

EXTENOVATIONS

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'Distinguished Contributions' cited at annual conference

Governor Al Quie and Vince and Sherry Sether, Ramsey County, received the Director's Award for Distinguished Contributions to the Minnesota Agricultural Extension Service at its annual staff development conference awards banquet October 12.

The awards were presented by Director Norm Brown, who cited all three individuals for their strong support of extension.

Of Quie, Brown said, "Al Quie has been a strong advocate of the Agricultural Extension Service while in



Left to right: Norm Brown, Sherry Sether, Vince Sether

Cloud and Januschka given distinguished faculty award

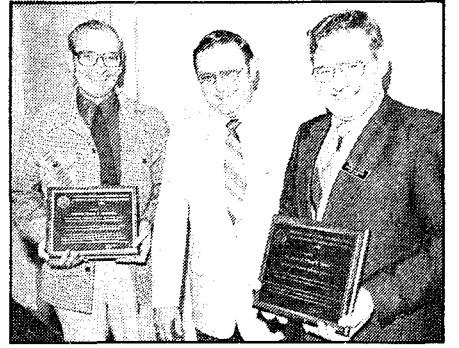
Dr. Harold A. "Bud" Cloud and Francis J. Januschka received the Director's Award to Distinguished Faculty October 12 at the Agricultural Extension Service's Annual Staff Development Conference.

Director Norman A. Brown, who made the awards, said of Cloud, "Harold Cloud's success is a result of his technical competence, his enthusiastic approach to his work, and his dedication to his profession." Of Januschka he said, "Francis Januschka's success is the result of hard work, dedication, and his sincere concern for the people he serves."

Cloud, an extension agricultural engineer, is known across the state as an effective educator and communicator. Whether he conducts workshops, demonstrations, or telelectures, he can be counted on to deliver up-to-date information in an innovative and energetic way.

In the last five years, Cloud has concentrated his efforts on grain drying, handling, and storage; potato storage; and stray voltage in dairy facilities. He has received national prominence for his work in all these areas.

Januschka, Stearns County extension director, was recognized for his outstanding work as an extension agent over the last 25 years in Stearns, Nobles, Houston, and Faribault Counties. He was credited for the



Left to right: Francis Januschka, Norm Brown, Harold Cloud

diversity of his efforts and his ability to involve educators, business leaders, and farmers in key roles in the programs he develops.

In recent years he greatly expanded the Dairy Herd Improvement (DHI) program in Stearns County. He also developed educational programs on forage production. The Central Minnesota Forage Council was organized under his direction, and he currently serves on the Minnesota Forage and Grasslands Board of Directors.

Of both men, Brown said, "Their colleagues hold them in the highest regard and the University of Minnesota and the Agricultural Extension Service are proud of their many achievements."

The award, given annually to one outstanding campus-based and one outstanding field-staff faculty member, carries with it a \$1,000 stipend. It is made possible through the University of Minnesota Foundation from contributions designated to the Agricultural Extension Service.

—Gail McClure
Communication Resources



Governor Quie holds award presented to him by Director Brown

Congress and as governor." He continued, "He also serves as an active member of Extension in the '80s, a national committee of distinguished leaders considering future directions for agricultural extension in this country."

Expressing his appreciation, Quie responded, "Agricultural extension serves as the key pipeline of information between local consumers and state and federal researchers, enabling us to greatly improve our agricultural methods."

The Sethers were cited for their many contributions to 4-H, developing leadership, working to secure legislative support for extension service funds, and training other volunteers. Both were 4-H leaders for 12 years when their three children were members of the Roseville 4-H Club.

Their philosophy reflects both recognition of children and the importance of family involvement. "Show the kids they are important," said Sherry. "Give them an opportunity for creative expression, challenge them."

The Director's Award for Distinguished Service is given annually to

Administrators seek more for the money

Getting more bang from a buck. That's one thing everyone would like in these times.

University administrators are no exception. Bill Hueg, dean of the Institute of Agriculture, Forestry, and Home Economics, has been working with Dick Sauer, director of the Agricultural Experiment Station, and Norm Brown, director of the Agricultural Extension Service, to see if that is possible once the voting has ended in the new session of the state legislature next year.

"We see this as an opportunity for modest growth," says Hueg. "While some units of the university have been told they won't be able to grow

recognize outstanding service to Minnesota citizens through the Agricultural Extension Service.

—Gail McClure
Communication Resources

(Note: Sherry Sether's statement courtesy of St. Paul Pioneer Press/Dispatch)

due to the present fiscal situation, the institute's programs, along with those of the College of Veterinary Medicine, with which we cooperate, have been singled out for an opportunity for a program budget increase. Requests for special appropriations in the 1983-85 biennium will include \$287,000 for the veterinary diagnostic lab, \$1.4 million for the experiment station, and \$909,400 for extension.

"For the most part, we'll not be asking for things we gave up in the retrenchment. We will have the opportunity to move forward with some things we feel are important."

Brown and Sauer's belief that effective extension and research efforts are mutually dependent is evident in the approach they are taking in asking for special appropriations from the legislature. Above all, they believe that research and extension can do much to strengthen Minnesota's economy.

For example, while Brown will be asking for funds to complement research and teaching money for a full-time position in swine health, Sauer

will be requesting money for research in farm animal health.

Other research-extension positions lie in the area the directors call "value added."

Says Brown, "This year we will emphasize economic development. We're concerned about the number of jobs we're missing out on in Minnesota. In many cases, our agricultural and forest products are being processed outside the state only to be brought back into the state. We believe some selective quality research and extension efforts can make a difference in this area."

"We'll be focusing on horticultural and forest products," Sauer says. "Norm and I hope to jointly fund a position at the Southern Experiment Station for a researcher-extension specialist who will work with the horticultural industry in south-central and southeastern Minnesota. I'll also be asking for a technician to support research at Grand Rapids that's aimed at developing blueberries and other horticultural crops that might be adaptable to cen-

MONEY continued on page 3

GOOD NEWS

Over the past two years the Minnesota Agricultural Extension Service has initiated many programs in high-priority areas. With these underway, it is also planning new thrusts to meet newly emerging needs of Minnesota citizens. These programs reflect concerted efforts and expertise of extension faculty and volunteers to make the university's resources available to the greatest number of people in the best way possible. The following examples describe some ongoing and beginning programs.

About 400 dairy farm families in northeastern Minnesota are getting personalized help with dairy calf and heifer programs by means of an extension correspondence course. The course emphasizes attention to individual problems, helping farmers to

analyze the strengths and weaknesses of their calf and heifer programs. Participants rated the course as the best way to receive information, ranking it higher than meetings, publications, or personal contacts with extension people. (Story to appear in upcoming issue.)

Benton County extension agents went inside St. Cloud Reformatory to help prepare inmates for life on the "outside." The young inmates, all scheduled for parole, learned how to manage their resources to obtain housing, food, clothing, transportation, and other basic necessities. The goal was to help them learn how to become independent so that they would not have to rely on public assistance and to reduce the chances of their failing and returning to illegal activities.

Officials tour Minnesota

For the second year in a row, senior career officials visited Minnesota in mid-October to learn more about farm life and rural America.

Their first stop, in the Twin Cities, began with greetings from Minneapolis mayor Don Fraser and Humphrey Institute director Harlan Cleveland. After participating in seminars on agriculture and foreign policy, visiting the Minneapolis Indian Center, and touring St. Paul, they went on to Winona County for a 22-hour stop with host farm families. There they received "hands-on" farm experience and visited local businesses.

The program, called "Executive Seminar in National and International Affairs," is a 10-month training seminar that has been conducted annually since 1958 by the Foreign Service Institute of the Department of State. It is the most advanced training program available to senior career officials in that area.

Participants included officials from the Department of State, Federal Bureau of Investigation, Central Intelligence Agency, the military service branches, International Communication Agency, and the Agency for International Development. Most of these officials will represent the United States in overseas positions once the seminar is complete.

Minnesota's involvement came about through arrangement by public policy education specialist Luther

Pickrel for the campus portion, and by invitation from the Winona Area Chamber of Commerce and the Winona County extension office for the outstate visits.

Said Neil Broadwater, Winona County extension director, "This activity is a tremendously rewarding experience to not only share 'life on the farm' with these high-ranking officials, but to also meet and visit with them about the working process of our government. Farmers are certainly human," he said, "but so are government officials in Washington, D.C. and overseas."

"What is important is for everyone to communicate and understand each other better," he concluded.

—Neil Broadwater
Winona County

—Julie Medbery
Director's Office



Bruce Bauer (right), a Winona River Terminal employee, explains the company's operation to visiting U.S. government officials (photo courtesy of Winona Daily News).

Widespread unemployment in Minnesota's Iron Range has had both an economic and a psychological impact on families and the Agricultural Extension Service has mobilized to provide educational information to assist unemployed families. Beginning January, 1983, specialists in food, financial management, clothing, energy, housing, family life, and other areas, will provide information and counseling for individuals, families, and groups, as well as training of community leaders and volunteers. A long-range plan will also be developed to enlarge the economic base of the area, with focus on forestry, fishery, and tourism. (Story to appear in upcoming issue.)

How do you maintain a feeling of security and well-being in a time of economic uncertainty and rapid environmental change? This is the challenge individuals and families are now facing. To meet this need, extension home economists developed a broad program to teach people how to make the most of the resources they have and to identify ways to increase and improve their resources. Financial management, using community resources, increasing home production, coping with stress, and planning ahead for changing needs are some of the subjects being taught. (See "Resourceful Living Helps Families Cope," p. 3.)

Dinner educates consumers

Urban consumers tend to think that milk comes from cartons and meat originates in plastic-wrapped trays in the supermarket cooler. The farmer's role in bringing good food to our tables is too often ignored.

The Dakota County Fair's annual agriculture food products dinner is aimed at informing consumers about the importance of agriculture in that county. It also recognizes the many farm product commodity groups that play a role in Dakota County's agriculture.

Elaine Klingebiel, Dakota County agent, explains that the dinner is a joint effort of Dakota County extension and a variety of businesses and commodity groups including area sheep producers; the Minnesota Egg Council; a local creamery; producers of pork, goats, and beef; turkey growers; and vegetable growers. With foods donated by these groups, the annual dinner attracts more than 300 people. Profits from the ticket sales at \$3.50 per meal go to the 4-H Federation within Dakota County. 4-H, in turn, provides the site (its lunch stand area at the fairgrounds), coffee, rolls, and serving help. The menu this year included omelets, barbecued beef, roast lamb, pork and ham, a vegetable sampler, a yogurt dessert,

More than 15,000 refugees from Southeast Asia have settled in Minnesota. In an effort to help some of them become self-sufficient, the Hmong Family Farm Project was launched by the Ramsey County extension office. Fifty Hmong families are learning the produce business from planting to marketing. Plans are under way for expansion of the program to include other Hmong families as well as other racial and ethnic groups interested in small-farm agriculture within the metropolitan area.

Sawmill operators and loggers in the Park Rapids area are learning how to become more efficient with the help of the Minnesota Sawmill Project. Technical assistance provided by extension helps small operators produce lumber that is more uniform in size and shows them how to save on timber costs and conserve timber resources.

Rising fuel costs and problems with soil erosion have led to an increased interest among farmers in conservation tillage practices. Extension specialists in agricultural engineering, farm management, agronomy, plant pathology, entomology, and soils joined forces to provide farmers with an integrated approach to conservation tillage. The interdisciplinary team has held training sessions for county agents and plans to present similar ones for farmers and fertilizer dealers. Long range plans include more educational programs, publications, and a continuing research program.

and even a taste of goat sausage.

"This is a time for joint promotion and by cooperating we are able to do it on a much bigger scale than any one organization or commodity group could handle," Klingebiel says. "It furthers good relationships between the many cooperating groups and also seems to acquaint consumers with the extent and importance of agriculture in our county."

She also credits the annual dinner with giving extension programs some helpful visibility. Displays and exhibits by the producer groups as well as extension programs greet the visitor at the special dinner. Literature acquaints consumers with some basics about farming including figures on average farm income, major crops in the area, the number of people fed by an average American farmer's production, and the average money a farmer spends in the community to stay in business.

Klingebiel adds, "We've been pleased with the response from all involved in this effort and that has encouraged us to continue. It seems to create considerable goodwill among all participants."

—DeeDee Nagy
Communication Resources

Global issues face farmers

When grain gets embargoed, or oil prices skyrocket, or currency rates flutter, farmers find themselves facing new forces affecting their livelihood. And they need to deal with a broader set of issues in order to keep current.

So says Luther Pickrel, public policy education specialist for the Agricultural Extension Service, in describing a series of seminars dealing with such global issues as monetary policy and world trade. The

agenda also includes closer-to-home problems in the areas of credit and transportation, but even these become entangled in the web of international affairs.

"We need to raise the level of the dialogue," says Pickrel. "The risk factors no longer are limited to weather, disease, and domestic farm programs. Agriculture's well-being depends on decisions being made in the international arena—in Moscow,

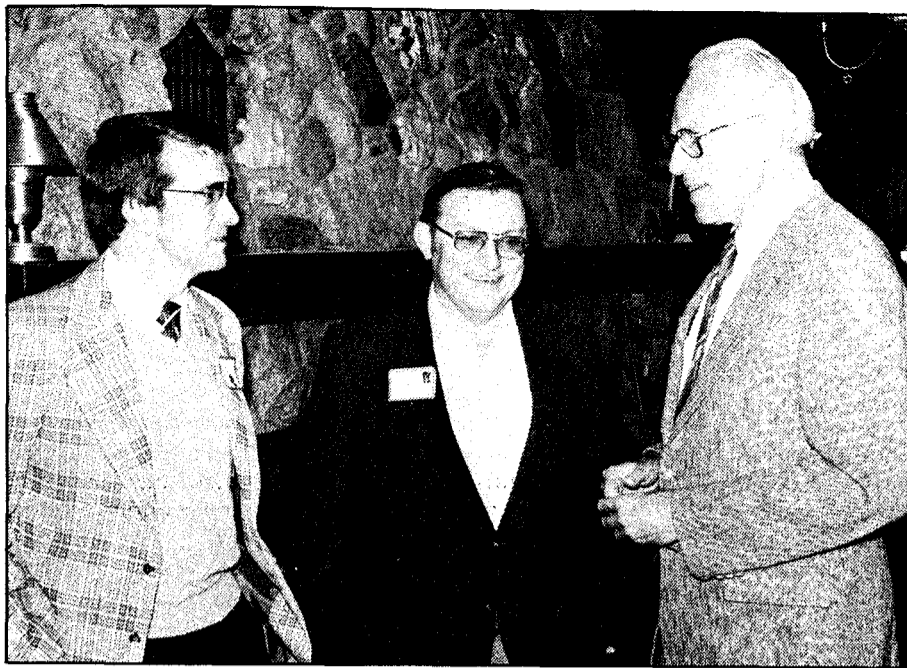
GLOBAL continued on page 8

tral and northern Minnesota."

Another jointly funded position would aim at increasing the utilization of Minnesota's underutilized forest species such as birch as well as increasing in-state secondary manufacturing of forest products such as particleboard and waferboard, much of which now leaves the state to be manufactured into other products. "We need to look at manufacturing furniture, prefab housing, and other goods in the state," Sauer says.

And Brown believes that a specialist position in marketing those processed products is extremely crucial: "I'm asking for funding for a specialist who can help find markets and work with producers and decisionmakers in finding ways to multiply the value of the raw products we produce. We'll also be asking for a forest management specialist position because the last legislature passed the Forest Resources Management Act, which charged extension and the College of Forestry with providing a continuing education program for foresters and woodland owners."

Both directors are asking for money to help implement the EXTEND computer network. Says Sauer, "I'm asking for two computer applications programmers who would work with current faculty to facilitate the application of their research in terms of computer-based extension. Initially, one would be in Plant Pathology, working in integrated pest management, and the



Left to right: Sauer, Brown, Hueg

other would be in Agricultural and Applied Economics."

Sauer's intention is to commit these positions to a given unit or program area for several years with the option of moving them to another area as needs change.

Brown will also return to the legislature to ask for more money for EXTEND. "By the end of this year," he says, "37 county extension offices will have computer equipment to tap into the university's data bases and those of several other land grant universities. I'll be asking for money to implement the EXTEND program, including staff training and developing computer software and educational programs. I'll also be asking for funds to purchase more microcomputers, the cost of which is shared by the counties."

The directors are also acting to do something about the widespread unemployment among Minnesota youth—they propose to establish a researcher-extension specialist position in the Center for Youth Development and Research. Observes Sauer, "This position would be aimed at reaching some of the hard-to-reach youth to develop their employability skills so they reach adulthood in a more productive manner."

Adds Brown: "4-H ought to have some of the best programs to accomplish this, yet we haven't been investing in research in this area. With this position, we should be able to con-

duct more effective, higher quality youth programs."

Other requests that Sauer will make of the legislature include a scientist position to work in cell transformation in the station's cross-disciplinary molecular biology of economically important plants research effort, which focuses on corn; money to support research by faculty in endowed chairs in the Colleges of Agriculture and Veterinary Medicine; a farm animal attendant for the new poultry facility on the St. Paul campus; a researcher to work in soil chemistry and plant nutrition, particularly with the complex soil types and changing production patterns that are taking place in central and northern Minnesota; and two weed control researchers, one in forestry and the other in agronomy.

Besides seeking money to reinstate a number of the county extension agent positions that were cut during retrenchment, Brown will be seeking funding for an area agent to work in tourism and other small business development in northeast Minnesota, and money to find more cost-effective ways of reaching families who must make difficult decisions about dealing with inflation, which has been and will continue to be one of the major thrusts in home economics extension.

—Sam Brungardt
Communication Resources



Jean Anderson (left), county extension agent; Pat Rudie (center), public health nursing; and Debbie Mattson, obstetrics-gynecology nurse, teach a prenatal class.

Cambridge Memorial Hospital, and Pine City Vocational School have joined as either sponsors or cooperating agencies.

What began as quarterly pre-natal classes has now expanded to pre-natal classes beginning each month, post-natal classes offered twice a year, and special series on fostering self-esteem in children and building self-confidence among parents. In addition, a recent offering called "Play is Children's Work" is a series of

three sessions for parents of toddlers. Working with community education, the group also sponsors and coordinates a series of exercise classes for expectant mothers.

"We've been very pleased with the response to the class offerings and with the help and support that we have all been able to offer each other in setting up the program," Anderson says. She credits the expertise of family life specialists Ron Pitzer and Sue Meyers with helping keep the program on target and relevant to today's concerns. With the success of the program, the organizing committee is now hoping to expand into more classes for parents of three- to five-year-olds beginning next year.

The group's unique ability to work harmoniously has been recognized by a state award from the community education department. They were commended for their excellent inter-agency cooperation and their ability to enhance one another's resources rather than duplicating what is already available.

—DeeDee Nagy
Communication Resources

Resourceful living helps families cope

Inflation, unemployment and the nation's economic woes have dealt a hard blow to many Minnesota families. As state residents struggle to maintain their well-being, extension's Home Economics Family Living Programs is launching an innovative new program to help Minnesotans manage their resources.

The "Living Resourcefully" program thrust, which will be a top priority for the next three years, came about because county agents, area agents, district leaders, and campus-based specialists all perceived a need to help families and individuals cope.



Irene Ott, acting assistant director for Home Economics Family Living Programs explains that Living Resourcefully first took shape about a year ago when specialists and program leaders met and shared their concerns about the problems facing Minnesotans. These statewide problems seemed a natural take-off point for many kinds of extension programming. Consumers' needs for wise decision-making, careful goal-setting, and meticulous resource management had never been greater. Home Economics Family Living Programs was uniquely able to help state residents so the Living Resourcefully emphasis began to take shape.

Ott says that specialists are expected to devote at least 20 percent of their program development effort and up to 50 percent of their communications resources to this thrust. In addition, districts and individual counties are being encouraged to organize programs and teaching efforts that will tie into the theme. Also, all districts and counties are practicing their own resourcefulness in identifying and using their ties to other community agencies to broaden their reach and impact locally.

Living Resourcefully got its official kick-off at a four-day conference for specialists and agents in November. The training helped agents see ways that they can form networks with other local groups to reach as many Minnesotans as possible. It also gave specific training in such topics as family decision-making strategies, reducing fuel expenses in the home, stretching clothing and food dollars, and budgeting when family income is slashed. The fourth day of the conference was in conjunction with the Minnesota Council on Family Resource's annual conference, an example of the kind of network cooperation that aids all the agencies involved.

What lies ahead for Living Resourcefully? Ott says that specialists and home economics agents are cooperating in getting educational materials tied to the theme into their newspaper columns, newsletters, local radio and television programs, and publications. Planning and implementation of new Living Resourcefully programs will continue as agents and specialists gauge the success of existing efforts and weigh them against the needs of all areas of the state. Living Resourcefully is expected to be a major priority through 1985, Ott adds.

—DeeDee Nagy
Communication Resources

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The University of Minnesota, including the Agricultural Extension Service, is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, creed, color, sex, national origin, or handicap.

Parenting classes offered in Isanti County

Residents of Isanti County are benefiting from classes on parenting that are the result of cooperation between the Isanti county extension office, community agencies, and health care facilities.

County Agent Jean Anderson says the parenting education program began in 1974 as a joint effort between extension, community education in the Cambridge-Isanti school district, Professional Medical Associates (then known as the Cambridge Clinic) and the county's public health nursing staff.

"Rather than duplicating efforts or each attempting to handle a narrow aspect of parent education, we decided everyone could benefit from a more cooperative approach," Anderson said. Since the effort began, other agencies including The Isanti-Mille Lacs Community Hospital,

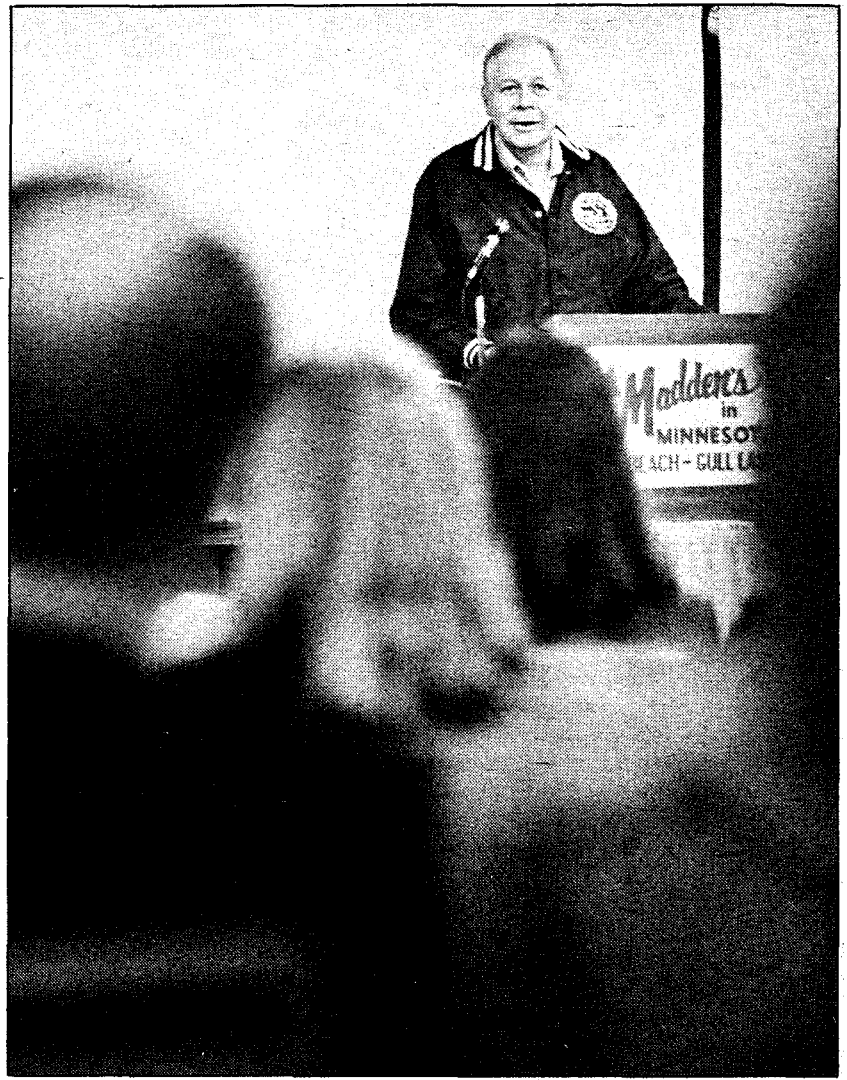
Annual

Living and learning with limited resources was the theme carried through the 1982 Minnesota Extension Staff Development Conference. By adopting its own theme, this week-long gathering of the Agricultural Extension Service faculty reduced costs by incorporating the old annual conference with the inservice education and training conference.

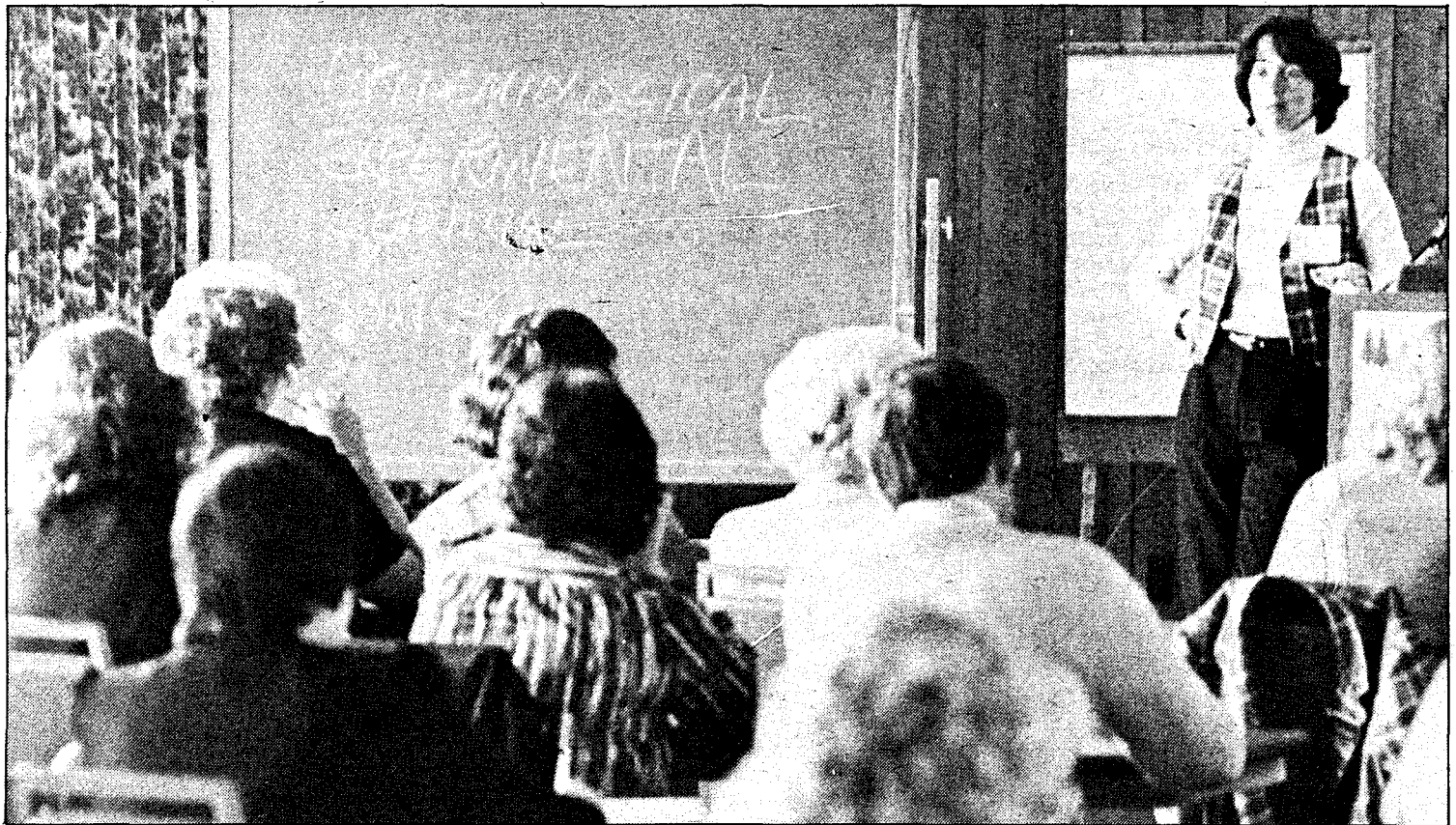
The conference emphasized staff development to help better carry out extension's mission and contributed towards team building through discussion and activities. Staff acquired better coping skills through planned special sessions, and there was time to recognize achievements of extension personnel and express thanks for the contributions others have made to extension.

This new approach provided an excellent opportunity for professional and personal development, even on limited resources.

—Neil Anderson
Communication Resources



Paul Cashman, university professor of speech communication and former vice president for student affairs, discusses dimensions of organizational change in one of three keynote speeches delivered at the conference.



Joanne Slavin, extension nutritionist, discusses approaches to popular diets in one of the minisessions.



Left to right: Randy Cantrell, rural sociologist, and Tom Stinson, Department of Agriculture and Applied Economics, look on as Jim Winckler and Arnie Heikkila work out a problem in "Trade Off," an educational game for generating community awareness of land-use planning issues.



Helen and Jack Freeman, Extension Citizens' Advisory Committee, Grand Rapids, discuss the day's events with Paul Cashman, conference keynote speaker.

Conference



The Tuesday evening awards banquet provided entertainment and some surprises. Here the Great Karnak (Evelyn Quesenberry McDonald) pauses for inspiration as Ed McMahon (Keith Martikainen) waits to read the question.



Extension staff members score themselves on personality traits during the session, "Your Professional Profile," conducted by Marilyn Moen and Judy Zitzloff.



Left to right: Jim Kemp, 1982 MAEA president; Penny Anvik, YOUDSA Award winner, Crow Wing County; Mary Malecha, MINDSA recipient, Pipestone County; and Myrna Krueger, MACAA Young Agent, Olmsted County.



Minnesota Association of Extension Agents Board—1983. Front row: Warren Sifferath, Neil Broadwater, Mary Malecha, Karen Schaffer, Kathy Olson, and Ann Bosch. Back row: James Kemp, Gary Hachfeld, Ken Olson, Perry Fales, Bob Quinlan, Barb Oseth, and Larry Tande.

Extension agents hold annual banquet

The Minnesota Association of Extension Agents (MAEA), is the professional association of extension agents throughout Minnesota. The focus of the association is represented by the four standing committees of the organization: professional improvement, employee benefits, legislative, and awards and recognition.

Neil Broadwater, Winona County extension director, will serve as the 1983 president of the MAEA. He has served as president-elect for the past year. Larry Tande, Steele County extension director, was elected president-elect at the MAEA annual meeting held October 12.

At its annual meeting banquet held October 13, the MAEA recognized three of its members with Outstanding Young Agents Awards.

Myrna R. Krueger, county extension agent, Agriculture, Olmsted County, received the Young Agent Award MACAA (Minnesota Association of County Agricultural Agents) for her work with horticulture and 4-H programs; Mary C. Malecha, county extension agent, Home Economics Family Living Programs and 4-H of Pipestone County, received the MINDSA (Minnesota Distinguished Service Award) for her work in Home Economics Family Living Programs; and Penny A. Andvik, county extension agent, 4-H Youth Development in Crow Wing County, received the YOUDSA (Youth Distinguished Service Award) for her work as a secretary for MAEA.

The Young Agents Awards recognize outstanding young agents who have been working for the Minnesota Agricultural Extension Service for two to five years, are members of MAEA, and are not over 35 years old. The recipients are determined by their contributions to the Minnesota Agricultural Extension Service and Minnesota Association of Extension Agents.

—Penny Andvik
Crow Wing County

EXTENDED to You, Minnesota EXTENDs Information, and Computers EXTEND Our Resources are just a few of the many ways the acronym EXTEND has been used over the last few months. But do you really know what EXTEND stands for? Think for a moment... your answers are probably close. Pat Kovel-Jarboe, extension specialist, census information, proposed the name EXTEND and defined it as EXTension Educational Network and Database. Let's see how it applies to extension.

We all know the mission of the Minnesota Agricultural Extension Service is to reach the people of the state where they live. Educational programs and research-based information help them use the information and adopt new techniques and methods for a better quality of life. Implementing a computerized support system for delivery of educational programs and current information, to provide quick, in-depth answers to problems confronting clients today was the main justification for piloting the EXTEND program in 1981 and even more so today.

EXTEND is the computer network that the University of Minnesota Agricultural Extension Service will use to deliver educational material and research-based information to the people of the state. It is also a way for staff to send and receive internal correspondence, information, and to use computing power.

Forest industry gains from extension's new role

Financial health for the forest products industries in Minnesota is the aim of the Agricultural Extension Service acting in its new role as a Small Business Development Center (SBDC). Designation of the extension service as a small business center came in May, 1982, with a grant of \$20,000.

Frank J. Smith, agricultural economist and director of the center says that the forest products industries have already begun to respond. "Some of the more than 1,000 logging and saw mill operations have already looked to extension either in workshops or in one-to-one consultations," he says.



Frank Smith

Eight college locations in the state are involved and the College of St. Thomas in St. Paul administers the program. Also involved, besides the University of Minnesota's Agricultural Extension Service, are Bemidji, Moorhead, St. Cloud, University of Minnesota-Duluth, Mankato State, and Southwest State.

Smith terms the forest products industries in the state "action oriented with highly individualistic persons in charge." One thing they're in need of is management skills, he says.

Smith brings business management, accounting, and finance skills to the program. Tom Milton, area extension agent, forest products; Lewis T. Hendricks, professor and extension specialist, forest products; and David Leding, research assistant, forest products extension, provide the forest products backgrounds. Milton and Hendricks wrote the original grant request proposal.

X Implementation of the EXTEND network covers a six-year time frame that began in July 1981 with special appropriations from the legislature. Today, there are host-dependent terminals in 17 of Minnesota's 87 counties, 10 area offices, and 22 campus offices. Ten more host terminals will be added during FY-1983. Microcomputers are located in 5 counties, 4 area offices, and 10 campus extension offices. Six additional micros will be added during FY-1983.

When completed, the system will consist of a network of terminals and host computers in all counties and college departments associated with the Agricultural Extension Service. Each terminal will have communication access to the university's on-campus host computer and to other computers throughout the United States. Extension's clientele will access EXTEND by going to the county extension office or through their home computers.

Users can transmit and analyze data between county extension offices and existing university host computers, use MERITS and MECC, and access other state and national computer program networks such as AGNET, TELPLAN, Computer Management Network, etc. County extension offices can update data files, transmit new educational programs, and transceive electronic mail. A small sampling of programs available include: feeder pig profit forecaster,

T family food budget guide, water erosion soil loss estimator, weather decision model, 4-H enrollment, and food intake analysis.

As Dave Nelson, project director of EXTEND, pointed out in the Summer 82 issues of EXTENSION REVIEW magazine, these programs fall into the six major functions of EXTEND. The functions are decision-aided instructions, tutorial programs, informational databases, communications, office management, and applied research.

In a decision-aided instruction, the user with a specific problem provides input information, like the current interest rate, for use within the computer program. The computer can provide alternative solutions and give information about the impact each input or variable has on the problem. For example, using the computer in this fashion, the prospective homeowner can see easily that the monthly payments on a 30-year, \$60,000 mortgage loan will increase from \$615 to \$759, with a change in the interest rate from 12 to 15 percent.

Tutorial programs are designed to provide a learning opportunity on a given subject. This media approach provides content and quizzes the student to help determine comprehension and identify the important points.

In extension, informational databases can be used as a depository for fact sheet, bulletins, newsletters, ad-

E visories, and other textual information to be retrieved by subject, author, data, and keywords in the text. The establishment and usefulness of the databases need to be evaluated for their cost effectiveness, compared with traditional methods of storing bulletins, using the telephone to obtain information, and looking up information in a book.

Computer communications entails the ability of computers to send data back and forth and to store that data for access by authorized users at any time. This function is currently being used in many forms, including accessing weather and market data, news releases, electronic mail, and computer conferencing. Extension faces the challenge of developing ways to use this new technology in the teaching and learning process.

Office management includes word processing, maintaining mail files, 4-H enrollment records, budget and account transactions, time accounting records, staff directory updates, and mailing-label generation. Computers have a proven record as useful tools in these types of office management work. Dave Hart, Scott County extension director said: "An important part of office management is the elimination of the boring kinds of jobs and being able to get information on a more current basis."

The computer's role in applied research is to provide the researcher

EXTEND's information methods

Decision-aided instruction is by far the most common use of computers in extension education today. The educational value of this method of instruction is enhanced by allowing the user to change inputs for iterative runs of the programs.

A discussion with Dave Hart, Scott County extension director, emphasized the usefulness of a decision-aided program and how the computer network speeded the information flow. When asked what response the "What to Grow" decision-aided program had received earlier this year, Dave said, "Pretty good... in fact, it was really kind of fun because we pulled the "What to Grow" program off the computer and used it two or three weeks before the hard copy actually got here. During that time we used it with quite a number of producers, helping them decide what their cost of production would be if they were looking at forward-pricing their crops. It gave them a pretty good chance to take a look at what our economists say the costs of production are and the returns per acre in several different crops. We were then able to compare those crops one against the other for a specific yield and at a specific estimated price. We mostly used the estimated future's price, the quarterly prices that we got off the computer. We compared corn against soybeans, then corn against wheat, and soon the producer was asking if we could use corn prices to compare against other crops—oats, sunflowers—you name it, he wanted it."

Letting the producer try an idea out on paper instead of in the real world is a benefit mentioned by specialists and agents around the state. It's easy to see why this is the most-used function of EXTEND.

—Neil Anderson
Communication Resources



Paul Larson (standing) teaches Gregg Webster to run a program.

EXTEND's staff training

Staff training in the use of computers is as important as the hardware or the software.

Laurie Korder, Scott County extension secretary, emphasized staff training as the essential first step in using the computer for office management. Laurie maintains the 4-H enrollment records and was very appreciative of the training that Paul Larson, field implementation director, and Tom Ehlen, systems operation director, had given the Scott County staff. They didn't just drop off the computer—they were committed to seeing it work.

Scott county had a pilot project for putting county fair 4-H registration and premium information on the computer. The youth received their checks at the end of the fair. In other years 4-H members would have to wait until their next monthly meeting to receive their checks. The county office wants to thank Tom Ehlen and Bob Hursh for helping them implement this real time saver.

Kathy Peterson, Scott County extension secretary, uses the computer for maintaining and printing mailing lists. The handing over of boring, repetitive jobs to the computer lets Kathy handle more work. Speed and efficiency are two benefits of the computer that extension training is putting to use.

—Neil Anderson
Communication Resources

N with a tool for information storage and retrieval, data modification, file handling, application programming, report writing, and graphics. Through statistical analysis the researcher is able to test the relative advantages of alternative production practices, the effectiveness of a herbicide, or a variety of other questions facing our clientele today.

When Dave Hart, county extension director in Scott County, was asked if EXTEND was going to make his job easier, he responded, "The fact is we maybe are all going to work a little bit harder but it's going to let us do more of the teaching and things on a more current basis than we've been able to do in the past."

Hal Routhie asked the assistant directors and director how the the development of EXTEND will benefit the people of Minnesota. Here are the responses:

Irene Ott, acting assistant director, Home Economics Family Living Programs: "Home Economics Family Living Programs will utilize computers to effectively respond to consumer questions, to compare individual and family demographics with data bases, and to increase resource management effectiveness. EXTEND will reach families with instant information for improved decision making and quality of living."

4-H spirit finds expression in three Minnesota communities

In Milaca, a club project to identify trees caught the imagination of the whole community and will continue with the sponsorship of other groups.

In Fargo, clubs from nine counties and two states collaborated to put on a three-day exposition that practically took over the whole shopping mall.

In St. Paul, one enthusiastic young computer expert has sparked the interest of many others, young and old, by sharing his skills in group demonstrations.

What all three stories have in common is 4-H and community interest.

Larry Karels, the Mille Lacs County extension agent, says the tree identification project began as something he wanted to do but couldn't find the time for. He turned it over to the Milo Lamplighter club, and fifteen boys and girls from 9 to 17 under the leadership of Mrs. Betty Edgren planned a self-guided tree tour of eight square blocks of Milaca for mid-July. Its purpose was to give the public an opportunity to learn what trees might be suitable replacements for those lost to Dutch elm disease and oak wilt.

Junior leaders met to lay out a plan of action with Karels' help. After getting permission from the property owners, the 4-Hers identified and researched 30 different types of trees including northern catalpa, russian olive, white cedar, green and mountain ash, and various types of poplar, oak, and maple.

They prepared brochures and posters, borrowed large signs from the University of Minnesota that could be seen from the streets, and petitioned and got a hundred dollars from the city council to support the effort. The city council believes the valuable work of these 4-Hers will help gain Milaca the title of "Tree City" from the National Arbor Day Foundation.

D Gene Pilgram, assistant director, Agriculture: "EXTEND will provide Minnesota farm families and agribusinesses an exciting new way to tap the information and learning resources of their university on demand. The pay off will be better solutions to problems, more profitability, and a strong, healthy agricultural industry in this information age."

G. Edward Schuh, acting assistant director, Community Resource Development: "Small business development and tourism potential will be benefited greatly by the emerging EXTEND programs in Community Resource Development. Special focus is expected on computerized management decision aids and improved record keeping approaches that will mean more dollar profits for these enterprises."

Byron J. Schneider, assistant director, 4-H Youth Development: "Today, the youth of Minnesota are light-years ahead of the rest of the population in their understanding of an appreciation for computer science. They recognize that our society needs a higher level of technology literacy and application. EXTEND will help 4-H profes-

sionals and 20,000 adult volunteers catch up to the young people. EXTEND will permit us to offer the finest research-based educational programs in the most effective fashion and will help us develop our most valuable resource—our youth."

Norman A. Brown, director, Agricultural Extension Service: "EXTEND will make the knowledge resources of the university more readily available to the people of Minnesota. It provides another tool to enable extension agents and specialists to more effectively conduct educational programs and provide research-based information."

We've got a good start on a great project.

—Neil Anderson
Communication Resources



Luther Waters at the Grand Rapids Experiment Station

ABCs of vegetable project spell growth

The U.S. market for quality vegetables is strong, and Minnesota can fill a greater part of that need. That is the opinion of Luther Waters and other extension horticulturists working on a project designed to develop an asparagus, broccoli, and cauliflower processing industry in Minnesota.

Our state is already the third largest producer of vegetables for processing. It leads the nation in sweet corn production and is third in pea production, and though returns on some crops are diminishing, Waters thinks that asparagus, broccoli, and cauliflower offer good alternatives.

In 1979, approximately \$77 million worth of vegetables were produced on over 230,000 acres of Minnesota land. Waters says that the processed value of the produce was over 445 million dollars. "This represents a 'value added' of almost six times the raw product value," he says. "The value to Minnesota of in-state processing is much greater than many people realize."

Waters explains that acreage of processing vegetables is currently concentrated heavily in California and Wisconsin. In addition, some commodities are shipped to other states for processing. "The rising cost of transportation, along with the risk involved in concentrated production, is causing the processing industry to redistribute production to areas with the greatest production and distribution advantage," he says, "and this can provide an opportunity for Minnesota."

"Decades of production have demonstrated our ability to grow high quality vegetables," says Wat-

ers. He adds that this is mainly due to the favorable climate, the abundance of highly productive soils, abundant water for irrigation, and relative freedom from insects and diseases.

In order for Minnesota to capture a larger share of the vegetable processing business, Waters says that problems and opportunities unique to Minnesota must be addressed immediately. The "ABC Vegetable Project," as it has been nicknamed, is designed to do this.

According to Waters, the innovative part of this program is the systems approach to industry development. "We are working with each component—research, grower education, production, and marketing—and each one is as important as the others," he says. "Our approach is different than that seen on most grant proposals. We want to set up a system to solve the problem, provide education on it, produce the products, and market them." Using this system, all components of the industry can be brought together and can develop together.

Research topics include stand establishment, variety trials, fertility, plant propagation, weed control, and disease resistance, all the information the new industry needs to become established. Dr. Waters says that both experiment station research and the extension service are vital to the success of the project. "Extension people are able to see what the problems are," he says. The station then researches the problem, and the extension service makes the research results widely known. "Each one needs the other," he concludes.

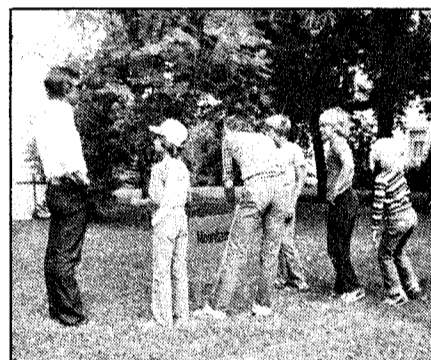
Production on the project is going well. By 1983, Waters expects 1000 new acres of asparagus and 500 of broccoli and cauliflower to be planted in Minnesota. "This is a large investment and represents a serious commitment on the part of farmers," he says. "We are very pleased with the serious interest being shown, and want to provide the technology so that farmers can do what they want."

This assistance is currently limited to a small number of farms that range from the small pick-your-own type to large wholesale operations. There are 10-15 such farms for asparagus and 8-10 for broccoli and cauliflower. "Our interest at this point is the development of the industry, and of individuals who have the resources and entrepreneurial skills to be successful," he says. "We don't want to spread false hopes," he adds. Techniques developed on these farms are available to other interested growers, however, and the farms will be used as demonstration farms later in the project.

Grower education has also included special projects such as a March, 1982, tour to California vegetable production areas. Waters says that 30 people participated in that tour, and the number is expected to double when the trip is repeated in 1983. Much interest has also been expressed in a planned November symposium on asparagus, broccoli, and cauliflower production and marketing.

This is the midpoint of the three-year project and Waters says it has been "at least as successful as we thought it would be. The acreage is developing as intended, produce is being sold, researchers are learning new things, growers are learning, and markets are being found. These results have great value to the growers, and to Minnesota as a whole."

—Denise A. Bonebright
Communication Resources



Larry Karels talks to the Milo Lamplighters as they plant a tree identification sign.

Every club member was involved in some way. They did research and wrote descriptions of each tree. They put up signs and posters and cleaned up when the tours were done. Individual members expressed a sense of satisfaction over getting good evaluations from residents who took the tour and from the knowledge they gained about trees.

It is estimated that more than 200 people participated. In fact, it was so successful, said Karels, "that local senior citizen groups have volunteered assistance to see that the tours continue."

That sense of community sometimes extends beyond state lines. Richard Byrne, the Northwest District Extension Program Leader, reported that 4-H clubs in both Minnesota and North Dakota cooperated to put on an exposition October 4, 5, and 6 in Fargo's West Acres Shopping Mall.

Planning and promotion of the event required the cooperation of nine counties, including extension staff, 4-H members and leaders, the promotion office of West Acres, and some of the staff at North Dakota State University.

Celebrating National 4-H Week, with the theme of "Learn by Doing," the displays included clowning, camping, photography, international awareness, consumer choice, child

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GLOBAL

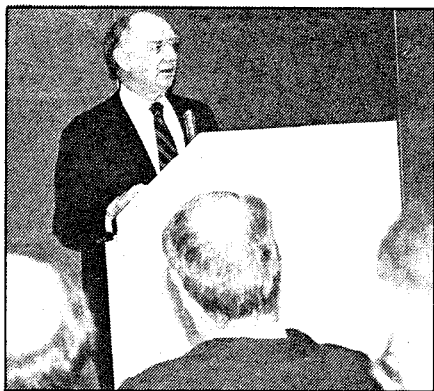
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Brussels, Tokyo, and Peking as well as Washington."

The stakes are high not only for farmers but for everyone whose welfare depends on the health of agriculture. That includes most of the people who live and do business in the Upper Midwest. They feel the impact as taxpayers and consumers too.

"So we need to provide forums where these people can sit down and talk; where they can get current information and hear diverse viewpoints on controversial subjects, and at the same time help educate officials from government and business. They won't necessarily come away with answers, but at least they'll understand the questions and get a better grasp of the issues. And they'll be better-equipped to influence policy-makers," says Pickrel.

The seminars are jointly sponsored by the university's Agricultural Extension Service and the Department of Agricultural and Applied Economics. Ed Schuh, head of the department and a frequent speaker and writer on the subject, sounded the same theme in a recent interview. He said farmers need to shift their political activities toward improving trade policy, exchange rates, monetary and fiscal policies, and foreign



Luther Pickrel (photo by Sue Silvis)

relations.

The framework for this dialogue is a series of seminars, usually involving from 100 to 200 persons. Among those invited—in addition to farmers—are business leaders, educators, and public officials at all levels of government from local to international.

An October seminar in Minneapolis focused on "Deficits, Interest Rates, Foreign Loans: How they Affect Farm Credit and Prices." Seminars dealing with a changing agriculture and changing communities were scheduled December 6 and 7 in St. Cloud and December 8 and 9 in Owatonna. Iowa State University co-sponsored the Owatonna event. Another is slated for Fargo, ND, March 10 and 11 with joint sponsorship by

North Dakota State and the University of Manitoba in addition to the University of Minnesota.

Most of those who attend the seminars are from Minnesota or neighboring states, but 21 states and 13 countries were represented among participants in the first 10 events. The series began in 1978.

Since the competence of speakers is crucial to a seminar, Pickrel says he spends a lot of time checking credentials and past performance. "We won't select someone solely on the basis of position held. We insist on knowing the person's competence in the subject matter and ability to relate to the audience. We seek a mix of people from the public and private sectors and will go after talent from abroad when it is appropriate.

"We want a mix of people in the audience too because they help educate each other in addition to what they get from the speakers," Pickrel said. "It's important to cross state lines and even national boundaries."

There is a fee for attending, and Pickrel's rule is "everyone pays." That includes extension people, reporters, and government officials along with the rest. "I wish we didn't have to charge anyone," says Pickrel. "But we just don't have the program money to do that. So we ask everyone to pay and thus keep the fee as low as possible."

The series also has received support from business and farm groups. A core group of frequent co-sponsors includes Farm Credit Banks of St. Paul; Federal Reserve Bank of Minneapolis; First Bank System, Inc.; Minnesota Farm Bureau Federation; Minnesota Farmers Union; Northwest Bancorporation; Spring Hill Center; and Piper, Jaffray and Hopwood, Inc. Additional businesses have supported one or more seminars where the subject matter was of specific relevance to them.

"Over the years the university through its research and extension activities has done a masterful job of helping farmers produce food and fiber," says Pickrel. "New varieties, soil management, disease control, and similar practices have brought remarkable results. We need to keep these activities on the agenda in our educational efforts.

"At the same time we have to realize that the battle for markets, fair prices, and affordable credit is being fought in a larger arena. It's an international ballgame. Here at home, we need to learn the rules and know the players. And we need to keep a scorecard.

"The seminar series is just one of many ways to work toward that goal," Pickrel concluded.

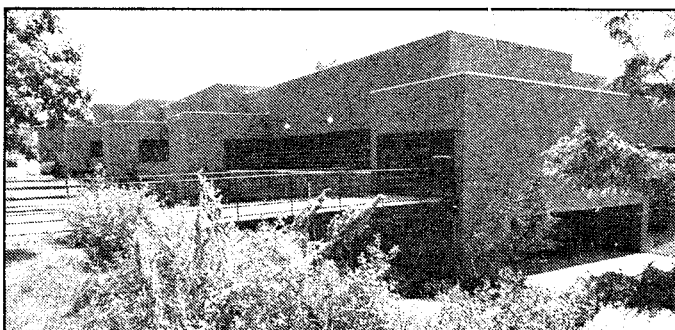
—Russ Tall
Communication Resources

Earle Brown center looks toward future

In 1949, a Minnesota farmer by the name of Earle Brown said, "The University of Minnesota has done much for the people of the state and is one of the great assets of this area." He was right, of course, but he didn't stop there. That same year he donated his 750-acre farm to the university and requested that the proceeds of his gift be used to "assist in the development and betterment of the Great Northwest."

Today, the great conference center that bears Earle Brown's name is a fitting tribute to the man who believed in the value of continuing education. Since it opened in 1978, the Earle Brown Continuing Education Center has served nearly 200,000 adult learners.

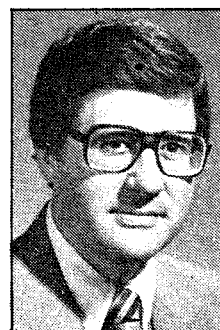
In the last year alone, 62,000 have attended conferences and seminars and the number keeps growing. What kind of conferences are held there?



Earle Brown Continuing Education Center

Medicine, nursing, management, engineering, sanitation, accounting, veterinary medicine, pest control, horticulture, wellness, county extension day, lumber short course, and the governor's forum on education are just a few of the many events the center hosts.

Located at the center of the university's agricultural base, the St. Paul campus, the Earle Brown Center is operated under the joint leadership of the Agricultural Extension Service and Continuing Education and Extension. Both departments are committed to extending the resources of the university, and this joint effort



Jerry Schmidt

assures that all parts of the university will be able to use the center. Priority for use does go to continuing education professionals, such as the Agricultural Extension Service's Office of Special Programs, but other university departments, as well as state and local government, professional organizations, and non-profit organizations are also welcome.

Though the center is self-supporting, relying entirely on fees charged for conferences, the capacity of the center is great enough to keep costs modest. Six conference rooms, the largest of which seats 400, four dining rooms, a coffee shop, informal

meeting areas, and extensive audio-visual facilities are all designed with flexibility and comfort in mind.

Jerry Schmidt, extension educator and manager of the Earle Brown Center, is duly proud of the center's accomplishments, but is also making plans for future growth. As he looks toward the next 10-15 years, he is trying to predict what the trend in conferences will be. A satellite dish and the capability for telecommunications is one possibility. Sending programs electronically to other parts of the state is a related prospect and fits well with the philosophy of extending the university beyond its traditional boundaries. Computer-assisted instruction is another likely direction and one that may come quickly.

While no one is sure where these trends will lead, the Earle Brown Center will almost certainly be in the forefront. Earle Brown prided himself on being forward-looking and the Earle Brown Center is continuing that vision.

—Richard Sherman
Communication Resources

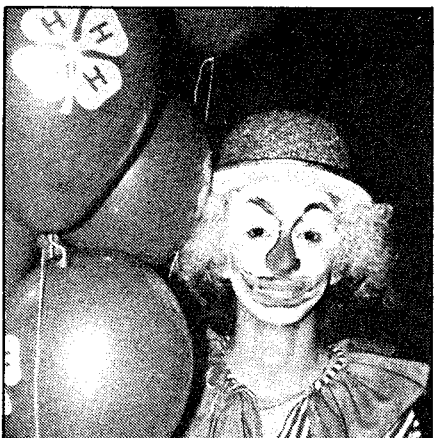
4-H

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development, computer job search, urban 4-H, and 4-H Foundation. There were also educational booths, banners, and project exhibits such as a seeing eye dog project. The counties set up on Monday morning but took responsibility for different days: Cass and Clay on October 4; Traill, Barnes, Ransom, and Richland on the 5th; and Becker, Norman, and East Ottertail on the 6th. The purpose of these events was to raise 4-H enrollment and increase the financial and human resources available to the Red River Valley counties program.

The publicity effort included radio, press, and letter campaigns in each county and brought people from the whole region. Despite some bad weather, it was a success. It's estimated that 24,000 people saw the event daily.

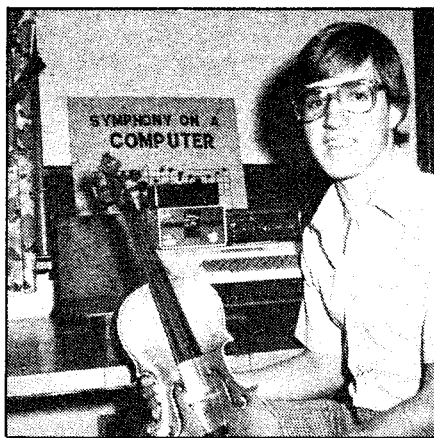
But as one 15-year-old 4-H computer whiz has shown, it doesn't always take a mass effort to gain community interest. Tim Pettit of



Melody Heiser, 4-H ambassador from East Ottertail, clowning at West Acres 4-H days (photo by Larry N. Swenson).

White Bear Lake has gained recognition in the metropolitan area and even statewide through demonstrations of his Apple II computer.

He started using computers in third grade. During his six years in 4-H, he gave several demonstrations to his club. It developed into a self-determined computer project that won him ribbons first at the Ramsey



Tim Pettit displays his Apple II and viola.

County Fair and then for three years at the Minnesota State Fair. He won a purple ribbon and the Award of Excellence this year for programming his computer to play music with the help of a music system and his own musical talent. He plays both the viola and the bassoon.

Tim isn't selfish with the knowledge he has gained. Two years ago he

did computer demonstrations for state legislators at the Science Museum of Minnesota to support the Ramsey County program. He has even done workshops to teach his teachers at Mariner Senior High where he goes to school. The music system for an Apple II didn't come cheap but Tim paid for it from his paper route money.

This summer he worked with a mentor from Control Data Corporation through a project for gifted students. "My goal was to write a program that would index music for a school, library, or just personal use" Tim says. He not only successfully wrote the program but also indexed by seven different characteristics more than one hundred entries in the music library of the White Bear Lake String Program.

4-Hers are making things happen. Look around your community and feel the vibrance.

—Hank Drews
Communication Resources