



Illinois Extension Agricultural Association

President's Report—*Marion Shier*

- The agenda and registration information for the 2004 Fall Association Meeting can be found on page 3.
- Mark your calendars now for September 20-21, 2004 and don't forget to make your hotel reservations no later than September 10th.

We had a good delegation attend the NACAA AM/PIC meeting in Orlando Florida. The total was about 44 including active members, spouses, children, life members, and 1 administrator. I especially want to thank Ryan Hobson who represented administration for financing our "State's Night Out" bus ride and meal. I think that everyone enjoyed the fellowship and camaraderie that was shared.

Illinois was well represented at this meeting by having several workshop presenters, poster presentations, award winners, committee vice chairs, and other representatives.

I was especially glad that after many years of debate over whether NACAA should/should not participate with the Galaxy meeting, the delegates passed a motion to participate as a full planning member of the *2008 Galaxy Conference*, while still holding our own separate NACAA AM/PIC conference in North Carolina. This long-running debate was able to be settled because some of the Southern states had considered a compromise position on this topic. Because some of the Southern states broke from their past "Block Voting," this issue moved forward.

Attendees were able to choose to attend workshops from over 100 offerings. Sessions ranged from office management and budget issues to assorted horticultural topics and beyond to issues

of GPS and GIS uses. Obviously there was something for nearly everyone.

We are anxiously looking forward to the IEAA Fall meeting being hosted by the Northern Illinois District. Plans are being finalized and I am sure that everyone who attends will have some fun, learn something, and enjoy the camaraderie. (The camaraderie is probably the most important part of the meeting.) I hope to see all of you September 20th and 21st.

As this year fly's by, I can say that I have been enjoying my participation with the IAA Board as part of my responsibilities as IEAA President. This is a large time commitment, but a vital link with one of our longstanding supporters. This relationship must continue, for both organizations' sake.

As my time as president slowly comes to a conclusion, I hope that everyone continues to work for active district meetings so that members involvement is increased and the value of membership can be seen and realized by contributing to the cause. Remember, the benefits you receive from being a member of an organization is directly proportional to the amount of effort and contributions you give to it.

Have a good fall, and take time to reflect on your successes.

Inside this issue:

| | |
|---|---|
| Smith Wins Search for Excellence | 2 |
| Bellm Wins NACAA Poster Contest | 2 |
| IEAA Fall Association Information | 3 |
| Ellis Named National Finalist in NACAA Communication Awards | 3 |
| Robson Named 2004 Distinguished Service Award Winner | 4 |
| Ferree Named 2004 Achievement Award Winner | 4 |

IEAA Life Members & Extension Retirees Luncheon

The annual Southern Illinois Extension Retirees Luncheon will be held on October 15, 2004, 12:00 p.m. At Giant City Lodge, Giant City, IL.

Please call Jean Skinner at (618) 643-3055 for reservations.

Martha Smith Wins NACAA "Search For Excellence" Award

Martha Smith, Extension educator, horticulture at the Macomb Extension Center, was the national winner in the NACAA Search for Excellence in Landscape Horticulture at the 2004 AM/PIC in Orlando, Florida. Smith's submission was the program *Four Seasons Gardening Telenet Series*. As national winner, she was asked to give a 45 minute presentation during the awards luncheon on July 12th.

While Smith was the program initiator and coordinator, successful programs are always the result of group effort as Martha is the first to admit. In this instance, 13 horticulture team members contributed to the project.

Award Abstract

Faced with reduced professional staff and tightening budgets, *Four-Seasons Gardening Telenet*

Series was a 12-program series offered through distance learning technologies to all 102 counties in Illinois. Using TeleNet-Latitude Bridge Teleconferencing and CD-Rom projection technology, three different current and relevant horticulture programs were offered seasonally in Fall 2002, Winter 2003, Spring 2003 and Summer 2003. Materials were collected, reviewed, formatted, organized and copied onto CD-Roms that were then distributed to all unit offices. Each program was offered twice for the convenience of the audience. The live audio portion was delivered using the TeleNet-Latitude Bridge Teleconferencing system while each location projected the Powerpoint presentation concurrently. Total attendance was 4,279 people with 3,825 returning an evaluation supporting the programs and the delivery method.



Robert Bellm Wins NACAA Poster Contest

Robert Bellm, Extension educator, crop systems at the Edwardsville Extension Center was the national winner in the NACAA Poster Contest at the 2004 AM/PIC in Orlando, Florida. Bellm's poster, *The Illinois Management Intensive Grazing Program*, took first place in the Extension Education category out of 54 entries nation-wide.

The management intensive grazing program is a multi-team effort, involving Extension educators and state specialists from many disciplines including crop systems, animal systems, natural resources, engineering technology, and farm business & marketing.

The 2004 NACAA poster contest was sponsored by the Propane Research & Education Council. In addition to a plaque, Bellm was awarded a check for \$500.

Poster Abstract

Most of the 2.5 million pasture and forage acres in Illinois are under managed, with only 20 – 25 percent of the forages produced in the state actually being utilized. To address this issue, an interdisciplinary team of Extension personnel developed a series of conferences, field days, workshops, print publications, mass media, and web-based delivery methods to disseminate research-based information on management intensive grazing.

The *Illinois Management Intensive Grazing Program* is a systems-based approach to forage management. It includes improved paddock design, rotational grazing, forage species selection, timely fertilizer application, modern fence and water system installation, and improved environmental management. Crop residue utilization, coupled with summer and winter annual forage plantings, enables producers to incorporate grazing programs into row crop acres and extend the grazing season throughout the winter months.

Client surveys indicate that more than 22 percent of the pastureland in Illinois is now under some type of intensively managed system. Producers using these production systems have increased their pasture acreage by 18 percent. Surveys also show that more than 46 percent of grazing workshop attendees made changes in their rotational grazing practices because of the information they acquired. Specifically: 47 percent changed the rate at which they rotate their livestock; 41 percent introduced new, more productive plant species; 36 percent increased the livestock numbers on their farm; 33 percent installed new fence technologies and equipment; and more than 50 percent indicated that attending the grazing program had increased their net income.



IEAA Fall Association Meeting Agenda Finalized—*Russ Higgins*

Greetings from the North! The IEAA Northern District members have been working to provide our membership an interesting and even fun trip to our part of the State. The Fall Meeting will take place on September 20th and 21st. We will start at 11:00 am on the 20th at Amboy as guests of Joe Schaumberger and the Lee County Extension office. After our welcome and lunch, we start our afternoon of tours. Our program is as follows:

September 20th

11:00 am— Lunch

Lee County Unit Office, Amboy

12:30 pm—Tours

Richardson Wildlife Foundation, Amboy

Wind Turbine Farm, West Brooklyn

Intermodal Facility, Rochelle

6:30 pm— Dinner

Pioneer/Dupont Research Farm

September 21st

8:00 am— Breakfast, followed by IEAA business meeting

Noon— Adjourn

Things to Do!

1. Get ready to enjoy the trip, put September 20th and 21st on your calendar! We are looking forward to hosting everyone.
2. Make your room reservations. A block of rooms will be held at the Comfort Inn in Rochelle until **September 10th**. Mention your affiliation with IEAA and you will receive a room rate of \$55 (Were not in Orlando anymore!)

Rochelle Comfort Inn and Suites
(815) 562- 5551

3. Please let us know if plan on attending. A quick email to rahiggin@uiuc.edu or a phone message to Russ Higgins (708) 720- 7520 will be greatly appreciated, and help us coordinate the events we have planned for everyone.



Mendota Hills Wind Farm, near Compton

Stu Ellis—National Finalist, NACAA Communications Awards

Stuart Ellis, Extension unit leader in Macon County, was a national finalist in the NACAA Communication Awards contest at the 2004 meeting in Orlando. Stu was one of three finalists in the Radio Program category, with his entry of *Extension Update in Central Illinois*.

Entry Abstract

This radio program *Extension Update on Central Illinois Agriculture* is a weekly offering to radio stations by Stu Ellis, Macon County Unit Leader, University of Illinois Extension. Stu researches and writes the program weekly. It was recorded in a radio studio to enhance quality for the benefit of listeners. The program features seven to ten short items designed to inform farmers of factors that impact the grain market, offer Extension information of economic and agronomic use, and to alert listeners about regional Extension events they may consider attending. For the past 4 years the program has been heard on WLDS at Jacksonville in west central Illinois every Saturday

morning and Tuesday noon. WLDS has a dominant 1,000-watt signal in a rural part of Illinois, whose farm programming is heard daily by 10,000 to 15,000 farm families. Beginning March 1st of 2004 WHOW at Clinton in central Illinois began broadcasting it on Saturday and Wednesday. WHOW has a 5,000-watt signal that covers 70% of Illinois, however detailed listenership information has not been developed because of recent ownership and format changes at the station. In central Illinois many radio stations have discontinued their farm programming and traditional farm broadcasters have lost their positions. In the wake of this trend, farm families are having more difficulty in obtaining reliable information of a non-commercial nature; particularly as it pertains to marketing, risk management, and other economic issues. As a result, *Extension Update on Central Illinois Agriculture* has become an important tool in communicating Extension news to the farm community.



Dave Robson Named NACAA Distinguished Service Award Winner

Dave Robson, Extension educator, horticulture at the Springfield Extension Center was the 2004 recipient of the NACAA Distinguished Service Award. Robson received an award plaque during the closing banquet at the NACAA AM/PIC in Orlando, Florida.

The Distinguished Service Award is presented to NACAA members with more than 10 years of service credit who have exemplified the highest standards of excellence during their entire career.

During his 23 year career with Extension, Dave has provided both commercial and home horticultural

programming to the residents of 29 counties. He has developed and expanded Master Gardener and garden center employee trainings programs, and makes extensive use of mass media including statewide newspaper columns, weekly call-in television programs, and radio shows. In addition, Dave has taken the lead in computer technology, using it for horticulture problem solving and training. Over the years, he has won more than 30 NACAA communication awards.



Rhonda Ferree Named NACAA Achievement Award Winner

Rhonda Ferree, Extension unit leader in the Fulton Extension Unit, was the 2004 recipient of the NACAA Achievement Award. Ferree received an award plaque during a special awards breakfast at the NACAA AM/PIC in Orlando, Florida.

The Achievement Award is presented to NACAA members with 5–10 years of service credit who have developed innovative programs addressing the educational needs of the public they serve.

As Crops/Horticulture educator, Rhonda expanded the Master Gardener program and in-

creased horticultural programming, including new garden walks and garden days. She reached traditional agricultural producers while focusing on value-added agriculture. She has served as the Fulton Extension unit leader since 2001, where she oversees the educational programming and fiscal and staff operations. During 2003, she helped lead a statewide effort addressing West Nile Virus education. Rhonda is also respected for her media efforts.



Scene's from the 2004 AM/PIC



Marion Shier & Pete Fandel wait in anticipation for State's Night Out Dinner



A well satiated group on the bus ride back from State's Night Out!



Illinois Extension Agricultural Association

Officers:

| | |
|-----------------|-----------------|
| President | - Marion Shier |
| President Elect | - Robert Bellm |
| Vice President | - Stu Ellis |
| Secretary | - Mike Roegge |
| Treasurer | - Lynn Weis |
| Past President | - Dennis Bowman |

District Directors:

| | |
|--------------|--------------------------------------|
| North | - Russ Higgins - Gary Bretthauer |
| West Central | - Mike Roegge - Aaron Duffelmeier |
| East Central | - Ellen Trainor - Steve Ayers |
| Southern | - John Pike - Elizabeth Wahle |

Newsletter Editor - Robert Bellm

Benefits of Joining IEAA

- Participate in defining the future of your profession
- Opportunities to become better acquainted with other NACAA members and staff on regional and national levels
- Recognition from colleagues for your educational programs and other activities
- Direct input into Extension policy that may affect your future
- Satisfaction of doing your part in the advancement of your profession
- Improvement of professional skills and abilities through Association activities

IEAA on The Web

<http://web.extension.uiuc.edu/ieaa/>

Goals of IEAA

The Pursuit of excellence in Extension Education by professionals interested in agriculture.

Objectives:

- To encourage the pursuit of professional improvement activities by IEAA members.
- To provide leadership opportunities for IEAA members.
- To recognize members for professional excellence.
- To provide professional improvement opportunities for IEAA members.
- To promote professional improvement by IEAA members.

Protect, enhance and promote the interests of Extension Professionals.

Objectives:

- To encourage participation in IEAA activities.
- To build coalitions with other Extension organizations in the advocacy of and in response to University administration, legislators, and other officials on matters impacting Extension professionals.
- To serve as a conduit between field staff members and administration.
- To provide a means for program development in all facets of agriculture .