the application for which was co-written by UW-Extension. Grand Chute is using its analysis in master planning a new “town center” to serve resident consumption needs while creating a focal point for town civic life.

WE LED...

Alternative feeds to reduce production costs for dairy and livestock animals

24,629 tons of cabbage saved from landfill

Approximately $75,000 total feed savings to farmers feeding cabbage waste

Zen Miller, Dairy/Livestock Agent, led an innovative program to save farmers money and reduce food waste in landfills. Alternative feed is the "leftovers" of food after processing for human consumption, which usually is sent to the landfill even though it’s safe for human consumption. Alternative feeds including cabbage waste, dough mix, cereal, bread, and whey were fed to dairy and livestock species. Liz Binversie, Dairy/Livestock Educator, assisted in collecting survey results from participating farms. In the end, there was significant feed savings to farmers and less waste at the landfill.

4-H Youth Participation by Residence

While many think the majority of 4-H youth membership is made up of youth with farm backgrounds, the reality is that most kids today are several generations removed from the farm. Only 6% of 4-H youth are from farming families. The 4-H Youth program has much to offer, including youth leadership opportunities, speaking and drama activities, basketball, clothing, computers, crafts, science, and animal projects.

4-H Community Club Officers Training Program

52 participants were trained

Beginning in 2011, the newly formed club mentoring committee redesigned the community club officer training program in the county. The changes to the training program increased the yearly average attendance and in this third year of the new program, 52 participants took part in officer training. Participants were also informed about follow-on officers clubs that would meet again during the 4-H year to conduct training specific to their officer role. An evaluation was conducted by Casey Plamann, 4-H Youth Development Educator, at the conclusion of the 2013 officer training and most evaluations displayed a high amount of satisfaction with the training and high interest in participating in the follow-on officers club training.

WE SERVED...

Master Gardener Association – Urban Agriculture

135 members certified

11,030 total volunteer hours

237 hours - Youth education hours

1,088 hours – Community education hours

3,801 hours – Continuing education hours

As population and home ownership increases, so does the pressure for horticultural programming and resources. Today’s homeowner does not only view their landscape as a pasttime or leisure activity, but more importantly as an investment. In an effort to address this existing and growing need, Kevin Jarek, Crops, Soils, and Horticulture Agent, maintains a Master Gardener Association Education committee that determines which horticultural workshops and seminars are to be offered to the public as well as prospective and current Master Gardener volunteers looking to build upon and improve their existing knowledge base. For more information, visit us at http://ocmqa.net.

Achievements/Awards

2nd Outagamie County UW-Extension placed 2nd in statewide Cool Choices energy initiative.

Zen Miller, Dairy/Livestock Agent, received the Distinguished Service Award from the National Association of County Agriculture Agents.

Grants

Approximately $37,746 of the Wisconsin Farm Technology Days (WFTD) proceeds from 2012 was divided among a dozen different organizations and church groups that provided volunteers and service for the event. Additionally, approximately $15,000 will be allocated to support grants and scholarships designed to assist local youth in their pursuit of higher education.

Needs Assessment Summits 2013

In an effort to collect information from county residents, volunteers and agency representatives, we have conducted three needs assessment summits. The Calumet and Outagamie County staff met together to review the data collected and look at collective themes:

1) Building resource capacity
2) Enhancing economic development
3) Empowering people in their communities