

FEATURE Story

Demonstration Corn Study Helps Farmers Implement BMPs

Patrick Troy

UF/IFAS Extension Suwannee County
RSA Row Crops
ptroy@ufl.edu

Corn production in North Florida has a large footprint with over 70,000 acres and sales over \$10 million dollars. With new hybrids, better water management tools, and precision fertilizer applications, corn is capable of producing over 400 bushels per acre. As commodity prices have fallen to levels considered below cost of production (currently around \$4.16 per bushel), efficient use of water and fertilizers may be the best route to profitability.

Sandy soils perched over karst (swiss-cheese) topography present a real

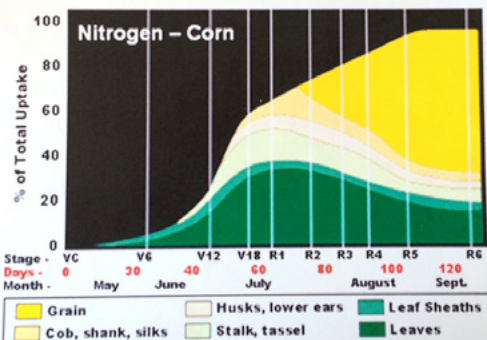
challenge to feed a hungry crop, like corn. To prevent groundwater contamination from excess fertilizers, IFAS staff in Live Oak began working with 3 local farmers to improve their irrigation efficiency. By splitting a pivot in half, farmers experimented with Best Management Practices (BMPs) like soil tests, soil moisture sensors and reduced nitrogen inputs. Close monitoring of soil conditions, in addition to plant leaf tissue samples, helped guide in-season decisions. Such feedback allowed for a closer match of inputs with crop appetite.

Previous on-farm research showed that lower (but smarter) inputs lead to equal yields. Building off of that theory, Suwannee, Hamilton and Madison farmers hope to confirm this through a new FDACS grant. As the general public is worried about the health of 1000+

springs in Florida, greater precision will make a difference. Aside from protecting our water quality, the 10-30% fertilizer savings translates into a \$25-84 higher net return per acre. More experimentation is needed, but early results suggest corn farmers do better for the environment and their finances.

Timing of Nitrogen Uptake in Corn

Source: Iowa State University Extension



August – October 2016

In this ISSUE

Farewell and thank you to Julie Wilson	2
Florida Association of Counties Poverty Simulation	2
Using Storytelling as a Teaching Tool	3
Trust and Consequences	3
Strategic Planning: 2020 Vision and Beyond	4
Featured County: Clay County	5
Water Testing as a Management Strategy for Recreational Ponds	6
Saving the day and learning customer service	6
Florida 4-H Delegation creates partnership with FAMU delegation	7



From the DISTRICT DIRECTOR

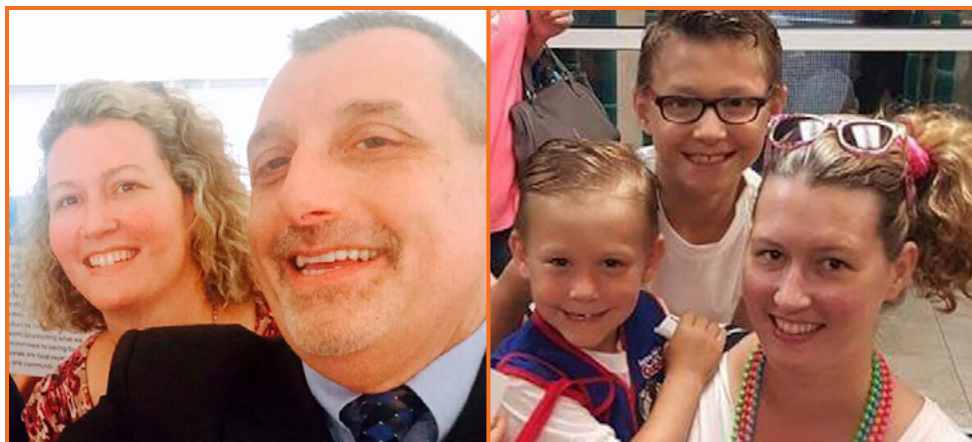


Eric Simonne

UF/IFAS Extension
DED - NE District
esimonne@ufl.edu

Julie who has been serving as our Administrative Support Assistant III for the UF/IFAS Northeast Extension District since late 2011 has accepted the position of Administrative Specialist II in the Office of the UF Vice President for Development and Alumni Affairs. We will miss Julie dearly and wish her great success in her new position.

FAREWELL and THANK YOU to Julie Wilson



DISTRICT Life

Florida Association of Counties Poverty Simulation

Sarah M. Ellis

UF/IFAS Extension Citrus County
FCS Agent I
ellisrm@ufl.edu

Recently, I had the pleasure of volunteering to work the Poverty Simulation conducted at the Annual Florida Association of Counties Conference. The Poverty Simulation is a great way to help county leaders understand what it is like for a county resident to live in poverty while also showing the diversity UF/IFAS Extension has to offer, spotlighting FCS and Community Resource Development.

The poverty simulation mimics a month spent living in poverty. During the simulation participants and volunteers act according to the role they were assigned, including unsavory characters. Following the simulation, a short debriefing was held. During the debriefing participants were asked



Shown from left to right: Sarah M. Ellis, FCS Agent I; Ron Kitchen, Chairman; Scott Carnahan, 1st Vice Chairman; Tom Golden, FL Master Money Mentor Volunteer.

follow up questions that included a question on whether or not they felt stressed during the simulation. All most all of the participants responded yes.

Many counties were represented at the simulation including Citrus County with two of the county commissioners attending the simulation.

TEACHING Tips



Dr. Denise DeBusk

UF/IFAS Extension
Alachua County
Environmental
Horticulture Agent
ddebusk@ufl.edu

Using Storytelling as a Teaching Tool

I was recently at a canning in-service training and I heard a story that stuck with me. Dr. Brenda Williams, Family and Consumer Science Agent in Alachua County, told us a true story of a family of twelve that died from botulism from eating improperly canned string beans. She framed the story and the characters and ended it with a black and white photograph with their coffins all lined up.

Dr. Williams then held up a bottle of discolored potatoes that I had recently brought her from a homeowner and told us why she doesn't try anyone's homemade canning attempts. It certainly taught me that if I'm going to can vegetables that I need to follow the recipe exactly.

Storytelling is a great teaching tool and can be used at the beginning, end, or throughout your presentations. Stories can serve multiple functions in the classroom. They can spark student interest, provide structure for remembering course material, set a platform for students to interact, develop a rapport, and create positive change.

If you don't have personal experience to share, there are a wealth of sources to obtain teachable stories, such as current events, news articles, history, television programs and movies, other people's experiences, textbooks, and case studies. You can even make something up or do some "imagine if" stories.

The entire presentation can be structured as a narrative or the story can illustrate a key point. One of the best online trainings I completed had this ongoing skit with pictures and voiceovers of two pesticide applicator "actors" making common mistakes and what to do right to illustrate the content. It was funny and educational at the same time.

As with simple examples, a story should clearly illustrate the principle

you are trying to deliver. Keep it simple and to the point. You don't want to be known as the teacher that goes on tangents.

When it comes to the delivery of the story, have a hook in the opening, drawing your students in. Know your story, rather than reading it from a script, so you can look into your students' eyes. Use vivid language, dramatic pauses, movement, sound effects, and even voices to bring life to the story. Props, costumes, and pictures can set the tone and bring character.

By telling stories, you can bring meaning, feeling, and context to concepts and details that are dry and lifeless on their own. In Extension, we want to create impacts and behavior changes, ultimately creating success stories. Storytelling is just one tool in the teaching toolbox. Are you a good storyteller?

"Tell me a fact and I'll learn. Tell me the truth and I'll believe. But tell me a story and it will live in my heart forever."

– Indian Proverb

PROFESSIONAL Development



Debbie Nistler, Ph.D.

UF/IFAS Extension
Bradford County
Extension Director
4-H Youth
Development Agent
nistlerd@ufl.edu

Trust and Consequences

Welcome to Northeast District Professional Development corner. The focus of our articles here will be based

TED RADIO HOUR

on TED talks or NPR TED Radio hours. I have, for years, used these podcasts as a drive time retreat. If you have not had an opportunity to listen, please use this as a reference and encouragement to give them a try.

We all need a little recharge when it comes to our personal and professional lives. Sometimes that recharge can reach across both parts of our

lives. Our focus for this addition of our Professional Development corner is Trust. Based on the National Public Radio TED Radio hour show "Trust and Consequences" which aired originally May 15, 2015.

Have you ever wondered how an Orchestra of 100 instruments or more can perform a complicated piece so perfectly? Is it the conductor serving as a leader? The individual musician?

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Trust and Consequences...continued from previous page

Conductor Charles Hazlewood says it is trust. Each musician trusts that the other will perform their piece and the conductor is just a part of the team. He can't control each musician; he has to believe that they will be there when their role in the piece happens.

Often we think of leaders like a conductor, as the one in control of their environment. The one pulling the strings. Without them the team will not function. Is this the case in our own Extension environment? What does our orchestra look like? Does trust play a role in your office? Can leaders control the musician/professional or is it trust? **Trust.** You trust that you partner on a project will complete their piece. You trust your supervisor will support your decisions and assist when you need it. You trust support staff will follow through on their tasks. Trust. Trust makes our Extension Orchestra play sweet music. What happens if trust is low or even absent? How do you build trust?

Simon Sinek describes trust as a "distinctly human experience". Cultivating trust often happens in illogical ways.

We trust someone because we believe we share common experiences, not because we believe they can complete a task. "Sharing common values and beliefs is at the core of trust", Sinek says. When we are in an environment of trusted individuals we are much more likely to experiment, try new approaches to problems, take risks. Fundamentally trust and feeling safe are one and the same in many ways. "When we start feeling safe, trust will emerge", Sinek says.

How do leaders play a role in trust? Do they create trust or create an environment where trust can be built? Sinek says that leaders are leaders because they go first. First to risk themselves and their beliefs in the hopes that others will follow. They extend trust and believe in those they work with and hopefully that trust will be returned. Key to the creation of trust is there is no quick checklist or formula to build it, it must happen organically Sinek describes.

How is trust lost in an organization? Something that is built and cultivated slowly can disappear in the blink of

an eye. Former Greek Prime Minister George Papandreou describes his experience with trust as powerful and strong and then in a moment completely gone. Once trust is gone, it is extremely difficult to rebuild. After the years of turmoil with economic crisis Papandreou extended trust in the people of Greece and allowed them a say in how the country would rebuild. Even though this was the right approach to build trust, the people of Greece could not trust someone who had previously let them down. He was removed from office. Building trust after trust has been lost can often be an insurmountable task. In Greece's case, new leadership was the only solution.

As we look at trust and our own organization, what does trust look like? How are we each involved in the building of trust? How do our personal decisions at work impact others? Am I leading the building of trust? In Extension we work in environments that depend on strong trust within and across offices, counties, and departments. How will you build trust in your life?

From the CED'S

Strategic Planning: 2020 Vision and Beyond

Carree O. Musgrove

UF/IFAS Extension Columbia County
Extension Director
colshansky@ufl.edu

There has been so much talk about strategic planning in the past few months, but what does it all mean? Across the NE District, CEDs have been working hard at creating strategic plans for each of our offices. These plans will serve as a guide for the next 3-5 years, and emphasize **why** we exist, **what** we do, and **how** we do it.

The UF/IFAS Extension Roadmap states our Mission and Vision as follows:

- The Extension **Mission** - UF/IFAS Extension partners with communities to provide quality, relevant education and research-based expertise to foster healthy people, a healthy environment, and a healthy economy.
- The Extension **Vision** - UF/IFAS Extension is the resource that helps educate Floridians to solve problems related to agriculture, horticulture, natural resources, the environment, energy, youth, families, and communities.

A mission lays out how we will reach our goals and helps to determine what is important, while a vision provides purpose and meaning to the work that is done. While each county is unique in its demographics and dynamics, individual mission and vision statements should align with the overarching statements set forth in the UF/IFAS Extension Roadmap.

As part of the strategic planning process, each county should have gone through a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The five key areas

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Strategic Planning: 2020 Vision and Beyond...continued from previous page

identified in the strategic plans are: External Relations, Personnel, Revenue Enhancement, Marketing, and Compliance. By examining what has worked, as well as what has not worked, a threshold emerges establishing the current state of operations versus the desired state at the county

office level, in other words, where we are and where we want to be. Strategic thinking focuses on the big picture to create relevant and valuable objectives.

So how do we do this? To be successful we need to achieve measureable results. Tactics are not just about

implementation. We need to define our work in alignment with our mission and vision, where evaluation and communication also play an important role. Most importantly, at the end of the day, we must not forget who we are doing this, our stakeholders.

Featured County **EXTENSION OFFICE**

Clay County

Larry Figart

UF/IFAS Extension Duval County
Forestry Agent
lfigart@coj.net

Clay County is located in Northeast Florida along the western bank of the St. Johns River. Clay County was created on December 31, 1858, from a section of Duval County. Clay County is named after Henry Clay, a Senator from Kentucky and served as Secretary of State from 1825 to 1829.

Clay County has a population of nearly 200,000 residents. Most of the residents live in the Northeast portion of the county. However, the rest of the county is pleasantly rural with many farms, ranches, and forests.

Prior to the development of Henry Flagler's railroad, Clay County was a popular tourist destination. Green Cove Springs, the county seat, drew many folks to its natural spring. The healthy Florida climate and the pristine spring water had folks from more northern regions calling Green Cove Springs the "Saratoga of the South". President Grover Cleveland liked the area so much; he had water from the spring

shipped to the White House. Forestry and turpentine production were also early industries in Clay County.

Camp Blanding, located in the Southwest portion of the state was created in 1939 as a site for a National Guard camp and training site. During World War II, Camp Blanding served as an induction site for troops going overseas as well as a prisoner of war camp. During World War II over 800,000 soldiers were trained at Camp Blanding.

Clay County Extension currently has three Extension agents and one

program assistant on staff. Dr. Bradley Burbaugh is the County Extension Director. Clay County Extension Agents serve their clientele by creating 18,000 contacts through field and office consultations and hosting over 5,000 participants in group learning events every year. Clay County 4-H has 16 traditional 4-H clubs as well as over 7000 youth participating in 4-H activities such as school enrichment activities and agri-science learning activities. For more information about Duval County Extension go to <http://clay.ifas.ufl.edu>.



SUCCESS Stories

Water Testing as a Management Strategy for Recreational Ponds

Michael A. Davis, Ph.D.

UF/IFAS Extension Baker County
Ag CED II

Recreational ponds are used throughout Baker County, primarily for fishing, but also as a water source for livestock and for swimming. Management of these ponds is essential for keeping the fish population healthy and thriving year to year. Parameters such as dissolved oxygen, ammonia level, pH, alkalinity, and carbon dioxide level are all important to the health and survivability of the fish population. One individual in Baker County had a one-acre pond excavated on his property to be used for wildlife watering and for recreational fishing. After the pond filled, the individual purchased bream, catfish, and minnows to stock the pond, but did not determine the water parameter levels before fish release. Because the parameters were ultimately out of



the range of viability for these populations, the entire population was lost at a cost to the owner of \$500. The owner reached out to the UF/IFAS Extension Baker County Office for assistance and the agent tested the water and provide guidance on correcting the issues. Testing continued for a period of nine months (five tests) at no cost to the owner, thus saving the owner \$750

(assuming \$150 per test and site visit by a for-profit company). Treatments to correct the problem resulted in a cost of \$170. After the treatments were made, the owner purchased new schools of fish to stock the pond and has reported successful population growth and spawning with no die-offs due to incorrect water parameters.

Saving the day and learning customer service

Margaret Johnson

UF/IFAS Extension Nassau County
4-H Agent
msmargjohnson@ufl.edu

Something's thing just happen for a good reason. Funds raised ensure that Nassau County 4-H youth are able to participate in events, but this year our fund raiser had been cancelled. One day out of the blue a 4-H supporter came into to offer the concession stand proceeds from his rodeo to the 4-H program if the kids wanted to work it.

The Agents planned for the event and had a lot of support from all ages of 4-H'ers to come and work the

concession stand. Well, 2 weeks before the event the local Middle Senior High school announced they were having a dance. Almost all of the older 4-H kids changed their minds about working the concession stand that night. We had a lot of younger kids signed up to work the concession stand I was not looking forward to the event. Or young work force showed up with big smile and super excited to work on my assigned night. I had a small crew but they were eager to work. The adult volunteers and recruited family members stepped up to do the cooking and the 4-H'ers ran the windows. They had a quick lesson on what to do and how to be courteous.



Things just went as smooth as could be, the customers where so patient and eager to wait while the young people learned to take orders, tally the bill and count change, the old fashioned way, without a cash register to tell them

continued on page 8

What's **WORKING?**



Debbie Nistler, Ph.D.

UF/IFAS Extension
Bradford County
Extension Director
4-H Youth
Development Agent
nistlerd@ufl.edu

Florida 4-H Delegation creates partnership with FAMU delegation

In July Florida 4-H youth traveled to Washington DC to participate in Citizenship Washington Focus at the National 4-H Center. One of the projects during the week was to create a community action plan to implement back in their community. Florida Agriculture and Mechanical University (FAMU) which is our 1890 Land Grant University also sent a delegation. The Florida youth saw an opportunity to work together. They decided to focus



on the increase in Juvenile offenders in Florida. They have created a plan to partner in Bradford (Florida 4-H) and Columbia County (FAMU 4-H) to create a 4-H science and technology club for first offenders in the Juvenile Justice system. Youth would have to be referred and be willing to fully engage

in the program. Their plan won a \$500 grant to help implement the program back in their state. Working on this plan together helped both groups of Florida youth better understand each other and discovered they have a lot in common. They have already started the planning process to begin this fall.

Acknowledgements

Abbey Tharpe, Taylor County 4-H Extension Agent, has completed her MS degree in Family, Youth, and Community Science, from University of Florida. She graduated on August 7th. Her project identifies the need for bullying prevention, theoretical perspectives of bullying behaviors and factors associated with it, and explores research based curriculum that aligns with the 4-H youth development experiential learning model. The implementation and evaluation of a ten-week study administered at Taylor County Middle School to 83 youth on the Be Safe Curriculum, developed by Michigan State University and Take a Stand, developed by Texas A&M University, were reported in her project.

Craig Jarvis-Emberg, son of BJ Jarvis, CED/Horticulture Agent in Citrus County, recently earned his Eagle Award. A member of the Boy Scouts of America since age 5, Craig tapped into Extension expertise when tackling his eagle project. Craig and his team of volunteers refurbished Pasco County's indigent cemetery, pulling weeds, repairing fencing, and creating a reflecting garden in the baby section. Mom and Dad are very proud of his accomplishments.

Carree Musgrove received her Advanced Leader Bronze award from Toastmasters International on June 23, 2016.

Saving the day and learning customer service...continued from page 6

what to return to the customers. The customers were unbelievable, they were supportive and excited to have young kids waiting on them and learning. They helped tally the bills correctly if needed and make sure the money exchanged was correct on both ends. They commented on the polite and

friendly hard working kids we had. The young 4-H kids said they had a great time and really got to use their math skills.

Our 4-H program really received more than we had anticipated: a great opportunity for the younger kids to learn

by doing and the public enjoyed seeing the kids. Many of the customers stated to me how wonderful it was to see the kids learning and working so hard. Others commented on how friendly, polite or eager the group was. I was proud of the group too.

UF/IFAS EXTENSION Northeast District Offices – Find your local office at <http://solutionsforyourlife.ufl.edu/map/>

Alachua

2800 NE 39th Avenue
Gainesville, FL 32609
Phone: 352.955.2402

Baker

1025 W Macclenny Avenue
Macclenny, FL 32063
Phone: 904.259.3520

Bradford

2266 N Temple Avenue
Starke, FL 32091
Phone: 904.966.6224

Citrus

3650 W. Sovereign Path, Suite 1
Lecanto, FL 34461
Phone: 352.527.5700

Clay

2463 SR 16 West
Green Cove Springs, FL 32043
Phone: 904.284.6355

Columbia

971 West Duval Street, Suite 170
Lake City, FL 32055
Phone: 386.752.5384

Dixie

99 NE 121st Street
Cross City, FL 32628
Phone: 352.498.1237

Duval

1010 N McDuff Avenue
Jacksonville, FL 32254
Phone: 904.255.7450

Gilchrist

125 E Wade Street
Trenton, FL 32693
Phone: 352.463.3174

Hamilton

1143 NW US HWY 41
Jasper, FL 32052
Phone: 386.792.1276

Lafayette

176 SW Community Circle, Suite D
Mayo, FL 32066
Phone: 386.294.1279

Levy

625 N Hathaway Avenue, Alt. 27
Bronson, FL 32621
Phone: 352.486.5131

Madison

184 College Loop
Madison, FL 32340
Phone: 850.973.4138

Nassau

543350 US Hwy 1
Callahan, FL 32011
Phone: 904.879.1019

Suwannee

1302 11th Street SW
Live Oak, FL 32064
Phone: 386.362.2771

Suwannee Valley Ag. Ext. Center

7580 County Road 136
Live Oak, FL 32060
Phone: 386.362.1725

Taylor

203 Forest Park Drive
Perry, FL 32348
Phone: 850.838.3508

Union

25 NE 1st Street
Lake Butler, FL 32054
Phone: 386.496.2321

NENEWS Editorial TEAM

Lori Wiggins (chair), Jessica Altum, Larry Figart, Alicia Lamborn, Natasha Parks, Carree Musgrove, Debbie Nistler, Abbey Tharpe, Denise DeBusk, Stephanie Connor

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UF/IFAS Communications