

## Western Extension Directors' Awards of Excellence



Presented July 9, 2008  
Fairbanks, Alaska

### STATE PROGRAM WINNERS

#### Commercial Crabber Towboat Lane Agreement Program

Steve Harbell

Washington State University

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Developed to resolve conflicts between marine industries on the West Coast, the Commercial Crabber Towboat Lane Agreement Program has been successful in bringing commercial fishing, tug and barge, and shipping industry representatives together to designate open fishing areas and gear-free towlanes from San Francisco to Cape Flattery in Washington. The program has dramatically reduced the loss of crab gear and the fouling of tugs and barges, while improving the safety of commercial shipping activities. Using both traditional and innovative methods and substantial industry collaboration, the program has developed and distributed chart information, opened additional areas for fishing, resolved compliance violations and improved tug and barge operational efficiency. A spirit of cooperation and consideration has been developed among industry members, providing a willingness to work together in the future. With these results, the program has provided cost savings to these industries of more than a million dollars annually.

#### Farm Water Quality Planning Project

Mary Bianchi, Brian Anderson, Aziz Baameur, Mark Battany, Larry Bettiga, Mark Bolda, Michael Cahn, Bill Chaney, William Coates, Richard Evans, Ben Faber, Julie Fallon, Jay Gan, Mark Gaskell, Stephen Grattan, John Harper, Thomas Harter, Tim Hartz, Darren Haver, John Hunt, Louise Jackson, John Kabashima, Royce Larsen, Julie Newman, Stu Pettygrove, Phil A. Phillips, Terry Prichard, Larry Schwankl, Richard Smith, Ken Tate, Lisa C Thompson, Steve Tjosvold, Laura Tourte  
University of California

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The University of California's Farm Water Quality Planning Project seeks to



improve or protect water quality on California's Central Coast through the promotion of water quality management practices. Since January 2001, 33 UC advisors and specialists extended 62 Farm Water Quality Planning Short Courses to 2029 irrigated agricultural producers, supporting the development of individual farm water quality plans. University academics worked with 81 local collaborators from governmental and non-governmental agencies from Santa Barbara to San Mateo County. Representing 930 hours of classroom and field education, programs were adapted to participant needs in individual courses, including six Spanish-language and one Chinese-language program, and delivery to functionally illiterate producers. End-of-course and follow-up evaluations, as well as mail surveys, show that completion of the education curriculum encouraged producers to complete water quality management plans. Producers also reported possessing the information they required to begin to implement water quality protection in their operations.

## **MULTI-STATE PROGRAM WINNER**

### **4-H Volunteer E-learning**

Deb Jones, Utah State University; Jan Hiller, Washington State University; Linda Webb, University of Idaho; Cindy Richmond, Cincinnati, Ohio

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4-H volunteer e-learning was developed in response to time constraints of prospective volunteers and extension agents in the western states who cover multiple subject matter areas. E-learning is composed of four modules providing basic volunteer training for new volunteers and as a refresher course for continuing volunteers. Anyone visiting the state 4-H website can access the training modules. Once a volunteer registers for access to online training, an email is sent to the designated state contact, who then forwards the information to

the county staff for individual follow-up with the volunteer. As volunteers complete each module, they may print a certificate of completion for their records. At the same time, an email notice of completion is sent to the state contact's email address. Its accessibility to visitors of 4-H websites also makes the training tool a marketing tool as well.

## **HONORABLE MENTION**

### **Meth in Montana**

Michael P. Vogel, Lynn Paul, Sandy Bailey, Kirk Astroth  
Montana State University

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One of the nation's most dangerous drugs is methamphetamine. In Montana, 74.3 percent of federal drug cases involve meth, while nationally, methamphetamine accounts for 21 percent of drug offenses. The problems created by methamphetamine in Montana reach well beyond users or dealers. Meth affects public health and safety, family and social services, law enforcement, criminal justice and the environment. Public education is essential in the fight against meth in Montana. To help reduce meth use and manufacturing in Montana, Montana State University Extension created as a statewide collaboration a multidisciplinary and multicultural meth outreach awareness and prevention program. The focus of the outreach approach was the development of two multi-media self-guided and self-contained community action toolkits. The toolkits (one specifically designed for tribal communities and the other for other communities) contain all the necessary materials for planning and implementing a wide variety of meth awareness and prevention educational programs.

### **Seniors CAN**

Claudia C. Collins, Heidi Petermeier  
University of Nevada, Reno

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Seniors CAN is a 16-week program designed to promote health and facilitate independent living for older adults. Participants represent diverse ethnic groups and economic levels. The curriculum is currently being used in more than 36 states and Canada and is listed on Centers for Disease Control and USDA databases. The key to program success is incorporating wellness information into everyday life, translating abstract concepts into practical application. Seniors CAN students demonstrate statistically significant improvements from pre- to post (and post-post) intervention with increased mastery and knowledge and decreased loneliness and stress, constructs associated with better health and a higher quality-of-life for older adults. Minority and low-income participants reflect even greater levels of improvement, suggesting that wellness education can have a stronger impact on those with higher health risk. Interactive community-based education can be an effective Extension strategy to reduce risk and promote both the health and independence of older adults.

## **REGIONAL QUALIFYING PROGRAMS**

### **4-H Summer Science Camp**

Virginia Bourdeau, Mary E. Arnold, Robin Galloway, Ryan Collay  
Oregon State University

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The 4-H Summer Science camp was a two-week residential science, technology, engineering and mathematics camp on the OSU campus. Sixty middle school students attended the camp, which included 30 hours of classroom and field activities with pre-service teachers, 10 hours of mechanical and chemical engineering, field trips to the Hatfield Marine Science Center, the Oregon Coast, the Oregon 4-H Center, MacDonald Dunn Research Forest and the Corvallis area watershed. With guidance from their teacher/mentors, campers worked in teams to select a research question and carry out a scientific investigation. Each team provided a report of their research, accompanied by a PowerPoint presentation to more than 200 parents, faculty and guests at the closing program at Oregon State University. Through participation in the 4-H Summer Science Camp, campers increased their abilities to use science process skills and in the connection domain of the positive youth development inventory.

### **Agriculture and Business Management (ABM) Team**

Jeffrey E. Tranel, Rodney L. Sharp, John Deering, Norman Dalsted  
Colorado State University

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ABM is a group of agricultural economists at Colorado State University responsible for developing and implementing educational programs for the citizens of Colorado. This highly successful team consists of off-campus and campus-based Extension specialists working with farm and ranch families, Extension agents, departmental faculty, agricultural lenders, water users, government officials, policy makers and colleagues around the United States. ABM includes principals and concepts of production economics; accounting and financial statements; budget development and planning; risk management; financing methods and analysis; investment analysis; tax management; labor acquisition and management; legal regulations on business activities; marketing and price determination; and public policy. The team uses a plethora of educational methodologies and is known for its dynamic, interactive and timely efforts to help clientele make informed decisions about the risks faced in their businesses, governments, organizations and families.

### **The Annual Arizona/Utah Range Livestock Workshops and Tour**

Chad Reid, Utah State University; Rob Grumbles, University of Arizona; Kevin Heaton, Vernon Parent, Kim Chapman; Roger Banner, James Bowns, and Dale ZoBell, Utah State University

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In the mid 1970s, livestock grazing was a contentious issue in southern Utah, northern Arizona and southern Nevada. This was due to the completion of the "Hot Desert" Environmental Impact Statement and the concurrent listing of the desert tortoise as an endangered species. During this time, grazing allotments were closed, ranchers were forced out of business and heated arguments and emotions ensued on both sides of the issue. In response to requests from ranchers and land management agencies, both Utah State University Extension (USU) and University of Arizona Cooperative Extension (U of A) collaborated on science-based workshops to improve knowledge and relationships among all parties. The first workshop was held in 1978 and has continued for 30 years educating approximately 6,000 participants, providing cutting-edge, science-based knowledge to the participants and strengthening relationships among all parties.

### **Arizona Community Vitality Initiative**

Cynthia Flynn, Cathy L. Martinez, Dan McDonald, Everett Rhodes, Beth Tucker,  
Juanita O'Campo Waits  
University of Arizona

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The University of Arizona and Cooperative Extension work with individuals and groups (youth and/or adults) to build strong, vibrant and sustainable communities. The Arizona Community Vitality Initiative's (AZCVI) working group believes that community development work is a part of -- not apart from -- the work of Cooperative Extension. AZCVI seeks to promote the understanding and use of community development principles and practices which are integral to effectively address the rapid changes occurring in communities across Arizona. AZCVI targets new Extension professionals and early innovators who recognize the power of community development approaches and trains them in the mastery of community development strategies to mobilize community action regardless of their programmatic focus/discipline. Various strategies implemented include: created a model for capacity building to support systems change to fill the gaps in Extension to fill critical needs, supplied mini-grant opportunities to support community development approaches and provided professional development in community development strategies.

### **Beehive Master Beef Manager Program**

C. Kim Chapman, Dale R. ZoBell, E. Bruce Godfrey, Dillon Feuz, Kerry Rood, Roger Banner, Darrell Rothlisberger, Troy Cooper, Mark Nelson, Linden Greenhalgh, Alicia Wall, Sterling Banks, Dennis Worwood, Ron Patterson  
Utah State University

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Sustainable cattle production is vital to western economies and the risk cattle producers face is a given. Therefore, risk management requires a holistic approach. The Beehive Master Beef Manager Program (BMBM) was devised to teach producers to identify perceived risks within

their operations and use principles taught to develop strategies to manage their risk. Beginning as a Beef Check-off funded Pilot Project, BMBM is now offered in seven geographical areas of Utah. Producers learn the various types of risk through the Right Risk™ computer software. They then determine which aspects of risk have the highest priority to their operation. The results are compiled for each location and programming priorities are established to meet those producer-identified needs. The great strength of BMBM is that the producers establish the educational priorities that address their needs, allowing Extension faculty to target specific areas of concern. The three-year program duration and curriculum-based methodology allows Extension faculty the opportunity to deepen their rapport with cattle producers.

### **Extension Volunteer Organization for Leadership, Vitality & Enterprise (EVOLVE)**

Rhonda Shipp, Bill Taylor, Mary Martin, Milt Green, Roger Coupal, Duane Williams  
University of Wyoming

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The UW CES EVOLVE program is based on the premise that every citizen can and does function as a leader at some level in a community. The future of communities depends on developing individuals' potential to assume leadership roles. EVOLVE is a process that engages communities and counties/regions in creating and customizing their own leadership institutes. It reflects local cultures and builds a critical leadership core to mobilize resources toward opportunities that match the needs of a community and its citizens. EVOLVE empowers participants through leadership institutes that provide civic education to foster an understanding of community decision making, to increase knowledge of the community and issues, and to develop such skills as problem solving, working with groups, enhancing cooperation and dealing with conflict. The UW EVOLVE program has demonstrated positive impact on the 480 graduates of the program over an 11- year period.

### **Hawai'i New Communities Project**

Carol Ikeda, Gavin Maeda, Christine Hanakawa, Myla Gumayagay, Janis Reischmann, Carol Ikeda, Rhoda Yoshino, Joan Chong  
University of Hawai'i

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NCP: Networking, Collaborating, Partnering for Effective Family and Community Programs was a "model" program that delivered comprehensive, collaborative, community-based, educational programs to strengthen and improve the lives of Hawaii's families and communities. Through Community Technology Learning Centers established in Honaunau, Honolulu and Keaukaha, the project provided opportunities for youth, ages 5 to 18, to receive homework assistance, expand academic learning, enhance work preparation skills, strengthen leadership skills and develop life skills. Teens were recruited and trained to teach basic computer usage, deliver programs using 4-H curricula and implement community service projects. Parents strengthened their parenting skills, developed employability skills, improved their literacy level and learned to access information via Internet. All sites received grants for programs and organized 4-H clubs. The project will be sustained as a result of the new partnerships developed, bringing families, schools and communities to work together in these "at risk" communities.

### **Innovations in Niche and Value-Added Marketing**

Russell Tronstad, University of Arizona; Larry Lev, Oregon State University  
Stuart Nakamoto, University of Hawaii; DeeVon Bailey, Utah State University; Rod Sharp, Colorado State University; Wendy Umberger, University of Adelaide, AU; Ruby Ward, Utah State University; Kynda Curtis, University of Nevada, Reno; Ramiro Lobo, University of California; Chris Bastian, University of Wyoming; Kent Fleming, University of Hawaii; Dean Miner, Utah State University; William Riggs, Oregon State University; Etaferahu Takele, University of California; Dawn Thilmany, Colorado State University

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Traditional commodity marketing channels have not provided sufficient returns for many small and medium-sized farmers to maintain a viable on-farm livelihood. Niche and value-added production-marketing systems allow farmers to retain a much higher share of consumer food expenditures, but these strategies are more complex compared to traditional production-marketing systems. This multi-state program addresses how small- and medium-sized producers can transition from low-value commodity production to high-value differentiated products and markets. The "niche" of this program has been to help those that are "caught in the middle" to become more profitable. Key themes are product differentiation, innovative market channels and developing new target markets. Results include more than \$137,000 in competitive grants, award winning publications, numerous workshops, enhanced producer profitability and a website ([www.valueaddedag.org](http://www.valueaddedag.org)).

### **Kinship Kare of Northern Arizona: Grandparents Raising Grandchildren**

Beth Knisely Tucker  
University of Arizona

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Relative-headed households, "grandfamilies", are growing and gaining attention because biological parents have conditions that prevent them from providing safe and consistent care for their children. KKONA, a program of Coconino Extension since 2002, provides programs to strengthen grandfamilies. KKONA's challenge in 2002 was building awareness about grandfamily issues and changing community attitudes to recognize that supporting relative caregivers would result in improving the status of children. Today's challenges are addressing emerging grandfamily needs and pacing the growth of the KKONA program to avoid stressing Extensions capacity. We receive increasing calls from rural communities throughout northern Arizona with requests to conduct discussion groups to support grandfamilies. Our resources were too thin to start discussion groups and we wanted local communities to take the leadership to implement community programs. Thus, we developed a "Trainer of Peer Support Group Facilitators" to prepare volunteers from rural communities to facilitate grandfamily support groups.

## Lost Rivers Grazing Academy

K. Scott Jensen, Charles Cheyney, James Hawkins, C. Wilson Gray, Glenn Shewmaker, Shannon Williams  
University of Idaho

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The Lost Rivers Grazing Academy (LRGA) was developed to improve the sustainability of livestock grazing operations. A mixture of experiential and classroom instruction provides participants with training in Management-intensive Grazing (MiG), a goal driven, flexible method of managing grazing for improved sustainability. The LRGA uses a variety of teaching techniques to facilitate learning. These techniques include traditional classroom instruction, experiential learning, games and simulations. Participants in these workshops come away with a better understanding of the principles involved in MiG and often put what they learn into practice on their own places. This leads to increased efficiency and has helped these producers to improve grazing efficiency and reduce winter feed costs, leading to greater economic stability. This growing network of operators is developing, adapting and implementing more economically efficient and environmentally acceptable methods for harvesting and utilizing forages.

## Mold In Homes and Buildings: Assessment, Prevention and Resolution

Susan Busler, Jeanne Brandt  
Oregon State University

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Mold is highly destructive to homes and possessions. It is a significant allergy and asthma trigger. The economic and health impact of mold in homes and buildings is significantly underestimated. Reliable, unbiased information is difficult to obtain. This project was launched to address the issues related to Mold in Homes and Buildings. This is the most "technology-intensive" effort ever conducted by OSU extension Service. The goals were to: 1. Enable extension faculty and staff across the state to address questions relating to indoor air, moisture and mold and provide consumers with reliable resources; 2. Provide current, unbiased, research based information for professionals and consumers related to the health effects of exposure to mold and how to prevent, identify and address moisture and mold issues in homes and buildings; 3. Identify resources and references for professionals and consumers and keep them readily available on a website and in county offices statewide.

## National Feed Management Education Program for Livestock and Poultry

Joe Harrison, Ron Kincaid, and Kris Johnson, Washington State University; Mike Gamroth, Oregon State University; Deanne Meyer, University of California; Al Sutton, Brian Richert, Todd Applegate and Tamilee Nennich, Purdue University; Robert Burns, Iowa State University; Rick Koelsch and Galen Erickson, University of Nebraska; Larry Chase, Cornell University

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In 2006, the National Feed Management Education Program was implemented for beef, dairy, poultry and swine. The project is designed to encourage adoption of National Resources Conservation Service (NRCS) Feed Management Conservation Practice Standard 592 and feed management practices that have a positive impact on soil, water and air quality. A goal of the project is to assist NRCS staff and agricultural professionals increase their understanding of Feed Management, its impacts on environmental sustainability of livestock and poultry operations and inclusion of a Feed Management Plan as part of nutrient management planning. Outcomes of the project are: 1) a five step process for systematically implementing feed management, 2) species specific implementation tools, 3) an economic decision aid tool for evaluating alternative decisions, 4) curriculum for workshops and 5) a process for nutritionists to become certified in Feed Management. About 1 million livestock and poultry producers can benefit from the products of this education project.

## Planning for the Passing of Agricultural Reservation Land to Avoid Further Fractionation under the American Indian Probate Reform Act (AIPRA) of 2004

Marsha A. Goetting, James B. Johnson, Kristin Ruppel, Keri Hayes, Montana State University; Verna Billedeaux and Tamara Birdsbill, Blackfeet Reservation; Don Addy and Tony Little Owl, Fort Belknap Reservation; Carrie Sue Archdale and Floyd H. Azure II, Fort Peck Reservation; Marilyn Bischoff, University of Idaho; Danielle Gunn, Fort Hall Reservation; Carol Pabawena, Idaho State University

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The federal American Indian Probate Reform Act (AIPRA) of 2004 was enacted to address the problem of *fractionation* on Indian reservations. *Fractionation* means that tribal members inherit "undivided interests" in reservation land—allotment parcels of land where the ownership is often shared with a hundred or more other Indians. The issue is important because *fractionation* undermines the ability of Indian agricultural producers to manage and engage in livestock operations and specialty crops (i.e. potatoes, canola and alfalfa as a cash crop) that are significant sources of revenue on agriculturally-based reservation economies. Prior to June 20, 2006, state laws determined how undivided interests on reservations were passed from one generation to another in the absence of a will. With the passage of AIPRA, federal law dictates the dispersal. The Extension AIPRA program was developed to create an awareness of the detrimental consequences of *fractionation* and to educate Indian landowners and heirs about AIPRA's estate planning provisions to help them avoid further *fractionation* of their ancestral lands.

## Project THUNDER: Teens Taking Charge!

Eric Killian, Maria Lopez-Harris and Willie Daugherty  
University of Nevada, Reno

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Project THUNDER: Teens Taking Charge! is a year-long program that brings together middle and high school youth representing diverse backgrounds, and it provides training in personal leadership, problem solving, workforce readiness and civic responsibility. Adventure-based activities are used to help youth see beyond traditional barriers of race, religion, culture and class, and see themselves as part of a wider

community. Youth attend residential leadership conferences, participate in adventure-based activities such as repelling and trust exercises, take part in ongoing seminars, commit to working together on community projects and begin to apply these skills toward their future work environments.

## **Rural Technical Assistance Program: A Partnership of Colorado Department of Local Affairs and Colorado State University Extension**

Deborah Young

Colorado State University

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The Rural Technical Assistance Program (RTAP) is a partnership of Colorado's Department of Local Affairs (DOLA) and CSU Extension. We link CSU students and faculty with local governments and communities that request assistance with small projects. Students may help with conceptual designs and cost estimates for interiors, facades and/or parks and trails; business plans, feasibility studies and drainage assessments. Products support grant requests to hire professionals, gauge community support or prioritize projects. Students are supervised by faculty from their home departments or by RTAP Specialists Mike Tupa, ASLA, MLA, serving 15 north and northeastern counties, and Diana Laughlin, PhD, serving 19 counties in the upper and lower Arkansas valleys and the San Luis Valley. Collaborators include CSU faculty, DOLA Regional Representatives, Colorado State Historical Society, UC-Denver, Councils of Governments and others. The RTAP serves over half of Colorado's 64 counties and the majority of its rural counties.

## **The Washington State Strengthening Families Program**

Drew Lenore Betz, Laura Griner Hill, Chris Koehler, Diana Castro, Bidisha Mandal, Marcelo Diversi, Renee Overath, Jane Lanigan, Robert Rosenman, Louise Parker

Washington State University

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Early use of substances substantially increases the likelihood of later abuse, so prevention of adolescent substance use reduces long-term costs to society. Washington State University Extension identified substance abuse prevention as a need and spearheaded the statewide dissemination of one of the most effective prevention programs, the Strengthening Families Program for Parents and Youth 10-14 (SFP). A strong partnership with a campus-based prevention scientist has insured a well-integrated research and outreach program and engages collaborators from three Washington state agencies and from Oregon. WSU Extension invested significant resources in expanding outreach to Latino and tribal families by adapting a Spanish language curriculum for state use, training bilingual/bicultural facilitators, translating evaluation instruments and seeking stakeholder input. Resulting data from 128 programs and 2,661 parents and youth document statistically significant reduction in substance use and increases in family protective factors.

## **Wildfire Science – Making a Difference Though Pre Fire Planning**

Glenn Nader

University of California

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The interest in fire science information is increasing with the dramatic fires across the state, including Yuba and Butte counties. The University has expertise that can greatly impact the survival of rural residents and their homes. Farm Advisor Glenn Nader has provided leadership to make UC Cooperative Extension an integral part in the formation and operation of The Yuba and Butte County Fire Safe Councils. Nader has used them as a community education platform during the last 10 years and facilitated these two councils in securing grants totaling more than two million dollars for fire research, pre- fire mitigation projects (planning, fuel breaks, evacuation and shelter in place) and wildfire education. This was accomplished by developing a collaborative program in which federal, state and local agencies work together locally to promote fire safety. This work has resulted in the prevention of three major wildfires, three recognition awards and the creation of a new county fire planner position.

## **WIN Wyoming – Wellness IN Wyoming**

Suzanne Pelican, Karla Case, Sarah Francis, Patti Griffith, Vicki Hayman, Phyllis Lewis, Christine Pasley, Denise Smith, Mary Kay Wardlaw, Ruth Wilson,

University of Wyoming

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WIN Wyoming (Wellness IN Wyoming) is a multi-disciplinary, multi-agency network of more than 130 educators and health-care professionals representing more than 60 public and private entities in 19 states, the District of Columbia, Australia, United Kingdom and Iceland. Over a 10-year period, thousands of individuals have been impacted, having 42,000 contacts with adults and 12,000 with youth via educational programs, professional training and research, all focused on educating people to respect body-size diversity and enjoy the benefits of active living, pleasurable and healthful eating and positive self-image. UW CES has developed and delivered more than 1,464 nutrition/health programs. What distinguishes WIN Wyoming from other health promoting programs is the focus that optimal well-being requires long-term healthy lifestyles. Since its inception, WIN Wyoming has embraced the idea that helping people achieve a healthy lifestyle and its many benefits, including healthy weight, requires attention to physical activity, food and eating, and body image.