2016 JCEP WI Conference  
April 19-20  
Chula Vista Resort, Wisconsin Dells

Presentation and Seminar Descriptions

Tuesday 2:30-3:30

Keynote Seminar - Becoming a Person of Influence  
*Michael Dean Ester*
Michael Dean Ester presents John C. Maxwell's best-selling guide to positively impacting the lives of others. If your life in any way connects you with people, you are an *influencer*. Whatever role you play in your personal and professional life, you can increase your impact on the people you encounter with these simple, insightful ways to interact more positively. Make an impression. Make a difference. Watch your personal and organizational success go off the charts.

JCEP 101: Decoding the Alphabet Soup of our Associations  
*JCEP Marketing and Promotion Committee, Chair*
Whether you belong to ESP, WEAFC, WACAA, WEECDA, or WAE4-HYDP, we can all agree that the alphabet soup of our associations can be overwhelming! Join representatives from all of the associations who will provide clarity on the umbrella organization of JCEP and the opportunities each association offers through round table sessions for each association. Bring your questions!

Dollars During Development  
*Susan Nagelkerk & Maryann Schilling*
Does your child know money management strategies? Help them learn money management by reading aloud to them. UWEX Family Living Educators have partnered with the Consumer Protection Bureau to reach out to families nationwide. Through the use of Parent Discussion Guides that include key ideas of the book, parent and children discuss the topics and do activities that pertain to financial literacy. Dollar during Development is a very doable research-informed initiative for UWEX Educators. Please join us!
The Business Walk: A Fun & Effective Business Retention & Expansion Program

Todd Johnson

Do you want “More bang for your buck”? . . . Join us for the Business Walk Program! The program provides communities with fun, simple and effective means of addressing a variety of economic and community capacity issues. Are you in search of research-based business retention and expansion (BR&E) program to help maintain and grow businesses? BR&E programs use surveys to gather information needed for decision makers. This presentation illustrates the effectiveness of the “Business Walk” through case studies and provides participants with all the tools needed to conduct their own “Walk”.

Tools for Needs Assessment - Implication for Program Planning and Evaluation

Nav Gimire

How are needs connected to program success? Developing and implementing programs with needs assessments built in from the beginning will help Educators implement programs with successfully set objectives. Workshop discussion will examine building strong relationships with-in the community, and allow for a Q & A period.

Working with the Media

Pam Jahnke & Alissa Grenawalt

As Extension professionals, we are often the "face" of our programs in the community. How do we reach our intended audience? In this session, long time Farm Radio Broadcaster, Pam Jahnke, also known as the “Fabulous Farm Babe” will join us to share some of the emerging trends in getting newsworthy info out to the public and how to embrace the changing face of communication we encounter every day.
**Tuesday 3:40-4:40**

**Poster Symposium**
Attendees at this conference session will have the opportunity to learn from six different poster presenters in this two-part symposium. In Part I, three presenters will each provide a five-minute overview of their poster, followed by ten minutes for attendees to take a closer look at the posters and wrapping up with a five-minute discussion/questions and answers by all three presenters. Attendees will then walk across the room to participate in Part II of the poster symposium, which will follow an identical format with three new posters/presenters. The topics and presenters are as follows:

- Well Water User Attitudes and Behavior Survey Results – Diana Hammer Tscheschlok, Jim Janke & Kevin Masarik
- Integrating Volunteer Water Monitoring with Extension Outreach Programs – Peggy Compton
- Helping Local Government Plan and Host Community Conversations About Issues that Matter – Mindy Habecker & Sharon Lezberg
- Youth Engagement and Awareness in Natural Resource Careers Using Digital Mobile Tools – Justin Hougham, Andrea Braatz, Kayla Oberstadt, Anna DeMers, and Lori Berget
- Working with organizations across the world – Ariga Grigoryan
- Community Site Design + Imageability Mapping – Todd Johnson

**It's Beyond Us! Making a Healthy Difference**
*Jane Schaaf, Amy Mitchell & Sonya Lenzendorf*
What happens when a 4-H Agent, WNEP Coordinator and a Family Living Agent combine forces with community partners? Changes at the environmental level which impact health! Come and experience how a local coalition is using a multi-faceted approach to work together to make it easier to be healthy in Crawford County. Learn how we went from working with individual grants to developing a coalition and eventually putting it all together to make a difference at the community level.

**Outcomes and Impacts of Cross Programmatic Volunteer Organizations**
*Dan Marzu & Amanda Kostman*
Live Sustainable, Lincoln County is a cross programmatic focused HCE club that brings agricultural and family living programs together around the topic of sustainable living. In the past three years, Live Sustainable has become a recognized UW-Extension organization that provides educational opportunities and community service projects throughout Lincoln County. In this presentation we will discuss outcomes and impacts of the Live Sustainable, Lincoln County HCE group.
Getting the Good Word out about UW-Extension Programs
*Pam Jahnke & Alissa Grenawalt*

Imagine if you or stakeholders you work with could share an inspirational story on the airwaves to help non users of Extension Programs understand who we are and what we do, making us an even more sought after resource? Join Pam Jahnke, "The Fabulous Farm Babe" from Midwest Family Broadcasting as she shares her vision for wanting to share Extension's great stories (agriculture and non ag) and give credit to the programs that help shape the future youth, families, farmers and entrepreneurs in Wisconsin!

**Pink Slimed: Building Stakeholder Capacity to Weather Controversies**
*Kristin Runge, Dominique Brossard, Dietram Scheufele, & John Ross*

Do you eat pink slime? Do you know the facts about it? Using the 2012 “lean finely textured beef” (LFTB) controversy as a case study, this session will discuss the ways in which extension professionals can help build capacity to weather crises among food and agriculture industry stakeholders. Using results of television broadcast reports, newspaper articles and industry tweets and responses, we will review the implications for stakeholders in agriculture and the food industry who may face similar controversies. Discussion will center on UW-Extension Professionals helping stakeholders build capacity in order to prepare for and successfully negotiate controversy in a rapidly changing media environment.

**LIGHTING ROUND SESSIONS**

- **Healthy Retail Project** - *Katie Gellings & Leah Eckstein*
  The goal of the Healthy Retail Project, a collaboration between UW-Extension colleagues (Family Living and WNEP Educators), the Department of Health Services, and Great Lakes Tribal Council, is to increase the ease of choosing fruits and vegetables for families. Partners are working together with local grocers to identify and assess convenience/corner stores and grocery store/supermarkets on healthy food/beverages vs. unhealthy food/beverages. We have developed a grocery store assessment tool which provides participants with a common and standard way to evaluate grocers’ efforts to make healthy choices easier for families.

- **Delivering the Master Composter Program** - *Joe Van Rossum*
  The Wisconsin Master Composter program has been coordinated on a statewide basis for over 20 years, but beginning in 2016 educators wishing to host a program will be responsible for teaching the curriculum. Joe Van Rossum, who has taught the course for the past 12 years will present an overview of the program as well as the the impacts of this train the trainer program. Session attendees will learn about the presentations and other tools that have been developed to support this effort to enlist and train volunteers about the benefits of backyard composting.
Community Food Challenges - Judy Knudsen
As UW-Extension enters a new future, addressing community needs such as food insecurity, is at the top of the list. A 2014 study by the University of Wisconsin School of Medicine and Public Health showed 740,000 Wisconsinites were worried about not having enough to eat. A small group of Family Living colleagues adapted a Community Food Challenge developed by the Atlanta Community Food Bank. This interactive experience aims to increase awareness of food security issues by simulating challenges faced by individuals and families with limited incomes trying to obtain a daily allowance of nutritious foods. A teen component has also been created. Information will be shared on how the Community Food Challenges are providing new opportunities to deliver education to address a critical issue.

College Savings: Small Savings=Big Dreams for Parents and Grandparents of Young Children - Chelsea Wunnicke
Lightening Round Style, the Family Living Program's Family Financial Security workgroup "Small Savings Build Big Dreams" will be presented. The session will focus on setting aside college savings for young children (middle school and earlier). This addresses the JCEP objective of collaboration between program areas because it is an opportunity for Family Living to work with other program areas (especially 4H and CNRED) and possibly also with UW Colleges. Paying for college is an emerging and relevant community need.

High School Youth Rent Smart! - Andrea Braatz & Paula Hella
Andrea and Paula did an excellent job modifying an adult program to fit the future needs of high school kids. Students had the opportunity to learn about real life situations while participating in the Rent Smart Program. Many times high school students do not understand how things they learn in school can benefit them in the future - this is an example that will impact them as they go to college or move out on their own,” said Stan Dietrich, Personal Finance Teacher at Hilbert High School. Join us for a discussion about this mutual learning experience and adaptations made to the rent smart program to fit the needs of high school students. This cross programmatic effort was made possible by an East Metro Regional Innovative Grant Program.
Wednesdays 9:40-10:40 am

**Fresh View on Customer Service**  
*Patrick Nehring & Jay Dampier*

Often overlooked, customer service can be a key component in promoting business development in communities. We will teach how participants how to individualize their customer service approach – on the fly – for more effective customer service. Consideration will be given to understanding your own personality temperament, and how to adjust communication style in order to serve your customers better based on their temperament. The session will also include a discussion and application on how customers’ generation differences affect their worldview and how to adjust your communication to give them the best service possible. Customer service will always be an important part of people’s experience with UW-Extension as it is with the local business community.

**Building and Sustaining a Community Coalition: Lessons Learned Through the Wisconsin CARES Project**  
*Patti Herman, Pattie Carroll, Joan Sprain, & Lori Zierl*

Addressing significant issues in counties and communities can be a challenge, especially in times of shrinking resources. Positive change depends on harnessing the shared resources, commitment and experience of a range of stakeholders working together toward the same goal. The Wisconsin CARES project (Creating a Responsive and Effective System for Protecting and Promoting our Children’s Wellbeing), which is currently being implemented in four counties, has been successful in bringing together a range of partners to address issues related to child well-being. This session will focus on the processes that can be used to build and sustain new coalitions as well as strengthen current coalitions.

**4-H Cloverbuds, Our Future Leaders**  
*Lori Laberee, JulieAnn Stawicki, Jason Hausler, Heather Vierling, Kyli Brown, & Melinda Pollen*

The Statewide 4-H Cloverbud Work Team has developed age appropriate programming that will increase the social, emotional, and physical development of our youngest 4-H members. The Cloverbud project is specifically designed for children in grades 5-year old Kindergarten through 2nd grade. As we look to the future of 4-H Youth Development programming, Cloverbuds become our future leaders. Workshop Participants will develop strategies for programming and on the job resources to make YOU a Cloverbud expert! The workshop will be hands-on and include exercises which allow participants to practice using the skill set.

**Putting Numbers Behind Your Web and Social Media Impact**
Liz Binversie

Now that you’ve put your educational content out there on the internet, how can you track your impact and who you’re reaching? This session will teach you how to put your web audience under a microscope. Using Google and Twitter analytics, you will learn how to monitor the number of times your information is accessed, how many people are looking at your information, how long people spend on your site, where your audience is located, how effective your social media posts or campaigns are, and MORE! You will also learn how you can set impact goals and track them. Please bring laptops, mobile devices, and/or tablets. Google Analytics works with any Wordpress site and Google blogger.

Dunn County Agencies Collaboration Showcased at Red Cedar Demonstration Farm
Katie Wantoch

Dunn County has experienced heavy rains during the spring time these last few years. The result of these rainfalls has re-emphasized to farmers the importance of conserving their most important fixed asset - the soil on their farmland. The Dunn County Soil and Water Health Partnership includes staff from the Dunn County Land and Water Conservation Division (LWCD); Natural Resources Conservation Service (NRCS); Chippewa Valley Technical College (CVTC); and Dunn County UW-Extension. A Partnership was approved and formed in 2015 for the rental of 150 acres of city and county-owned farmland. Members have been working diligently on how we can best achieve our goals during the terms of the 5 year lease agreement. This presentation will discuss field demonstrations and on-farm research projects that will be conducted.

A Scholar Is a Work in Progress
Sue Allen, Brook Berg, Sarah Mills-Lloyd, Mary Pardee, & Joanna Skluzacek

As we move toward a new model for UW-Extension educators, one thing remains constant – our role as scholars. Representatives from four Extension associations/departments/program areas will describe their experiences and learning in coming to understand and produce scholarly work. This panel will then be followed by a discussion with session participants focusing on ways to gain clarity and support in pursuit of their scholarly works.
Tractor Safety-Extras to Aid in Youth Learning  
*Bonnie Borden*  
Educator Borden partners with area agriculture teachers, ag business employees, and farmers to present a rounded view of safety practices needed to ensure youth understand hazards that may occur on the farm. Borden has adapted a student study guide to be used with the Wisconsin Safe Operation of Tractor and Machinery Certification Program Student Manual and uses technology-Kahoot! quizzes to aid the youth in studying for the examination. Both have raised the level of scores on the examination on which youth must achieve a minimum of 70 percent successful answers.

Business Retention and Expansion Visits, A Partnership Opportunity for a Stronger Economy  
*James R. Anderson III*  
Business Retention and Expansion (BRE) programming opens opportunities for Extension educators to deliver scholarly work, which is also practical and meet an immediate community need. Why BRE? Economic development literature tells us that the majority of job creation comes from existing businesses. BRE programming is an excellent opportunity to build strong community partnerships and collaborations with economic and community development groups, local and county government, and the education community. This session will share what BRE is, how to build partnerships for a successful and systemic program, and briefly introduce how to analyze data to achieve desired program outcomes.

Developing a Local Pollinator Protection Plan Using Community Development Practices  
*Mindy Habecker*  
Growing concern both nationally and in Wisconsin revolves around declining pollinator populations, honeybee health issues which affect both honey and crop production. Pollinators include bees, butterflies, flies and other insects, hummingbirds, and in tropical regions, bats. Managed honeybees and wild, native bees are responsible for an estimated 35% of global crop production. In 2014-15, Wisconsin suffered an annual honeybee colony loss greater than 60%. Dane County, Wisconsin initiated a Task Force over its concerns about declining pollinator populations, honeybee health issues and the future of honey and crop production. The Task Force’s charge was to collect information on the local status of pollinators and develop recommendations for future pollinator protection efforts in the county. This presentation will focus on how this project helps build a path to local resiliency while using community development practices. It will cover the processes used to gather input, build relationships, and develop the recommendations. It will also cover the outcomes and impacts of the project, and the projects’ journey through the political system.
Use of Social Media to Build a Stronger Organization
Heather Schlesser
This presentation will discuss how colleagues can use social media in their programming to increase their outreach to potential clientele. This presentation will look at the social media used within the Marathon County UW-Extension office. We will focus on Facebook, Twitter, google products, and YouTube.

Incorporating a Walking Challenge into a Strong Bones Program
Nancy Schultz
Studies have shown that lifting weights two or three times a week increases strength by building muscle mass and bone density. Research also shows that aerobic exercise can slow the physical process of aging down. Aerobic exercises, such as walking, jogging, or swimming, have many excellent health benefits. These exercises help maintain the heart and lungs and increases cardiovascular fitness and endurance. When individuals combine both forms of exercises into their daily routine they reap the many benefits of both.

In the summer of 2015 the Shawano County Strong Women’s Strong Bones program implemented a walking challenge that lasted 10 weeks. This walking challenge sent participants on a journey from Shawano, Wisconsin to Tufts University in Boston, Massachusetts. The results of this challenge lead to a second walking challenge in the fall of 2015. Learn what impact a walking challenge can have on a Strong Women, Strong Bones program.
Wednesday 11:30-12:00

Local food messaging: Communication recommendations to give Wisconsin farmers
*Bret Shaw & Laura Witzling*

We will share the results of a recent statewide survey of Wisconsin consumers that investigated their attitudes and behaviors when it comes to local food, with an emphasis on local produce. This presentation enhances the theme of “Entering Extension’s New Future” by providing examples of both collaboration within UW-Extension as well as working with external partners. In terms of internal collaboration, the project was funded via a UW-Consortium for Extension and Research in Agriculture and Natural Resources (CERANR) grant and was consequently a partnership between UW-Extension staff based in UW-River Falls and UW-Madison. Participants will gain knowledge about how Wisconsin consumers define local food and factors that make consumers more or less likely to purchase local food. For Extension educators who work with farmers that sell directly to consumers, in particular, this presentation will offer recommendations that they can share with their clients.

Engaging Youth in "Discovering Leadership"
*Jason Hausler*

Meeting the need of developing youth leaders in Dunn County for the 21st Century, the "Discovering Leadership:Dunn County" program is designed to give High School Sophomores and Juniors in Dunn County the opportunity to learn more about their home communities and further develop the leadership skills necessary to become motivated, active members of their communities. It consists of one full day each month, from October through April, highlighting leadership development through a variety of "themed" days. These themes include: Civic Engagement, Business Partnerships, Discovery and Innovation, and Media. Also, participants are required to complete an innovative service project in April, which utilizes the skills and abilities they have gained throughout the course of the program. Over 75% of participants stated they feel better connected to their community and the leaders within it.

Going Digital: A 1980s program becomes virtual
*Renee Koenig, Paula Hella, Renee Koenig, and Teri Zuege-Halvorsen*

In this session, we will talk about the Home Alone program that prepares children for self-care. In alignment with the JCEP WI Conference theme, we will show you how the Home Alone program was converted from its original 1980s format to its futuristic online format. The conversion of the Home Alone program was done in response to community demand for an accessible format that fits the needs and schedules of families today and into the future. Join us to hear more about how three county Family Living Educators worked with numerous community partners to complete the necessary steps of the conversion process to get the end product. “The futures so bright, we gotta wear shades!”
Collaboration Guides Nonprofit Education & Community Conversation

Paul Roback

UW-Extension Washington County Community Development Educator Paul Roback collaborated with the United Way, UW-Washington County and the Volunteer Center to survey the county’s nonprofit community to measure their fiscal health and to identify nonprofit educational needs. Survey results and forum discussion (between 34 nonprofit organizations) led to the design and implementation of nine workshops from 2013-2015. In 2015, a follow-up survey was conducted to measure the change in nonprofit fiscal health, the longer-term outcomes of the nonprofit educational workshops and to identify future nonprofit educational needs. The measured changes in nonprofit fiscal health has initiated a community conversation on the sustainability of area nonprofits and their ability to meet the continued increased demand for services. This session will provide insight into multi-agency collaborations, using on-line surveys as a needs assessment to design educational programs, measuring short- and longer-term outcomes, and forming a community conversation on nonprofit fiscal health.

Farm Succession Peer Advisory Groups

Trisha Wagner & Joy Kirkpatrick

Agricultural producers gather knowledge from various sources, such as personal experiences, agricultural publications (magazines, newspapers, web blogs, etc.), conferences, development programs, university extension, professional consultants, and classroom learning. However, one source of human learning seems underutilized by agricultural producers: learning from the experiences of peers. This type of learning frequently occurs among farmers informally, such as in “coffee shop talk” or at various industry association meetings. However, the knowledge shared during these brief encounters seldom delves into the precise and personal details necessary to make a deep impact on the business. UW-Extension piloted a farm succession program using the Peer Advisory Group format in order to address farmers’ interest in learning from others’ experiences. Use of Peer Advisory Groups in agriculture has been documented as a tool for farm management education. They consist of a facilitated, autonomous group which meets regularly to discuss and exchange ideas. This session will discuss best practices for a successful Peer Advisory Group on the topic of farm succession, and suggestions for potential facilitators.