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EXTENOVATIONS

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Borich is new director

Patrick Borich has assumed the position of director of the Agricultural Extension Service, succeeding Norm Brown who resigned in June to join the Kellogg Foundation in Battle Creek, Michigan. Borich previously was associate director of extension responsible for personnel and staff development. Before that he had served as a county extension agent, and area coordinator, district supervisor, state leader and assistant director. Upon his appointment, Borich said, "I'm thrilled to be able to con-

tinue to serve the people of Minnesota with this new assignment. Minnesota's Agricultural Extension Service has an outstanding reputation. That is because of the commitment in this state by the people and the staff to quality education and outreach programs. We, like many organizations and institutions, are going through substantial changes, but I would rather be working through that process in Minnesota than any place else. I look forward to the challenges ahead."

Stevens County sees small business boom

Traditional questions for an extension agent these weren't. That's the background of Rural Women Mean Business, a program developed by Catherine Huebner (say Heebner) who is a Stevens County agent in Home Economics Family Living Programs and Gail Nelson of Continuing Education at the University of Minnesota, Morris (UMM).

If the questions had been on how to can carrots, Huebner's answer would

have been automatic, but this was a young woman needing employment to add to her family's farm income and there were no tip-of-the-tongue answers. Nelson was getting similar phone calls and visits. Huebner and Nelson got together, applied for and received a \$2,600 planning grant from the Governor's Council on Rural Development. Then, again in 1982, they

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At the Stevens County Women's Trade Fair, Lyla Cin of Morris Drapery (behind sign) describes the workings of that business to Pauline Smith, trade fair participant (photo courtesy of Morris Sun and Tribune).

Quick action averts crop damage

For two weeks last summer, Chippewa County was the site of an invasion.

Armyworms, insect larvae that destroy crops along their path, invaded six southwestern Minnesota counties. Roger Larson, county extension director in Chippewa County, reports that during their two-week occupation, the armyworms infested 114,000 acres, with half of that territory in Chippewa County. "Virtually every acre of wheat in the county was infested to some degree," Larson says.

The first call came in to the extension office on July 6. By Saturday, July 7, Larson had received a second call at home and began to realize that the infestation was not an isolated

case. A good early alert system which detected a heavy moth number in light traps was paying off.

That Saturday, Sunday and Monday, Larson contacted the media and got extensive radio coverage. During the entire week, the media were used heavily and the story spread throughout the state. "Good relations with the radio and TV people helped get the story out quickly," says Larson.

On July 9 and 10 the telephones continued to ring in the county office. Larson and David Werner, Chippewa County 4-H agent, talked with about 175 people during those two days.

On July 9, Larson spoke to Dave Noetzel, entomologist on the St. Paul campus, and was able to establish a test plot in Chippewa County. By July

12, accurate plot information on which insecticides were effective for the area had been determined.

"The state entomologist usually has problems getting plot work of this type on the farm," Larson says. "Usually by the time it's available, the problem is gone already. It's critical to get something out of the laboratory on insect control so he was quite

pleased with that." As a result of the test plot information, the State Department of Agriculture was able to grant an emergency clearance for use of the chemical Lorsban.

Conference calls alerted all county ag agents in southwestern Minnesota of the crisis. They con-

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Extension honors its own, its supporters

Each year the annual extension staff development conference is, in part, a time for recognizing excellence within our ranks and noteworthy support of extension from others. This year's Director's Awards for Distinguished Faculty were presented to horticulturist Jane P. McKinnon and area agent J. David Radford.

Director Pat Borich cited McKinnon for her contributions to Minne-



McKinnon



Radford

sota's quality of life through her leadership of the Master Gardener program, her service to the Minnesota Shade Tree Committee and her major role in the establishment of the Dial U information service. Radford received recognition

for his innovative teaching methods and use of volunteers in such successful efforts as the Small Farms Program in northeastern Minnesota. He was also cited for

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Cecil D. Nelson, Jr., communication specialist in Communication Resources, died Oct. 30 of cancer. He joined the Agricultural Extension Service in 1977. His artwork and graphic designs were prominent in many extension slide sets, displays and publications. One of his latest projects was a book of clip art depicting minorities, handi-

capped persons and the aged in a wide variety of every day activities. Nelson's goal was to produce quality illustrations suitable for publications in which such persons currently are seldom represented. The book is in production in Communication Resources and is expected to be marketed nationwide in 1985.

Magraths welcome volunteers

Last November, Larry Fowler and Cindy Manwarren wanted to do a splashier job of applauding Dakota County volunteers than the usual banquet, while keeping in mind that funds were short.

Manwarren, an extension volunteer, had just returned from the North Central Leaders Forum where an effort was made to make volunteers feel special. "I came home and told Larry that we just had to do something for the local volunteers," said Manwarren, "so we brainstormed some ideas over the phone."

The result was an evening out for 100 volunteers on May 9 during National Volunteer Week. It included a buffet with university President C. Peter Magrath and his wife Diane at their residence Eastcliff. Later the group traveled to Bandana Square, a newly opened shopping and dining complex in St. Paul.

Part of the planning for the event included Fowler, Dakota County 4-H agent, talking to then Director Norm Brown on how to better show the volunteers the connection between the university and the extension service. Fowler had previously visited Eastcliff and suggested to the director that the event take place there. Brown then contacted the Magraths.

"They were excited about the idea so off we flew. With the help of Norm Brown, Russ Tall from CR, our office

and the volunteers, we were able to coordinate a successful evening," said Fowler. "A committee of 12 volunteers planned the entire event and Cindy was the chairperson. All the program areas were represented at the dinner—home economics, 4-H, agriculture, master gardeners and young families.

"It's been the goal of the agents in Dakota County for a long time to get an event like this together, and we had never done anything before which included all the program areas."

The entire evening was funded by private donations solicited by volunteers from businesses in Dakota County.

"As we walked in the front door, the Magraths were there to greet us," said Fowler. "Later, they commented on the fact that the Dakota County volunteers actually represented volunteers all across the state and how much the county and the University appreciated their work.

"You won't have to remind those 100 extension volunteers that they have a definite connection to the University of Minnesota."

The only problem the organizers faced was having to turn people away. According to Fowler, 100 people signed up in just three days and there was a waiting list.

For Manwarren, the evening was a culmination of sorts. As committee



Dorothy Johnson, master gardener from Dakota County, presents a basket of herbs to be planted in the gardens of Eastcliff to the Magraths.

chairperson, Manwarren took major responsibility in the planning, coordination and carrying out of the volunteer reception. She also acted as moderator at the event.

"I graduated from the university and went the route that many women do of raising a family. When you're at home and not out at a job, it's not like you lose your skills," explained Manwarren.

"Extension has really been tre-

mendous for me. Very often my husband is at the head table and speaking while I watch him. This was the first time he could see me in a leadership capacity. I found out that I could do this sort of thing and it was wonderful."

—Greg Doerning

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initiating a Safe Heating With Wood program in Carlton County that was later adopted statewide and for his leadership in promoting tourism in his area.

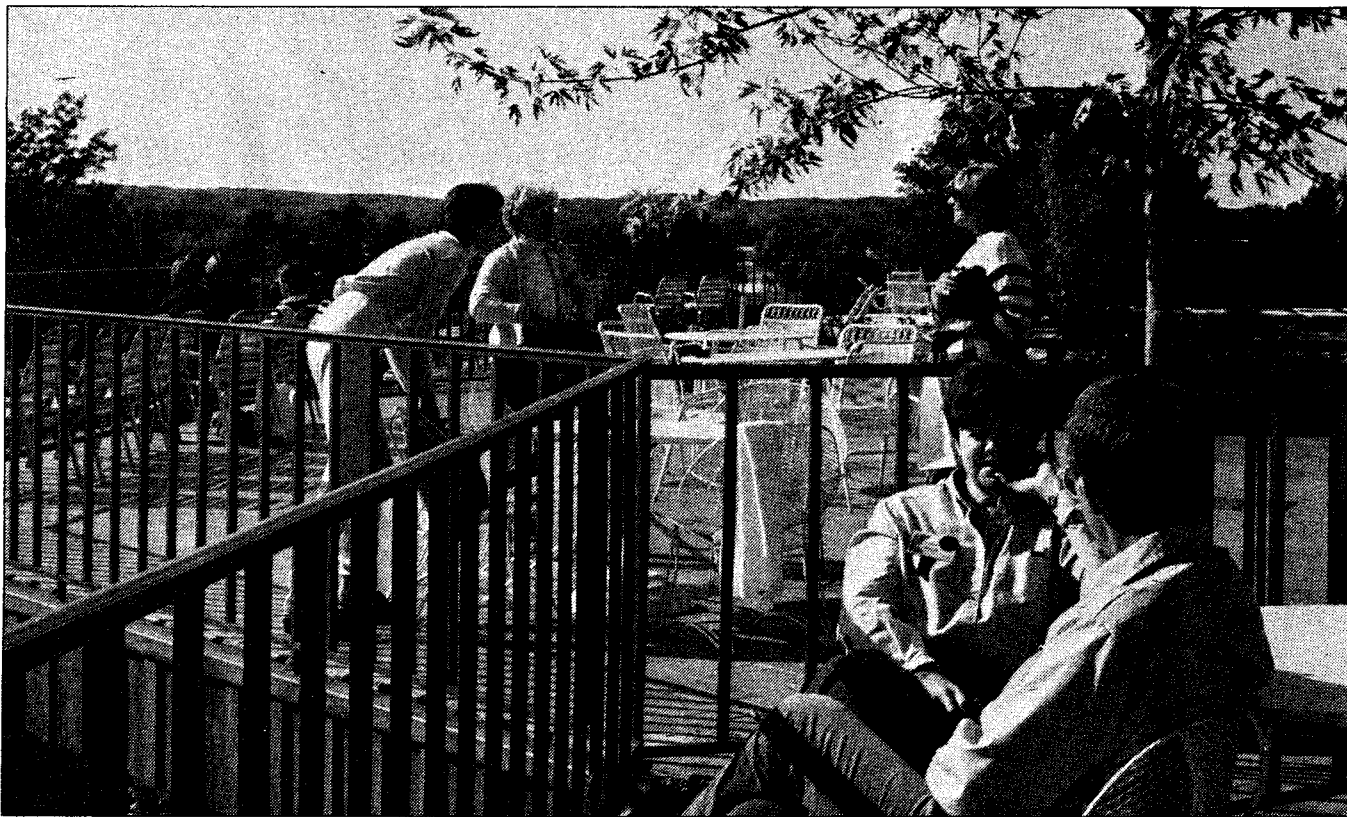


Ahrens

In addition, Borich presented Ramsey County Commissioner Diane Ahrens with the Director's Award for Distinguished Contributions for her leadership in helping Southeast Asian refugees resettle in Minnesota.

She was instrumental in getting the Minnesota Agricultural Enterprise for New Americans project started as a joint effort of extension, the Minnesota and Ramsey County Departments of Human Services and the Health and Human Service's Office of Refugee Resettlement.

The same award went to University of Minnesota President C. Peter Magrath for "his dedication to extension outreach and his encouragement of strong, innovative programs" that have helped extension gain impact, visibility and support statewide.



With winter upon us, memories of Annual Conference when the sunshine was warm and the leaves colorful, are pleasant. Kathy Mangum, chair of the planning committee, relaxes between sessions on the Madden's deck while other staff members also enjoy the setting and good company (photo by Dave Hansen).

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ducted more than 25 field meetings where host farmers called their neighbors and asked them to stop by to hear the agents discuss the crisis. The agents also went to work alerting aerial applicators of chemical recommendations and precautions.

Aerial applicators from several counties took part in the emergency spraying and 95 percent of the 114,000 acres were treated before damage occurred. Three fields where farmers waited too long before spraying demonstrated the high cost of not acting quickly. Yield on those fields was 35 instead of 60 bushels per acre of wheat.

With average wheat crop yields figured at 51 bushels per acre, it is

estimated that a loss of approximately 17 bushels per acre would have occurred if spraying had been delayed. Using \$3.70 as a price per bushel and allowing for the chemical application cost of \$8 per acre, it is estimated that extension's emergency measures helped prevent a \$5,940,000 loss, according to Larson.

The last spraying was about July 21 and with it the armyworm invasion had come to an end. An early alert system, coordinated action and the high degree of awareness that agents created among farmers had averted an agricultural disaster in several counties.

"The key to the whole thing was quick action and people working together," says Larson.

—Richard Sherman



Armyworm (photo by Dave Noetzel)

Extenovations

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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, religion, color, sex, national origin, handicap, age, or veteran status.

In brief . . .

Jeanne Markell, Carver County, and **Kay Louis**, Scott County, received the Achievement Award from the National Association of Counties for an innovative nutrition program for senior citizens.

* * *

Jean Bauer, family resource management specialist, has received a distinguished honor award from the Indiana Home Economics Association. The award is given each year to one person who has done outstanding work in the promotion of home economics and service to the recipient's community. She also is scheduled to present a paper this month on energy use in rural Indiana homes at the American Society of Agricultural Engineering. The paper is drawn from research she conducted at Purdue while she was director of the Rural Energy Conservation Extension Program there.

* * *

1984 MAEA Young Professional Awards were presented to **Tim Arlt**, Steele County (Ag); **Lucia Mabraten**, Stearns County (4-H) and **Nancy Frosaker**, Clay County (HEFL) at the 1984 annual conference awards banquet October 2.

* * *

Extension specialists **Lee Schultz** and **Don Bates** (Ag Engineering), **Scott Reed** (Forest Resources) and **Richard Meronuck** (Plant Pathology) were Blue Ribbon Award winners in the 1984 Extension Educational Aids competition sponsored by the American Society of Agricultural Engineers in June. **Bob Aherin** (former extension safety specialist) was also an award winner in this competition.

* * *

Bob Berg, extension poultry specialist (recently retired), received the national Fellow Award from the Poultry Science Association at its annual meeting at the University of Guelph, Ontario, in August. Animal Science department head Dick Goodrich comments that this "attests to the excellent national reputation that Bob has attained."

* * *

Arnold M. Flikke, professor of agricultural engineering at the University of Minnesota, received the Distinguished Service Award given by the National Food and Energy Council of Columbia, Missouri. The award was given for Flikke's contribution to education and research through the utilization of electricity in production agriculture.

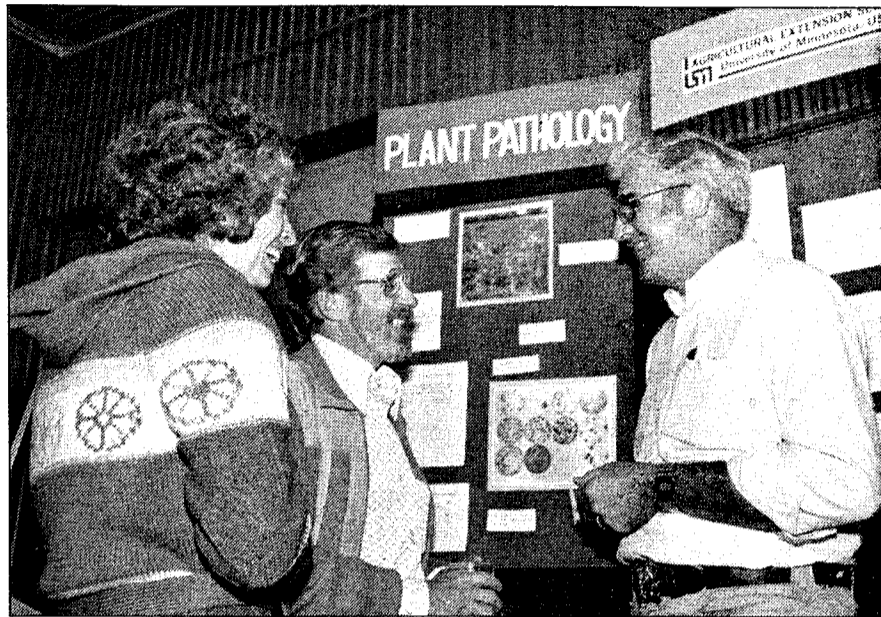
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A Minnesota Agricultural Enterprise for New Americans (MAENA) received an Innovative Project and Program Award from the American Public Welfare Association (APWA) of the Central States Region at its 1984 awards program. Accepting for the project was **Tom Reis**, project director. APWA, founded in 1930, is a non-profit organization of individuals and agencies concerned with effective administration and delivery of publicly funded human and social services.

* * *

The Douglas County 4-H Council, Alexandria, was selected to receive a 1985 Citizenship-in-Action grant from the Reader's Digest Foundation, Pleasantville, New York. The council is one of 54 4-H groups in 25 states awarded seed money for community projects. It will use its \$400 grant to write and publish a county 4-H history. Minnesota's 4-H program was started in Douglas County, and many of the early members and club leaders still live there. The grant will be matched by additional funds that will be raised locally.

* * *



Carol and Al Eisenbraum, vegetable producers from Princeton, discuss potato diseases with Sherburne County extension agent, Glen Ertel. The Eisenbraums were among 75 growers and their families who attended a dinner meeting at the John Wingard farm near Elk River in October. Howard Brissonette, Curt Klint, Gerald Miller, and Glen Ertel spoke at the event.

Actress credits 4-H for life's direction

Where have you seen this face before? ...in a television commercial? ...maybe a movie? ... perhaps on stage?

Actually, doesn't she look like a 4-H member you once knew? That's it! She's Deborah Templin, who just 14 years ago was an outstanding 4-H member from rural McLeod County.

In fact, she was a 4-H ambassador, a state 4-H federation officer and 4-H reporter to *The Nation*. But lately you may have seen her on daytime TV shows like "The Edge of Night" or "One Life to Live." Templin now lives in New York City.

You had 700 opportunities to see her as Grace Farrell in the national touring production of *Annie*. Seven hundred times she played that role in forty-five different cities during the year-and-a-half long tour. She says she never got tired of it.

She has played comedy, Shakespeare, off-broadway drama, industrial films, mime and sidewalk improvisations. And she knew that acting was what she wanted to do ever since she was a nine-year-old 4-H'er.

"The older members are actually the first people to give a young member a break," says Templin. "And as a younger member, you learn to deserve the attention." Templin believes strongly in the worth of her own 4-H experience and thinks that the rising pressures and costs of education make 4-H even more valuable today.

"The good years for learning are ages 9, 10 and 11," she says and then adds in lower tones, "before the hormones start. That's when kids are most impressionable."

The sense of accomplishment she felt when performing for older



4-H'ers, especially her older sisters Beverly and Jennifer, encouraged Deborah to participate in one-act plays, Share-the-Fun, and public speaking projects. Younger sister, Liz, must also have been inspired by

club experiences, because she is now a Washington County extension agent.

"If the theater world is an indicator of social movements in America," says Templin, "there seems to be a

renewed interest in the rural values engendered in 4-H. Look at the current movies like 'Country' or 'Places in the Heart.' They are getting great reviews. In live theater, plays such as 'Tobacco Road' are being done again. There hasn't been such interest in rural settings since 1933, around the time of the last depression."

Comparing farming to acting as a career, she says there will always be a need for both, but you may never be able to make a good living at either one. "Just as farmers are the stewards of the land, actors are the stewards of literature."

4-H is still important to Templin. Going to strange cities to do a touring play can be scary or lonely. She wrote to the National 4-H Center and they passed the word to 4-H leaders in the towns she would visit.

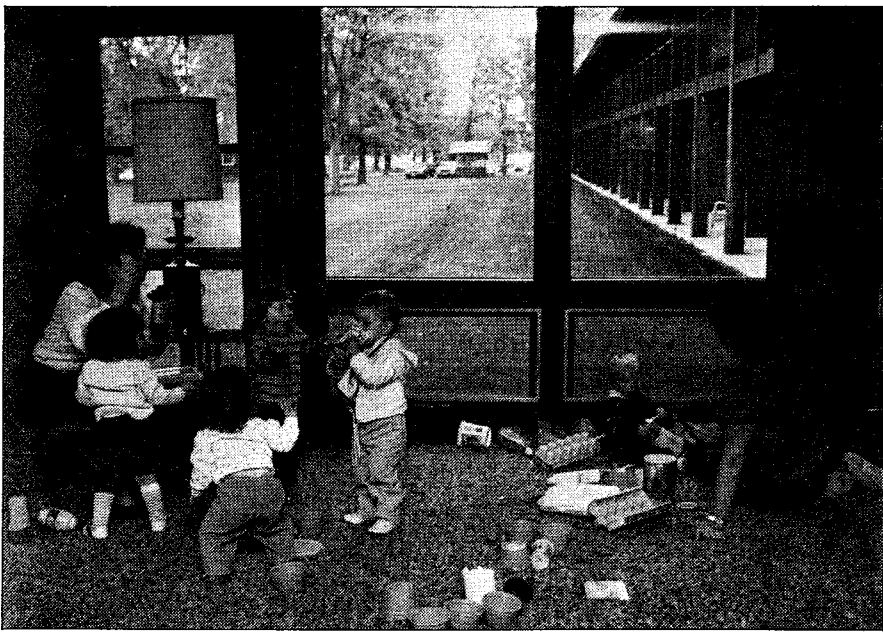
Some of the most visible and active 4-H programs in the nation are in Florida, Utah and the tidal basin part of Virginia. Often she works with the local clubs while she is in town. The people are always friendly and places she'd never heard of become a little more like home.

Templin was back in Minnesota last spring to receive the First Decade Award at Gustavus Adolphus College, her alma mater.

She still ranks her goals as she did when she was a nine-year-old 4-H'er seeing her first play. "Values learned at that age don't seem to change," she says. Peace of mind, theater and a sense of community still rank first, second and third for her.

And she likes to quote actress Ruth Gordon who played Maud in "Harold and Maud." She says, "Never fear the facts, but dance with them."

—Henri Drews



This year's Annual Conference involved two generations for the first time. Day care professional Vicki Paine and her aides provided care for Devin Markell, Britta Hansen, Anne Beyer and Kaitlin Boyce along with her own daughter, Cati, during the day and evening sessions occupying the children's parents. Karen Lilley, communication specialist and Britta's mother, organized the day care program and reports that a similar program is planned for future annual meetings (photo by Dave Hansen).

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received \$36,000 to provide rural women with the support, information and technical skills necessary for developing a small business.

With the grant monies, Huebner and Nelson created the Women's Business Consortium with representatives of Continuing Education and Extension, UMM; League of Women Voters in Stevens County; Morris Area Business and Professional Women; Morris Area Chamber of Commerce; National Organization for Women, Stevens County; the Agricultural Extension Service and Jaycee Women.

"The Consortium sent a skills-talent inventory to 500 women in the area. The local business area was then surveyed to see what new businesses or services were needed," Huebner says. From those surveys and with the grant funds, Rural Women Mean Business was able to give direction to women interested in starting a business.

An In-Touch Resource Center is located in the Morris Area Chamber of Commerce Office. Women who have a service or product to sell can register with the In-Touch Resource Center. Someone who needs that service or product can call and be given the names (impartial) of three people who can provide the service.

"There were 10 to 20 calls a week when the service began, but that has dropped. With more publicity we hope it gets back to about 20 calls a week," Huebner says.

When the two-year grant expires this year, services such as a business womens' newsletter and the Stevens

County Womens' Trade Fair will continue through extension. (Lt. Gov. Marlene Johnson attended the first trade fair in Morris.)

Huebner says, "The state extension service support enabled the project to be the success it has been." State extension staff like economist, Gordon Ross, Bud Crewdson, economic development specialist; Bud Crewdson, rural sociologist; and Lois Mann gave substance to the project's needs."

Rural Women Mean Business sponsored a series of workshops on

Extension speaks the Queen's English

The scene is a familiar one: a crowded county agricultural office. The phone rings often and the desk is piled with forms and reports. The agent is in his office for a whole day, a rarity during harvest season in this large county, which has some of the best land in the country and is a top producer of wheat and sugar beets.

The agent is helpful and genial to the visiting editor, and his smile makes his criticisms of editors easier to take. "Our biggest problem," he says, "is getting publications out on time. If we have to get something out in a hurry, we do it ourselves rather than wait to get it back from the publications division."

The editor produces a weak, social smile and gives a noncommittal "mmmmmm." The agent goes on with the same theme: they send the information in on time, with time to spare even; the publications department doesn't always get the finished publication back on time. The editors fuss over it, want it to look terrific; he just wants the information out. He shakes his head forgivingly, but it is plain that he doesn't quite hold with editors.

The editor cannot stand it. She leaps to the defense of these unknown editors. She justifies their existence; she details their days; she testifies to their good intentions; she suggests, mildly, that perhaps the agent doesn't

topics such as small business trends, developing a business plan, sales and selling techniques, advertising and promotion, franchising, and consulting.

As a result of Rural Women Mean Business, 22 new businesses have started, five of them home based. There is variety: two clothing stores, a lunch wagon, color analysis consulting, craft supplies and outlet, sign making, two housecleaning services (these take little start-up capital), home tailoring and a cooperative for making and selling children's clothes.

Businesses "in progress" include a bed and breakfast, golf bag manufacture, a wedding video service and an adoption agency. A horse owner has asked how one gets into the pari-mutuel racing system in Minnesota.

Another aspect of Rural Women Mean Business has been funding of mini-grants of \$500 to people in the process of starting a business. These mini-grants could be used for skill development, market research, training programs and consultants—but not for working capital or operational costs.

"Two years ago there were many store fronts available on main street in Morris. Now there are very few left," Huebner says.

"Starting a small business in a small community is harder because of the fear of failure and fear that every-

one will know about the failure. Working women in a rural area are a whole different audience," she says. "Our women need to be home in spring and fall, busy farm times, but in other seasons many of them feel they could be working at something else."

Newer programs are an offshoot of Huebner's and Nelson's original idea. A consultant from the Small Business Administration visits the community weekly. Needs of women who are displaced homemakers will be met through a new Displaced Homemakers Program which recently received funding (Huebner and Nelson wrote the grant proposal).

Rural Women Mean Business has received two national awards. One award is from the Association of Home Economists. It is one of two in the country presented to extension home economists for innovative programming. The award was presented at the association's national meeting in September in New York City. The other award is from the National Association for Continuing Education.

Huebner's enthusiasm for her extension programs is infectious. She has been an extension agent in Stevens County since 1977, but for her extension has been lifelong—she is the daughter of an extension agent.

—Mary Kay O'Hearn

always allow enough time for a manuscript, particularly a complicated one, to get through the system. They are both more amused than defensive. They know they will both have these conversations again; it is an old song.

They talk about the crops, the harvest, the problems. They touch on the Queen's estate. Waaait a minute! Did you think we were talking about a county in northwestern Minnesota? Guess again. That's not the only place in the world where you find rich land, with wheat and sugar beets among the prominent crops. This county was Norfolk in England. The "agent" (the only thing we have fooled you with was his title) is actually W. H. Fletcher, senior agricultural advisory officer for West Norfolk. The editors I defended so passionately are in London at the Ministry of Agriculture in Whitehall. I never did meet any of them. The Queen's estate is Sandringham, a vast house and agricultural holding that falls within Mr. Fletcher's territory.

I was visiting with him and several others in Norfolk while on vacation this summer to make a very informal study of agricultural communication on the county level. I learned a great deal from him that morning about the advisor-to-farmer communication system. But it was our mutual problems that made us both see, if a little ruefully, how

closely we resemble our counterparts thousands of miles away.

—Anne Gillespie Lewis



Anne Gillespie Lewis is a member of Communication Resources' freelance pool. She has edited many publications and served as a member of the news team. She tries to meet deadlines, but doesn't always manage. (Don't tell Mr. Fletcher, please.) She has many samples of extension publications from England, if any readers would care to see them. Please call her at 373-1976.