

FEATURE Story

Relationships are Key to Fundraising

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Fundraising is all about relationships. Whether you are talking about a volunteer who gives of their time and talents to a 4-H program, a married couple who donates \$5,000 a year to the 4-H program, or a major philanthropist who gives money to fund new vehicles and future program assistants-in some way, you have built a relationship with each of them, which motivated them to give. Over a year ago a couple came into my office and asked if they could donate \$5,000 to the Taylor County 4-H program. I said, yes, absolutely! I then used what I like to call "southern

hospitality" and sent them a hand written "Thank You" card. Throughout the 4-H Club year they frequented my office making multiple donations to the 4-H Program. During these visits a relationship was developed. Because of taking the time to get to know them; I was able to engage them in the 4-H program through inviting them to be a part of the large animal clubs, sending them a 4-H newsletter every month, and further explain potential 4-H program goals with them. One of the keys to fundraising is to establish the attention of the donor. Explaining investments is another important step to asking for contributions. Through the frequent visit to my office, I was able to mention the need for a new 15 passenger van. The discussion led into the many

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

Relationships are Key to Fundraising...continued from previous page

educational benefits a new van would bring to youth in the 4-H program. They donated \$34,915 to purchase a new 15 passenger van for the Taylor County 4-H program. Relationships are important for donors and volunteers. Relationships are one of the key components to the success of any 4-H program. For the ten hours I invested in this donor relationship, they have returned over \$50,000 to Taylor County

4-H Program, in one year. The key to building a strong and sustainable relationship with your major donor or volunteer is through: getting their attention, build the relationship, explain the investment, and establish emotional connections with the donor. Because of these steps, Taylor County 4-H Program has a new 15 passenger van and potential funding for a full time program assistant.



DISTRICT Life

Kid Cuisine Camp 2017

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The summer is a great time to learn new skills while having fun. This year's Kid Cuisine Camp had twenty twelve to fifteen-year-old youth eager and willing to learn how to cook basic items. Little did they know they would learn so much more. Nutrition, physical activity, food safety, and pasture to plate to name a few. Field trips were selected to tour different areas of the food industry to persuade campers toward potential career paths. Campers visited a local candy shop, a national grocery store and worldwide seafood warehouse. To learn about the value of money, campers had to find items in the grocery store to feed a family of four for twenty dollars.

Kids can be picky eaters but they all readily adopted the rule of the camp, "if you make it you eat it unless you are allergic"—everyone tried something new. Salads, dressing, marinades,



wraps, kabobs, lasagna roll ups, marinara were all prepared and loved by the campers. Then, it was the day of baked goods. What child or adult doesn't like cake and cookies? Could preparing these baked goods possibly earn these campers some money? Yes, it could! Campers not only baked cookies, they learned how to professionally decorate

them, which is another skill they can master and potentially earn income. Yes, the campers were with me from nine o'clock to four thirty for five days, but they had fun and learned new skills.

TEACHING Tips



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Tips for using Webinars for Teaching

Webinars are often an effective method for online teaching and learning, but there are several important points that need to be addressed if the webinar is to be successful. First, it is important to advertise the webinar adequately to the correct audience both well in advance and close to the date. Many people sign up early for educational

opportunities, but also some sign up last minute because nothing else is going on. Advertisements should be distributed among extension agents and clientele statewide and various social media sites.

All instructors should be prepared with the proper equipment and perform a dry run at least a day before the actual webinar to anticipate any hardware or software problems that might occur. Instructor presentations should be done and provided to the lead at least one week ahead of the webinar. Presentations need to use their own images or others that do not violate copyright restrictions since most webinars are archived on the web and accessible to the general public.

When preparing presentations, it is beneficial to use short bullet statements instead of long paragraphs of text since the audience is primarily interested in what you have to say and not reading everything on the slide. Descriptive and detailed photos are helpful as well. It is a good idea to provide registered participants with notes in advance as well as published resources such as facts sheets and EDIS documents.

Taking heed of these suggestions will aid extension agents and campus faculty in delivering professional webinars that clearly demonstrate university research to the general public, thus fulfilling a core mission of cooperative extension.

PROFESSIONAL Development



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Taking the Crisis out of Stress

As Extension Agents, we often find ourselves in firefighter mode. We put out fires both in assisting our clients and meeting new and existing deadlines, but do these fires need to elevate to crisis? How can we plan in prospective

TED RADIO HOUR

hindsight to prepare before a crisis occurs? TED Radio Hours "Crisis and Response" discusses many different approaches to completing a "pre-mortem" on crisis; preparing for what could be coming. For a full listen visit www.npr.com

When we are stressed our body produces Cortisol. This is meant to calm, but often clouds our minds and judgment. If we learn of a situation and have not had time to process potential outcomes we may make decisions that don't make sense when we do a "post-mortem" reflection of the event.

As professionals how can we plan for the fires to come?

By putting "systems in place" that help us prepare as Extension Agents, we can more effectively fight fires as they arise. Examples include topic folders with EDIS publications related to the topic. Another approach is saving emails and notes after helping a client on a subject to better prepare for the next time. Developing working relationships with on-campus specialists in advance of fires can also help us more quickly access information. These systems also improve perceptions by the public and make our overall Extension system function more smoothly.

What's WORKING?

The Top Ten Things an Extension Agent Needs

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1. A Planner (or three)

- *Happy Planner* from Michael's. Fun to decorate and accessorize.
- Google Calendar so it is always at your fingertips!
- Trello (<https://trello.com/>) for working collaboratively on events with others.

2. Notebook for Acronyms

- Because we all know that to enter data into 4HOnline we must use BMPs to keep our ES-237 data in order.

3. Partner that Understands the Job

- Extension is more than 8-5. In addition to conferences, there are many late nights and weekend events. Having a significant other that understands the demands of your job can alleviate additional stressors.

4. Mentor

- Having a mentor is SUPER important. You want to have a connection with someone that can help when you are overwhelmed (it will happen) and understands what you are going through being a newbie (or not so newbie).
- They can help give ideas for projects that you are working on or just be a sounding board when you need to vent.

5. Caffeine

- Monster, Coffee, Coca Cola, or Tea. I feel this is self-explanatory.

6. Portable Phone Charger

- For when you're out in the field and your phone is dying!

7. Red Pen to Mark Time OFF

- This is another BIGGIE. If you write it in in red pen you can't erase it and it looks important to clientele glancing at your planner so they think you are important. FYI, you are! And we accumulate time off for a reason.

8. EDIS

- BEST resource for helping clientele. The EDIS (Electronic Data Information Source) website is your Every Day Information Source. It is a comprehensive, single-source repository of all current UF/IFAS numbered peer-reviewed publications. (<http://edis.ifas.ufl.edu>)

9. Long-term Hobby

- You need a hobby to help get your mind off the daily, let's say occasional stressors. Having an outlet can help with prolonging your satisfaction with the job and lessen burn out. Even it is binge watching all the *Friends* episodes on Netflix, or collecting your cat's hair to knit sweaters (you know who you are) get your mind off work and take a break!

10. Barriers

- Maintaining barriers is difficult when you care about what you do. BUT you are not a doctor or any kind of automated robotic machine. You need to let go. DON'T check your email on Saturday evening. We have to prioritize work and life balance to maintain sanity, keep momentum, and enjoy our jobs.



From the CED'S

Building Healthy Intra-Office Relationships Through Extension Programming

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With our busy schedules to meet clientele needs, attend meetings, develop educational programs, curriculum and the everyday task of being an extension agent, it can become hard to have effective communication with our peers and staff within the office. This interaction and development of healthy relationships can be even less common if we are in different program areas. However, wholesome office interaction and team unity is imperative if we are to have a successful "overall" extension program. In addition to holding regular staff meetings, another method to increase intra-office communication is through a common extension program.

To increase youth awareness of agriculture and increase intra-office participation in Hamilton County, all office faculty and staff participate in our annual "Youth Ag Day". At this event, all fourth-grade youth, county-wide, are rotated through stations to learn about the county's agriculture production and its importance to the local economy.



Youth being taught by a local bee keeper how pollination is important to agriculture and how honey is one of nature's purest foods, packed with vitamins and minerals.

Each station has a knowledgeable volunteer who educates about the commodity located at their station. The stations include small animal production, large animal production, forestry production, row crop production systems, potash/fertilizer production, apairy, nutrition/healthy snacks, and antique farm tools.

This annual event is coordinated by Greg Hicks (CED) in cooperation with the Hamilton County Farm Bureau and

the Hamilton County School District. Keith Wynn (Agriculture Agent) teaches row crop production and Heather Janney (4-H/FCS Agent) teaches nutrition/healthy snacks. To conclude the day, PotashCorp White Springs sponsors a meal coordinated by Tracy Deas (Senior Staff Assistant). There are many ways to insure intra-office interaction. We have chosen an extension activity within an extension program as an avenue that works for us.

SUCCESS Stories

Cogongrass: Solving problems with partnerships

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Cogongrass (*Imperata cylindrica*) is a worldwide invasive grass, a Federally-listed noxious weed and regarded as

one of the worst invasive weed threats in the southern states. Spread by wind-blown seed, rhizome, contaminated soil, pinestraw, or by machine, it has infected over 1 million acres in Florida, hampering production in forested timber farms, pastures, orchards, and impede right-of-way roadway management. It is not uncommon to see



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Cogongrass: Solving problems with partnerships...continued from previous page



cogongrass along highways or on timber farms in small patches, but one place I never thought to see cogongrass was in an urban setting. At least not until I saw a large infestation one morning, at the main entryway to one of Clay County's largest residential subdivisions, Eagle Harbor.

After coordinating with one of the UF/IFAS State Specialists on invasive plants, I reached out to the landscape maintenance company whom maintains the entrance to the subdivision

and the operations manager for the Home Owners Association (HOA) for Eagle Harbor. Aesthetically, the cogongrass poses an increasing problem for the subdivision as the invasive grass would continue to take over the landscape beds and turf. This would begin to cause a maintenance nightmare for the landscape maintenance company. Dialogue was started regarding the nature of cogongrass and why it would be beneficial for both parties to focus on eliminating the invasive from the property.

As the Clay County Extension Services maintains a strong partnership with the Florida Forestry Service, the Clay County Forester was contacted regarding the possibility of enrolling the HOA in the Florida Cogongrass Cost-Share program through the Florida Department of Agriculture. This cost-share program would reimburse the HOA for some of the monetary cost associated with the management plan for the cogongrass.

The complete impacts have yet to come to fruition, but with all parties in agreement, we expect there to be an economic benefit from enrolling the HOA through the Cogon cost-share program, saving them money from labor



and herbicide costs and the ecological benefit is apparent with eliminating a major invasive weed from Clay County. We are hopeful that through the coordinated control and ultimate eradication through the vegetation management plan and monitoring through the next few years, the subdivision will never have to see any major damage that cogon can cause. Through communication, collaborative partnerships and cooperative networking among state, regional and county levels, any problem can be solved successfully.

Information TECHNOLOGIES

Zoom replaces Adobe Connect at UF

Daniel H Cromer Jr.

UF/IFAS Information Technology
Director of Information Technology

The UF/IFAS Adobe Connect license that had been paid centrally will expire June 30, 2017, and is being replaced by Zoom, which was proposed as a UF-wide standard by a recent UF Webinar Task Force. The invoice for

Zoom has been received, and as soon as paid, accounts will be assigned. All those with current Connect named accounts will have Zoom accounts created for them. In the meantime, Zoom offers free accounts at <https://zoom.us/>, which are limited to 50 participants for 40 minutes per meeting. For more information about the Webinar Task Force, review the task force group on Yammer, <https://www.yammer.com/ufl.edu/>. Many other University systems

have already made the switch to using Zoom - including Alabama, Kentucky, Georgia, Tennessee, Texas, California, Kansas, Michigan, Penn State, and eXtension - just to name a few.

Roaming INTERVIEW Section

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The agents for this section are randomly selected, so be ready.

Where are you from/where did you grow up? I was born in Iowa and lived there until my family moved to Missouri when I was around four years old. I grew up in a small farming community where farm machinery frequently passed through town. I only found out this was not commonplace in other parts of the country when I moved away after finishing college.

How and when did you decide you wanted to be an Extension Agent?

During my sophomore year in college, I met an Extension career recruiter and realized the profession fit with all of my career aspirations. While 4-H agents face many challenges, I am grateful to be a part of one of the best professions that exist on the planet.

If you had one extra hour of free time a day, how would you use it? If I didn't have to use it catching up on house chores, I would probably be swimming or watching a movie.

State something about yourself that most people don't know about you? While I can speak nearly fluent Spanish, I do not have any Hispanic background. Most people are surprised and/or confused when they find out.

If you could live in any sitcom, which one would it be? Full House would probably be the best fit since it pretty much sums up my life as a mom.

Where did you go on your last vacation? If day trips count, we spent a day at Clearwater Beach during Memorial Day weekend. We are planning a trip to Missouri & Iowa in August since it's been a while since I've gotten to see my parents.

What was the last book you read?

I don't have much free time to read, so it has been a while. Mostly, I read the bible in my spare time. It keeps me grounded and encourages me to keep working on myself.

What is the weirdest question you had to answer as an extension agent? About a month after I started my job in Levy County, I ended up taking a phone call from someone interested in growing cannabis. By far, this trumps any other random call I've ever gotten.

If you could play any musical instrument, what would it be and why? If you already play an instrument(s), what do you play and why? I used to play the clarinet in elementary & middle school and know a few chords on my guitar. I wish I was better at it since I really like music.

If you could live anywhere for one year, all expenses paid, where would you live? An all-expenses paid trip around the world would be a dream come true. If it was meant to spend in only one place, I would prefer to visit Guadalajara, Mexico again. It's got two professional soccer teams – Chivas & Atlas – and is located close to so many different tourist spots. They also have a fantastic climate where it stays near 70 degrees year-round.

SUCCESS Stories

Pillowcases for Promise

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Gilchrist County 4-H is a youth organization for kids ages 5-18 to develop life skills. One of these main goals for the 4-H program is to serve the community and teach members the importance of

citizenship. This year, the 4-H County Council set out to lead a county wide community service project called Pillowcases for Promise. The goal for this project was to collect, dye, and deliver as many pillowcases as possible to youth patients in UF Shands Pediatric Oncology unit. This was a multi-part project that included asking for donations of white pillowcases throughout



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Pillowcases for Promise...continued from previous page

the county, pre-soaking the pillowcases in a solution that helps set the colored dye, banding the pillowcases in various unique designs, coloring the pillowcases, washing and drying them, then banding them for their trip to Shands. Once these steps were completed a few county representatives packaged the pillowcases for delivery and brought them to meet with the director of volunteer services. The director let the group know that this large of a donation would allow for all of the patients on the youth floor to have their choice. This project impacted 88 pediatric

cancer patients by providing a brightly colored pillowcase to help cheer them up during treatment. In addition to the pillowcases delivered to Shands, 2 tri-county kids who were battling cancer also received a special pillowcase. This project was a great way for Gilchrist County youth to make a special difference for youth in need.



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