



Western Extension Directors
**AWARDS OF
EXCELLENCE**

2009

BLAINE, WASHINGTON • JULY 22, 2009
Semiahmoo Resort

STATE PROGRAM WINNERS



Eradication of invasive *Spartina* in Willapa Bay, Washington

Kim Patten, Washington State University Extension

Willapa Bay is the most productive and pristine estuary in the United States. Its \$60 million aquaculture industry and premier shorebird habitat hung in precarious balance, threatened by the aquatic invasive weed *Spartina*. Despite millions of dollars in annual expenditures, efforts to stop its spread were ineffective, and *Spartina* expanded geometrically, destroying the bay's tidelands. It was considered inevitable that one of America's most prized ecosystems would be destroyed. Working with private, state, and federal stakeholders, WSU Extension initiated an 18-year effort to find, test, register, and implement an environmentally-safe herbicide for controlling *Spartina*. This resulted in reduction of 8,000 acres of *Spartina* to fewer than 30 acres, restoration of more than 6,000 acres of prime shorebird habitat, prevention of annual revenue losses exceeding \$15 million and saving 400 jobs in shellfish production. This has been the most successful aquatic weed eradication and habitat restoration effort in the US.



Money Talks—Improving Financial Literacy of Today’s Teens

University of California Cooperative Extension Team Members:

Shirley S. Peterson, San Luis Obispo County; Katie Breyer, Susan Cortz, Connie Costello, Kerry Decker, Chandra Gonzales, Myriam Grajales-Hall, Karen Varcoe, and Katherine Wassenberg, UC Riverside; Cheryl Fraser, and Charles Go, Alameda County; Margaret Johns, Kern County; Keith Nathaniel, Los Angeles County; Frances Wong, San Francisco County; Patti Wooten Swanson, San Diego County; and Alex Zangeneh-Azam, ANR Communication Services.

Money Talks increases the financial literacy of teens by helping them make fiscally sound decisions in the marketplace now and in the future. Based on a California needs assessment of 323 teens, this fun and interactive money management curriculum addresses *what* and *how* teens said they want to learn about money. Tapping the diverse ways of teen learning, Money Talks is a hands-on, interactive, on-line program, available in English and Spanish. It is composed of ten colorful teen guides, ten comprehensive leader’s guides, three DVDs and an interactive website. Topics include money personality, easy ways to save, car buying, credit, banking, etc. Pilot testing results indicate positive knowledge gains and behavior changes in teens. The program is currently used throughout California, nationwide in 49 states, worldwide in 21 countries, and is linked to several websites including eXtension, California Department of Education, and the Direct Selling Education Foundation.

MULTI-STATE PROGRAM WINNER



Successful Biological Control of the Cereal Leaf Beetle in the Western USA and Canadian Provinces

Washington State University Extension (multistate) Team Members:

Diana Roberts/WA; Jay Karren/UT; Gary W. Brown/OR; Barry Bai/OR; Gary D. Adams/MT; Sujaya Rao/OR; Edward Evans/UT; Dave Prokrym/NC; Ruthann Berry/MI; Sue Blodgett/MT; Darrin Walenta/OR; Terry Miller/WA; Keith Pike/WA; David Bragg/WA; Glenn Harruff/MT; Dan Bean/CO; Lloyd M. Dosedall/AB; Joe Merenz/MT; Mark Hitchcox/OR; Colleen Jandreau/CO; Ben Simko/ID; Bryon Quebbeman/OR; David Reed/OR; William Roltsch/CA; Hector Carcamo/AB; Clinton Campbell/WA; Steve Miller/WA; Colin Park/OR; Mitch Nelson/OR; Ian Foley/MT; Patty Denke/MT; Helmuth Rogg/OR; Kathleen Johnson/OR; Richard Worth/OR; Mike Klaus/WA; George Hoffman/OR; Juan Alvarez/ID.

The Western Cereal Leaf Beetle Team implemented an effective IPM program for the cereal leaf beetle (CLB) culminating in biological control of

the pest across the Pacific Northwest and into Canada. The Team represents 7 western states and 2 Canadian provinces.

The Team tracked CLB movement across the region and established yield loss and economic threshold data. They documented pesticide efficacy, performed a host range study, and evaluated a hormonal monitoring tool for CLB.

Building on CLB biocontrol programs in the Midwest, the Team worked with farmers to release biocontrol agents into expanding CLB populations. They recorded dispersal data for the primary beneficial insect. They conducted extensive educational programs for farmers and crop consultants.

The Team documented 70% reduction in pesticide use against CLB in Oregon. Widespread parasitism levels in CLB exceed 70% and obviate chemical use, saving growers \$15/acre/year in insecticides – potentially \$6.75 million annually in Washington State alone.

HONORABLE MENTION

University of Arizona Integrated Pest Management (IPM) Program Team Members (UA unless otherwise noted with *)

Dr. Peter Ellsworth, Dr. Al Fournier, Dr. Dawn Gouge, Dr. Ed Martin, and Dr. Bob Roth, Maricopa Agricultural Center; Dr. Paul Baker, Dr. Bill McCloskey, Dr. Mary Olsen, Carl Olson, Dr. Barry Pryor, Dr. Ursula Schuch, and Dr. Jeff Silvertooth, Tucson; Dr. Mike Matheron, and Dr. John Palumbo, Yuma Agricultural Center; Erin Taylor, and Kai Umeda, Maricopa County Cooperative Extension; *Pat Clay, Valent USA Corporation; *Lin Evans, Lin Evans Enterprises; Rick Gibson, Pinal County Cooperative Extension; Chris Jones, Gila County Cooperative Extension; and *Rick Melnicoe, Western IPM Center, UC Davis

Arizona hosts a diverse variety of pests that pose risks to human health, our sensitive environment, and the economic well being of our citizens. Integrated Pest Management (IPM) is a scientifically-based, worldwide standard for managing pests. The goal of the University of Arizona (UA) IPM program is the development and use of safe, sustainable and effective control methods that also increase farm profitability, reduce environmental and human health risks and protect natural resources for future generations. With minimal resources and few IPM faculty, it has been challenging to address the diverse pest management information needs of clientele. We have recently reorganized limited resources, forming the Arizona Pest Management Center, which facilitates stakeholder engagement, significantly leverages and maximizes the use of resources, promotes a cooperative, multidisciplinary approach to addressing program needs, and develops tools and resources for measuring the adoption and impact of our IPM programs statewide.

Utah Pests: Pest Diagnostics and Management Resources for Utah *Utah State University Cooperative Extension Team Members:*

Diane Alston, Ryan Davis, Erin Frank, Erin Hodgson, & Marion Murray (all in the Department of Biology, Utah State University)

A need for centralized resources and program delivery in pest diagnostics and pest management spawned the development of the Utah State University Extension *Utah Pests* team in 2006. *Utah Pests* brought together the disciplines of entomology and plant pathology to create a higher level of outreach and services than was previously available. The *Utah Pests* team manages the Utah Plant Pest Diagnostic Laboratory, the only full spectrum pest service lab in the state. Our Web site, www.utahpests.usu.edu, provides centralized access to resources, including a quarterly newsletter, fact sheets, four seasonal pest advisories, an image gallery of pests and natural enemies, answers to FAQs, slideshows, and diagnostic sample submission information. Since 2006, *Utah Pests* has made over 17,000 face-to-face contacts via 195 presentations and demonstrations, and more than 600,000 contacts via radio, television, newspaper, phone, and e-mail with Utah's citizens.

REGIONAL QUALIFYING PROGRAMS

Calming the Waters - Learning to Manage Water Conflict in the West

Loretta Singletary, University of Nevada Cooperative Extension

Water conflict is pervasive in the western United States, with Nevada's rivers embroiled in some of the nation's longest-running disputes surrounding population growth, water conservation, water quality, preservation of endangered species and rare desert lakes.

Calming the Waters, a national award winning curriculum, teaches youth about water conflict, focusing on the Truckee, Carson and Walker rivers in Nevada. The curriculum highlights historical water use on American Indian reservations involved in the conflict, origin of water law and water use, current water conservation and quality issues and collaborative skills necessary to resolve water conflict. The foundation for the curriculum is based on conflict resolution theory, research and practice. The curriculum teaches youth collaborative problem-solving and communication skills while it incorporates social studies, language arts and mathematics. Nevada's public and private schools use curriculum in classroom settings, in addition to after-school and summer enrichment programs.

Citizen Board Leadership Program

Paul Lachapelle, Montana State University

For many local governments, there is a paucity of training materials available to citizens serving on local government boards. In Montana, there is a largely unmet need to provide materials and training to citizens, elected officials, and public employees on board authority, responsibility and jurisdiction. This program provides training and educational material to board members in four areas; 1) state and local statutes relevant to board functions (such as Open Meetings laws, Code of Ethics, board liability), 2) effective public meeting techniques including parliamentary procedure, 3) conflict management, and 4) team-building and leadership development.

The outcome shows that this coordinated program has had measurable and considerable location-specific impacts throughout the state. As a result, an expanded program is being developed called the “National Board Basics Curriculum” through a new national consortium, spearheaded by Dr. Lachapelle called “Local Government Extension Training” (LGET) with presentations planned at national and international conferences.

Community Business Matching Program

University of Nevada, Reno (multistate) Team Members:

Buddy Borden and Tom Harris, University of Nevada, Reno; Linda Cox, University of Hawaii at Manoa; and Barbra Andreozzi, Montana State University

Industrial targeting that ignores the preferences of local citizenry often yields ineffective and inefficient economic development activities. The trade-offs between business demands, the level of community assets and the preferences of local citizens must be incorporated in order to develop an effective local industrial targeting program. The Community Business Matching (CBM) program provides a framework for obtaining the preferences of local citizens regarding economic development, identifying available local resources and quantifying the demands of businesses for these resources. The CBM program, therefore, yields information for targeted economic development such that industries that have needs compatible with local resources can be evaluated across parameters that local residents find desirable. As a result, communities can target businesses that provide the best match with their preferences. Alternatively communities can use the results of the CBM program to prioritize the development of assets that will be valued by businesses they would like to attract.

Developing and Implementing Community Wildfire Protection Plans in Jackson County, CO

Colorado State University Extension Team Members:

Debbie Alpe, Colorado State University Extension; John Twitchell, Brook Lee, and Bob Sturtevant, Colorado State Forest Service; Jeff Benson, North Park Fire and Rescue-Walden, CO; Curran Trick, Jackson County Geographic Information Systems.

Extension collaborated with the Colorado State Forest Service, North Park Fire and Rescue, Jackson County as well as USDA Forest Service and Bureau of Land Management representatives on plan of work to develop and implement six Community Wildfire Protection Plans (CWPPs) in Jackson County, Colorado. Citizen community leaders in the wildland urban interface recruited neighbors to participate in program; organizing communication systems, hosting meetings, reviewing drafts and finalizing CWPPs. Cost share grants were secured to assist landowners in completing wildfire hazard mitigation projects on approximately 2000 acres. Grants and landowner match exceeded \$250,000.00 with the estimated value of homes, businesses and infrastructure protected exceeding \$15,000,000. Through Healthy Forest Restoration Act authorization, completion of CWPPs facilitated successful budget prioritization of substantial funds to support multiple projects on the Colorado State Forest Service, the USDA Forest Service and the Bureau of Land Management to reduce wildland fire hazard and improve forest health.

Don't Let Your Golden Years be Tarnished: Financial Management for Seniors

Oregon State University Extension Service Team Members:

Susan Busler, Alice Mills Morrow, Alex Vonder Haar, Lorraine M. Thomas, David Willis, Elise Schloeder, Wayne Lottenville, Jeanne Brandt, Letty Morgan, & Jeff Musgrove.

Average life expectancy is 74.1 years for men and 79.5 years for women according to the National Center for Health Statistics. Individuals have the potential of living 20 to 25 years beyond their retirement age. The challenge is making sure your retirement funds last as long as you do. (*Employee Benefit Research Institute*) In Lane County, seniors make up 13.3% of the population 65 years or older. A longer life increases the chance of outliving income and assets, and experiencing poverty. (*Administration on Aging: The Profile of Older Americans. 2001*)

Seniors must wisely control debt, manage credit, and be prepared to make informed financial decisions. Education and awareness helps seniors be prepared to address these important issues. This six week educational series addresses basic money management, how much money is needed in retirement, covering risks, maximizing dividends and reducing tax exposure in retirement, as well as quality of life.

East Meets West: A 4-H Exchange Bridging the Urban-Rural Divide

Oregon State University Extension Service Team Members:

Gary Delaney, Grant County; John Williams, Wallowa County; Deb Schreiber, Wallowa County; Maureen Hosty, Multnomah County; Jed Smith, Klamath County

Oregon is a state of great economic, social and geographic diversity. While this diversity brings us strength, it also challenges Oregonians to meet the needs of all communities, both urban and rural. Nowhere is this divide more deeply evident than in the area of natural resources. Natural resources have been the foundation of rural Oregon's economy and in the past two decades it has changed dramatically. Likewise, Oregon's cities are experiencing loss of natural resources as populations soar. Oregonians from both sides of the mountain hold strong and often conflicting beliefs on how to manage our natural resources. The 4-H Urban-Rural Exchange is helping to bridge this divide. The program helps youth gain an understanding of the issues on natural resource management from both an urban and rural Oregon perspective. The exchange is also designed to help build camaraderie and spirit of friendship with families from rural and urban Oregon.



a health promotion intervention for adolescents

University of California Cooperative Extension (UC Davis) Team Members:

Dorothy Smith, Margaret Johns, Marcel Horowitz, Lucrecia Farfan-Ramirez, Cathi Lamp, Lenna Ontai, & Marilyn S. Townsend

A generation of California's youth is facing a lifetime of obesity due primarily to poor dietary and physical activity choices. Promoting eating and activity behavior change, the award winning *EatFit* includes 9 lessons and a web-based eating analysis that provide a fun, flexible and interactive way for teachers and educators to integrate obesity prevention and nutrition education programming into their settings. Its innovative 'guided goal setting' and www.eatfit.net were developed specifically for this program and age group. Also innovative is our study to document *Eatfit's* impact on California content standards. To date, the program has been used with 105,000 youth by 35 of the 53 UCCE counties. As shown in the 8 refereed published papers about *Eatfit*, students improved their eating and physical activity behaviors, decision-making skills, and goal setting as well as showing gains in academic performance.

Gargey Project (USDA OASDFR Program)

College of Micronesia-FSM Team Members:

Dr. Murukesan Krishnapillai, and Mr. George Chuwmai, Agricultural Experiment Station, Yap Campus; Mr. Jim Currie, Cooperative Research and Extension, College of Micronesia-FSM

Gargey Project was implemented to educate and train members of the displaced neighboring island community of Yap Proper establish micro-gardens to grow vegetables and earn income. Since 2006, 18 training sessions and hundreds

of one-to-one consultations were conducted to 180 members of the community, based on a Success Case Replication methodology. Low-cost vegetable cultivation models applied in this program were successful, and the community was able to directly participate in rebuilding their future on formerly barren land provided by the Yap Government. The micro-gardens raised self-reliance for the displaced community. They help to maintain a sustainable food system that meets daily food requirements as well as to earn extra income. Nutrient-rich vegetables that were once beyond the family food menu of the community, now supplement their traditional diet of root crops and fish. Improved general health and well-being of the community has been a significant result.

Learning to Grow Project

College of Tropical Agriculture and Human Resources, University of Hawai'i

Team Members:

Dr. Grace Fong, Ms. Mary Ann Nemoto, Ms. Traci Hisatake, Wendy Chang, Ms. Angela Choy, Mr. Shi Jen He, Mr. Yanhan Nie, & Dr. Sylvia Yuen

The Learning to Grow (LTG) Program serves Hawai'i's low-income families with children from birth to five through parent consumer education, home learning materials, and the Imagination Library that promote children's healthy development and learning. It supports families with many life challenges, particularly ethnic minorities, to provide enriching early experiences that promote positive long-term outcomes for children. Stakeholders provide input through focus groups, paper and telephone surveys, monthly feedback, interviews, and pilot tests. Multidisciplinary teams from education, child development, nutrition, information technology, theater, cinematography and others collaborate on developing publications, videos, and database systems. LTG's electronic data and information management system is innovative and at the cutting edge of technology in early childhood. LTG received over \$4,700,000 in grants since 2000; its scholarly products consistently receive high rating from clientele, serve as the foundation for governmental policies related to child care, and are used by schools and community agencies.

Living on the Land: Stewardship for Small Acreages

University of Nevada Cooperative Extension (Lead Institution; Multistate Project)

Team Members:

Susan Donaldson, Melody Hefner, Ed Smith, and Sherman Swanson, University of Nevada Cooperative Extension; Stephanie Etter, Kevin Laughlin, and Cinda Williams, University of Idaho Cooperative Extension; Holly George and Susie Kocher, University of California Cooperative Extension; Bob Hamblen, Colorado State University Cooperative Extension; David Martin, Montana Department of Natural Resources & Conservation; Bruce Miller and Rhonda Miller, Utah State University; Hudson Minshew (formerly, OSU Extension Service)Honolulu, HI; Douglas Stienbarger, Washington State University; & Wendy Williams, Bozeman Office, Natural Resources Conservation Service.

The multi-phase, multi-state *Living on the Land* (LOL) curriculum development project addresses the need to reach, teach and assist a growing population of western landholders moving onto small acreage properties in managing their natural resources. LOL incorporates research-based information and the knowledge and experience of 16 team members from eight states who have diverse natural resources and agriculture expertise.

The curriculum, updated in 2008, consists of an Instructor's Guide and eight modules containing 22 lessons. Each lesson includes a PowerPoint presentation, handouts, a lesson plan with suggested interactive activities, and post-class evaluation tools. In 2008, 100 educators attended one of three trainings on the use of the curriculum, and 650 copies of the expanded curriculum on CD-ROM were distributed across the United States.

The 2001 curriculum and training resulted in programs in Idaho, Washington, and Colorado. Currently, all western states have used all or parts of the curriculum to provide small-acreage education.

National Feed Management Education Program for Livestock and Poultry *Washington (multistate) Team Members:*

Joe Harrison, WA; Ron Kincaid, WA; Kris Johnson, WA; Mike Gamroth, OR; Deanne Meyer, CA; Al Sutton, IN; Brian Richert, IN; Todd Applegate, IN; Tamilee Nennich, IN; Robert Burns, IA; Rick Koelsch, NE; Galen Erickson, NE; Larry Chase, NY; **Advisory Committee:** Glenn Carpenter, NRCS National Leader, Animal Husbandry; Carrie Tengman, Director of Environmental Services, National Pork Board; Nebraska NRCS Animal Agriculture Water Quality Team (Diego Ayala, Joe Reedy, and Sarah Statler); and Danilea Bals, Regulatory Affairs Coordinator, National Milk Producers Federation.

In 2006 the National Feed Management Education Project was implemented for beef, dairy, poultry and swine. The project is designed to encourage adoption of NRCS Feed Management Conservation Practice Standard 592 and feed management practices that have a positive impact on soil, water, and air quality. Goals are to increase the NRCS staff and agricultural professionals' understanding of Feed Management, its impacts on environmental sustainability of livestock and poultry operations, and benefits of inclusion of a Feed Management Plan as part of nutrient management planning. Outcomes of the project are: 1) a five-step process for systematically implementing feed management; 2) species-specific implementation tools; 3) an economic decision aid tool for evaluating alternative decisions; 4) curriculum for workshops; and 5) a process for nutritionists to become certified in Feed Management.

Approximately 1 million livestock and poultry producers can benefit from the products of this education project.

Veggies for Kids: Grow Strong

University of Nevada Cooperative Extension Team Members:

Kerry Seymour, Leslie Allen, Joe Dibble, Dehan Dominguez, Randy Emm, Heather Graham-Williams, & Judy Kelly.

The “Veggies for Kids: Grow Strong” program was developed in response to the increased risk of obesity and attendant diabetes in Native American youth. The vision of the program is to instill an understanding about the interconnections between food and overall health and the value of traditional Native American foods through school-based nutrition education. The program audience is second and third grade students at two elementary schools having predominantly Native American students, their teachers, parents and families. Grade-specific nutrition lessons engage the students. Take home assignments involve parents and other family members. Both qualitative and quantitative evaluation is conducted. This program has resulted in desirable gains in knowledge regarding food groups, identification of selected vegetables, willingness to try and preference for certain vegetables. Students gained exposure to a variety of vegetables and fruits, including traditionally gathered foods. The project is funded by the USDA-Supplemental Nutrition Assistance Program – Education.

Wheat Improvement

Colorado State University Extension Team Members:

Frank B. Peairs, Troy Bauder, Norm Dalsted, Brad Erker, Jerry J. Johnson, Ned Tisserat, and Phillip Westra, Campus; Scott Brase, Southeast Area; Bruce Bosley, Logan and Morgan Counties; Thaddeus Gourd, Adams County; and Alan Helm, Golden Plains Area; **Colorado State University Faculty Participants:** Scott D. Haley, Neil C. Hansen, Thomas O. Holtzer, & Gary A. Peterson

Colorado State University’s comprehensive wheat program makes outstanding impacts: enhancing farmer’s incomes in Colorado, improving quality and profitability of wheat industry products, and enhancing environmental sustainability. The distinguishing characteristics of the Colorado State Wheat Improvement Program are its comprehensive nature and the strengths of the internal collaborative relationships. Colorado Farmers planted certified winter wheat seed on 31% of all wheat acres this past fall. They also planted the wheat variety “Hatcher” on 32.9% of all acres this past fall. Hatcher is a Colorado State release introduced in 2006 that out-yields other wheat varieties by 3.2 bushels per acre. Use of this higher yielding variety increased farmer’s returns by \$13.4 million in 2008. No-till rotational crop farming systems increase residues and precipitation storage efficiency. Comparisons between no-till and conventional tillage in CSU’s 2008 on-farm wheat trials demonstrated that no-till practices had an 18.7-bushel yield advantage in 2008, a 73% increase.