Dean’s Notes and Quotes

We began our new webinar series *Extension Connections* last week with great success. It was wonderful to see so many locations and participants as it is the key to advancing our organization communication. During this inaugural session we went over some key points regarding branding and marketing as well as strategic staffing topics. Towards the end of each session there is time allotted for questions and discussion. Let’s use this as a means to collectively strengthen organizational communication. I encourage you prepare and put together questions regarding the session content for this interactive portion. For those who missed this webinar, here is a link with the recorded session as well as future session dates so that you can reserve the time on your schedules.

**UF/IFAS Extension Connections**

I look forward to interacting with you during our next *Extension Connections* session on October 21!

*Quotes:*

“I'm a great believer that any tool that enhances communication has profound effects in terms of how people can learn from each other, and how they can achieve the kind of freedoms that they're interested in.” – Bill Gates
As a result of a UDSA Healthy Homes grant I received and a workshop I participated in at LSU, I met Dr. Mike Vogel and Carol Stroebel. They introduced me to Susan Aceti of the National Center for Healthy Housing (NCHH). I have already begun working on curriculum for county faculty to use to train child care providers in Florida about concepts of Healthy Housing as a result of a workshop presented at this year’s FCS/Community Development summit. Further, Dr. Heidi Radunovich already has a program in place to train child care providers about child development issues, so we decided to add the Healthy Homes training to what she was already offering. When I found out that NCHH was formalizing a national standardized curriculum and that the Florida Department of Health (FL DOH) was partners with NCHH, I began inquiring about how we could work with these two groups. As it turned out, the FL DOH was understaffed due to cutbacks, and was not able to deliver the level of training they had planned, so we stepped in because of our network of county faculty that was already in place.

The Florida Partnership that the NCHH created is based on the paid membership that the FL DOH already has established with NCHH, FL DOH’s ability to train the trainer about Healthy Homes topics, and our ability to extend their training to the citizens of Florida. As is stands, UF county faculty will receive training from NCHH and FL DOH so that they can train citizens of Florida about Healthy Homes topics. Our first focus is to roll out a program that allows county faculty to train child care providers in Florida.

The above discussion describes how it has all unfolded, but if you would like more details, or have specific questions, I’d be more than happy to try to answer them for you. I hope to have an in-service training for county faculty sometime in early fall, and NCHH hopes to offer a training sometime in late fall. Also, UF’s Integrated Pest Management program has offered to assist with this initiative through the participation of Dr. Faith Oi.

*Dr. Randy Cantrell, FYCS*

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**Master Gardeners Lead the Way!**

Most Florida residents are unaware of proper and environmentally sound ways of caring for their landscapes. This lack of knowledge results in inappropriate use of planting material (wrong plant/wrong place), and over-use of water, fertilizer and pesticides. Any or all of these practices can damage our unique environment including our water resources. Miami-Dade County is bordered by two National parks (Everglades and Biscayne), Biscayne Bay, and the Atlantic Ocean. Preserving these fragile ecosystems is paramount.

More than 60% of ground water pollution in Miami-Dade County is due to homeowners’ improper use of pesticides and inappropriate fertilization regimes, and more than 80% of Florida residents
ranked home pesticide use as very important or important to their lifestyle.

To address these issues, Master Gardeners and the Miami-Dade County Extension office has partnered with local botanic gardens for many years to educate the public about south Florida plants, Florida-friendly gardening, and our unique environment. Because our county is so large, Miami-Dade Master Gardeners have been leading garden tours to effectively reach a large audience. In 2012 alone, Master Gardeners led more than 445 tours to more than 4,610 people at Fairchild Tropical Botanic Gardens and The Kampong, a national tropical botanical garden. Tours are 1 to 2 hours each.

Master Gardeners teaching residents and visitors.

Master Gardeners teach residents and visitors how to care for their yards using environmentally friendly methods. Adoption of Florida-Friendly Landscaping practices improves water quality and quantity, and conserves other natural resources. It also saves time and money for the homeowner.

**Adrian Hunsberger, Urban Horticulture EA IV, Miami-Dade Cty**

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**Camp Counselor Education: Integrating Leadership & Citizenship into Camping!**

Our summer camping program provides youth ages 8-12 opportunities to develop life skills and natural resource competences, but what’s in it for our teen counselors? Our camping cluster, Alachua, Bradford, and Duval, set objectives for our teen counselors that include life skills such as teamwork, self-motivation, critical thinking, cooperation, and conflict resolution. It has evolved to encompass so much more. Camp Counselors have demonstrated Responsible Citizenship, connecting camp work to their communities, and engaging in active planning for the future. They have explained to us during their required interview each year that what they do does make a difference to our campers and those campers are part of their communities back home. After completing our day-long training in May, Bradford youth requested camp brochures so they could seek out campers in their neighborhoods and schools because they think camping can make a difference for these kids. There was no real incentive for the teens on a personal level; they wanted to help
Duval County 4-H held its annual My Government Day activity at the Jacksonville Port Authority on May 1, 2013. This event provides an opportunity for youth to have a hands-on experience with different aspects of local government every year. These experiences help to educate youth as informed citizens in the community, teaching them to understand the way that various aspects of the government function and the effects on everyday life. My Government Day is planned and implemented by a committee of 4-H Duval County Council.

At Jacksonville Port Authority (JAXPORT) 45 youth learned about the Board of Directors as well as the relationship to local and state government. Youth also participated in activities exploring global logistics and transportation. In one activity, the youth put a star on a world map for the location in which their shoes were made and then discussed how their shoes traveled to the store where they were purchased. Youth also took a tour of JAXPORT and learned how it operates and what products are most commonly imported and exported.

As a result, the youth have gained knowledge of the governmental and economic role that JAXPORT plays in the community. Youth participants in this activity gained critical thinking and decision making skills that assist in being an informed citizen. Youth members of the planning committee exercised their leadership skills as well as demonstrated improved communication, organization and team work skills.

**Stacie Sachs, 4-H EA I, Duval Cty**

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**4-H My Government Day at Jacksonville Port Authority**

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**Stacie Sachs, 4-H EA I, Duval Cty**

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**Re-start of Union County Soil & Water Conservation Board (UCSWCB)**

The main source of ground water for Union County is the Floridan aquifer. The depth to water in this aquifer has declined consistently from 1959 to 2013 as seen in Figure 1. The issue of occasional water restriction is a concern for the farming
serve as supervisors of the new Board. A strategic plan was developed to guide the Board members as they begin to work as an officially elected Board of Union County Soil and Water Conservation District in January 2013. Apart from the elected members, the Board consists of representatives from FDACS, NRCS and Suwanee River Water Management District. This Board meets every month, and one of its main activities is the implementation of Best Management Practices in the County.

Basil Bactawar, Ag/Nat Res CED II, Union Cty

4-H and Sea Grant Go Fishing at Trash Can Grand Slam

On June 12, UF/IFAS Extension Sarasota County, Sea Grant, and 4-H partnered to create the 4-H Trash Can Grand Slam, a kids fishing tournament where a catfish counts as much as a redfish. The tournament provides an opportunity to bring families together for a day of fishing, community and education. Forty participants attended the one-day tournament designed to provide a better understanding of the ecological importance, diversity and issues surrounding Sarasota Bay.

At 9 a.m., the Junior Captains arrived at the Tony Saporito Fishing Pier with the hopes of catching the “pool winner.” After a run-down of the rules (catch and release only) the Junior Captains

Figure 1. Chart showing water levels in feet above mean sea levels during 1958 to 2013. Source: Suwannee River Water Management District.
learned some basic fishing skills and the importance of circle hooks. At the conclusion of the tournament, each participant received a Stow It Don’t Throw It monofilament recycling container to recycle all of their old fishing line. This enabled youth to practice sustainable fishing. Additionally, a donated tackle box was given to the angler with the most fish and the angler with largest fish received a brand new rod and reel!

The tournament enables Sea Grant and 4-H programming to reach a wide range of children from ages 6 to 17 (with the majority of participants being mother daughter teams) and the positive, energized approach creates an engaging and effective learning experience.

JP Gellermann, Comm Dev and Sust EA III, Sarasota Cty (now CED, Martin Cty)

Keith Wilson, 4-H EA I, Sarasota Cty

Gardeners Giving Back

The UF/IFAS Extension Sarasota County Master Gardeners have completed a beautification project at Sarasota’s Oak Park School. Oak Park School serves more than 300 special needs students.

The newly planted landscape at the entrance and bus drop-offs now includes four large urns filled with snowbush and impatiens, and a 48-foot long picket fence backed by podocarpus bushes and fronted with knockout rose bushes. Another entrance has been lined with areca palms. The garden brings smiles to the faces of teachers and students alike.

The project was headed up by Master Gardener volunteer Bonnie Feise and her husband George with help from Oak Park School teacher Carol Wojtyna. The Feises have a grandson with who is challenged with Asperger’s syndrome, and Wojtyna’s daughter is a graduate of the school.

The project received support from a Sarasota County Master Gardener grant, as well as contributions from community leaders and local businesses including Lowe’s, Home Depot, Wal-Mart, Troy’s Nursery, Albritton’s Nursery, Treasure Cove Statuary and St. Thomas More Catholic Church.

Erin Alvarez, Commercial Horticulture/IPM EA II, Sarasota Cty

Agritourism - See it for Yourself!

Many people forget where their food comes from. In fact, with the most abundant, diverse, safest and inexpensive food in the world, United States agricultural activities are often out of sight resulting in a disconnect between consumer and
producer. In an effort to increase the knowledge of people about where their food comes from, the word “agritourism” was coined to describe this recreational and educational outreach effort.

The Charlotte County Extension Service offered such an opportunity on March 26th. Extension hosted a bus tour through some of the unique agricultural production areas of Charlotte County. Guided by our Regional Vegetable Agent Gene McAvoy, participants learned about the local agricultural industry, its history, and how agriculture affects our economy with first-hand exposure to production efforts in many diverse operations. This year’s tour was truly remarkable with visits to a fish farm, a low-chill blueberry farm, a dragon fruit farm, and an actual bison production operation – wow! With an overall rating of 98%, one-hundred percent of the 50 participants indicated that they increased their knowledge concerning the scope and impact of agriculture in Charlotte County.

By far the favorite stop on the tour was the buffalo ranch with a 76% rating, followed by the dragon fruit farm at 74%. Agritourism offers people a front-row seat concerning where their food and fiber comes from. This tour not only increases the appreciation for this all-important job, but also develops advocates and educated consumers.

**Ralph E. Mitchell, Horticulture EA III, Charlotte Cty**

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**Micro-Irrigation classes for Smart Irrigation Month**

In July of 2012, Orange County Extension partnered with the Orange County Utilities to educate residents about the benefits and installation of micro-irrigation in the landscape. On average, homes using micro-irrigation for parts of the landscape use 39% less water for irrigation purposes. In coordination with July’s “Smart Irrigation Month,” three hands-on workshops were held to educate residents on these simple water-saving methods. 72 people attended one of these classes and 89.5% left the class reporting an increase in their knowledge of this technology. A post class survey indicated 63% were actively controlling their irrigation timers and 33% had installed micro-irrigation in their home. Microirrigation conversions resulted in 74,880 gallons of water per year being saved at a value of $806.45 per homeowner (water price of 1.077₡ is based on 2012 Orange Utilities Company water rates).

**Keri Leymaster, Res Hort EA I, Orange Cty**

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**Financial Coaching in Osceola County**

Since the 2008 economic downturn, Osceola county residents have faced increased financial...
stress arising from job loss or reduction in work hours, medical expenses, divorce or changes in household or family dynamics. These issues have lead consumers to spend down their personal sav-

ings, increase their debt and become at risk for losing their home to foreclosure. With rising bankruptcies, family debt and foreclosure rates in Osceola County, the need to help families and individuals address their financial concerns became evident. While classes provided addressed the consumer’s financial concerns, program participants began requesting one-on-one follow-up after the classes. Since there were no local counseling agencies to refer residents, Laura Royer, Finance and Housing Extension Faculty, recognized the need for financial coaching and partnered with various agencies to acquire funding to support the new program. Since 2010, approximately $259,000 has been received to pay for two program assistants to provide teaching and one-on-one financial coaching. Additionally, another $406,854 has been secured in contracts to pay for the 2013-14 program year. This additional funding will not only secure the program but has allowed a third program assistant to be hired. Because of this funding and hard work of Laura Royer and her team, 497 classes have been taught directly to 10,544 adults. Additionally, 971 individuals have participated in one-on-one financial coaching. Participants have demonstrated successful behavior changes including sticking to planned spending (90% of 971), reducing debt (87% of 971) and increasing personal savings (80% of 971). Furthermore, of the 971 participants, 129 requested help with resolving the imminent foreclosure of their home with 57% preventing foreclosure on their home, 16% being effectively referred out for legal advice due to the sensitivity of their case, and 27% are still under review.

The Osceola County Extension office is the first county to offer such a program and has served as a model program for other states and Extension offices in Florida wanting to offer similar programming. With implementation in other communities, this the program will grow and allow Extension to reach more families and individuals dealing with similar financial issues. It is Laura Royer’s hope that the program that combines group education with the opportunity for one-on-one follow-up will have a permanent place in the University of Florida Extension’s programming.

Laura Royer, FCS EA II, Osceola Cty

Florida Friendly Landscaping

The Florida-Friendly Landscaping™(FFL) Program recently completed a landscape plan for the Gainesville Regional Utility (GRU) Administration Complex with input from GRU staff and UF Faculty advisors. The new plan focuses on the FFL principle of using the right plant in the right place. This will eliminate the need for intensive pruning and shearing of plants to keep them in bounds, which in turn produces healthier plant material. The new landscape will feature a demonstration area in the west parking lot that will include a native garden, wildlife garden, and interpretive signage to educate staff and customers about FFL principles. The rest of the landscape will feature tough, low-maintenance plant material that will thrive and serve GRU well for many years to come. The landscape is expected to be completed by August.
Stop by and take a look when you are in the area. The FFL Program is a science-based approach to landscape design and management. The program is a partnership between the University of Florida/IFAS Extension, Water Management Districts, and the Florida Department of Environmental Protection. The main goals of the FFL Program are to protect water quality and conserve water while creating healthy and attractive landscapes.

**Dr. Esen Momol, FFL, Environmental Hort**

Photos from GRU grounds.

Whiteflies and ELF

Fall 2010, the Rugose Spiraling whiteflies entered into the backyard Gumbo Limbo trees of Key West and in the upper Keys Venetian Shores (mile maker 86). By the summer 2012 this whitefly had spread throughout the Florida Keys. In the summer of 2013, a recent countywide survey by Dr. Catharine Mannion, her staff, and Monroe County Horticulture Agent Kim Gabel discussed that the Rugose Spiraling whitefly population has significantly decreased in numbers.

Currently, Agent Kim Gabel is packing her bags for the September 2013 International Master Gardener conference via a cruise of Alaskan waters and to be a speaker on “Fabulous and Infamous Plants, Insects and Wildlife of the Florida Keys”. Upon returning, the Agent will be exploring the possibilities of developing an alternative transportation workshop program based on low speed electric vehicles, such as the Organic Transit ELF (Electric Light Fun).

**Nutrition Gardens in Putnam**

Kathy Fisher with the Putnam County Family Nutrition Program, the Putnam County Master Gardeners and Putnam County Schools partnered to create the Nutrition Gardens at four elementary schools. These gardens provided an excellent opportunity to teach youth about healthy eating and the importance of an active lifestyle. Several
raised beds were constructed, planted and harvested with the elementary classes participating. One school had exceptional support for the Nutrition Gardens from the cafeteria staff; the cafeteria staff prepared baking potatoes, collard greens and coleslaw all harvested from the Nutrition Gardens for 180 third graders. The Nutrition Gardens have provided an alternative classroom for participating youth to discover the connection between nourishing the plants we grow and how they, in turn nourish us.

Wendy Lynch, FCS EA II, Putnam Cty
Kathy Fisher, FNP Program Assistant, Putnam Cty

Seminole County 4-H Encourages Healthy Eating Habits among Children

Seminole County 4-H Healthy Kids Cooking program for youth 8-12 years of age has been a delicious success in the past few months of its inception. The monthly classes are taught at the Seminole County Extension Kitchen by 4-H Volunteer Kendra Lott, Publisher of Edible Orlando Magazine, a publication that highlights the benefits of buying and eating locally-grown foods in Central Florida. Funding for the program has been made possible through a $500 donation from a local Whole Foods Grocery Store. For many families eating is based on time and money, which for many are scarce resources. Both children and adults are inundated with messages about fast food, and convenience foods leading to an unhealthy population of children and adults. 4-H Healthy Kids Cooking spreads the message that healthy meals and snacks can be fast but have a lasting impacting on children’s developing minds and bodies. The programs main focus is to encourage healthy eating habits among young children. The skills emphasized are proper food preparation and basic meal planning. Throughout the history of 4-H, from the first 4-H corn and tomato clubs, children have been used as “educational messengers” to share new practices and behaviors with their parents and guardians. 4-H Healthy Kids Cooking has encouraged children to share their new recipes at home with their families and continue to choose healthier options at meal and snack times. Here is what some of the kids are saying about their discoveries after trying vegetable stir-fry:

"I usually don’t eat mixed foods but this is delicious!"

"I've never had a mushroom before, now I’m going to ask for them on my pizza!"

"It's like a vegetable rainbow!"

Seminole County 4-H Healthy Kids Cooking program would not be possible without the volunteer help and generous donation from community partnerships of Edible Orlando Magazine. 4-H Healthy Kids Cooking Program plans to continue its success with promoting healthy eating habits one bite at a time!

Bridgete McKenna, 4-H YD/FCS EA I, Seminole Cty

My Whole Outlook is Different!

“My whole outlook is different!” That’s what 79 year-old Marilyn Ludington, originally of Canada, said one year after taking the Take Charge of Your Diabetes class taught by Cathy Rogers of UF/IFAS...
Suwannee County Extension. Only a few months before the course began, Marilyn’s doctor said, “Congratulations – You have diabetes. If you continue the way you are going, you will soon have to take diabetes medications.” He simply advised her not to drink fruit juice.

Currently, 26 million Americans have diabetes. If the trend continues, 30% of our population may experience diabetes by 2050. Teaching people how to prevent diabetes or reduce the risk for complications from it is crucial.

The UF/IFAS-developed curriculum for Take Charge of Your Diabetes consists of 11 lessons and a one-on-one consultation with a registered dietitian. It is taught by FCS Extension agents who engage experts to speak on medications, foot care, nutrition, etc. Committed participants make changes in their lives.

Marilyn says “Taking this class was the best thing I ever did!” She is now more active, reads nutrition labels, has switched white for whole wheat bread, packs healthy foods for her trips to Canada, cooks more often, and is happier! She knows she can eat anything she wants if she “counts” it, but now cheerfully opts for healthier choices. She still takes no diabetes medicines and takes far less blood pressure medications than she did before taking the course. This has saved her lots of money!

Baker County Gardens Serve as Outdoor Classrooms

A large-scale teaching landscape utilizing a 3-acre field behind the Baker County Extension Office was created to showcase a wide variety of low maintenance plant species appropriate to the local area, and to provide experiential learning opportunities in the outdoor environment for home gardeners, landscape and nursery professionals, Master Gardener volunteers and youth. The acquisition of grant funding in the amount of $11,852 allowed for the design and installation of an arboretum, showcasing 61 trees of 42 different species and cultivars to be used for teaching design, planting, maintenance procedures, attracting wildlife, and other sustainable gardening techniques. This unique outdoor environment has enhanced or replaced traditional classroom lessons by serving as an outdoor classroom to teach Florida-Friendly Landscaping practices and plant identification techniques through garden tours, demonstrations, and hands-on activities. Ninety-six percent (96%) of surveyed program participants (n=111) indicated they learned new information during outdoor garden programs that they planned to implement in their own
Enlisting ten interested Master Gardeners in a planning session, ideas were developed to decide the structure and content within the allotted timeframe. The group talked over various ideas and developed a plan to showcase seed-to-plate looks at vegetables representing different parts of plants used for food. Herbs (leaf), potatoes (roots), pecans (nuts/seeds), strawberries (fruits), sugar snap peas (vegetable), and roselle (flower) were each shown as living plants, raw product, and processed food items. The USDA food plate was featured along with a “fruit and vegetable rainbow” display illustrating the place of plant foods in a healthy diet. The seed growth of the sugar snap peas was also featured in-depth via a display that showed ten actual seedlings started on successive days, along with photos of plant growth and post-harvest handling of pods.

The material was presented by horticulture agent Amy Morie and one Master Gardener who was formerly a teacher, with the assistance of several other Master gardeners and 4-H youth each day. Various sensory experiences were incorporated to make the learning more hands-on and memorable than a simple lecture-style presentation: scent for herbs, touch for potato leaves and a pecan seedling, on-the-plant visuals for strawberry’s development from flower to fruit, and taste for roselle flower punch. Kids were given the opportunity to experience seed growth first-hand through a take-

Alicia Lamborn, Env Hort EA I, Baker Cty

AgVentures in Clay County

The majority of Clay County’s children live in suburban communities with limited access to agricultural experiences. Children’s knowledge of agriculture is therefore often based on broad perceptions of farming and ranching. The need to connect children to agriculture-based learning is the basis for the County Extension Office’s “AgVentures” program, which gives third-graders from area schools the opportunity to experience a wide range of agriculture and nutrition information. This program creates learning experiences for children to expand their experiences with agriculture and nutrition, facilitate informed decision-making on diet and health, and foster knowledge for greater stewardship and policy support of agricultural industries. Environmental horticulture agent Amy Morie, was asked to plan an educational program for vegetables for the November 6-7th 2012 event. Time limitations based on children’s schedules allow approximately 10 minutes per presentation. The challenge was developing a relevant and memorable experience that could be delivered within the short time frame.

Interactive display with youth participants.

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Extension Professional Enhancement Awards are made available to UF/IFAS Extension faculty which recognize outstanding extension work and accomplishments and provide funding for special program enhancements. Financing for these awards is made available through a number of generous gifts and endowments and we are very grateful to these strong supporters of UF/IFAS Extension and our faculty.

With more than 160 nominations for 21 awards, this year’s response was larger than last. More information on these awards can be found here: Awards Page

**ICS Graphic Design Awards**

Several pieces designed by the ICS Graphics Team won a certificate of excellence from the 2013 American Graphic Design Awards program (http://www.gdusa.com/contests/agda13/enter/index.php). These projects were recognized as one of the top 15 percent of the 8000 entries submitted! The list of winning entries is below.

UF/IFAS Extension Santa Rosa County Landscape Design Workshop Flyer, Hope Crawford

UF/IFAS Extension Alachua County Landscape and Vegetable Garden Soils Open House Flyer, Michele Wood

2012 UF/IFAS Extension Brevard County Promotional Brochure, Michele Wood

UF/IFAS Extension Northwest District on Social Media Banner, Michele Wood

UF/IFAS Extension Escambia County Licensed Food Flyer, Tracy Bryant

**South District Award**

Dawn Thomas, Monroe County Extension Service Coordinator, was the recipient of the first annual South Extension District Support Staff Award. Her dedication, hard work and resulting accomplishments have been essential ingredients for empowering clientele with knowledge that they can use to solve problems and enhance their lives. She has continually gone above and beyond her assigned duties to make the Extension office and its messages more visible, efficient and relevant to the residents of Monroe County. She will be presented this award at our fall District meeting on October 22 at the Palm Beach County Extension office.

**Tracy Bryant, Coordinator, ICS**

**EPAF EPEA**

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**Amy Morie, Env Hort EA II, Clay Cty**

This presentation is considered a success because of the ideas and discussion that developed meaningful content delivered in a short timeframe and the audience response to information presented. During the two days, 384 third graders and 68 teacher and parent chaperones participated. Kids responded enthusiastically, with many able to contribute information such as identifying plants and samples from the display, naming other roots vegetables they eat, and identifying whether various food plants were fruits or vegetables for the USDA food plate. More than one adult expressed appreciation for the amount of interactive material the children were able to experience during the presentation, and many adults joined in the kids with questions and participation in sensory experiences.

**Dr. Joe Schaefer, Professor & South District Extension Director**
Congratulations to all of our awardees on this well-deserved honor!

Alto and Patrecia Straughn  
Alto Straughn 4-H #1  
Alto Straughn 4-H #2  
Art Hornsby #1  
Art Hornsby #2  
Christine Taylor Waddill  
Dallas Townsend #1  
Dallas Townsend #2  
John and Martha Woeste  
Johnson County Faculty  
Marshall & Mildred Watkins  
Mary Harrison  
Master Gardener  
Sadler #1  
Sadler #2  
Seymour Goldweber #1  
Seymour Goldweber #2  
Mentor of the Year Award  
Wells Fargo #1  
Wells Fargo #2  
James App Award  
Serving Florida Military Families Team

Extension Initiative Innovation Team Award: Watershed Steward Academy  
Kathleen McKee, Lara Miller, Wendy Wilber, Shannon McGee, Lynn Barber, BJ Jarvis, Audrey Norman, Dr. Mark Clark, Dr. Sanjay Shukla, Dr. Chris Martinez, Dr. Martha Monroe, Dr. Alexa Lamm

Easy as PIE!

Save the Date! Easy as PIE Webinar Series  
Date: October 16th (tentative)  
Time: 2-3 pm  
Topic: Crisis Communication  
Speaker: Kathy Mathers, Vice President of Public Affairs for the Fertilizer Institute.

Kathy leads the Fertilizer Institute’s (TFI) communication efforts to members and the public and serves as TFI’s spokesperson to the media and the public at large. She has represented TFI on camera in interviews with CBS News, CNN, Fox News and NBC News. She has been quoted in the New York Times, and the Wall Street Journal and by major news services. She has extensive expertise in risk and crisis communication. Kathy will discuss risk and crisis communication using the West Fertilizer Company facility explosion that occurred in Texas this year as a case study.

Registration is required, visit our website to learn more about the Easy as PIE Webinar Series: http://www.centerpie.com/easy-as-pie/.

Contact Laura Bernheim for more information: bernheim@ufl.edu or 352-273-0793.
New Positions

We would like to congratulate the following faculty members on their new position:

Karen Miliffe, 4-H YD EA II, Orange Cty from 4-H YD EA II, Osceola Cty

Jeffrey Gellerman, 4-H YD CED III, Martin Cty from Comm Dev/Sust. EA III, Sarasota Cty

New Hires

We would like to welcome the following new faculty:

Evelyn “Prissy” Fletcher, Res. Hort EA I, Putnam Cty

Ruth Santos, 4-H YD EA II, Miami-Dade Cty

Aaron Stam, 4-H/Ag Prog EA I, Seminole Tribe

Shelly Krueger, Sea Grant EA I, Monroe Cty

Fara Ilami, Aquatic/Sea Grant Prog. EA II, Bay Cty

Juan Matos, Housing/Financial Mngmnt Prog. Asst., Osceola Cty

Kalan Agers, 4-H YD EA I, Sumter Cty

Dr. Marnie Ward, 4-H YD EA I, Citrus Cty

Angelic Granger, 4-H YD EA I, Jackson Cty

Resignation

We would like to wish the following faculty the best of luck in their future endeavors:

Sarah Schleser, 4-H Prg Cty EA I, Brevard Cty

Dr. Evangeline Linkous, Com Dev & Sust. CED II, Sarasota Cty

Randall Gornto, Livestock EA I, Highlands Cty

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If you have any suggestions or would like to submit your own recognition or short article of interest, please send them to Valkyrie Shah.

Please feel free to also forward any questions or comments about this periodical to Valkyrie Shah at valkyrieshah@ufl.edu.