

FEATURE Story

Are you Top of the Class?

Alicia Halbritter

UF/IFAS Extension Baker County
alicia1221@ufl.edu

The Top of the Class program, hosted by National Cattlemen's Beef Association (NCBA) may be of interest to Agriculture, 4-H, or FCS agents. Learn all the facts surrounding beef sustainability, beef nutrition, production practices, and animal welfare first, then dive into presentation skills, media training, and social media tactics. The Top of the Class training focuses on creating better advocates for the beef industry, those chosen to attend must have first completed their Masters of Beef Advocacy through NCBA and should already be developing an online advocacy presence. Top of the Class

program participants fly to Denver, Colorado and spend three days learning every aspect of beef advocacy, and the best part is that it's 100% funded by NCBA!

I highly recommend the program to any extension agent who is looking to serve as an advocate for the beef industry. The material presented during the program is research backed which provides an excellent resource for Extension Agents to help develop information-driven content. The attendees' backgrounds and experience vary, and a large social media following isn't necessary to apply.

Learn how to get your MBA:

www.beef.org/mastersofbeefadvocacy.aspx

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Classes are held at NCBA headquarters in Denver. Learn from NCBA employees and researchers about leading science revolving around the beef industry.

July – September 2019

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

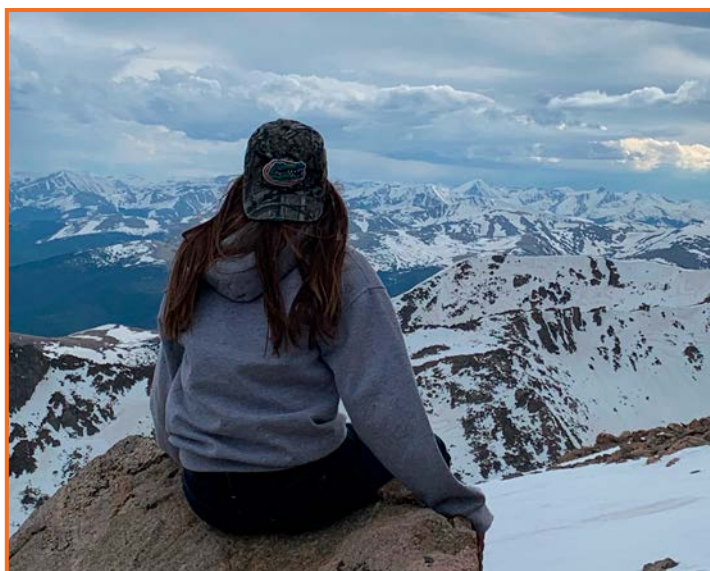
Are you Top of the Class?...continued from previous page



Spend three days with a small group and expand your professional network. I look forward to leaning on my other Top of the Class advocates for support, knowledge, and quality content!



Have the honor to practice cooking demonstrations on camera in the NCBA Culinary Center, funded by the Beef Checkoff. At this facility, all time chefs create new recipes for beef, taste test, and video demonstrations of cooking, recipe prep, and more.



Travel a little while you're there! Colorado has some amazing views that you don't want to miss! Featured here is the top of Mt. Evans, 14,265 feet above the world.

What's WORKING?

Recreational Scallop Harvesting: The complexity of Stakeholder involvement

Victor Blanco

UF/IFAS Extension Taylor County
Marine Extension Agent
victorblancomar@ufl.edu

Every summer most Floridians look forward visiting the Gulf coast waters and participate in the recreational scallop harvesting which, for some, has become in a family tradition. However, to prepare for every year harvesting season all involved stakeholders are very active all year long. The regulatory agency, population assessment

researchers, coastal business owners, law-enforcement agencies and conservationist groups, work hard to prepare and enjoy a great season that satisfy everybody's interest: the sustainable use of the scallop resource to sustain a healthy coastal economy.

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From the DISTRICT DIRECTOR



Eric Simonne

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

What? An event budget on-line tool?! But why should I charge for programs in the first place?

Extension agents in the Northeast District have made great progress with revenue enhancement in the last few years. Programmatically, revenue enhancement requires Extension agents to (1) have a professional development plan, (2) develop an area of expertise, and (3) offer hands-on, advanced-level programs that have high value to the clients - and for which they pay a registration fee. Financially, revenue enhancement consists of (1) collecting funds - through program fees, (2) storing funds - in each county office's 182 account, and (3) spending those funds in support of professional development or programs - using the UF P-card. Simple, no? In a way - yes! Thanks to fees collected, some agents have been able to make a presentation at a professional meeting; others have been able to sign up for a professional certification; others have been able to purchase software and/or electronic equipment to boost their programs. Revenue enhancement helps agents fund their professional development! This is how revenue enhancement should work!

Yet, we could do a lot more with revenue enhancement. Lack of time, clinging to the idea that Extension should be free, limited experience in budgeting, or fearing John Edmond's "Dear John" emails and P-card jail are common obstacles to revenue enhancement

implementation. So, here is my attempt at convincing the (last few) skeptics and informing the (many) new Extension agents:

1. Revenue enhancement is the most viable way to grow and build UF/IFAS Extension at the local level, which is why it is a major initiative of Extension.
2. Revenue enhancement aims at offering better programs and presents the opportunity to create higher-level programs. Revenue enhancement is program enhancement.
3. Revenue enhancement empowers Extension agents to take control of the financing of their programs.
4. Event fees collected for revenue enhancement are part of an agent's program funding portfolio together with grants, contracts, donations, sponsorships, gifts and appropriations.
5. Revenue enhancement is not the primary driver of Extension.
6. An event fee collected for revenue enhancement is indexed on the private-to-public value ratio (PPVR) of that event
7. Budgeting must be based on actual costs.
8. Pre-registration is strongly encouraged as it reduces agent's financial risk.
9. Nothing is "free"

In direct support of Extension agents' efforts with program enhancement, Extension Administration has developed an on-line budget tool accessible at <https://eventbudget.ifas.ufl.edu>.

Check it out and play with it! This tool:

1. Determines before a program is offered the registration cost to attend this event
2. Prepares realistic cost-estimates for grants
3. Establishes the financial balance after the event has occurred

4. Gives Extension agents access to budgets of past events,
5. Prepares reports at the faculty, county, district, and program levels

Once in the <https://eventbudget.ifas.ufl.edu> main page, users notice the main features:

1. Website access is restricted to Gatorlink users
2. Agents information is gathered from IFAS personnel directory (<https://directory.ifas.ufl.edu>)
3. Each step provides Tips and Instructions
4. The selection of the private-to-public value ratio is made through a simple decision tree (6 questions).
5. Agents share benefit (positive end balance) or loss (negative end balance)
6. The tool allows for "free" (0% direct charge) and reduced (75% charge) registrations. These costs included into the registration fee adjustments
7. The tool encourages good financial practices: all funds collected must be deposited, then bills be paid (no transaction "outside the system" that cannot be traced)
8. The tool sends e-mail notification to the main agent on key dates of the project

Do you like the event budget tool? Let me know!



UF/IFAS Extension plays a very important role in bringing the best facilitation and outreach experience for all. As marine resource populations are very dynamics or changing all the time due to different natural and non-natural factors affecting its life cycle, so is the information of its status every year. Fluctuations identified by scientists in scallop population make the regulation agency update the law, and other stakeholders need the best available information for decision making. The Scallop Seminar has become a yearly important event where representatives of all involved sectors participate and exchange information and ideas to

Scalloping BEST PRACTICES

SAFETY

Children must use life vest at all times while boating.

Down Dive Flag ONLY when collecting scallops, not while cruising.

Always have an observer on boat while others are scalloping

Be aware of other scallopers in the water. **Use slow speed.**

Trim your motor in shallow waters (avoid hurting the seagrass).

Check Tide Tables before going in the water.

HARVESTING SCALLOPS

Keep only scallops that are **1.5" or bigger.**

Daily Bag limit is 10 gallons whole per boat or 2 gallons whole per person (from July 1")

Maintain scallops on ice to keep them fresh

WASTE

Don't throw waste in the water while scalloping

Dispose your waste properly on land

Don't throw scallop shells into channel, canals nor boat ramps.

ENJOY AND BE RESPONSIBLE!

better manage this important marine resource. Every year, the Steinhatchee Community Center, in Taylor County, host UF/IFAS Extension, Florida Sea Grant, Nature Coast Biological Station and FWC, as well as other local

representatives. In 2019 a series of Best Practices was developed to share not only with residents but with all visitors, and in 2020 it will become a permanent display in all local boat ramps.

PROFESSIONAL Development

Kim Griffin

UF/IFAS Extension Suwannee County
Family and Consumer Sciences Agent
griffink@ufl.edu

Inspired by the following TED talks:

How to Have a Good Conversation - Celeste Headlee
Successful Networking: The Ultimate Guide - Christopher Barrat

TED RADIO HOUR

Networking may or may not be on your list of favorite things to do, however, never underestimate the importance of these connections in fostering a

successful career. Most would agree that the most connected people are generally the most successful. Time invested in professional relationships, inside and outside of your organization, can produce returns throughout the course of your career. Think of networking as less about trading information and more about creating long-lasting relationships with mutual benefits.

The "Whys"

An opportunity to exchange ideas.

You never can tell how much you know without listening to others. Success in a career is largely attributed to the pool of information or ideas you have

garnered over the past. When networks are created, it fosters a trade of ideas to sustain long-lasting relationships and mutual trust.

A channel for newer opportunities.

When people start recognizing you, it opens the door for newer opportunities. Career-minded individuals who have networked over time have been able to expand with minimal effort due to the channel of newer opportunities, opened to them through networking.

Improve your creative intellect. Goals and great innovations are oftentimes

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Professional Development...continued from page 4

from the external factors around us. The intellectual skills in different careers is significantly improved upon from the contacts we have built with others.

Enhance your status. Developing your career status is a long-term process, depending on how you focus on networking. The contacts you keep are largely attributed to your growth. Your connections are powerful!

Develop long-lasting relationships. If networking is a mutual relationship, then having a right networking channel can help build your career. Networking might not be an easy and fast approach to building a long-lasting relationship but making it a two-way process of giving and taking can open the door for a solid relationship.

The "Hows"

How to Have a Good Conversation

- Be present and in the moment. Don't multi-task.
- Enter every conversation assuming that you have something to learn.
- Use open-ended questions and start questions with who, what, when, where, and why.
- Go with the flow – thoughts will come to mind and you should let them go.
- If you don't know something, say that you don't know it.
- Don't equate your experience with theirs.
- Try not to repeat yourself by making the same point multiple times.
- Stay out of the weeds. People don't care to hear every single detail.

- Listen, listen, listen. It is one of the most important skills to develop. Steven Covey states "Most people don't listen with the intent to understand but with the intent to reply."
- Be brief. Retain interest and cover the subject.

When networking, be interested before being interesting. Remember that when you are networking, you are not only networking with that person, but also every single person that they know!

To learn more about this TED talk and to view others, please visit <https://www.ted.com>

Information TECHNOLOGIES

RAWWWR IFAS is Evolving!

Dewayne Hyatt and **Joe Gasper**

UF Systems Administrators a.k.a "Solutions Architects"

We are launching a new and exciting collaboration platform called Microsoft Teams. This app empowers our agents to work from anywhere without having to rely on clunky VPN or remote access programs. You can collaborate on documents with anyone from anywhere. When combined with OneDrive you can experience the full power of the cloud and have the confidence that your data



is protected and secured. This is a user driven service controlled by you! You can create your own teams, manage memberships, host meetings, share files, manage your projects, and much more!

For more information please visit the Teams landing page:

<http://it.ifas.ufl.edu/go/teams>

While you're there be sure to check out our latest addition to UF/IFAS, Jurassic

County! There's a recording of the UF/IFAS Extension Symposium from Jurassic County that shows off all the fun features of Microsoft Teams. You can even be an honorary member of Jurassic County by joining our team but be on the lookout for dinosaurs. In the Jurassic County team, we have discussion, trainings, and meetings about Teams. It's a great place to learn with your peers and experiment with the platform. We're also looking for experienced dinosaur field agents, hazard pay included.

Unicorn posters?

Alicia Lamborn

UF/IFAS Extension Baker County
Extension Director
alamborn@ufl.edu

Do you present unicorn posters or just a wall of text? Everything we know

about presenting posters at professional meetings is about to change! Find out how to communicate your next academic poster more effectively. Check out these links which also include poster templates and be prepared to engage your audience!

<https://www.youtube.com/watch?v=1RwJbhcA58>

<https://www.npr.org/sections/health-shots/2019/06/11/729314248/to-save-the-science-poster-researchers-want-to-kill-it-and-start-over>

DISTRICT Life

4-H Day Campers are "Learning by doing"

Shawn Jackson

UF/IFAS Extension Lafayette County
Director / 4-H
michaelsjackson@ufl.edu

"Learning by doing" is not just an expression in Lafayette County. 4-H summer camp members have spent their summer participating in hands on activities ranging from painting to food preservation. Lafayette County Summer 4-H camp is divided into seven weeks. Clover Buds camp kicked off the summer with an introduction to 4-H for kids ages five to seven. Youth aged 8-12 were able to attend six other day camps which included Health and Fitness Camp, Pioneer Living Camp, Civics and Public Service Camp, Cooking and Food Preservation Camp, Marine Biology Camp, and Back to School Camp. These

camps have allowed 4-H members an opportunity to learn yoga, activities that encourage cardio vascular exercise, how to make toys used by pioneers, ways to preserve fruits and vegetables, cooking on an open campfire, aquatic life, the basic fundamentals of state and local government and skills needed to be successful in school. Field trips included bowling, a trampoline park, The Florida State Capitol, museums, state parks, UF/IFAS Suwannee Valley Land Lab and other farms.

4-H day campers also made weekly visits to local assisted living facilities to play bingo with residents and make homemade ice cream, as well as art projects.

This is the first year of "Back to School Camp", which is held late in the summer. This camp allows students the



opportunity to have some last-minute fun before starting back to school, but also focuses on helping students learn good study habits and strategies to help relieve anxiety. There are also lessons on how students can assist in bullying prevention in their school.

The Great Adventure of Residential Camp at 4-H Camp Cherry Lake

Abbey Tharpe

UF/IFAS Extension Taylor County
Agent II
abbeytharpe@ufl.edu

Residential camp is almost as American as apple pie and baseball. Movies have tried to document the uniqueness of this experience. Unfortunately, I've yet to see one that came close to pinpointing why a healthy week at summer camp is good for a child. When I take the words "summer" and "camp" and use them in a sentence my mind quickly jumps to mosquitos and tents. Sadly, I think many picture the same thing which falls way short of what a week of 4-H Summer Camp really is. Over 130 youth attended 4-H Camp Cherry Lake, June 10-14, from Taylor, Madison, and Lafayette counties, with 87 out of the 130 coming from Taylor County. During the week youth

learn team building and leadership through educational and recreational experiences planned by county extension agents and camp staff. The chance

to interact with other youth is a positive experience offered through 4-H camping programs.

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The Great Adventure of Residential Camp at 4-H Camp Cherry Lake...continued from page 6



The 4-H camping centers are part of the University of Florida's Institute of Food and Agricultural Sciences. Staff members hail from Florida and all over the world, offering youth a chance to interact with and explore other cultures.

The children experience a taste of "Old Florida" by staying in rustic cabins

built in the early 1960s. These cabins have walkways in front of them that are hedged with inspiration quotes, such as, "If everyone is thinking alike then someone isn't thinking", "You can't move forward when you're looking backward", "Learn by Doing", and many more. Youth learned the use of a

clothesline as well as "how to rough it" without air-conditioned cabins, iPods, TVs, or cell phones. Residential Camp Cherry Lake offers a space to disconnect. Our Culture is loud. I don't mean as a volume level. Our culture is loud in that there are all sorts of ambient noise going on all the time. Between school, sports, homework, video games, Facebook-to name a few-kids today can be spread so thin they are ready to break. Prior to departing for Camp Cherry Lake, they turn in their cell phones, unplug their music, and begin to breathe deeply again. It is very fun to see kids in the dining hall carrying on conversations with each other or in awe of the sounds of the crickets at night.

4-H summer camps are an excellent way for youth to learn about their environment while having fun and making friends that can last a lifetime. Kayaking, archery, life lessons, and fun with friends are just a few of the activity's youth took part in at 4-H camp this summer.

Featured County EXTENSION OFFICE

Get to know the Districts County Extension Offices

Amanda Morgan Pittman
UF/IFAS Extension Alachua County
4-H Extension Agent I
amorgan133@ufl.edu

Have you ever wondered how the other UF/IFAS Extension County Offices operate and how their clientele varies from yours? We will be learning about one office in each of our newsletters in a fun question and answer format.

Enjoy the fun and enlightening facts from Dr. Cindy Sanders about UF/IFAS Extension Alachua County.

What are some interesting facts about Alachua County or Extension?

Our office is one of the oldest County Extension Programs in the state, dating back to 1914.

When was your office built and what year did Extension start in your county?

Office built in 1974.

What is one thing that makes our office different?

Being located in Gainesville with UF/IFAS



Alachua Extension Agents and Staff from left to right is Peggy Vanyo, Tatiana Sanchez, Martha Maddox, Jane Hendrix, Kevin Korus, Renee Nelms, Cindy Sanders, Amanda Pittman, Taylor Clem, Mary Lee Andrewskiewicz, Lauren Corley

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Let's Meet Some Agents: **NEW AND SEASONED**

Heather Janney

UF/IFAS Extension Columbia County
CED/4-H
hfutch@ufl.edu



Dr.

Christopher Kerr

UF/IFAS Extension
Duval County
Residential
Horticulture Agent
CKerr@coj.net

Dr. Christopher Kerr is our new Residential Horticulture Agent for Duval

County. He brings a wealth of knowledge in plant nutrition and disease, entomology, invasive species management and integrated pest management (IPM). Chris has a broad background and has worked in a variety of fields, including mechanics, cook, health inspector and teacher, among others. He has been a resident of Florida since 1999; he earned a BA in Linguistics in 2009, MS in Entomology and Nematology in 2015 and a Doctor of Plant Medicine Degree in 2016, all from the University of Florida. Chris comes to us from the Florida Department of Agriculture and Consumer Services Division of Plant Industry, where he served as the lead scientist for the Asian citrus psyllid and air potato biological control programs, oversaw the mass-rearing of several biological control agents and implemented multi-partner, region-wide release strategies. He has developed IPM strategies for controlling various pests and educational outreach on a variety of topics. Chris is excited to be a part of our team, and looks forward to serving the residents throughout Duval county.



Shawn Jackson

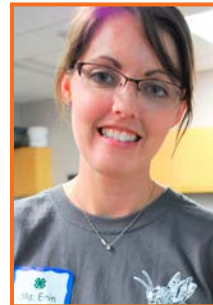
UF/IFAS Extension
Lafayette County
Director/4-H
michaelsjackson@ufl.edu

My name is Michael Shawn Jackson and I am excited to be the new County Extension Director

and 4-H Agent in Lafayette County. I am a lifelong resident of Lafayette County with a Bachelor's degree from the University of Florida and a Master's degree from Lamar University. I have ten years of experience as an educator, six of which are as an elementary school guidance counselor and an adult education instructor.

Aside from the typical responsibilities of a school counselor, this position allowed me the opportunity to work in the community recruiting school volunteers and delivering character education lessons to students. The highlight of my guidance career was developing a school gardening program that was successfully integrated into the academic structure of the school and could be used in teaching the required curriculum.

I bring seven years of experience in 4-H youth development in Lafayette County where I have served as the Summer 4-H Director and Instructor. In addition, I have also served as a virtual school instructor, teaching students across Florida in several different subject areas. Prior to beginning a career in education, I worked on and managed my family's dairy farm for fourteen years. I have served on numerous state and local advisory committees, have a lifetime of dedication to the improvement and success of Lafayette County and look forward to working with youth, community leaders, local government and all stakeholders for the advancement of Lafayette County.



Erin Harlow

UF/IFAS Extension
Columbia County
Residential and
Commercial
Horticulture Agent III
Master Gardener
Volunteer Coordinator
eeck@ufl.edu

I recently moved to Columbia County as the Residential and

Commercial Horticulture agent and Master Gardener Volunteer Coordinator from Duval County where I served as the Commercial Horticulture extension agent for the last 11 years. There I specialized in technical landscape and pest control recommendations for businesses. I provided education in pesticide safety and licensing for agriculture and structural applicators, community integrated pest management (mostly bed bugs and termites), and landscape management (mostly turfgrass). In my new position, I provide horticulture information to residents and businesses. I am also the Master Gardener Volunteer Coordinator and look forward to my first class. I am an entomology enthusiast and have a 4-H bug camp each summer and sought after by individuals for insect identification. I remain an affiliate faculty with the Center for Landscape Conservation and Ecology.

My B.S. degree is from UF in Environmental Horticulture, specializing in public gardens management with minors in Anthropology and Agriculture Communications. I graduated with my M.S. in 2006 from UF in Agriculture Leadership specializing in Volunteer Management. I spent time in the past managing volunteers at Longwood Gardens in Pennsylvania and at Dudley Farm Historic State Park. I also worked for years at the Division of Plant Industry in Biological Control.

A few fun facts about me include that I am married to another Extension

Let's Meet Some Agents: **NEW AND SEASONED**...continued

Agent, Luke Harlow, the Agriculture Agent and Interim CED in Union County. We met while working in irrigation and horticulture at SeaWorld and Discovery Cove, respectively. We have two kids, Nathaniel and Josephine. I am a classically trained pianist, a 5th generation Floridian, and have a sister who works for UF (Emily Eubanks). In our spare time, we spend time gardening, kayaking, and are active members of the Florida Artists Blacksmith Association.



Luke Harlow
UF/IFAS Extension
Union County
Interim Extension Director
harlow1231@ufl.edu

Luke Harlow has accepted the position of the UF/IFAS Extension interim County Director

for Union County. Luke has been with UF/IFAS Extension since 2015 and has been the Agriculture and Natural Resources Extension Agent in Clay County since 2016. During that time, he has worked to educate agricultural producers through his expertise to increase the productivity and profitability of their agricultural enterprises, as well as enhancing the quality of Florida's natural resources. Through his passion and technical knowledge of pesticide management and irrigation management, Luke hopes to achieve meaningful impacts within the Union County community through traditional educational programming, one-on-one consultations in office and on-site, an educational website, and timely blog posts.

mentioned a job opening for a Family and Consumer Sciences Agent. After further research, my educational and professional (teaching, counseling) background seemed to be a good fit for the position.

In 2002 I started my extension career as an Agent II. I have had the honor to serve as the UF/IFAS Extension Nassau County Family and Consumer Sciences Agent for the past seven-teen years. My program areas include: Food Safety and Nutrition, Family Financial Management, Aging Well and Human Development. The curriculums I use are research and evidence based programs including the following: Youth Understanding My Plate, Choose Health, Master Food and Nutrition Volunteer Program, Supplemental Nutrition Program Prevent Type 2 Diabetes, Take Charge of Your Diabetes, Cooking Matters, Money Smart, Master Money Mentor Program, Homemade Entrepreneurship Program, Living on My Own, Volunteer Income Tax Assistance Program, Fresh Start, SafeStaff®, ServSafe®, A Matter of Balance - Fall Prevention, Parenting and Divorce, Guiding Good Choices, Medicare and Medicaid.

Future programs will include After the Flush (septic system), Alzheimer Education and Support, and Poverty Simulation.

I value my collaborative efforts with my colleagues and the creativity and flexibility Extension programming allows in order to help people improve their economic, social and health conditions.



Mark Warren
UF/IFAS Extension
Levy County
Commercial Ag/
Agronomy Agent
mwwarren@ufl.edu

Mark is returning to UF/IFAS Extension Levy County as the Commercial Ag/ Agronomy agent

after a two-year hiatus with Speedling Inc. and Rodeheaver Boys Ranch. Prior to this departure Mark spent 12 years with UF/IFAS Extension Central District as the commercial agriculture agent for Flagler and Putnam Counties.

Mark and his wife Bonnie are both Florida natives and parents of three adult children. Mark is a graduate of ABAC, A.S. Agri-Sciences; UGA, B.S. Ag Ed and Communication; and earned his MS from UF in the Ag-Ed and Communications program. Prior to his move to extension in 2005, Mark has worked in a wide variety of industry related occupations ranging from ranch management in both Florida and Georgia to research with the USDA in Tifton.

Mark is excited to be back in Extension and is looking forward to building new partnerships with producers and stakeholders across the region.



Meg McAlpine
UF/IFAS Extension
Nassau County
Family and Consumer
Sciences (FCS) Agent IV
conner@ufl.edu

In 1994 (25 years ago) I moved from Toronto, Canada to Fernandina Beach, a small beach com-

munity, located in Nassau County. I had never heard of the Cooperative Extension Service until 2001 - when I met Dr. Mary Williams, former CED of UF/IFAS Extension Nassau County. She was teaching a workshop on "Risk and Protective Factors." She spoke about the UF/IFAS Land Grant Mission, and

Get to know the Districts County Extension Offices...continued from page 7

What has been the most surprisingly successful idea implemented in the office?

Including Ag Fest 6 years ago with our Annual MG Plant Sale, the idea that we have about 1000 citizens attend a captive audience to educate

What is the 1st thing you want people to think when they walk in the door?

Customer Service & Research based Education

Describe your Extension office facility?

Old! Roof Leaks, But workable. Not a square office in the building, an odd shape.

What is your favorite physical feature about your office?

Nice landscaping thanks to our MG volunteers and Nice shade

If you could create your dream Extension office, what is one thing you would make sure to add?

Plenty of storage and staff restrooms!

What has been a main shift in Extension that has put us in the direction of where we are today?

For our County it was becoming our own department about 3 years ago. In addition, having hired an excellent team (5 agents) in Alachua County in the past 3.5 years. Also, the great relationship that we have with County government.

What is the size and population of your county?

Alachua County has approximately 266,944 people residing and is made up of 969 square miles.

How many people does the Extension office serve?

325,000 yearly in 2018, 215 Educational Materials, 25,520 Group learning Participants, 435 Educational programs offered

What is one office tradition your office has?

We have quarterly luncheons and celebrate everyone's birthday

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 (editor), Jessica Altum, Kim Griffin, Alicia Lamborn, Abbey Tharpe, Stephanie Conner, Amanda Morgan Pittman, Victor Blanco, Heather Janney, Eric Simonne

Graphic DESIGN

UF/IFAS Communications