

Northeast News

A District Newsletter

Vol. 02 • No. 01

From the **District Director**



Eric Simonne

DED
NE District
simonne@ufl.edu

Extension is Reality... Show it Off!

“Deadliest Catch”, “Ice Road Truckers”, and “Ax Men” are a few of the many reality shows that highlight the core skills and risk of professions such as seamen, truckers and loggers. Who can look at a plate of Alaskan King crabs now that we know what it takes to bring this delicious meal to our plate? Who can indifferently look at the road pavement now that we have seen trucks pulling 60,000 pound loads disappear into melting lakes like a cube of sugar in a glass of water? Who still says “cut” rather than “harvest” when it comes to collecting timber? While these shows are entertaining and exciting, they are educational too. They help the public better understand these jobs, and thereby, do a great deal of advertisement for them. Today, our Extension jobs also could use a little advertisement. So, what would it take to develop a similar show on Extension education? Aren’t our jobs full

of excitement, risks, rewards, and unexpected situations? Don’t our agents have a set of skills that help them handle the unexpected? Which of you ever had a dull, boring Extension day?

At our recent CED meeting, Brian Estevez, Tim Wilson and Al Williamson demonstrated how good quality videos can be made and edited simply and inexpensively using Flip cameras. Could we use this technology in designing, shooting, editing and producing the episodes of our reality show’s first season? They convinced me that we could! So, I would like to challenge each Extension office in the Northeast District to develop a short video (60 to 75 seconds) using Flip technology in putting together one episode of our new show. Propose a title for the show and send your video in its final version to the DED office no later than April 30, 2011. Entries will be displayed and rewarded at the faculty meeting on May 10-11. Let your creativity flow without barriers!

Yet, another show about jobs has further pushed the limits. In “Undercover Boss”, the camera follows an executive for several days in an undercover mission to

continued on next page

January – March 2011

In this Issue

Green Team Offers Timely Programming Required for Horticulture Professionals	2
Busting Stress in Duval County	2
Highlighting Madison County	3
Roaming Interview	4
Begin with the End in Mind	6
Using Office Communicator in the Extension Office	7
Shared Governance: Jump on Board!	7



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

examine the inner workings of his company. While working with some of his employees, the baffled, confused, frustrated, and sometimes angry undercover boss not only sees firsthand how his employees work, the type of decisions they make, the conditions they work in, and how they represent the company, but also how resilient his employees are, how well they separate their personal

misfortunes from their happy-to-be-on-the job attitudes, and how well they provide one-on-one service. In the end, the undercover boss understands how the cold decisions that he has taken in his office affect the lives of his dedicated employees. A moving and humbling realization moment for any boss! My favorite quote from one undercover boss is “Our company is stronger thanks to each

of you!” I do not plan to show up at your doorsteps as an undercover paraprofessional or newly moved volunteer, but I liked how that quote read when applied to IFAS Extension: “IFAS Extension is stronger thanks to each of our agents!” How true, and thank you for what you do!

District Life



Jim DeValerio

Bradford County
Extension
jtd@ufl.edu

Green Team Offers Timely Programming Required for Horticulture Professionals

What is the “NE Green Team” and why is it relevant? The NE Green Team is a group of horticultural agents in the Northeast District, Putnam and St. Johns County who have homeowner, commercial and/or builder/developer programming responsibilities. This article will showcase important programming being implemented for

horticultural professionals and landscape workers. I will leave homeowner and builder development program efforts for another day.

Florida communities boast attractive landscapes that increase property values while enhancing the quality of our outdoor experiences. The demand for pleasing landscapes drives an industry that stimulates the sale of foliage plants, woody trees and shrubs, fruit trees, turf, fertilizers, pesticides, irrigation supplies and yard tools. Additionally, there are significant service industries that include landscape professionals who perform such services as plant installation, mowing, fertilizing, weeding, irrigation and pruning of local landscapes. The landscape workers apply pesticides, fertilizer and water which, if applied correctly, meet Florida Friendly Landscape (FFL)

criteria. If used incorrectly, these same products can potentially become environmental pollutants such as nitrates or phosphates through runoff and/or leaching.

The Florida Department of Agriculture and Consumer Services (FDACS) require anyone who applies pesticides herbicides (including RoundUp), insecticides, fungicides, etc. as part of their business be licensed by the State of Florida. Penalties for breaking the law can be as high as \$5,000 per violation!

UF/IFAS Extension Faculty on the NE Green Team have organized consistent, quality training which is offered throughout the region to professional landscapers. Please check with your local Extension Office for specific times and locations of a training session near you.

Success Stories



Stephanie Toelle

FCS Agent IV
Duval County
stoelle@ufl.edu

Busting Stress in Duval County

Jacksonville is a stressful place to live for many. Thirty-eight percent of our children live in single parent families. Over 8,000 grandparents have

primary responsibility for raising their grandchildren. Sixty-two percent of children under the age of six have each parent in the labor force. Plus, we have an extremely high divorce rate at 68%. Those are just a few family variables related to stress, which often have

continued on page 4

Featured County Extension Office

Highlighting on Madison County

By **Diann Douglas**

Madison County Extension Director and FCS Agent
ddoug@ufl.edu

Madison is a beautiful rural county in North Florida bordering the Georgia line. A great place for a weekend getaway, you can enjoy biking, boating and bird watching. A rails to trails path extends six miles, Cherry Lake is home to a 4-H camp and Blue Springs State Park is on the east side of the county.

With a population over 19,000, Madison has a history of a strong agricultural community, generating 43 million dollars annually in agriculture products. Approximately 700 farms account for 150,000 acres in production, Madison ranks 3rd in the state in broiler production and 4th in corn production.

We have four Extension agents on staff, Dan Fenneman covers agriculture, Becky Bennett is the 4-H coordinator



Madison County Extension staff: Dan Fenneman, Agriculture/Natural Resources Agent, Covey Washington, Horticulture/Small Farms and 4-H Extension Agent, Diann Douglas, CED and FCS, Beth Brinson, FNP and Becky Bennett, 4-H Agent

and I'm the family and consumer science agent. Our newest addition, Covey Washington is a FAMU agent in small farms and horticulture. We also benefit from the programming of four multi-county agents in our district; Bob Hochmuth, Linda Landrum, Carolyn Saft and Mary Sowerby. Beth Brinson is our FNP program assistant and is

known to her young students as the "Vegetable Lady."

Our county support staff are Heidi Waller, office manager, known to all as our computer whiz and Theresa Williams, program assistant, who is very talented and assists with all programs.

Quiz Question

By **Cathy Rogers**

Family and Consumer Sciences – Suwannee County
cjrogers@ufl.edu

Last issue question: If all the boxes of Florida tomatoes shipped in a recent crop year were laid end to end, they would reach from Miami to?

Answer: Round trip to Beijing, China, with an additional path to Madrid, Spain. There have been over 60.48 million cartons of Florida tomatoes shipped in a typical successful season crop year.

In the early 20th century, this nut producing tree was planted on over 10,000 acres in NE Florida and had the potential to become more important to the state than citrus. After WWII, the industry was crushed by freezes, foreign competition, and the development of synthetic substitutes. The tree is now listed as a FLEPPC Category II exotic pest plant.

What was the tree?

Busting Stress in Duval County continued from page 2

economic and health consequences. Long-term stress is linked to gastrointestinal problems, cardiovascular damage, weight gain or loss, disease vulnerability, memory and thinking problems, fatigue, muscle reduction, reproductive problems, and sleep problems!

Stephanie Toelle, FCS Extension Agent IV specializing in personal and family well being has led the effort in Duval County. The Duval County Family and Consumer Sciences program has

reached out to breast cancer survivors, a local rescue mission, airline call center employees, financial institution employees, women in a drug rehab/pre-work release program and the public library. Through the Stressbusters program, these men and women identified their unique sources of stress, considered their physical and mental reactions to stress and learned ways to cope and alleviate stress. We practiced deep breathing, progressive relaxation, autogenic relaxation, and visualization. The facility for women in the pre-work

release program requested a CD of the guided exercises and later reported to me that it became a regular part of their recovery program. Audio files of the exercises have been shared on request of participants at other sites so they could continue to practice the new techniques. Overall, 56 individuals participated in Stressbusters, and 100% reported that they learned something and that the program was helpful.

Roaming Interview Section

By **Larry Figart**
Duval County Extension Agent
lfigart@ufl.edu

This issue's roving 10 question interview features Dr. Keith Diem. Keith began work with IFAS Extension in October 2010. Keith began his Extension career as a County 4-H Agent in 1982 and has since served as a County Extension Director, State Extension Specialist, State 4-H Program Leader, Regional Extension Director, and Professor in multiple states. As Associate Dean and State 4-H Program Leader, he is responsible for overseeing the Florida 4-H Youth Development Program. Keith sees a key role as providing support for County 4-H Agents and other Extension faculty to, in turn, support volunteers in providing positive youth development experiences in their communities. He is a tenured professor in the Department of Family, Youth, & Community Sciences.

Where are you from/where did you grow up? Southern New Jersey (suburban Philadelphia area).

How and when did you decide you wanted to be an Extension agent? I was a long-term 4-H member, fully intending to become a veterinarian and had been admitted to multiple land-grant universities with vet schools. During the summer before entering college, I started to realize that, in essence, I'd rather work with kids with animals than animals. So, I added a dual major in agricultural education instead of just animal science. Nearly 29 years later, I have never regretted my career path.

What are your hobbies? With two young daughters (ages 3 & 6), I have far more interests than time. Hobbies I have managed to maintain are motorcycling, flying (as a private pilot), and photography.

If you won the lottery tomorrow, what would you do/how would you spend your time? First of all, I can't remember the last time I bought a lottery ticket so it'd be hard to win. But, if I did, I'd probably continue doing most of what I'm doing now but without worrying

about how to pay for the kids' college education.

Where did you go on your last vacation? Ironically, Florida, just before I was offered a job here.

What was the last book you read? I tend to read multiple books at a time, usually non-fiction, such as how-to books, and sometimes listen to audible books while driving. For the past few years, my reading list has consisted of the likes of "Goodnight Moon" and "Is Your Mama a Llama?" but I am currently reading George Carlin's autobiography, "Last Words." I also faithfully read USA Today, Newsweek, Macworld, & AOPA Pilot.

What is the weirdest question you had to answer as an extension agent? "That's such a cute job, do you get paid for it?"

Do you play a musical instrument? I love music but have no musical talent. I have tried guitar, piano, dulcimer, and harmonica but without much success. I

continued on next page

have made up for it over the years with an eclectic record/CD collection ... and currently have about 8,000 songs on my iPod. I'm proud to say I bought a 1st generation iPod in 2001 ... when barely anyone knew what one was!

What is the most exciting place you have ever visited? I have traveled to a variety of interesting places over the years, from the Arctic Circle to Zimbabwe. My proudest travel feats were an 8,600-mile solo motorcycle trip from N.J. to Alaska (resulting in visiting my 50th state – 49 by motorcycle); and two coast-to-coast solo flights in my single-engine airplane.

State something about yourself that most people don't know about you. Take your pick from the following:

- I paid much of my way through college with a variety of jobs including mowing lawns, shoveling snow, working as a newspaper carrier, bartender, and school janitor at night.

- I met my best friend at 4-H camp when we were age 9. (We're still friends even though we have often lived thousands of miles apart.)
- As a career goal in grade school, my friend and I intended to move to Arizona and start a turtle farm.
- I maintained a working weather station in my backyard from elementary through high school.
- I rode my bike 8 miles each day to visit my horse I bought with money earned via my newspaper route.
- I was momentarily intercepted by a fighter jet when I flew my airplane near Camp David while the President was in residence. (I thought it was best not to take a picture of the F17 that circled my plane.)
- I was held up at gunpoint in downtown Chicago in 1980. It was the second story of the evening news, with the Iran Hostage Crisis being number one.
- By age 16, I had made three "century" rides (100+ miles per day) on my bicycle.

- In high school, I was invited to a presidential inauguration, which I attended.
- While working at a horse farm one summer during college, I got to see Secretariat and Seattle Slew.
- I attended the Kentucky Derby and the Indianapolis 500 in the same month.
- I have seen Bruce Springsteen & The E Street Band in concert at least 20 times, in 11 venues in 7 states.
- As a kid, had pets ranging from dogs, cats, snakes, turtles, lizards, toads, frogs, fish, mice, hamsters, rabbits, chickens, and a horse. My mother was tolerant of all – except when she found the boa constrictor in the washing machine.
- I have never missed a day of work due to sickness.
- I have attended every national NAE4-HA conference since 1984. Maybe I should finally skip one ... perhaps in 2012. (ha ha)



Teaching Tips



Kirby Barrick

Professor
Agricultural Education
and Communication
kbarrick@ufl.edu

Begin with the End in Mind

In last fall's issue of *Northeast News*, Brian Myers shared six keys to teaching adults. The first key was "explain the purpose and objectives for the workshop." Let's expand on that concept.

Well-written objectives start with the answer to this question: what will the participants be able to do (more, better, different) as a result of successfully completing this workshop? Planning a workshop from that point is called *beginning with the end in mind*. Adult educators must think about and clearly write out what it is that they want the participants to do, how they will change their behavior based on what they learn in the workshop. And those thoughts will lead to well-written objectives for the program,

which leads to better teaching, which leads to better learning, which leads to opportunities to assess instruction based on outcomes and impact.

In the education community there is much rhetoric about behaviorism, constructivism, positivism, critical thinking, inquiry . . . the list goes on. For most of us, the differences among them are probably inconsequential. The point of it all is that learners need to know where they are going and what they can do as a result of the learning experience.

Sound objectives are focused on the learner. They do not enumerate what the educator will do; they describe what the participant will achieve. "Use Power Point" is instructor-focused; "calculate net worth" is learner-focused. Sound objectives include an action verb that describes learner performance. The easiest way to help ensure that objectives are focused on learning is to begin each (at least mentally) with the phrase, "Upon successful completion of the workshop, the participant will be able to?"

Sound objectives are also measurable. A desire for participants to "understand" is not measurable; there is no observable action to understanding. The classic work of Benjamin Bloom on the cognitive domain of learning leads us to six levels of learning and examples of action verbs that help us prepare good objectives for our teaching. Search the web using "Bloom's taxonomy verbs" and you will find lots of resources for writing measurable, learner-focused objectives.

Finally, remember that we are working toward the end, the outcome. Be sure to share the proposed end results of the workshop with participants at the beginning of the session. Refer to the objectives occasionally, especially when moving from one objective to another. Knowing where they are headed should not be a secret for the participants. And finish the workshop with a review: this is what we accomplished in today's workshop.

Did you know

Andy Toelle, Chris Decubellis, and Lori Wiggins have been working hard for the past year developing a 4-H embryology website. The development of this website was funded through an enhancement grant. This website is full of teacher and student resources and ed-u-taining videos! There are articulated power points, teacher lesson plans, and other wonderful resources for anyone conducting embryology programs in your county. Click on the link below and then YOU can discover what happens in 21 days....

<http://florida4h.org/projects/embryology/>

Information Technologies

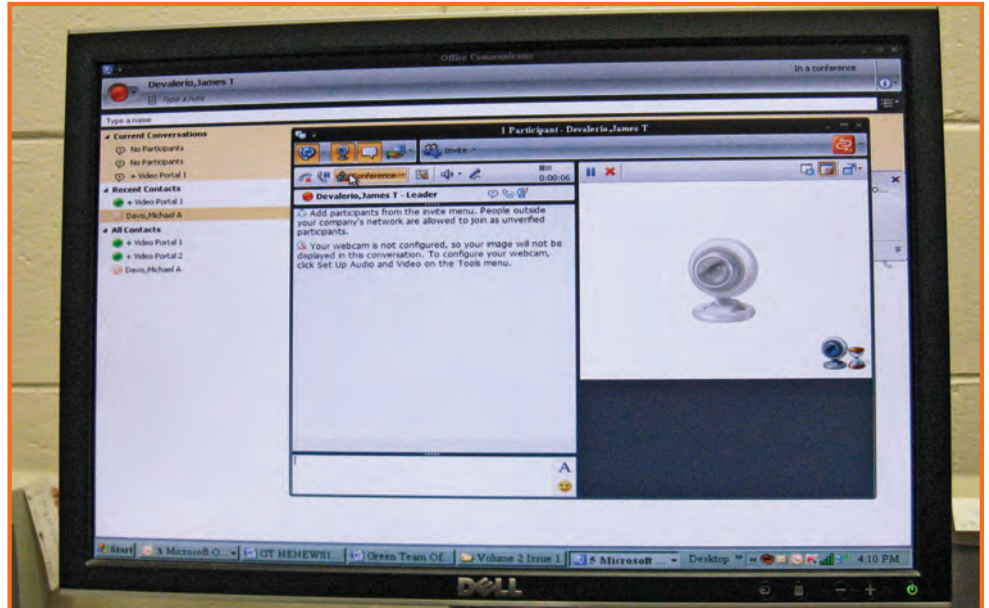


Michael A. Davis
 CED and Ag Agent
 Baker County
 Extension Service
 michael.davis@ufl.edu

Using Office Communicator in the Extension Office

Office Communicator (OC) is a communications tool from Microsoft that can be used to create a videoconference link between two or more parties via an internet connection. The program can fully integrate with other Microsoft Office products that you have on your computer, but does not need these programs to run.

Many Extension offices are using OC in addition to or instead of Polycom units. Office Communicator can connect to existing Polycom connections; however, a Polycom unit cannot connect to an OC originated videoconference. The program is free to use if you are a UF employee and can offer savings compared to the yearly service fee for a Polycom unit. The typical Polycom unit costs



The Office Communicator video conferencing screen.

approximately \$900 each year for a service contract.

To use OC, you will need an internet connected computer, a webcam with a microphone and a complete installation of the OC files. Please note that the computer needs to have a UFAD address (your office computer should be set up this way, while you can use VPN service with laptops when you are away from the UFAD network).

Decent webcams can be purchased from various vendors and are usually under \$100. A complete description of OC, including installation instructions, can be found on the UF IT Wiki page (wiki.it.ufl.edu). You will need your Gatorlink username and password to log on to the site. You can also talk to you office IT service person if you have any questions of issues.

How Does the University of Florida Work?



Tim Wilson
 Bradford County
 Extension Director
 and Livestock Agent
 timwilson@ufl.edu

Shared Governance: Jump on Board!

As Extension faculty in Florida's Land Grant University, we understand its mission: teaching, research and extension. To our clients, we provide teaching and research on a day-to-day

basis, but unlike our counterparts outside of extension, we are a resource to our clients that they cannot find anywhere else. We provide an unbiased, scientifically sound opinion on virtually any issue they may have, and aim to help them find their answers. We focus on

continued on next page

making **IMPACTS** in the communities and industries we serve.

Seventeen years ago the University of Florida established shared governance. This provided an opportunity for University faculty members to step up and represent their department, unit or Extension District in the decision making process. Since then, the Northeast Extension District has had representatives on the Faculty Senate and the IFAS Faculty. Some of you have served on one or both of these groups, but for those of

you that have not; I invite you to “Jump on Board”.

Opportunities are available for you to volunteer and serve. During the last IFAS Faculty Assembly meeting on January 24, 2011, the Chairman encouraged representatives to seek willing and interested faculty to nominate to serve in a variety of roles. A list of committees, boards and councils can be found on the Senate website (<http://www.senate.ufl.edu/committees>).

If you're not already serving in shared governance, I encourage you to consider this opportunity (It will look nice in the University Governance section of your ROA). If you're interested in any of these positions, please contact Dr. Ken Cline, IFAS Faculty Assembly Chairman at kcline@ufl.edu or me at timwilson@ufl.edu. You must have your nomination forwarded by Dr. Cline for consideration.

Northeast District **County Extension Offices**

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

Clay

2463 SR 16 West
Green Cove Springs, FL 32043
Phone: 904.284.6355

Columbia

164 SW Mary Ethel Lane
Lake City, FL 32025
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: 904.387.8850

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

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**

Jim DeValerio (co-chair), Brian Estevez (co-chair),
Larry Figart, Alicia Lamborn, Cathy Rogers,
Andrew Toelle and Elena Toro

Graphic **Design**

IFAS Information and Communication
Services