

# Wood County UW-Extension

## Annual Report

### 2017



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

**<sup>UW</sup>  
Extension**  
Wood County

400 Market Street | P.O. Box 8095  
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715-421-8440  
<http://wood.uwex.edu>

# AGRICULTURE & HORTICULTURE



MATT LIPPERT  
*Agriculture Educator*



JEREMY  
ERICKSON  
*Horticulture  
Assistant*

## IMPACT OF WOOD COUNTY AGRICULTURE

- **250** Pesticide Applicator Trainees
  - This year, Wood County will train more Private Pesticide Applicators than any county in the state. Training comes through our office, and the certification comes through DATCP
- **7,401** volunteer hours completed by the Wood County Master Gardener Volunteers
- **2,344** youth and **9,351** adults reached through Master Gardener programming



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Since 2000, Wood County Master Gardeners volunteered **113,990** hours, valued at over **\$2,116,933** in service to Wood County.

# PROGRAMMING HIGHLIGHTS



## FARM TECHNOLOGY DAYS

In 2017, planning continued for the 2018 Farm Technology Days event to be held July 10-12 at the Heiman and Sternweis Farms, just outside of Marshfield. Almost 300 volunteers are deep into planning the event, and the committees will be ramping up and adding more volunteers in 2018. We anticipate over 40,000 attendees, over 800 commercial exhibitors, 1,500 volunteers and thousands of dollars going back to volunteer groups across the county. The event will feature forage harvest, dairy facility tours and our county's unique cranberry industry.



## CRANBERRY OUTREACH

Through our partnership with the Wisconsin State Cranberry Growers Association and the Wisconsin Cranberry Board, we produce 10 issues of the Cranberry Crop Management Journal that is sent to about 500 cranberry growers across the state. We also coordinate the Winter Cranberry School for nearly 400 cranberry industry related partners, the Summer Field Day with similar attendance numbers and two grower workshops to kick off the crop season each April.

## CWAS

A partnership of UW-Extension offices across seven counties, the Central Wisconsin Agriculture Specialization (CWAS) team, jointly plans educational programs and 4 newsletters throughout the year, that are sent to about 3,000 recipients across the area. This partnership allows local agents to utilize the expertise from their colleagues across the area. An example of this partnership is the Producers of Mill Creek Watershed, a farmer-led group funded by a grant for producers in the Mill Creek that spans Wood and Portage Counties. The partnership allows Portage County Agriculture Agent, Ken Schroeder, and Wood County Agriculture Agent, Matt Lippert, to both support this conservation-focused program.

# COMMUNITY & NATURAL RESOURCES DEVELOPMENT



PETER MANLEY

*CNRED Educator  
(retired in 2018)*

## COMMUNITY IMPACT:

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- **Strategic Plans** developed for the ADRC, Nekoosa Community Leaders, Marshfield Clinic Healthy Lifestyles and the Marshfield Area Pet Shelter
- **8,000 pounds** of chemicals processed from **175 vehicles** at the 2017 Clean Sweep
- **Colors Training** conducted for Wood County Human Resources, Human Services and Child Support. The training helped staff understand how people approach work and helps them communicate more efficiently

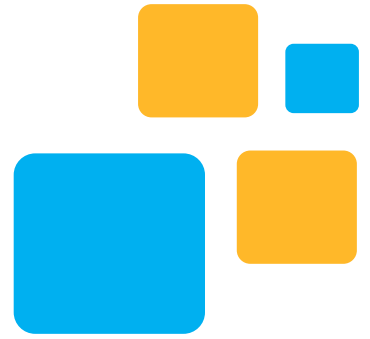


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Peter Manly retired  
after **34 years** of  
service to Wood  
County.

# PROGRAMMING HIGHLIGHTS



## TREE FARM FIELD DAY

Dick and Mary Chia live north of Pittsville on 80 acres of woods and were recently recognized as Wisconsin's top Outstanding Tree Farmers. The Chias manage their own woods and harvesting is a family project. They have always been interested in learning how to better manage their woods and in helping other landowners. On August 12, 2017, a Tree Farm Field Day was held on the Chia's property, with assistance from UW-Extension, Land Conservation and the DNR. The day was attended by about 150 people, mostly small woodlot owners. Five workshops, including wildlife benefits from ephemeral ponds, hardwood log grading, oak management, road and trail construction and small acreage harvesting were held at different sites on the property. Each participant received a booklet about the property and how to get more information on each of the workshops.

Wood County has many families who own a "few acres" of wooded heaven, and this was another opportunity for them to learn ways to utilize and enjoy their woods.

## LEADERSHIP PROGRAM

Wood County staff helped with a leadership program for adults interested in learning about their community and leadership techniques. The leadership program lasts for 9 months and participants not only take classes, but also complete a community project. Each class begins with a one-hour session on leadership techniques taken from *Seven Habits of Effective People*. Peter Manley organized a

day-long training on Conflict and Diversity on at the Chahk Ha Chee Community Center, where participants learned about different conflict styles and took an assessment to discover their own preferred conflict style. The primary diversity speaker was Chee Thor, who spoke on the Hmong Experience in Central Wisconsin. During lunch at Ho Chunk Gaming-Nekoosa, Erica Totzke spoke about the business of gaming and also answered questions on Ho-Chunk culture.

## YOUTH GOVERNMENT DAY

Youth Government Day was held April 18, 2017. Fifty-three third graders from Washington Elementary in Marshfield visited the courthouse and learned about Wood County government. Students began by participating in mock voting at the County Clerk's office, where both machine counting and hand tabulating were demonstrated. UW-Extension staff helped students explore engineering by developing and testing different airplane models. Deputy Pidgeon explained interrogation rooms, his squad car and how he works with his K-9 partner. Melanie Jaecks from the Health Department spoke with the students about healthy food choices. A highlight of the day was being able to blow the air horn in the dump truck at the Highway Garage. Students were also challenged to calculate the cubic footage inside the salt shed. Heather Grissman, 3rd grade instructor, was very pleased with the number of activities and the pace of the day. The transportation and lunch was sponsored by the Marshfield American Legion. Dave LaFontaine was the coordinating County Board Supervisor.



# FAMILY LIVING



JACKIE CARATTINI

*Family Living Educator  
(since January 1, 2018)*

## FAMILY LIVING PROGRAMMING:

*All programming was provided by Sarah Siegel, former Family Living Educator*

- **27** programs teaching financial literacy, food safety and preservation, nutrition and food access, presented to **329** attendees throughout Wood County
- Bi-monthly enewsletter sent to **250** contacts, promoting Family Living programs
- Presence at **11** Wood County Farmers' Markets to provide education on healthy eating



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Money Smart at Ho-Chunk  
Head Start: 40 parents  
received a series of 8  
newsletters and monthly  
programming.

# PROGRAMMING HIGHLIGHTS



## HEALTHY LIVING SERIES AT RIVER CITIES ALTERNATIVE HIGH SCHOOL

Family Living and FoodWise partnered to provide the Healthy Living Series to students at River Cities Alternative High School in Wisconsin Rapids in early 2017.

Topics covered in the curriculum included: label reading, beverage choices, fast food choices, choosing fruits and vegetables, healthy snacks and eating on the run.

The series was presented to students over a 6-week period, with one lesson being taught each week. With this schedule, students are more likely to keep up with healthier choices which can lead to lasting healthy behaviors.

Carrie Siler, Lead Teacher at River Cities Alternative School could already see changes in the students before the series was completed. *"You have no idea of the impact you are having in our classroom. Students that normally don't speak much during class are participating in your lessons. It was so exciting to see them talking and sharing answers with you. Students are making healthier choices (I.e. drinking more water and helping each other with behaviors). I hope you realize your time is not wasted and valuable to us."*

As nutrition policies change and obesity levels continue to rise, the Healthy Living series could be expanded to other audiences within our county.

## SMALL SAVINGS BIG DREAMS

*Small Savings Big Dreams* is a financial outreach program that provides parents with information on the importance of saving for their child's future education. The primary audience is parents, however the information is relevant for grandparents, relatives, friends or anyone who is invested in a child's future education. This program was presented multiple times in 2017 to families attending Boys & Girls Club and local elementary schools' family nights.

The program provides parents with a fact sheet that emphasizes the importance of saving, along with information on options



for families to use when saving for their child's future. The children also get involved by putting a Post-it note on a board with the answer to "What I Want to Be When I Grow Up" The board becomes an impressive list of what children want to be, while also serving as a visual reminder of the importance of saving for a child's future education.

Having a presence at family events promotes Family Living as a reliable source of information for families and also allows us to connect with and get to know Wood County families.

# FOODWISE



JODI FRIDAY  
*Nutrition Educator*



JILL HICKS  
*FoodWise Program  
Administrator,  
Wood & Portage  
Counties*

## PROMOTING HEALTH & NUTRITION THROUGH PARTNERSHIPS IN WOOD COUNTY:

- **783** participants in Wood County
- Collaborated with **4** community health coalitions
- Supported **23** community partners
- Delivered education to individuals at **54** settings



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82% of adult participants intend to use at least one food resource management strategy (budgeting).

84% of teachers report students are eating more fruits and vegetables in school snacks.



# PROGRAMMING HIGHLIGHTS



## EATING SMART BEING ACTIVE

Additional funding streams from the Expanded Food and Nutrition Education Program (EFNEP) and the Supplemental Nutrition Assistance Program (SNAP) provided an opportunity to expand nutrition programming further in Wood County, with the Eating Smart Being Active series for adult learners.

The intent is to provide a series of contacts with the same learners to be able to show changes in their relevant behaviors using evidenced-based lessons over time. Each lesson in the 9-lesson series includes components of dietary quality, physical activity, food preparation, food safety and food resource management skills, along with a lesson reinforcing incentive item. The curriculum includes pre and post evaluation tools which are incorporated in the national EFNEP reporting system. In addition to low-income families, the curriculum can also be taught to child care providers for continuing education credits.

The first series was presented to Rudolph's Little Dears Childcare employees, with more sessions planned for 2018.



## HEALTHY CENTS AT THE PANTRY

UW-Extension has partnered with the South Wood Emerging Pantry to provide monthly nutrition education to clients.

Topics include healthy eating, budgeting, unit pricing, food resource strategies and more. Each class has a different topic and participants are given an incentive for their attendance.

The goal of the class is provide clients with the skills and knowledge to make better choices regarding healthy eating, shopping strategies and monthly budgeting.

Each class is limited to 15 participants and most months there is a waiting list.

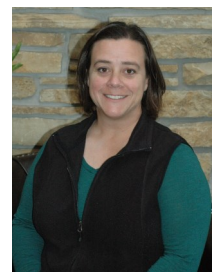
Dale Davis, Operations Manager at SWEPS says, “. . . the work you guys are doing with and for us is nothing shy of amazing. We have grown to almost depend on those things. Don't know who could possibly do it better.”



# 4-H AND YOUTH DEVELOPMENT



CHRIS VIAU  
*Youth Development  
Educator*



LAURA HUBER  
*4-H Program  
Coordinator*

## IMPACT OF WOOD COUNTY 4-H

- **710** youth were enrolled in 21 community clubs and 2 SPIN clubs
  - 2 SPIN clubs, focusing on specific interests, were created, and open to ALL youth, not just those enrolled in community clubs
- **193** enrolled adult volunteers
- **5,322** community service hours performed
- **15,239** total volunteer hours

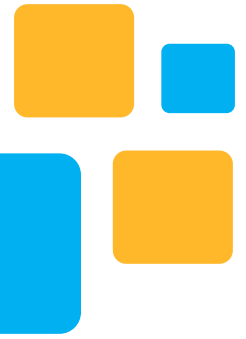


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Total Value of 2017  
Wood County 4-H  
Volunteer Hours:

**\$351,342**

# PROGRAMMING HIGHLIGHTS



## LEADERSHIP WASHINGTON FOCUS

2017 was the fourth year of the program coordinated by Wood County UW-Extension staff. The delegates had the opportunity to explore the 4 C's of leadership; confidence, communication, critical thinking, and collaboration all with the sights and sounds of Washington DC in the background.

A review of the post-trip evaluations shows that the communication aspect of the experience was impactful. All of the youth indicated that they "mostly understand" or "have a very high understanding" of communication as a skill needed for leaders.

Additionally, in written comments, communication was mentioned 24 times. Other items of note from the comments. Meeting new people was the number one written response to the question, "What did you like best?" There were delegates from 4 states in addition to Wisconsin during our session.



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## NATURE OF LEADERSHIP

Using the Sandhill Wildlife Area in southwestern Wood County as a laboratory, 18 4-H youth practiced leadership skills while exploring their natural environment. The Nature of Leadership camp allows youth in grades 6-8 to practice teamwork, communication, and problem solving while learning to build a shelter and start a fire.

Teen counselors who led the youth activities or served as role models lead youth were also an intentional part of the program.

My role included facilitating teamwork and communication activities, supporting educational efforts led by others, and overall risk management.

## AREA ANIMAL SCIENCE DAYS

Wood County successfully hosted Area Animal Science Days. Wood County Staff coordinated the event and supported the work of species teams to ensure an educational event. In addition to Dairy and Livestock evaluation events, hands on Llama, Rabbit, and Poultry workshops were held.



**JASON HAUSLER**

*Area Extension Director  
Wood, Portage, Marathon and Clark Counties*



**KATIE TOMSYCK**

*CNRED, Agriculture & Horticulture Support*



**WENDY YOUNG**

*FoodWise, 4-H & Family Living Support*