



# NETWORK

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The Iowa Association of County Extension Councils serves as a vehicle for networking between county extension councils of Iowa, Iowa State University, and government leaders to promote and strengthen all local and statewide Extension programs.

## Meet Vice Provost Jack Payne

“Iowa has the best extension program in the country,” said Jack Payne, new Iowa State University Associate Vice Provost for Extension and Outreach.

“When the search committee called and asked me to be a candidate, I was a little apprehensive. It would be a huge change for me, but every time I visited, I was more and more impressed. The deciding factor for me was meeting the people in Iowa. Everyone was so nice and it became apparent that ISU Extension is intertwined with the lives of people in Iowa.”

“My success has always been that you hire the best people you can find and then you fight to keep them,” said Payne. “Always put them out in front and let them get the credit for their work. I will spend much of my time as an administrator getting the resources and tools that they need to succeed.”

Payne believes that the keys to success are teamwork, communication, and accountability. “We can’t just measure success by how many people are coming to programs, we need to make a real difference Iowans’ lives.”

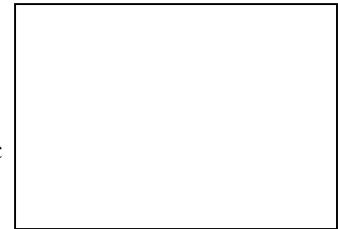
Payne plans on spending his first six months getting to know ISU Extension. He will meet with administrative staff to understand what they do, how they’re doing it, and what they feel are immediate and long-term needs. “I think the five program areas are terrific. I don’t see me

reinventing extension... although I don’t want it to be the ‘same old same old’ either.”

“I also believe we need more input from clientele groups, citizens, and agencies of the state. We will be putting together a tour to get out and ask what Iowans like about extension and what extension can do better, where the gaps are and how we can address those gaps. I’m hoping that IACEC can help bring folks to these regional forums in the field. Mainly I would like to understand Iowa and its challenges. Then together we can tweak the strategic plan to solve some of the issues I’ve learned about.”

When asked about extension councils, Payne said, “I was pleasantly surprised when I found out that councils were elected with taxing authority. I believe that it speaks highly about how extension is integrated in Iowa. I know and respect what that represents.”

“I look forward to getting to know folks in the counties and working with citizens,” said Payne. “If we are to be engaged, the councils and IACEC need to be the eyes and ears for the citizens of Iowa and help the university identify the needs in the state and work with them.”



Vice Provost Jack Payne, right, talks with Chuck Morris, Director of 4-H Youth Development.

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<http://www.iacec.info>

## Jack Payne, continued from page 1

“The whole era of canned programs is going out the window. We need to be more dynamic and respond to the needs of the people. I believe that in extension you really can improve the quality of life for Iowans.”

“I’m delighted to be here,” Payne said. “Iowa is a great place to be involved in extension. IACEC is a key group. I’ve figured out that it’s a group to pay attention to. I promise to work hard and will be listening to extension council members to help meet needs.”

Payne earned a B.A. in biology from Temple University, and an M.S. in fisheries science and a Ph.D. in wildlife science from Utah State University.

At Texas A&M University, Payne served as adjunct professor in a wildlife research institute and associate professor and extension wildlife specialist in the department of wildlife and fisheries sciences. He was also an assistant professor and extension wildlife specialist at

The Pennsylvania State University.

Payne served as the first CEO and president of The American National Fish and Wildlife Museum in Springfield, Missouri. Prior to that, he spent ten years with Ducks Unlimited, Inc., serving as national director and western states director of the private lands program, acting executive director of

Ducks Unlimited de Mexico, and national director of conservation.

Since 2001, Payne served as vice-president for University Extension, director of the Utah Cooperative Extension Service, dean of Continuing Education and professor in the College of Natural Resources at Utah State University.

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## What does the Vice-Provost for Extension & Outreach do?

The Vice Provost for Extension and Outreach oversees one of the most entrepreneurial extension services in the nation. The vice-provost must be entrepreneurial and creative, with the ability to develop and allocate resources and provide support for building excellence in outreach programs.

The vice provost reports to the provost, serves on the president’s cabinet, and works closely with the provost, the vice provost for research, and the deans of Iowa State’s seven colleges to integrate teaching and research programs with the university’s outreach programs.

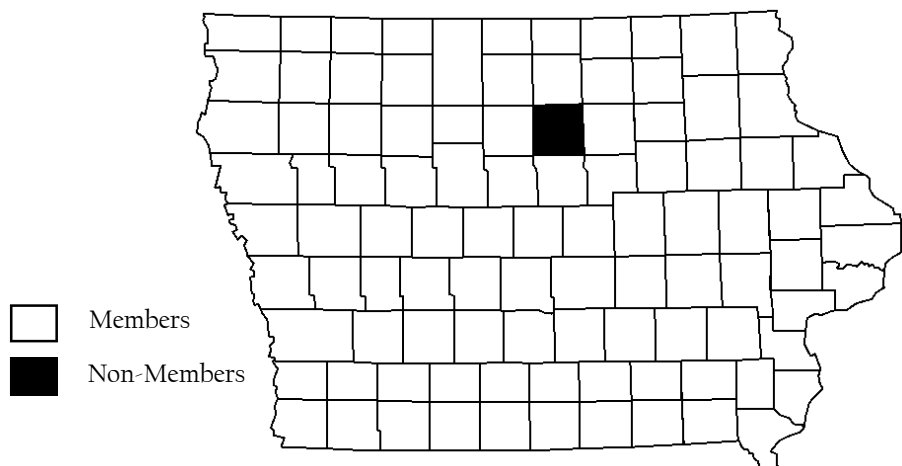
The vice provost is responsible for 1,250 employees located on campus and across the state’s 99 counties and an \$85 million budget.

The vice provost serves as director of cooperative extension, which has programs in agriculture and natural resources, communities and economic development, families, and 4-H youth development, and also administers University Extension that includes business and industry programs and continuing education and communications services that facilitate the delivery of off-campus credit and noncredit courses, conferences, and continuing education offerings of the university.

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## IACEC Again Celebrates Record Membership

A big “thank you” to all the counties that joined IACEC this year. We have a record number of members for 2005-2006: 99 extension districts in our organization. With your support we are able to provide legislative advocacy, share county concerns with Extension Administration, and network with each other to help solve local problems and meet the needs of Iowa’s citizens.



## Legislative Update

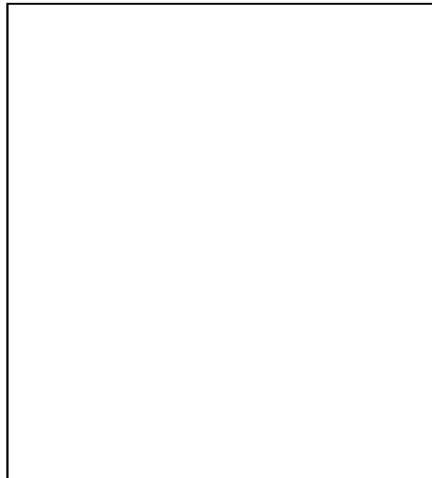
### Legislative Day Set

The IACEC Board of Directors is challenging each county to send at least three council members and extension supporters to the IACEC Legislative Day on Wednesday, March 8, 2006 at the Wallace State Office Building and the Capitol.

“IACEC’s Legislative Day is an important follow-up to the regional Legislative Coffees,” said Sybil Soukup, IACEC Legislative Committee Chairperson. “It is a day when Extension supporters from all over the state come together to encourage their Legislators to perpetuate the benefits of Extension by supporting the Partnership for Transformation and Excellence funding proposal initiated in 2005.”

“Not only is Legislative Day important, it is also a fun and unique experience. Attendees meet beforehand to learn tips and receive guidance on how to effectively work with their Legislators. They are also provided with “talking points” that are region-specific to discuss the benefits of Extension with their Legislators,” said Soukup.

Additionally, the agenda includes a welcome by new Vice-Provost for Extension and Outreach Jack Payne. The morning will conclude with council members proceeding to the Capitol to speak with their own legislators.



Write or e-mail your legislators ahead of time to let them know of your plans to attend. Request an opportunity to meet briefly with your legislators that morning. You can look him or her up on the Internet at the Iowa General Assembly website. A link is provided at the IACEC website under *legislative\_news/state*.

For more information about Legislative Day and the Partnership for Transformation and Excellence funding proposal, please visit the IACEC website at <http://www.iacec.info> and click on “Legislative News”.

Reservations can be made with Soukup via phone or e-mail (641/357-8861, [sybilsoukup@yahoo.com](mailto:sybilsoukup@yahoo.com)).

Soukup adds, “When you attend the Legislative Day, make sure you wear red to show support! It makes a huge presence to see a large group of people all wearing red in the Capitol.”

### Legislative Coffees Link IACEC and Legislators

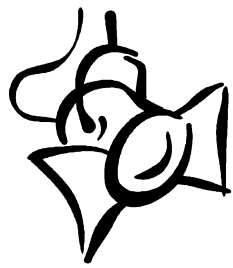
In November and December, IACEC hosted 17 legislative coffees throughout the state. Forty-two percent of Senators and 31 percent of all Representatives attended the coffees.

“Everyone involved in this years’ Legislative Coffees deserves a big round of applause for all the hard work and effort put into the organization of these regional events. The comments we heard from the attending Legislators show us that our mission of informing, educating, and showcasing the benefits of Extension is effective,” said Soukup.

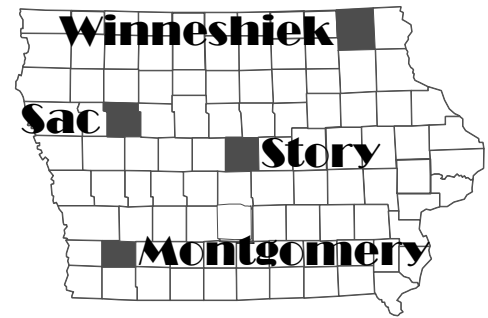
A series of economic impact testimonials from extension users were presented at each event. Additionally, through a customized presentation, IACEC board members highlighted ISUE’s economic development programming and the positive impact ISUE has had on Iowa’s communities .



Senator Steve Kettering (left), Representative Delores Mertz, Representative Mary Lou Freeman, and IACEC Board member, Brian Waldstein take a moment to pose for a picture at the legislative coffee held in Storm Lake.



# County Spotlight



## Sac County Augments Traditional 4-H with New Club

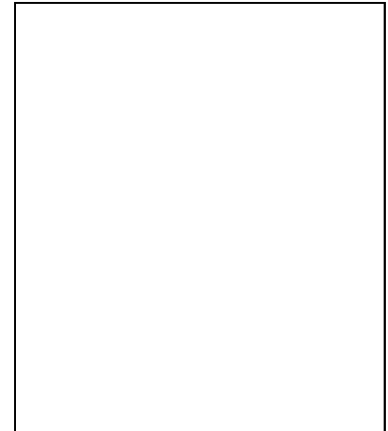
Sac County is excited about a new 4-H club. The Sac County Shooting Sports 4-H Club began as a way to instruct youth about basic shooting safety and fundamentals.

The club will also cover topics such as range commands, cleaning and maintaining

firearms, and archery equipment.

"I really like the 'hands on' training", said club member Kara Cowlham of Odebolt. The new 4-H club currently has 11 members and is growing.

"We are trying to reach youth through 4-H. This includes keeping youth involved by offering variety such as the new Shooting Sports Club," said Sac County Extension Council chair Linda Schultz. "We take pride in our 4-H programs and are lucky to have an outstanding



4-H Shooting Sports Club members

group of 4-H leaders and volunteers in our county. They serve twelve clubs and over 175 youth."

### Quick Facts for Sac County

Population (2004 est.): 10,828  
 Pop. Change 2000-2004: - 6.1%  
 Minority Population: 1.5%  
 Land area: 576 square miles  
 Med. Household Income: \$32,874  
 County Seat: Sac City

## Montgomery County Conducts Marketing Survey

The Montgomery County Extension Council is looking toward future programming and determining ways to make extension more visible in the county.

"We want to reach people in the communities of Montgomery County. We want them to

communicate to the Extension Council about how we can be more visible and what programs we need to offer," said Susan Carlson Montgomery County Extension Council chair.

The council conducted a marketing survey last year. Clark Bredahl, Iowa State University External Relations Specialist for Southwest Iowa, assisted them with the survey. The results of the survey identified priorities and a marketing plan is being formulated to address these priorities.



Susan Carlson, President of the Montgomery County Extension Council, presenting awards at a 4-H awards presentation.

The plan should be finished by March, and Bredahl will help the county with its implementation.

### Quick Facts for Montgomery County

Population (2004 est.): 11,398  
 Pop. change 2000-2004: - 3.2%  
 Minority Population: 1.8%  
 Land area: 424 square miles  
 Med. Household Income: \$33,214  
 County Seat: Red Oak

## “Women, Land, & Legacy” an Overwhelming Success in Winneshiek County

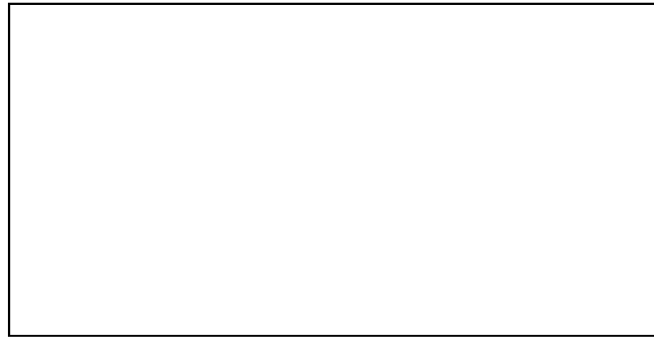
In 2005, Winneshiek County Extension brought together a group of women to develop a grassroots approach for addressing the needs of women in agriculture.

“The ultimate goal of *Women, Land & Legacy* is to build a support network for farm women — a resource that had been identified as lacking in Winneshiek County. This has been a very positive and productive partnership between ISU Extension, local women

### Quick Facts for Winneshiek County

Population (2004 est.): 21,188  
 Pop. change 2000-2004: - 0.6%  
 Minority Population: 2.1%  
 Land area: 690 square miles  
 Med. Household Income: \$38,908  
 County Seat: Decorah

producers, and the many agribusinesses throughout our county,” said Glen Ohloff, Winneshiek county Extension Council chair .



*Women, Land & Legacy* participants fill the room.

In the spring of 2005, over 115 women from all over Winneshiek County attended the first *Women, Land & Legacy* meeting to discuss agriculture, land stewardship, and their connections to the land. This initial conversation led to additional activities to meet the informational and educational needs of women in agriculture.

By the fall of 2005, more than

50 women from Winneshiek county attended a subsequent workshop, *A Woman's Guide to Finance*.

In the spring of 2006, the *Women, Land & Legacy* coalition will be sponsoring *Annie's Project*, a management education series for farm women with a passion for business involvement.

## Area Council Members Connect in Story County

The Story County Extension Council hosted an evening dinner for council members from Boone, Hamilton, Marshall, Harden, Polk and Jasper counties. "In this mobile society, we are looking to best utilize our resources by having a multi-county meeting," said Story County Extension Council chair Dave Struthers.

### Quick Facts for Story County

Population (2004 est.): 80,404  
 Pop. change 2000-2004: + 0.5%  
 Minority Population: 8.9%  
 Land area: 573 square miles  
 Med. Household Income: \$40,442  
 County Seat: Nevada

Following the dinner, Darwin Miller, the Interim Area Extension Education Director for Central Iowa, led a group discussion focusing on collaboration among counties. This included multi-county/regional programming, staff sharing arrangements and sharing of facilities or equipment among counties.

Other topics included how to provide more personal finance programs for youth, ways to educate an aging population, being willing and open to change regarding leadership transition for the CEED position, and continuing a



Extension council members from six counties network at the Story County Extension office.

strong focus on youth and 4-H programs by sharing unique program ideas.

All in attendance agreed that Extension should be more visible to the public. They also agreed that county extension councils should be diverse to mirror changing demographics.

## Board members offer reflections

With experience comes wisdom. The *Network* has asked four long-term board members to share their thoughts and views of IACEC and Iowa State University Extension. Each has served in various leadership positions on the IACEC Board and will be retiring from the board in June.

1. Drawing on your experience and observations, what advice do you have for council members who would like to get more involved with Iowa State University Extension?

**Lupkes:** Council members need to be pro-active in the programs and program planning in their local counties. The members need to be willing to attend functions sponsored by the IACEC, talk to legislators and constituents who support extension, and be good marketers of ISU Extension.

**Ricks:** IACEC is a perfect vehicle for taking one's personal interest in Extension to that "next level" of involvement! While council members may be very aware of issues, programs, and services in their own county, involvement with IACEC encourages learning about Extension through a "wider window." An idea that works well in one county may be just the thing that can help

Lupkes	Ricks
Mordan	Lents

another county on the other side of the state. And, we recognize that important issues calling for our advocacy impact all.

**Mordan:** Volunteer to help staff with program responsibility. Council members should have more knowledge than anyone about what is happening in the county. It will provide an opportunity to receive feedback that will help in evaluating county program direction. Attend training that is provided for council members and share ideas at council meetings. Attend area meetings for county extension councils and staff. Attend legislative coffees and participate in the IACEC Legislative Day.

**Lents:** One way is to get involved with the IACEC Board. You make many new contacts with campus staff plus people at local levels. You can make a

difference by being on the board. Your voice will be heard. Another way is to get involved with Legislative Day. Meet other Extension people and also your state Legislators.

2. Through your experience on the IACEC Board, what do you see as IACEC's role in the future?

**Lupkes:** IACEC's role will continue to change and grow as needs change. Most of all, we need to be the communication tool for council members so that the whole scope of programming of Extension will reflect the needs of Iowans. We need to be willing to embrace changes with revenue generation, the partnership agreement, and programming needs. Sometimes hard decisions need to be made and the IACEC will be there to support and help Extension Councils.

**Ricks:** It has been very exciting to see how IACEC has matured and grown as an organization. The legislative advocacy involvement is an area of growth that has been particularly significant. I believe IACEC will continue to expand its role as an effective voice for Extension in matters of public policy and funding.

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### Don't Forget...



**Board Nominations** are due March 15. If you are interested in running for the IACEC Board of Directors, you can download the nomination form at the IACEC website. **Scholarship applications** are also due March 15. The scholarship program is open to sons and daughters of council members who are graduating high school seniors or post-secondary students, and to council members themselves. Both forms are available at <http://www.iacec.info> under the "forms" link.

### Board member reflections, continued from page 6

**Mordan:** We have accomplished many things on the state level through the Strategic Plan. We have representatives on the various state committees, including search committees for staff. We now have a Legislative Liaison council member in each county. We need to continue our goal of meeting with council members

in each of our areas. IACEC Board members need to know how they can help counties.

**Lents:** IACEC will become more involved with decisions and programming at the campus level. People will ask your opinion. I feel I have made a difference while serving on the IACEC board. I got to help

interview Vice Provost for Extension and Outreach candidates, went to Washington D.C. to lobby on behalf of Extension, and attended Board of Regents meetings. You are sometimes asked to do many things. Be ready to devote some time to Extension and you will see many rewards.

### Apply for IACEC Awards

“There are a lot of great extension council members across the state who donate time and talent to promote extension,” said Gary Smith, IACEC marketing committee member. “IACEC gives councils opportunities to recognize these individuals as well



as the programs they have helped create.”

Each year IACEC sponsors awards recognizing the distinguished service of extension council members and outstanding extension programs or projects.

“I want to encourage council members to take the time to nominate a program or a council member for this award. This is

one way we can share our successes in Extension with council members from other areas,” said Steve Abma, IACEC marketing committee chair.

An electronic version of the award criteria and application is available at our web site, <http://www.iacec.info>, through the “forms” link. **Nominations are due June 15.**



### Boosts for Your Budget

*Keokuk County has a “Fruitful” Way to Increase Their 4-H Budget*

“The 4-H fruits are the best we get all year!” is a common comment from residents of Keokuk County. For the last 20 years, the 4-H members

spend most of February selling fruit to benefit Keokuk County 4-H programs.

“Our fruit sale is an event that makes you feel good about 4-H. Everyone pitches in and really goes to town with it,” said Gary Bickmeier, Keokuk County Extension Education Director.

The profits from this fundraiser are usually between \$4,000 and \$5,000. That money is used to offset the membership fee for 4-Her’s.

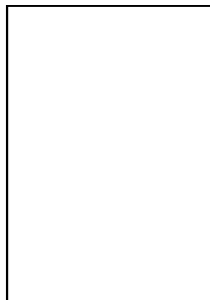
The sales start February 1 and

conclude February 24<sup>th</sup>. Delivery of the fruit starts March 13. On that day, 4-Her’s and volunteers come to the office to unload the truck and to sort orders.

“Ninety percent of the orders are picked up the day the truck arrives, so storage is not usually too much of a problem. Extra fruit and orders not picked up that day are put in the storage room and we keep that room cool until it is all delivered,” said Bickmeier.

## From the President...

We have many things to be proud of this year as we worked to make progress on our strategic plan and our ongoing mission.



We increased our communication through regular e-mails to our county liaisons. The e-mail messages ranged from legislative issues to keeping the counties updated on the progress of the search for a new Vice-Provost for Extension and Outreach.

As a resource for county council members, IACEC's website now includes help topics to assist county councils on various issues they may be dealing with. Also, some IACEC members have helped with the orientation of new county council members.

We worked to strengthen our relationship with the Board of

Regents, Legislators, and other public leaders. We hosted legislative coffees this past fall where county councils had opportunities to meet their legislators and local leaders to discuss funding concerns and the role Extension plays in economic development in each community.

We hope many of you will be joining us at the Capitol on March 8<sup>th</sup> for our 2006 Legislative Day. This is a great forum for us to make a statement to our Legislators about the dedication of our organization and the opportunities Extension provides to its many constituents.

This is an exciting time for Iowa State University Extension as we begin a new era under the leadership of Dr. Jack Payne. Dr. Payne brings a lot of experience and ideas that will enhance the great programming we already offer.

I thank the member counties for their continuing support of this great organization and I hope all of you will strive to get more involved with IACEC. I look forward to the leadership of Gary Smith from the Southwest Area as he takes over as President in the coming year.

I also want to bid a fond farewell to Al Ricks from the Northeast Area. Al has joined the Extension team as a CEED for Black Hawk County. We wish him all the best in his new role!

We will also lose the seasoned input of Margaret Mordan, Ralph Lents, and Jayne Lupkes as they retire from the Board due to term limits. I would like to thank them all for their leadership on our Board during the past several years.

Thanks for a great year and best wishes in 2006!!

*Sue Boettcher*



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