



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.

IACEC and Extension Councils: Creating ISU Extension's Future

IACEC and county extension councils have the opportunity to help create an agreement that will provide citizens with access to ISU resources – research based educational programs, professional staff and curricula – through the most modern delivery methods available.

The Iowa State University/Extension Council Partnership Agreement is the funding agreement that brings ISU Extension to every county. “The Partnership Agreement provides for a very important discussion that will build a strong relationship between ISU Extension and County Extension Councils,” said Michael Quart, Associate Vice President for Extension. “In Iowa, county extension councils are an important part of making extension relevant and have a large role in planning for the agreement spanning fiscal years 2009 through 2011.”

A small group of IACEC and ISU Extension representatives will meet this fall to set up a timeline and agenda for the partnership agreement discussion. They will also identify the issues needing to be addressed and how to proceed with the partnership agreement committee. “We have just completed the first year of the current three-year partnership agreement,” explains Pat Griffin, Greene County Extension Council Member and IACEC board member. “The current agreement has proposed changes to eliminate some of the inequities in the old cost share system. It has removed the

allowances for the referendum issue; allowed credit to those counties for the grants, contracts and user-fees they collected; continued the credit to councils that house field specialists; and allowed the savings from sharing a County Extension Education Director to stay in the involved districts to enhance programs. While the bottom line was hard to swallow, I feel the total that needed to be generated was more equitably dispersed to the 100 districts.”

After implementing such a big change in the last partnership agreement, the next committee will have the opportunity to evaluate the plan's feasibility as well as any unforeseen consequences or inequalities. Any concerns that arise can then be addressed in the new agreement.

“This [expenditure] has been easy for me to rationalize in all of the past three committees I have served on,” said Griffin. “It is the best money your council can spend. This partnership is one heck of a bargain for Green County Extension. We could not afford, in the long run, to pay for a full-time CEED, field specialists, and the research-based programming to which this agreement gives us access.”

Current Partnership Agreement Goals

- Maintain a presence in each extension district
- Provide access to high quality programs.
- Address unique needs of each district
- Continue CEED's as state employees, jointly employed by County Extension council and ISU Extension.
- Be simple and efficient to administer.

Issues & Answers

Spotlight Issue: Vice-President's Listening Tour

Throughout the spring, Jack Payne, Vice-President for Extension and Outreach visited each of the five areas in the state. He talked with extension council members, staff and citizens. We asked extension council members to provide their thoughts on what strengths the new vice-president brings to lead extension through the next five years.

Fred Sick, Sioux County Extension Council Member

Jack Payne is very personable. He listened to everything and seemed open to all comments. He is also very supportive of IACEC.

Jack Payne's strengths include excellent experience coming from an Extension administration background. He also has an excellent personality. Finally, he understands not only extension administration, but also livestock production — a strong animal science/agricultural foundation of knowledge.

Mike Hendrickson, Louisa County Extension Council Chair

I had no notion of what he would be like before I met him. I found him to be very down to earth, grassroots like Extension. It was very easy to understand his vision and plan. After I



Ida County CEED Kathy Schnidt talks with Vice-President Jack Payne during the listening tour.

listened to him, I could see why so many felt he was an easy choice for Vice President for Extension and Outreach.

Jack's strength is in his ability to listen and transform what he heard into a plan to boost extension.

Even though he is not from Iowa, he seems like a true Iowan.

Jean Sheridan, Union County Extension Council Secretary

This was a great idea. Jack Payne showed an eagerness to hear what counties have to say and was willing to seek it out. He was living the idea that extension has a presence in each county.

A strength is that he sees Extension's breadth. He knows it is a broad-based organization and what Extension does for the state of Iowa. ISUE is more than just agriculture, and Jack seems willing to work equally hard for

all the program areas.

Kevin Sittig, Black Hawk County Extension Council Chair

I liked his enthusiasm and his willingness to listen to problems extension councils have.

The recurring themes, the topics that are high on our clientele's radar screens, include

- Economic Development (defined broadly and including aspects such as agribusiness and small manufacturing)
- Community and Family programs (again, defined broadly)
- 4-H and Youth

Throughout the tours we heard from people that we need to do a much better job of getting our information and message out to more people. Consequently, Extension's image and marketing channels are going to become a major focus in the coming months.

At every stop and turn, we asked about Extension's relevance in today's world and we were told that we were certainly relevant, but needed to do more, which translated into having a broader reach and more feet on the ground. The challenge will be to reach more people with Extension's services within budgets that are shrinking. That will mean looking at our delivery systems and finding new ways to communicate through technology.

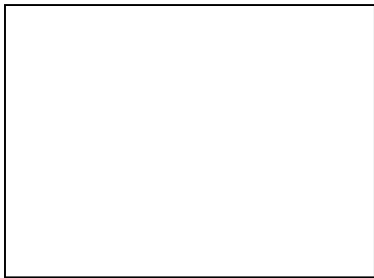
- Excerpted from Jack Payne's
Listening Tour Report

Legislative Update

IACEC Legislative Day

Last spring, approximately 100 ISU Extension supporters from across Iowa attended IACEC's fifth annual Legislative Day at the state capitol on March 8 to lobby their elected officials.

The group met with their state representatives and senators to discuss the importance of ISU Extension and the positive impact it has on the lives of Iowans. IACEC provided the Extension supporters with region-specific information



Rep. Helen Miller (left) listens to Webster County Extension Council member Peggy Moody and her husband, David, at the Legislative Day.

sheets highlighting examples of ISU Extension's impact on local economies. Extension supporters were able to share these success stories with their legislators to demonstrate the positive affects of ISU Extension.

IACEC Board Member Sybil Soukup, who helped organize the day, expressed gratitude to the many Extension supporters who participated in the day. "I spoke to several legislators who were impressed with the number of supporters attending and said they appreciated the region-specific information,"



IACEC Board member Brian Waldstein, Buena Vista County (left) visits with Rep. Delores Mertz and Sen. Jack Kibbie

Soukup said. "Our supporters did a great job working with the legislators."

"It is important for citizens to communicate with elected officials. We need to keep them informed of current ISU Extension issues — not only by partaking in Legislative Day, but year-round. I encourage Extension Council members to attend any local public forums or events hosted by their legislators this fall; doing so gives you another opportunity to talk to your elected officials about Extension."

This year's Legislative Day will be in March (2007). More details will be published in the February issue of the *Network Newsletter*.

Public Issues Leadership Development Conference Margaret Mordan, Sue Boettcher, and Sybil Soukup represented IACEC at the Joint Council of Extension Professional's (JCEP) annual **Public Issues Leadership Development (PILD) Conference** in Washington, D.C., April 24-27. They were joined by representatives of the

Citizen's Advisory Council and Extension staff.

The conference updated Extension professionals across the nation on changing public issues that impact our communities and Extension programs. Changes in federal programs and budget were highlighted.

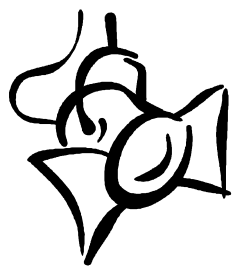
The week culminated in a meeting of Extension representatives and their federal Congressional delegation to discuss the importance of Extension. Members from the Iowa group met individually with respective leaders

"Visiting our congressmen on Capital Hill gave us an opportunity to showcase our county-level programming and to let them know how important these programs are," Boettcher said.

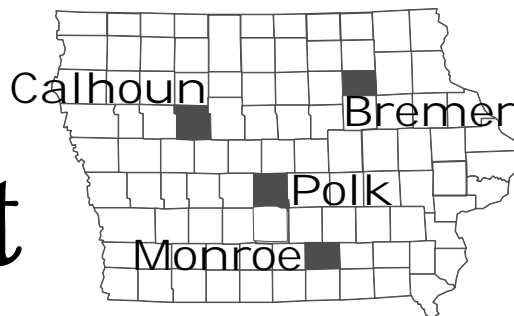
"Many congressmen were aware of ISU Extension and the general programming we offer. However, hearing actual stories from those who benefit from the programming gave them more clarity on the importance of continued Extension funding."



The Iowa PILD delegation stops for a photo with Senator Tom Harkin (center).



County Spotlight



Calhoun County Sponsors Farm Vineyard Field Day

Calhoun County Extension and Practical Farmers of Iowa teamed up to sponsor a “Farm Vineyard Field Day” in response to the increasing presence of grape production in the area.

Jerry Chizek, Calhoun County CEED, said this was the fourth year for this field day and the

first time presentations were made for both those interested in growing grapes and those interested in producing wine. “Every year this gets bigger — nearly 90 people attended this year,” said Nick Burley, council chair.

Topics included beginning grape growing, grape plant nutrition, new cold-climate grape cultivars, and managing the vineyard crop.

People interested in winemaking could hear presentations on starting a



Eli Bergmeier, Viticulture Technician, took the group out to the vineyard to review plant health, plant maintenance, and plant pest control.

winery, financing a startup winery, wine-making techniques, licensing and related law, and establishing approved viticulture areas.

Quick Facts for Calhoun County

Population (2005 est.): 10,443
Pop. Change 2000-2005: - 6.6%
Minority Population: 1.6%
Land area: 570 square miles
Med. Household Income: \$35,263
County Seat: Rockwell City

Polk County Council Takes Active Role in Hiring

When the Extension Council in Polk County needed to hire a new Extension Education Director, it decided to take a very active role in the hiring process.

The council wanted to identify the needs of the county. “We are determined to grow and not

be stagnant. We wanted a person open to change who would grow with the needs of the people in Polk County,” said Jeannie Tatro, Chairperson of the Polk County Extension Council.

“We were looking for a person who would work well with other organizations serving similar needs in Polk County,” Tatro said. “We wanted someone visible, someone with good working relationships with other groups in the county.”



Polk County Extension Council

Four members reviewed applications for the CEED position to determine the final interviewees.

The “hands on” approach resulted in the hiring of Jeanine Baldwin as Polk County CEED.

Quick Facts for Polk County

Population (2005 est.): 401,006
Pop. change 2000-2005: 7.0%
Minority Population: 9.6%
Land area: 569 square miles
Med. Household Income: \$49,236
County Seat: Des Moines

Bremer County Promotes Extension Through Open House

A newly remodeled office space gave the Bremer County Extension Council a great reason to hold an open house in June.

The open house provided Bremer County Extension an opportunity to promote and educate people about Extension activities and programs while they took a peek at the new space.

Quick Facts for Bremer County

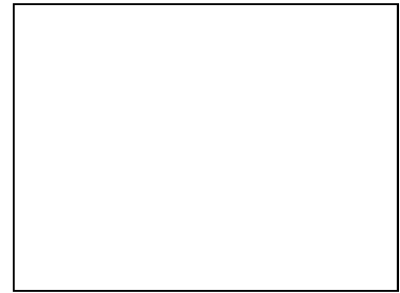
Population (2005 est.): 23,677
 Pop. change 2000-2005: 1.5%
 Minority Population: 1.6%
 Land area: 438 square miles
 Med. Household Income: \$44,708
 County Seat: Tripoli

Attendees browsed displays featuring programs in Youth Development, Agriculture, Families, and Communities.

The Bremer County 4-H and Youth Committee, and the Master Gardeners, also showcased their programs.

The event served as an opportunity for citizens to meet Rod Hamer, the new Bremer County Extension Education Director.

“Not only did we increase office space and add a large meeting room, but we enlarged the reception area and developed a better traffic flow in the office,”



Newly remodeled Bremer County Extension Office

said Kenny Hennings, Extension Council Vice-Chair and Project Manager.

The remodel includes a 2,700 square foot expansion and a new meeting room that will accommodate 100 people.

Future Talk Leads Monroe County to Fishing Fun

Extension's *Future Talk* initiative in Monroe County honed in on risk factors for the county's youth. Monroe County has a higher than average proportion of children who live in single-parent households. There are also relatively more two-parent working families in the county. Council members were also concerned about youth drug use.

“These risk factors led to the question ‘What can we, as an

Quick Facts for Monroe County

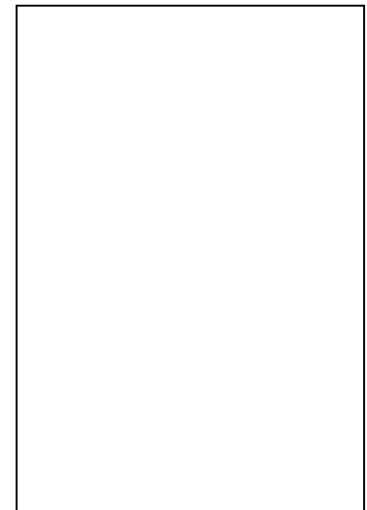
Population (2005 est.): 7,835
 Pop. change 2000-2005: - 2.3%
 Minority Population: 1.3%
 Land area: 433 square miles
 Med. Household Income: \$35,394
 County Seat: Albia

extension council, do?’,” said Sue Henderson, Monroe County Extension Education Director.

The answer came quickly. Council Chairman John Schoolen is a long time and experienced fisherman. Schoolen, along with other adults, have taken over 30 youth, grades 3-5, on over 10 fishing trips to various county ponds.

What started with two extension council members (council member Hjalmer Lindberg also volunteers) has grown to a pool of more than ten volunteers.

“I think the volunteers have just as much fun as the kids,” said



Volunteer Pat Sinnott with fishing club member Eric Bruellman

Schoolen. They have also visited the Rathbun Fish hatchery, met with DNR, eaten a fish meal, and learned to tie fishing knots.

Scholarship Recipients Demonstrate Outstanding Service

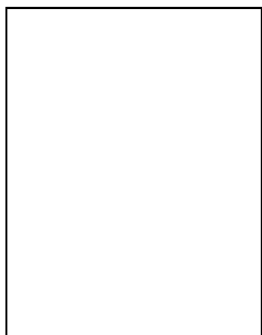
The Iowa Association of County Extension Councils is pleased to announce the presentation of five \$300 college scholarships for 2006.

Recipients include Kerry Kirschten, daughter of Sioux County Extension Council member Shane Kirschten; Hillary Horst, daughter of Butler County Extension Council member Robert Horst; Corey DeVore, son on Lucas County Extension Council member Stan DeVore; Valerie Carlson, daughter of Story County Extension Council member Denise Carlson; and Jodi Ebert, daughter of Washington County Extension Council member Kathy Ebert.

This scholarship program recognizes the outstanding contributions students make to their communities.

County extension council members, and their sons or daughters who will be attending a post-secondary school in 2007–2008 are eligible to apply for scholarships this winter. Applications are due March 15.

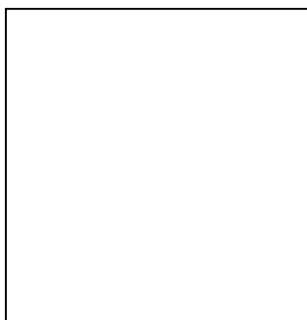
Application forms can be downloaded from the IACEC website under the “forms” link.



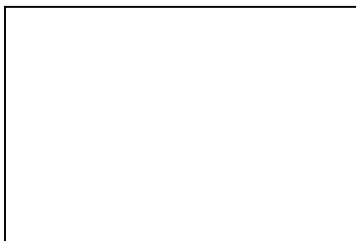
Scholarship recipient Corey DeVore, of Wayne County



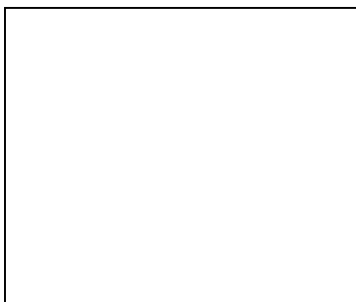
IACEC Board Member Ron Fransen is pictured with Jodi Ebert, of Washington County, and her mother, Extension Council member Kathy Ebert .



IACEC Board Member Debra Nelson presents Hillary Horst, of Butler County, with a scholarship.



Valerie Carlson, of Story County, receives her scholarship certificate from Story County Extension Council member Paul Teig.



IACEC Board Member Steve Abma presents Kerry Kirschten, of Sioux County, with her scholarship certificate.

Strategic Plan Update

The IACEC Board of Directors continues to move forward on goals set in the 2005 IACEC Strategic Plan Report. They celebrate the following achievements thus far:

- A *council member resource* section has been added to the IACEC website.
- Board members trained new council members in other counties this past year.
- Liaisons have been set up in almost all counties.
- A survey has been developed to link council members on topics of importance.
- More partnering with other agencies is happening in counties.
- *Boosts for Your Budget* column has been added to the *Network Newsletter*.
- More information is going out to councils via liaisons, the newsletter, the website, via and area meetings.
- The Board has explored hiring a lobbyist for the Association. It appears to be cost-prohibitive at this point. The Association has still made great strides with their legislative efforts this year. Legislators are getting much more familiar with extension. If 300 council members could attend the Legislative Day, it would mitigate the need for a lobbyist.

Beitelspacher named Distinguished Extension Council Member Award Recipient

IACEC was pleased to recognize this year's Distinguished Extension Council Member Service Award winner September 11 at Extension's annual conference.

Julie Beitelspacher has been a supporter of ISU Extension for many years. She has served on the Plymouth County Extension Council for 12 years. During her tenure, she contributed to the growth and development of the community in cooperation with Extension, with her proactive attitude and genuine work ethic.

Beitelspacher has been a key player in many of the major issues during the years of her service. She was a proponent of

adding a multi-county Extension Environmental Advisor, a position that supports local livestock producers in understanding and meeting livestock environmental regulations.

Beitelspacher has been involved in the hiring process of a County Extension Education Director, Office Assistants, and 4-H and Youth Coordinators.

When it comes to sharing the impact of Extension programs with legislators, Beitelspacher is never shy. She has talked with legislators at the IACEC Legislative Day as well as in small-group gatherings close to home. She takes the time to



IACEC President Gary Smith and Distinguished Extension Council Member Julie Beitelspacher

write letters to state and federal officials to describe the value of Extension programs to her family and fellow Iowans.

Beitelspacher participates in many community activities. She and her husband, Wayne, live in rural LeMars, where she is the Assistant Cashier at Primebank.

Boosts for Your Budget



IACEC Challenges Extension Councils to Reach More People

This fall, IACEC is challenging all County Extension Councils to either expand existing programming or to pioneer programs, to reach out to new clientele.

To support this effort, the IACEC Board is offering one \$500 grant to one county in

each extension area. These funds will help with the cost of developing or expanding programs to reach more people.

“Our thought was that instead of spending time, effort and dollars on coffees and open houses that keep drawing the same folks, we would encourage counties to use time, effort, and dollars to promote new programs for new populations,” said Connie Cannon, IACEC board member and chairman of the marketing committee.

IACEC encourages all counties to accept this challenge. IACEC members may submit an application to their Area Director for the \$500 grant. Application forms will be

available on the IACEC website via the “forms” link.

The Association's goal is to encourage every county to develop or expand programs to reach new people in their county. This will not only educate and inform people, but will also increase the number of citizens who are supportive of Iowa State Extension. The IACEC exists to support the work of local Extension Councils and the \$500 grant is one way to show that support.

If your county has further questions, please contact an IACEC Marketing Committee member (Connie Cannon - Chair, Sue Boettcher, Kenny Hennings, and Russ Kurth).

From the President...

Greetings from southwest Iowa! I look forward to serving as your IACEC President for the coming year.



IACEC President
Gary Smith

when you do. You will find him to be a very approachable and engaging individual. He has a wealth of knowledge about the land-grant system and the role of extension in that system. We are very lucky to have his leadership and personality on our side.

Counties will have an influx of new council members after the elections this fall. I encourage councils to look ahead to the needs of new council members, and to bring them up to speed. With your help, they can hit the ground running and contribute to the success of our system.

I come into this position with a great deal of optimism for this organization, and Extension in general. I would like to see us continue to enjoy support from the counties as we have in the past. Last year we were excited to have memberships from 99 of the possible 100 councils across the state. I would like to thank all the council members and staff for their time and energy invested in our Legislative Day, award nominations, and coffees held across the state including Dr. Payne's Listening Tour.


We have just been informed that Michael Quart, Associate Vice-President for Extension will be taking over as the Vice-Provost for Extension at the University of Missouri — Columbia. We have enjoyed working with Michael and wish him the best.

I am looking forward to working for you in the coming year. Please do not hesitate to contact the IACEC representative in your area if you have an idea or a problem.

Speaking of Jack Payne, I hope you have had a chance to meet our new Vice President for Extension and Outreach. If you haven't, you are in for a treat

With your help we can have another productive year. You can check our accomplishments for 2005-2006 at the web address www.iacec.info/accomplishment.htm. I encourage all councils to take advantage of the scholarship and awards programs. Award programs are one way we try to recognize and reward your hard work as member councils.

We will be trying to visit councils in the coming months. If we can't be there in person, we will try to communicate through our liaison network across the state. We are here to serve as a conduit between you, the local councils, and Iowa State University. But, we can't help, if you don't ask. Thanks again for all your hard work and Go Clones!!!



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