



Annie Knowlton, Alto Allstars 4-H Club member, does a radio interview with Rae Nell Halbur after an award winning speech.

CELEBRATING 100 YEARS: 1912-2012

# Fond du Lac County UW-Extension 2011 Annual Report

*We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.*

## Transforming Lives

“I used to run out of food every month. Now I budget, shop and plan for foods my family is going to eat. The WNEP Educators make cooking healthy meals on a budget seem easy and practical to do.”

*-Nutrition Education Participant*

“Overall, being a 4-H member has taught me how to be a respectful, productive member of society with a drive to succeed.”

*-Campbellsport 4-H Member*

“[My] family understands the importance of self-esteem and the impact on the family.”

*-Strengthening Families Program Participant*



This report details our educational activities and outcomes as we celebrate 100 years of Cooperative Extension in Wisconsin. This year we programmed in the areas of Leadership Development, Enhancing Agricultural Industries, and Supporting Healthy Families. We are proud to continue our legacy of quality, accessible, and locally relevant educational programming.



# Leadership Development

UW-Extension provides resources and programs that foster the development of future leaders in the community, support existing leaders, and create and empower new teams. The Fond du Lac County Master Gardeners, Energy Team, and 4-H members and leaders exemplify these efforts.

## Leadership Programs: The 4-H Difference

Today's employers are placing more and more importance on skills like teamwork, collaboration, oral communication and professionalism. Participation in 4-H leadership activities strengthens these skills, as well as skills in public speaking, conflict resolution, multiculturalism, and planning and organizing. Youth develop these skills as club officers, camp counselors, while serving on county committees, and when joining state 4-H teams.

A statewide 4-H leadership study indicates that 63% of 4-H members participate in leadership activities. They do so one or more times a month in partnership with adults.

They engage in service to others, and make decisions that affect the community.

Youth reported that leadership activities improved their teamwork abilities, and impacted their inclusiveness and respect for people, thoughts and ideas different from their own. 60% of youth responded that leadership experiences improved their skills in communication. 67% said 4-H leadership helped them to learn to take more responsibility. 77% said leadership activity made them feel more important and connected to the community. With more than 13,000 Wisconsin youth in 4-H and 700



*4-H members attend a workshop on leading meetings and fulfilling their leadership roles in the offices of President, Vice President, Treasurer, Secretary, Reporter, Sergeant-at-Arms, and Historian.*

Fond du Lac County youth in 4-H, these leadership activities are impacting the future leaders of our county and state.



*VISTA volunteer Camryn Krause pilots the Global Games activity at Boys and Girls Club.*

## Welcoming Inclusion in 4-H

Camryn, a new VISTA (Volunteer In Service To America) started her one year term of service with the UW-Extension Fond du Lac County. Her focus is on fostering and maintaining an inclusive environment within and across 4-H clubs in the county and the community as a whole.

She developed a survey to see how local 4-H clubs build a welcoming, inclusive environment and what resources and supports they need to improve this effort. Surveys were conducted over the phone with 16 club general leaders and 18 "new" families – families involved in 4-H for one or two years. The results will help create a packet of tools and resources for 4-H clubs to be more welcoming to new families and more inclusive of all members.

## 4-H YOUTH AND ADULT VOLUNTEERS

There are over 700 4-H members involved in programs that encourage youth to get involved in community service activities.

325 adult volunteers are registered leaders in the 22 4-H community clubs throughout Fond du Lac County.

## BUSINESS INCLUSION SURVEY

341 employees in 3 companies took a UW-Extension Inclusion Survey in 2011. Results can be used to attract and retain the best workers. Contact Diana Hammer Tscheschlok to bring the survey to your workplace: 920/929-3173 or [Diana.Tscheschlok@ces.uwex.edu](mailto:Diana.Tscheschlok@ces.uwex.edu).



## IN THE GARDEN



*Master Gardeners volunteer at the community gardens where locals grow gardens for food and for beauty as well as protect our wildlife, water and soil.*



*Projects include teaching the public about invasive plants and mentoring new gardeners of all ages.*

## ENERGY FAST FACTS

# \$591,094

Annual electricity and natural gas costs in the City County Government Center on Macy Street, FdL.

# \$59,109 in 5 years

How much the Fond du Lac County Energy Team has targeted to reduce energy costs in the Government Center – 10% over five years.

## FOR MORE INFORMATION

Visit [www.FDLHealthyAir.com](http://www.FDLHealthyAir.com) for updates on air quality, radon, and energy conservation from UW-Extension.

Master Gardeners  
Teach, Lead & Learn

In 2011, the Fond du Lac County Master Gardener volunteers (MGV) logged 3,544 hours of community service and 469 hours of teaching to youth and adults. Here are a few highlights:

- The Fond du Lac Public Library requested help in designing and planting the current beds near their main entrance. Three members took on this project that included general spring clean-up, mulching the beds, acquiring two urns to place near the main entrance and planting them with seasonal items several times a year. The Master Gardener Association (MGA) helped with the funding of this project.
- A large flower bed was renovated in front of the Fond du Lac Humane Society shelter, removing extensive weeds and planting drought resistant perennials and grasses. Low maintenance plants were selected to ensure that the garden is not time consuming for the shelter staff and volunteers.
- The MGV's are working with several of the elementary schools in Fond du Lac to establish gardens that are being used in the teaching curriculum.

•The Horticulture Helpline staff was busy again this year with phone coverage three days per week from April 11 through September 30. The team of seven MGVs responded to 118 phone calls and 37 emailed questions. The major issues for the growing season were disease and growing conditions.

•MGV's continued to improve and maintain gardens at the UW-Fond du Lac campus, Veterans Memorial Park, and Free Spirit Riders.

## Energy Savings

Fond du Lac County spends almost \$600,000 per year on energy costs in the City/County Government Center. The City of Waupun could save \$30 per year by removing three light bulbs in City Hall. Both municipalities learned detailed facts about their electricity and natural gas usage this summer as UW-Extension Pollution Prevention Intern Alysa Bradley analyzed current spending and explored savings opportunities.

Authoring and receiving a grant from the WI Environmental Education Board allowed Community Development Educator Diana Hammer Tscheschlok to form an Energy Team with Fond du Lac County. 18 employees participated in multiple educational sessions and developed a presentation to teach their coworkers about energy conservation and efficiency. Based on their new knowledge, the energy team set a goal to reduce county energy expenses by ten percent over five years. The City of Waupun will be working with a second UW-Extension intern in 2012, moving toward their goal of having 25 percent of their energy sourced from renewable sources by 2025.



*Fond du Lac County Energy Team members Joe Sabel and Rick Kiefer observe watt meter readings of appliances during a UW-Extension Energy Team training.*

# Supporting Healthy Families

Between 2000 and 2010, the numbers of single parent households increased as the number of people married with children decreased. During that same time, the percent of residents living in poverty increased 6.6% (Census 2010). The programs outlined here provide valuable information for families either ahead of and preventing a crisis or at their most vulnerable, whether divorcing or adjusting to an unexpected drop in income.

## Sustaining Family Relationships

Children adjust successfully to divorce and separation when they maintain a close, personal and supportive relationship with both parents and have parents who can cooperate with one another in a non-conflicted way. Annually, Fond du Lac County Family Court Services and Family Living Educator Shelley Tidemann help

nearly 300 separated and divorcing parents understand how to keep their children out of the middle of their divorce process. Those attending the co-parenting program report increased awareness and willingness to use "I" messages, to help the child have a positive relationship with the other parent, and to talk directly to each other rather than using the child to communicate.

## Teaching Child Development

Tidemann continues to partner with Agnesian Healthcare and local Kiwanis Clubs to distribute the "Parenting the First Year," newsletter to any family of a newborn in the county through mail or email. The series continues with newsletters specific to the child's age in the second and third years and



reached 737 families in 2011. With positive evaluations from parents about the timeliness and relevance of information based on their child's age, Tidemann is beginning a new partnership with FDL County Health Department. This next installment, "Preparing to Parent," will be used with 150 expectant parents in 2012.

## Building Financial Capability



*Money Smart Week teaches financial literacy.*

Financial security is the goal for many Americans. Financial security is defined as an individual's or family's ability to meet short-term needs and to prepare for the future. The path to financial security requires accessible and accurate information, as well as financial competency in earning, spending, saving, borrowing, and protecting.

With current economic challenges, Fond du Lac County families have the task of rebuilding their household balance sheets, recalibrating personal spending plans, dealing with debt, and setting savings goals. Financial education opportunities were provided to 314 individuals in 2011 by Tidemann. "Cutting Back and Keeping Up," "When There is a Drop in Income" and "Where Does the Money Go?" are three educational programs, focused on basic personal finance concepts, which were taught at the Job Center, Fond du Lac City/County Building and other agencies.

Youth Financial Literacy Reality Day with Fond du Lac High School engaged 500 students in an experiential learning activity of potential financial situations they could face as adults.

In Fond du Lac County, over 28% of occupied housing units are renter occupied. Rent Smart/Tenant Education programming continues as a strong program with 140 individuals attending classes in 2011.

In evaluations, participants noted the following learning outcomes from attending Rent Smart classes:

- increased understanding of how landlords review credit reports
- increased confidence in identifying important provisions in a rental agreement
- increased understanding of the importance of completing a rental condition checklist when renting an apartment.





## Wisconsin Nutrition Education Program

The Wisconsin Nutrition Education Program (WNEP) is funded by the USDA and helps limited income families and individuals with nutrition, food safety and food budgeting. Since its inception in UW-Extension in 1969 and Fond du Lac County in 1971, the program has used the USDA food guides as the cornerstone to teaching healthy eating.



WNEP's focus has shifted greatly over 30 years. In 1971, the USDA "Guide to Good Eating" was about four basic food groups and a concern that Americans were not eating

enough food. In 2011, the USDA "My Plate" displayed five colorful food groups in a form familiar to most Americans, a dinner plate. Today's most pressing health concerns are overconsumption of calorie-dense foods and high rates of obesity.

The program reaches more people than ever. Between 1978 and 1986, WNEP taught 2,720 individuals about nutrition. By 2011, a total of 5,209 individuals participated in the program, and 3,333 (64%) learned about healthy eating. Participants included:

- 2,921 (56%) youth;
- 2,288 (44%) adults, including parents and seniors;
- 3,109 (60%) females; 2,100 (40%) males;
- 1,110 (21%) Hispanic/Latino;
- 4,099 (79%) non-Hispanic/Latino, including Asian, African American and Caucasian.

### FAST FACTS

1986

**53%** of participants started using the

USDA food guide to eat healthier after participating in a WNEP education program, compared to only 5% reportedly using it prior to the sessions.

2011

**75-94%** of WNEP participants

state they will eat more whole grains, vegetables or fruits, and have learned the importance of dairy consumption thanks to this educational program.

## Enhancing Agricultural Industries

In 1912, the main goal of UW-Extension was to support farmers and their families who formed the majority of state residents.

In 2012, UW-Extension has diversified our programming as the state has changed, though we are still the primary educational resource for agricultural producers. Here are some of the ways we supported agriculture and ag-business in 2011.

### Forage Crop Production and Education

Forage crops are a major source of fiber and nutrients for the dairy cow, and play a large role in keeping soil on the field and out of lakes and streams. Fond du Lac County has one of the largest local forage councils in the state. The council is comprised of producers, agribusiness professionals, and agency personnel. Together, they help to identify educational needs, provide economic support, and assist Mike Rankin at the UW-Extension. As crops and soils agent, Rankin works with the Council to carry out programs to make the forage enterprise more profitable.

A few of the supportive educational programs provided by UW-Extension and the Fond du Lac County Forage Council in 2011 included: the alfalfa scissors-cut program, which helps producers identify the optimum time for cutting; the corn silage dry-down program, which identifies corn whole plant moisture content for harvest timing; a forage council summer twilight meeting; and the Dairy Forage Day, an annual educational seminar held in December. Several county forage producers are also involved in field research projects being coordinated by UW-Madison crop specialists and Rankin.

### Midwest Manure Summit

A key challenge to the dairy industry is the proper management of byproducts. Manure management is critical to the wellbeing of the dairy industry. To tackle this challenge, Paul Dyk, UW Extension Dairy and Livestock Agent (through May 2011), in cooperation with other area UW-Extension colleagues, organized a two-day conference called the Midwest Manure Summit. Their goal was to facilitate the transfer of knowledge and resources to enhance

the growth of the dairy industry, protect the environment, and stimulate innovations in manure handling and processing. Held at Lambeau Field, the event was attended by over 200 people from multiple states. The attendees represented dairy producers, agribusiness and government agencies. Topics included digesters, phosphorus recovery, pathogen safety and groundwater quality.

**\$290.4 Million**

Total value of agricultural products sold in Fond du Lac County. -2007 Census of Agriculture





Since 1912, Cooperative Extension has educated WI communities about agriculture, natural resources, youth development, finances, and nutrition. Here are excerpts from our work in Fond du Lac County.

### 1930 Agriculture Agent Report

"A great deal of time has been spent on dairy and livestock production projects together with related problems of soils, marketing, etc., and 4-H club work along livestock lines.

It is impossible to discuss all the different phases of our work, as we have had calls for information on every line of activity pertaining to the farm. We have had, for example, 989 calls to the office and 527 telephone calls, practically all of which have asked for information of some kind."

### 1943 Family Food Supply

"There is a need for each farm family to grow as much of their own food as possible not only for economic reasons but to comply with war needs....Garden planning and the encouragement of best garden practices were brought to people in the county through newspaper publicity, general meetings, circular letters and other miscellaneous methods."



George Schultz, Empire, shows several 1953 county board members the features of his new disease resistant, winter hardy alfalfa.

# Cooperative Extension Celebrates 100 Year Anniversary!

## 1956 Wise Use of Consumer Credit

"Five leader training meetings on this subject were attended by 85 women. In a discussion type meeting, advantages and disadvantages of using credit, as well as the various types of credit available were brought out. The interest rates and a formula for figuring these rates from the various credit sources proved quite interesting. The most common sources of consumer credit were banks, stores, mail order houses, and private loan companies.... Of great value in this meeting was the assistance received from local banks and finance companies and their cooperation in giving information on their loaning practices."

## 1965 4-H Community Beautification

"More than 20 4-H clubs planned and carried out activities to improve the appearance of their community. They embarked on many paint and fix-up campaigns; weeds and brush were cut; lawns mowed; flowers planted; mail boxes painted....A countywide trash barrel project had each club make trash barrels for their community and for the County Fair where over 40 trash barrels were put to use by the fairgoers."

## 1974 Food Resources and Human Nutrition

"The Expanded Food and Nutrition Program (EFNEP) continued to serve limited resource homemakers....In an attempt to reach disadvantaged teens with nutrition and personal development information, a ten week course was cooperatively sponsored with the Big Sister Program. 14 girls were involved in the Teen-Age Leadership workshop."

## 1993 Local Government Education

"UW-Extension faculty helps community leaders improve the way they make decisions, understand, and implement new legislation and develop effective inter-governmental relationships through teleconferences, video-satellite programs, and presentations at local town board and county unit meetings. Specialized area workshops were offered ... for town officials. Programs focused on liability issues, ethics, open meeting laws, zoning, and other issues."



UW-Extension has provided education on energy use since electricity was first installed in local homes. A 1951 publication, "Electricity in Your Home: Use it safely, efficiently, economically," discusses how to change fuses, unplug cords from walls, and avoid shocks. The picture shows a 4-H electricity project group in 1957.

### YOU ARE INVITED

The **Windhover Center for the Arts** (51 Sheboygan St., FDL) will have an exhibit about the 100<sup>th</sup> anniversary of Cooperative Extension in August and September. Join us for the opening reception on **Friday, August 17, from 5:00-8:00 p.m.**



# Organizational Partners of UW-Extension in 2011

- ACH Foam Technologies
- ADVOCAP
- Agnesian Healthcare
- Alliant Energy
- Arc Community Services of Fond du Lac
- Association for Home & Community Education
- ASTOP
- Aurora Health Care
- Beacon House
- Berry House
- Boys & Girls Club
- Campbellsport Chamber of Commerce
- Campbellsport News
- Citizens First Credit Union
- City of Fond du Lac
- City of Waupun
- Companion Animal Care
- Ebony Vision
- Family Resource Center
- Farm Bureau
- FDL Area Foundation
- FDL Area Association of Commerce
- FDL Asthma Coalition
- FDL County Agri-Business Council
- FDL County Agricultural Society
- FDL County Aquatic Plants Coordinator
- FDL County Board
- FDL County Code Enforcement
- FDL County Community Partnership for Young Children
- FDL County Dept. of Social Services
- FDL County Energy Team
- FDL County Executive's office
- FDL County Forage Council
- FDL County Health Dept.
- FDL County Holstein Breeders
- FDL County Job Center
- FDL County Land & Water Conservation Dept.
- FDL Credit Union
- FDL Housing Authority
- FDL Housing Coalition
- FDL Public Library
- FDL School District
- Focus on Energy
- Food Providers Network
- Fox River Industries
- Fox Valley Savings Bank
- Fresh Start-ADVOCAP
- Gannett Newspapers
- Girl Scouts
- Head Start
- Home Builders Assoc. of FDL & Dodge Counties
- Hispanic Latino Advisory Board
- Horicon Bank
- HR Consultant
- Integnet
- JF Ahern
- Just Fare
- Kondex Corp.
- KFIZ/K107 Radio
- Lakeside Evening Kiwanis Club
- Leadership Fond du Lac
- Legal Action
- Marian University
- Marine Credit Union
- Mercury Marine
- Michels Corp.
- Mid-States Aluminum Corp.
- Money Smart Week
- Moraine Park Technical College
- Morning Kiwanis Club of Fabulous FDL
- National Exchange Bank & Trust
- Noon Kiwanis Club
- Northeastern Wis. Area Health Education Center
- Ripon Chamber of Commerce
- Ripon Commodity Foods
- Ripon Commonwealth Press
- Ripon Community Thrift Store & Pantry
- Ripon Food Pantry
- Ripon League of Women Voters
- Sadoff & Rudoy Industries
- Salvation Army
- Service Learning Task Force
- Solutions Center (Bethany House/FAVR)
- Transitional Living/Independent Living
- United for Diversity
- United Way
- UW Fond du Lac
- UW Fond du Lac Continuing Education
- Village of North Fond du Lac
- VISTA
- Volunteer Center of FDL
- Waupun Chamber of Commerce
- Waupun Utilities
- WFDL/WTCS Radio
- WIC (Women, Infants, Children)
- Wildlife Acres
- Windhover Center for the Arts
- Wis. Dept. of Natural Resources
- Wisconsin Towns Assoc. FDL County Unit
- WRPN Radio
- Youth for Christ



## BEING A UW-EXTENSION PARTNER

Being a partner with UW-Extension means something different for each individual organization or business. In everything we do, we strive to collaborate with others to meet community needs. A few reasons we partner include:

- To reach out to underrepresented audiences.
- To educate employees, volunteers and clients served.
- To consult on specific topics.
- To provide organizational development and program support.
- To accomplish large tasks or goals.

Contact UW-Extension if your organization, business, or client group could benefit from high quality, objective information and decision-making processes.

*An EEO/AA employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements.*



## 2011 Staff Updates

2011 began with the retirement of Family Living Educator and Department Head **Nan Baumgartner**. Nan began her 34-year career in Langlade County in 1977. She came to Fond du Lac County in 1980.

In May, **Paul Dyk** took another position and we welcomed **Irv Possin** out of retirement as an interim Dairy & Livestock Agent for six months. Our new Dairy & Livestock Agent, **Tina Kohlman**, comes to us from Sheboygan County and will begin working 80% time on May 1, 2012.

In August, VISTA volunteer **Elba Carbajal** finished her two years with us, and **Camryn Krause** joined our team to work with 4-H clubs and other community groups on inclusion for one year.

In October, **Amanda Miller** began as WNEP Coordinator and Family Living Educator. She stepped into shoes most recently filled by **Shelley Tidemann**, who is now a full-time Family Living Educator and co-department head with **Denise Retzleff**. Also this month we said goodbye to **Julia Salomon**, Cooperative Extension School Breakfast Specialist, who was based in our office for almost two years.

In November, **Communications Assistant Noreen O'Brien** began natural resources marketing duties as a backfill for **Diana Hammer Tscheschlok**. Diana has a temporary 15%-time appointment on the Civil Rights Leadership Team with Cooperative Extension. Also this year, **Marie Stafford**, 4-H Youth Development Assistant, adjusted her time down to 80%, and WNEP Educator **Sharon Woolhether** adjusted her time from 60% to 50%.

In spite of all the staff changes, we developed an office marketing plan and have begun to coordinate publicity and branding efforts so more of our current participants are aware of a broader range of our programming. We hope this report reflects to you our commitment to teaching the people of Fond du Lac County how to improve their lives.

## Current Staff

Ann Kaiser, Program Assistant  
Gloria Kelroy, Program Assistant  
Tina Kohlman (starting May 1, 2012), Dairy and Livestock Agent  
Camryn Krause, VISTA  
Amanda Miller, Family Living Educator/WNEP Coordinator  
Pamela Nelson, WNEP Educator  
Noreen O'Brien, Communications Assistant  
Patty Percy, Community Garden Coordinator  
Mike Rankin, Crops and Soils Agent

Denise Retzleff, 4-H Youth Development Educator/Co-Dept Head  
Kristine Schaeffer, WNEP Educator  
Kathy Schneider, Program Assistant  
Sue Siegesmund, Program Assistant  
Marie Stafford, 4-H Youth Development Assistant  
Shelley Tidemann, Family Living Educator/Co-Dept Head  
Diana Hammer Tscheschlok, Community, Natural Resource, and Economic Development Educator  
Sharon Woolhether, WNEP Educator

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*Nan Baumgartner retired after 34 years.*