

Northeast News

A District Newsletter

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From the District Director



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What is in Extension's future: *IFASaurus allomorphus* or *IFApps*?

Congratulations, happy campers in the Northeast District! And I mean it! The annual faculty development workshop for our district that took place on May 10-11 at the spectacular 4-H Camp Cherry Lake in Madison County was a success. Attendance and participation were high! Sincere thanks to all the speakers; to the organizing committee (Stephanie Conner, Larry Figart, Diann Douglas, Kate Fogarty, Albert Fuller, Bill Heltemes, Cindy Higgins, Debbie Nistler and Andy Toelle); to Neva Ballzell for the local arrangements; and, to Nikki for the overall coordination.

I am glad to report that the meeting went well and that the accomplishments exceeded expectations. We have collectively illustrated that “the district that camps together, sticks together”. In an

increasingly demanding work force, it is essential that faculty members feel and act as a whole unit. Remember: our fates are tied together as we all have to vote on each other (for permanent status, promotion and for emeritus status).

Some factors keep us together: the fundamentals of Extension and the land grant mission are our foundation. We are at the center of a federal-state-county cooperation. We are faculty members, and believe in science and education. We are agents of change. Through programs in Agriculture, Family and Consumer Science, and 4-H, we offer educational opportunities for all family members. The demand for our services keeps increasing. That's good too! At the same time, internal competition for resources increases, expectations from our different partners may grow apart. In some cases, we struggle to find reliable ways to assess the impact of our programs. Our faculty workforce today includes members from three distinct generations: Baby Boomers, Xers and Millennials (we still have a few years for the Yers and the iYers – but get ready). Everything changes – more often. It is hence essential that we know each other,

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October – December 2011

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ALACHUA, BAKER, BRADFORD, CLAY, COLUMBIA, DIXIE, DUVAL, GILCHRIST, HAMILTON, LAFAYETTE, LEVY, MADISON, NASSAU, SUWANNEE, TAYLOR, AND UNION COUNTIES

respect our differences, and continue to build on each other's strengths. Our leadership and management styles must change accordingly.

One key activity was the visioning process lead by Dr. Kumaran. Identifying the tools and strengths County Faculty will need to successfully complete their jobs is essential for Extension to remain relevant. More on the outcome of this process will be shared soon, but be prepared for some surprises – and changes.

While we were planning the District meeting, IFAS Extension began its long range planning (LRP) planning process. What a coincidence! This rather long process in which all of you have been involved at different levels aims at gathering grass-root information about the future needs of our clients and developing a vision of what IFAS should look like in the next 10 years. From participating in all five of the District reporting sessions, we have heard it all. Our clients' views of IFAS range from

dinosaurs to leaders! So who are we? Let's think about it. And let's make sure that Ifasaurus allomorpus becomes rapidly extinct and that IFAppS rule the air. Sometimes we camp, sometimes we are at home. It's not always comfortable. But we must get ready!

Several "action photos" from the district annual faculty development workshop appear below for your viewing pleasure.



Safety expert Holly explains to Ben that "if you don't wear your helmet when you ride your motorcycle, then bam!"



Aparna and Jim demonstrate an original way to reduce portion size for those who crave "Smart Taste"



Cindy had a good laugh after she discovered that some breed of hens laid two eggs at a time. All the ones watching already knew that.



Food safety skills are everywhere! Do use utensils to serve cheese, Natasha! Chris, don't use your fingers to serve that meat – unless you washed your hands for 20 seconds in 110 degree hot water up to your elbow! Keith (and Greg, hidden) cannot believe it... FCS agents Brenda and Cathy are already debating the issue



The DED address made quite an impression on Chris, Erin and Steve. Jim tried apnea. Meg had a headache. Rick prefers not to watch... Only Dan had fun!



Marvin proudly skips the tomato and lettuce hoping for steak. Barton and Brian don't take a chance.

District Life

Who We Are

Baby Boomers, Xers and Millennials?
Oh my! Take a look at Tables 1 and 2

(below and on page 4) to find out what our district looks like with respect to how many Extension faculty are from

each generational group and what work habits/beliefs research suggests we embrace.

Table 1. Definition, distribution in the US and NE district population and some characteristics of the main generations found in the US and NE District population today².

Generation ²	Traditionalists (1925 to 1945)	Baby boomers (1946 to 1960)	Generation X (1961 to 1980)	Generation Y or Millennials (1981 to 1995)
Today's age range (years)	86-66	65-51	50-31	30-16
Size in US population (millions)	44	80	46	92
Size in NE District – Overall (individuals)	0	30	31	8
Size in NE District – Male (individuals)	0	14	13	3
Size in NE District – Female (individuals)	0	16	18	5
Key descriptor	Loyal	Optimistic	Skeptic	Realist
Slogan	Keepers of the Grail	Thank God it's Monday!	Work to live	It is all about me
Outlook	Practical	Optimistic	Skeptical	Hopeful
Work Ethic	Dedicated	Driven	Balanced	Determined
Authority	Respectful	Love/Hate	Unimpressed	Polite
Leadership	Hierarchy	Consensus	Competence	Pull together
Relationships	Personal sacrifice	Personal Gratification	Reluctant to Commit	Inclusive
Turn offs	Vulgarity	Political Incorrectness	Cliché, Hype	Promiscuity
Major influences	Great depression, Roaring 20's, WWI and II, Korean war, GI bill	Suburbia, TV, Vietnam war, Watergate, Protest Human rights and Women's movements, Drugs, sex and Rock 'n roll	Sesame street, MTV, Game Boy, PC, Divorce rate tripled, Latch key children Left alone	Expanded technology, Natural disasters Violence; gangs, Coddled by parents

²Adapted from US census, IFAS data, <http://www.apa.org/monitor/2009/06/workplaces.aspx>, <http://www.apa.org/monitor/jun05/generational.aspx>

Table 2. Overview of generational expectations and behaviors in the workplace and pointers for managers on how to adapt leadership style to the generation of their employees.

Subject	Traditionalists (1925 to 1945)	Baby boomers (1946 to 1960)	Generation X (1961 to 1980)	Generation Y or Millennials (1981 to 1995)
Changing job...	...carries a stigma. Stay for life...	...puts you behind. Stay if moving up!	...is necessary. Follow your heart!	...expected. The ulti- mate multi-taskers.
Motivators	Feeling of job well done	Money, promotion, recognition	Freedom, fun	Personal fulfillment
Workplace flexibility	Who will do the work?	The nerve of those Xers!	I'll go where I can find it!	Should suit my needs
Working long hours...	... Is required!	... Will get money and bonus	Get a life! Decide where, when and how!	...yes, but not all in the workplace.
Productivity	Inputs and outputs matter	Input matters most	Output is all that matters	Churn lots of topsoil in many areas
Give me more....	...essentials.	...money.	...time.	...affirmation.
Performance reviews	If no one is yelling, good!	Once a year, documented.	Sorry to interrupt: how am I doing?	What do you mean I am not outstanding?
Work-life integration	Work matters most; stay at home wife.	Work matters most: divorced or dual career	Family matters as much; dual career	Too soon to tell!
Career path	Slow and steady; stability	Ladder: upward mobility	Lattice; plateaux are fine	Checkerboard
Career pace	Prove yourself with loyalty; pay your dues	Prove yourself with long hours; pay your dues	I want to know all my options now	May switch frequently and fast

²No member of the Y generation (born after 1995) has yet joined the County Extension workforce in Florida; Adapted from: Traditionalists, Boomers, Xers and Millennials: Giving and getting the mentoring you want (2009).

<http://www.brown.edu/Administration/Provost/Advance/Trower%20Generations%20and%20Mentoring.pdf>

Agent Resources

Have you ever needed to communicate the value of agricultural and green industry related businesses make in your community? Check out the research based resources regarding the Economic Impact of several industries at:

<http://www.fred.ifas.ufl.edu/economic-impact-analysis/publications.shtml>

Success Stories



Andy Toelle

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Brad Burbaugh, Duval County Agricultural and Natural Areas Agent, shares his insights regarding the success of the 2011 statewide annual Small Farms and Alternative Enterprises Conference.



How long have you been an agent?

What is your specialty? Anything else interesting?

Brad Burbaugh has been extension agent for nearly 5 years and before that served as a middle school vocational agriculture teacher and FFA advisor in Volusia County, Florida. Areas of specialization include alternative agricultural enterprises and direct marketing. Brad was inspired to work in the agriculture industry by his HS Ag teacher.

Tell me about the conference.

This was the 3rd annual Small Farms and Alternative Enterprises Conference. Nearly 700 producers, educators, consumers and exhibitors attended. The event featured new pre-conference horticulture and livestock tours and over 25 educational sessions taught by over 80 speakers. The conference also featured 85 exhibitors in the trade show and highlighted local food and beverages at meal times.

What new information was disseminated?

There was a lot of new information disseminated at the conference. I was directly involved with food safety and marketing programs. Participants were able to participate in workshops where they were able to build their own farm food safety plan. Secondly, attendees learned about new food safety rules that will help them get their products to market. They learned how to do Market Research by using MarketMaker and form cooperatives to expand selling opportunities. Most of all I feel it was successful because we were able to help the small farmers understand challenges and identify opportunities of small scale production and marketing.

The conference featured multiple programs in six major topic areas including protected agriculture, business & marketing, livestock, organic & sustainable farming, policy and regulations and horticulture. The entire list of agenda sessions along with speaker presentations are posted at: http://conference.ifas.ufl.edu/smallfarms/sess_detailed.html

How many attended from the district?

About a dozen county faculty from the NE District attended and most were able to participate in the educational poster presentations showing off their great county and regional programming in small farms.

Any after-hour antics to report on?

Many of us agents used the time at the end of each day to slip out for some fellowship over adult beverages and yummy desserts!

What was the greatest benefit to attending this conference and why should others attend?

I think the conference was a perfect blend of the art of farming as taught by farmers and the science of farming as taught by Extension. I feel this conference has equipped me with the “on-the-ground” pragmatism needed to provide training that will successfully convey the art and science of adopting environmentally friendly and technologically appropriate farming practices. This conference has helped me become a better extension agent.

Being that travel funds are short, how was this in-service funded?

It was registered as an IST, but it was “self-funded.” However, those with major involvement as speakers, session moderators, etc. are supported by the conference.

Anything else about the conference that would make good reading in the NE News?

It is one of the largest single educational events held in Florida organized and implemented by Extension. One of the featured signature components of the conference is the food, which is almost entirely sourced from Florida small farmers, including several from the NE District. Eighty percent of participants felt like this statewide conference should be held every year.

Teaching Tips

Generations in the Workplace: Finding the Common Ground

By **Larry Forthun, Ph.D.**
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When Barbara Hughes, Seminole County Extension Director, contacted me about a year ago and asked if I could present on generational differences in the workplace, I was eager to help. I had been studying the theories (and myths) about generational differences for some time, especially between parents and their teenage children. How hard could it be to translate this research into the workplace? I learned very quickly that the workplace is definitely not the home and the same principles rarely apply. However, what is the same is the myth that the “generation gap” is wide and getting wider.

Jennifer Deal recently wrote a book about “Retiring the Generation Gap” (John Wiley & Sons, 2007, ISBN #978-0-7879-8525-7) where she summarizes her research on generations in the workplace. She identifies 10 principles that govern workplace generational interactions. I won’t review all 10, but the first principle is relevant in almost any context (not just the workplace).

Principle 1: All generations have similar values; they just express them differently.

In today’s workplace, we generally have three generations at work together: the Boomer Generation (born ~1946-1964), Generation X (born ~1965-1981), and the Millennial Generation (born ~1981-2001). Although each generation is considered hard-working and productive, Boomers are often characterized as aggressive and inflexible, Generation X as demanding and skeptical, and the Millennial Generation as entitled and unrefined or ill-mannered. Although all of these characteristics are generalizations and do not fit each and every person, they do suggest that the generations may also differ in values.

Not surprising, Jennifer Deal’s research found that all three generations identify FAMILY as the most important value. This was followed closely by INTEGRITY and LOVE. The key is to understand that values and behaviors are different. Someone may behave in a way you believe demonstrates a difference in values, when in fact, the behavior may be motivated by a value that you both share. For example, think about the multiple ways you could define “collaboration” in the workplace. A colleague may believe that he is collaborating well with others by keeping them “in the loop,” while you may interpret the same

behavior as simply informing others of decisions that were made without their input. Likewise, you may believe that the corporate image is enhanced by always wearing business attire while another may believe the corporate image is enhanced by wearing clothes that reflect the setting that they work in, including the clientele they work with.

So, what do you do if you feel there are generational differences in the way values are expressed in the workplace? First, remain calm. Understand that differences in behaviors do not reflect differences in values; there are shared values that can form the foundation for dialogue. Second, start a dialogue by sticking to the facts; the behaviors that are seen as troubling (rather than the perceived value differences). Express all points of view and search for the common values in each. Then, negotiate a resolution. Changing behavior in the workplace is more about cooperation than obedience.

The generation gap is not as wide as it is often portrayed. Although there are differences in managerial styles and workplace behaviors between the generations, they are likely motivated by vocational values that we all share.

Quiz Question

By **Cathy Rogers**
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Last issue question: Florida’s number one agricultural cash crop is:

Answer: B – Horticulture products

Florida leads the nation in production of which commodity?

- A) Potatoes
- B) Grapes
- C) Oranges
- D) Blueberries

Several thought provoking comments were made through the Cherry Lake experience. Take a moment and reflect on a few bullet pints of interest that were identified by your colleagues.

IFAS Extension impacting Florida:

“It [Extension] is all about the people”
 “IFAS has a tremendous amount of respect in the legislature”
 “Let the public know what you [Extension] do, and why”
 “It is not just agriculture programs, it is the economical development that follows”
 “What has UF done for Extension lately?”
 “20 minutes is a decade in legislative terms”
 “When you are doing something good, share it!”
 “A new idea is not necessarily a bad one”
 “We, IFAS Extension are so well supported by the County governments because we focus on the needs of Florida citizens”

Extension: Who we are and what we do

“There is no free Extension anymore”
 “We are committed to working together – FAMU and UF”
 “We have one of the most modern Extension systems in the country”
 “Without County faculty, Extension could not do what it currently does”
 “Our time is our greatest asset”
 “We have to take the 3rd year packet as an opportunity to mentor”
 “Time management means work more, sleep less!”
 “We are trying not to work harder, but to work more efficiently”
 “Scholarship is like jelly: the less you have, the more you need to spread it!”



Information Technologies



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Northeast District Video Update

As a follow up to the County video challenge, Brian Estevez (4-H, Suwannee Co.), Jenny Jump (FCS, Columbia Co.), Stephanie Conner (4-H, Clay Co.), Terry Delvalle (Horticulture, Duval Co.), Wendy Wilber (Horticulture, Alachua Co.), Becky Jordi (Horticulture and CED, Nassau Co.) and Michael Davis are now working on a video that showcases the efforts and impacts of Extension programs in Northeast Florida. The video

will be approximately three minutes in length so that it can be easily posted to YouTube, websites or shown to county officials. The main focus is to demonstrate, through the use of still pictures and short video clips, the efficiency of Extension Agents in the Northeast District where the clientele range from very rural to very urban. We will focus on the Agents’ ability to teach, demonstrate, improve and interact with clientele though the main program areas of Extension. Agents throughout the district have been asked to share photos and videos for the video to encompass the very diverse nature of Extension in Northeast Florida.

Where can I find the entries in to the Northeast District County Extension Office Video Challenge?

Alachua County – <http://www.youtube.com/watch?v=rhTkpFjm5ak>

Baker County – <http://www.youtube.com/watch?v=fBl10XEtzjI>

Columbia County – <http://www.youtube.com/watch?v=7GQY7Gi8-20>

Duval County – <http://www.youtube.com/watch?v=NzGgU6OKAik>

Nassau County – <http://www.youtube.com/watch?v=vdLQnf9z-X4>

Suwannee County – <http://www.youtube.com/watch?v=nlv9JWOopiA>

Success Stories

Northeast Florida Extension District Represented at NACAA 2011 AM/PIC

By Brad Burbaugh, Steve Gaul, Cindy Sanders, Elena Toro and Robert Hochmuth

The 2011 National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference was held in Overland Park, Kansas in August. The conference was attended by about 1100 agents, retirees and family members, including a total delegation from Florida of 40 or so, including 29 agents.

The Northeast Florida Extension District was represented by Cindy Sanders, Elena Toro, Steve Gaul, Brad Burbaugh and Bob Hochmuth. The NE delegation all were represented on at least one of three educational posters, Brad Burbaugh gave a presentation entitled “Utilizing Industry Partners in Public Relations Efforts” and was one of four individuals selected to participate in the prestigious SARE Fellows program. As FAAAA President-elect, Cindy Sanders was busy with association business and was selected by her peers to represent Florida as one of the voting delegates. Steve Gaul presented a poster describing the NEFL Small Farm Working Groups efforts to provide on-farm educational

programs to the region’s small farmers. Steve and Elena also represented the Northeast Florida Beef and Forage Group whose “Seasonal Weed Control Guide for Northeast Florida” publication was selected as a national finalist for the communication award.

Attendance at the NACAA AM/PIC is highly recommended by the NE delegation as it provides many professional development opportunities that include networking with agents from around the country (who can write letters for your packet). Make your plans now to attend the NACAA AM/PIC in Charleston, SC during July 15-19, 2012 (www.nacaa.com).

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