



## Illinois Extension Agricultural Association

### President's Report—Robert C. Bellm

#### Special points of interest:

- 2005 NACAA Annual Meeting
- University of Illinois Extension Award Winners
- Extension Partner Success
- Farm Progress Show Extension Programs
- IEAA Fall Meeting

The 2005 NACAA Annual Meeting & Professional Improvement Conference was a resounding success! Illinois had 30 individuals in attendance, including 12 active members, 3 life members, 9 spouses, 4 children, and 2 administrators. Our sincere thanks go out to Dr. Champion and Dan Nelson, who hosted our *State's Night Out* activities. Very few state organizations have the support from their administrators that we here in Illinois enjoy.

Illinois members were active participants in the various presentation opportunities and award categories. Paul Mariman was a *National Finalist in Search For Excellence-Farm & Ranch Financial Management*. Jim Morrison, and Robert Bellm each had entries submitted in the poster contest, with Bellm place nationally in the Extension Education category.

For once there was little controversy during the voting delegate sessions. All new officers were running unopposed, the 2008 Galaxy Convention is no longer an issue, and no surprise resolutions were introduced

from the floor. Oregon was the only state to bid on the 2009 AM/PIC, and that meeting is tentatively scheduled for September 20-24, 2009 in Portland. For those of you who have never seen Oregon, the trip will be well worth it.

In closing, I would encourage all of you to attend future NACAA AM/PIC's if at all possible. If you have never attended one before, there are price-breaks on registration fee as well as some support money from our own 1991 funds. For those of you who have attended in the past but have missed for the last few years, I think you will be greatly surprised at much things changed for the better. The length of the general sessions has been pared-down to remove to remove much of the "pomp and circumstances." There is a wider variety and higher quality of educational seminars and workshops available, and these broken out into subject matter specific areas that correspond well to our individual specializations. And as always, there is the opportunity to share and learn from peers across the country.

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### President Elect- Stu Ellis

Over the past year, and for years to come, NACAA will be defining and refining itself to meet the needs of its current and future members, all in an effort to remain relevant and vigorous. The "Futuring" process will not be an easy one, since change is usually difficult. And one of the difficulties for IEAA is that we are on the outside looking in, without the ability to have much impact on our future. When all of the leadership,

board members, committee chairs and vice-chairs were announced (and NACAA has dozens) there was only one Illinois name on the list. No national officers. No board members. One committee position. Larry Casey will be the NC vice chair of the Life Member Committee. Since this is not a place to lay blame, it is a place to make an observation that IEAA members have an opportunity to fill a current void.

## President Elect- Stu Ellis (Continued)

At our meeting in Vincennes, our new North Central Director Stan Moore from Michigan will join us. It would be a great opportunity to make that first step to regain our lost presence at the national level.

There are many committee positions that open up each year and I would urge everyone to consider submitting their name and letting Stan know that IEAA members want to have an impact.

The commitment is a couple conference calls, a committee meeting at AMPIC, and a desire to move our organization forward into the future with NACAA. For IEAA, "Futuring" needs to start with a realization about the present!

I had to feel sorry for the chair and vice-chairs of the Communications Committee. As our communications technology advances at "lightspeed," it was obvious that NACAA's communications award categories were woefully behind times.

Sure, we still have newsletters and news columns, photos and learning modules. But the advent of communicating through the Internet will necessitate significant changes in some of the rules in coming years. (Maybe even next year!)

At the meeting the question arose about the acceptance of a "podcast," which is a radio broadcast (or you can define that as an "electronic aural program") that is "parked" on the Internet for anyone to listen to at anytime. In fact, it may or may not have ever been carried over a radio signal. Does that make it ineligible?

Another question arose about the creation of a Flash-based graphic for use on an Internet web page. It did not fit the category of homepage, and was certainly not a photograph, but was a highly creative and effective educational device developed by an NACAA member.

The NACAA communications committee will have to address those issues, but it demonstrates that our communications technology capabilities in reaching our audience do not have to be limited to "how things have always been done." We all need to think outside the box, regardless whether that box is cardboard or virtual.

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## National Distinguished Service Award—Dale Baird



Dale Baird, Franklin Grove, was recognized on July 21 by the National Association of County Agricultural Agents at its 90<sup>th</sup> Annual Meeting and Professional Improvement Conference in Buffalo, New York by receiving the Association's Distinguished Service Award.

The award is presented to the top two percent of the NACAA members from each state with more than ten years service who have exemplified the highest standards of excellence during their entire career. The selection is made by recipient's peers in his or her state and endorsed by the State Extension Director. This year, seventy-one individuals from throughout the United States were presented the Distinguished Service Award.

Dale currently serves as a Crop Systems Educator at the University of Illinois Rockford Extension Center. His educational program responsibilities focus on providing crop production and protection programs for grain producers and agribusiness clientele in nine north central Illinois counties. Also, Dale is a member of the American Society of Agronomy and has been a Certified Crop Adviser since 1993. He has been with University of Illinois Extension since 1981.

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## National Achievement Award—Russ Higgins



Russ Higgins, Morris, was recognized on July 21 by NACAA at its 90th Annual Meeting and Professional Improvement Conference in Buffalo, New York by receiving the Association's Achievement Award.

The Achievement Award is presented to the top one percent of the NACAA members with 5 - 10 years of service credit who have developed innovative programs addressing the educational needs of the public they serve. The selection is made by the member's peers in that state and endorsed by the State Extension Director. This year, forty-seven individuals from throughout the United States were presented the Achievement Award.

Russ says "Currently in Illinois opportunities to provide educational programs for residents are greater than ever. There has been a significant change in program delivery compared to my initial tenure in Extension in the mid eighties. I was initially hired as an assistant Ag Advisor in DeKalb County with responsibilities for Animal production and Youth in the county. After a ten year stint at the Joliet Junior College I returned to Illinois Extension as a Regional IPM Educator for the Northeast region." Recent accomplishments include development of an agriculture web-based learning site; "The Great Corn Adventure" as well as urban Agriculture awareness programs.

## Extension Partners...Successful Dollars

"Well done! Thanks so much! Great Effort!", these are just a few of the compliments extended to Extension Partners for all the time and contacts made to legislators on behalf of University of Illinois Extension funding.

As everyone is aware for this fiscal year, University of Illinois Extension will be receiving \$11.84 million for matching county-generated funds, \$1.693 million for Youth Educator position support and \$5 million in new funding for the Cook County Extension.

Extension Partners, groups and individuals worked

diligently to educate legislators on the high quality of education brought to the people of Illinois. Through their dedicated efforts, the fiscal 2006 has a positive outlook.

Extension staff are encouraged to thank the efforts of the Extension Partners by becoming a member....\$20 for individual membership is a great way to express thanks and support!

Send your 2006 membership dues to: Extension Partners, PO Box 5531, Bloomington, IL 61702

**Thank an Extension Partner...**

## Farm Progress Show—Educational Seminars, U of I and Purdue

**Plan to attend one of the seminars held at the Richland Community College.**

**Crop and livestock outlook**--Extension Marketing Specialists Darrel Good at the University of Illinois and Chris Hurt at Purdue will daily provide their outlook on grain and livestock commodity markets. **9 a.m. and 2 p.m., Schilling Auditorium**

**Farm Rent Evaluator**--What is a fair cash rent? Are you paying too much, versus a crop-share arrangement? Attendees will be introduced to the **Farm Rent Evaluator**, an Internet-based computer decision aid, which compares the risks and returns of cash and crop-share farm leases. You'll get hands-on experience to help you answer those questions. **1 p.m. Room S 137**

## Farm Progress Show—Extension Programs Continued

**Machinery Economics**--Are you spending more for machinery operation than you should? If you are paid for custom operations, are you charging enough? Attendees will be introduced to Machinery Economics, an Internet-based computer decision aid, which analyzes the cost of completing fieldwork and generates machinery costs. Test-drive this decision aid to help you determine the cost of machinery operations for your farm. **2 p.m. Room S 137**

**GPS/GIS technology**--What is your level of knowledge? Want to learn the basics or the advanced? The GPS/GIS seminar will discuss current hardware and software options available, and how to effectively use them to improve agricultural production. **9 a.m. and 1 p.m. Room S 186**

**Soybean Rust**--Asian Soybean Rust a continuing threat--remain vigilant, planning for the 2006 growing season. The Asian Soybean Rust seminar will discuss current knowledge of this pest and treatment options. **11 a.m. and 3 p.m. Room S 186**

**Soybean aphids and/or western bean cutworms**--You are familiar with aphids, but what about this other new pest? And what should you do about it? How should aphids have been addressed this year? This seminar will discuss current knowledge of these pests and treatment options. **10 a.m. & 2 p.m. Room S 186**

**Management of corn rootworms**--What worked and did not work this year and why? This seminar on corn rootworm management options will include results from University of Illinois insecticide trials. **9 a.m. and 1 p.m. Room S 188**

**Invasive Species**--What can you do about those pests that have suddenly become a problem? The seminar on invasive species will cover exotic invasive species found in Illinois and how to control them. **10 a.m. and 2 p.m. Room S 188**

**Spray Nozzle selection and usage**--Are you using the right nozzle? What should you use? The nozzle selection seminar will discuss how to select and operate the correct nozzle based on the type of application being made. **11 a.m. and 3 p.m. Room S 188**

**Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation**--will provide you with the tools that you need to identify alternative enterprises and agritourism opportunities that can work for you. (Co-sponsored by the Central Illinois Farm Fresh Network, University of Illinois Agro-Ecology Sustainable Agriculture Program, Macon County Soil and Water Conservation District and the Illinois Department of Agriculture.) **10 a.m. Room S 177**

**Developing Agritourism as a Marketing Tool**--will help you explore the possibilities for agritourism. (Co-sponsored by the Central Illinois Farm Fresh Network, University of Illinois Agro-Ecology Sustainable Agriculture Program, Macon County Soil and Water Conservation District and the Illinois Department of Agriculture.) **11 a.m. Room S 177**

**Market What you Sow**--will provide you with an opportunity to learn from farmers who have been successful in marketing fruits, vegetables and grains. (Co-sponsored by the Central Illinois Farm Fresh Network, University of Illinois Agro-Ecology Sustainable Agriculture Program, Macon County Soil and Water Conservation District and the Illinois Department of Agriculture.) **12 Noon Room S 177**

**Parent Smarts**--Have you wanted to discuss how to manage money and credit wisely with your student, but needed a tool to help you get started? *Parent Smarts* is a set of fact sheets designed to help parents start their student on the road to financial independence. The series provides parents with educational information, financial tips, activities and additional resources on how to help their students become responsible credit consumers. **10 a.m. Room S 136**

**Protect your Identity**-- This workshop will show you how identity . You will also learn how to protect your financial personal information to reduce your chances of being a victim. And you will learn what steps to take if you are a victim of identity theft. **11 a.m. Room S 136**

**Agricultural Entrepreneurship**--All the efforts to discover and develop new value-added agricultural enterprises have no economic benefit without access to markets. This presentation will highlight available tools for giving producers greater access to new food markets. The discussion will showcase tools for developing a marketing plan as well as new web-based resources to help farmers target consumers and identify potential supply chain partners. You will see live, Internet-based demonstrations of these marketing tools. **9 a.m. Room S 137**

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**Take a Break**--If you are a 4-H Club leader or FFA Chapter advisor, or a parent with children, this workshop will feature different games and activities for use with youth groups, 4-H clubs, FFA chapters or in families. **1 p.m. and 2 p.m. Room S 143**

## Farm Progress Show—Extension Programs Continued

**Questions you always wanted answered about finding childcare**--For working families, childcare is a necessity, but what should be evaluated when interviewing child care agencies and staff? Learn about childcare in Illinois and what the Child Care Resource Service can offer you. **10 a.m. Room S 135**

**Living Well: Strengthening Family Relationships -- Focus on Health and Lifestyle Issues**--This workshop focuses on how to develop, strengthen, and maintain healthy relationships when health and wellness issues impact our day-to-day lives. It also highlights the health and relationship aspects of other lifestyle issues such as money and finances, family transitions and chronic illness. Families and individuals will be encouraged to learn and adopt lifestyles as well as relationship behaviors that will lead to improved health and wellbeing throughout life and especially during health-related episodes that test all of us. **11 a.m. Room S 135**

**Intentional Harmony**--Harmony is not a random success, but one that requires work. How does a family intend to achieve a harmonious relationship in their work life and at home? **1 p.m. Room S 135**

**Handling stress**--Do you handle stress or just react to it? Does stress handle you and how can you be in control of your life? **2 p.m. Room S 135**

**Eat Healthy-Stay Well**--If you are preparing meals for yourself, your family, or for relatives and guests, this workshop will demonstrate the USDA's New Food Guidance and Dietary Guidelines systems and make them useful for you to use. **10 a.m. Room S 143**

**Is Skin Cancer in your Future?**--Being in the sun throughout the day puts all farmers at risk of skin cancer and other skin damage. Dr. Chuck Ellington of SIU Medical School will tell you about potential problems and provide potential solutions.

**IEAA will again be a co-sponsor of a soils judging contest at the Farm Progress Show.** The soils contest will be Tuesday, August 30. I know many of you have other Show commitments but if you are able to help please let me know. If we have enough volunteers, this will most likely involve only a two-hour shift at the registration table or at one of the soil pits with plenty of time left to enjoy the show. 8:30-10:30 and 10:30-12:30. **Volunteers will receive a FPS pass and meal ticket.**



The Kinzua Dam is on the Allegheny River. It impounds the 12,080-acre Allegheny Reservoir--designed for flood control, recreation, and power generation. *Photo by Jim Morrison.*

## Fall Association Meeting— September 13 & 14—Vincennes, IN

Final arrangements have been made for our Fall Meeting, to be held on September 13th & 14th in Vincennes, Indiana. The agenda is as follows:

### Tuesday, September 13

11:30 AM Lunch—Quality Inn, Vincennes, Indiana

1:00 PM Tours—(Choose A or B)

\_\_\_ Tour A—Ethanol Plant & George Field, WWII airbase.

\_\_\_ Tour B—Historical tour—\$10.00 admission fee—George Rogers Clark Memorial, Harrison House, Military Museum.

4:30 PM Purdue University S. W. Research Farm

### Wednesday, September 14

7:30—8:30 AM Breakfast—Quality Inn

8:30-12:00 PM Business Meeting

12:00 PM Homeward Bound

Please contact Ron Waldrop **no later than September 6** for meal count and tour choice. Please make hotel reservations direct to Quality Inn (812-886\_9900). There are 20 rooms blocked off for IEAA at 455.00 plus tax.

**Directions: Take US 50 to Indiana, take 6th street exit into Vincennes. The Quality Inn is first stop light to the left.**



## *Illinois Extension Agricultural Association*

### **Officers:**

President	- Robert Bellm
President Elect	- Stu Ellis
Vice President	- Mark Hoard
Secretary	- Elizabeth Wahle
Treasurer	- Lynn Weis
Past President	- Marion Shier

### **District Directors:**

North	- Gary Bretthauer - Greg Clark
West Central	- John Fulton - Meghan Curless
East Central	- Steve Ayers - Brenda Roedl
Southern	- Ed Billingsley - Justin Sexten

**Newsletter Editor** - Mark Hoard

## 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.