

Extension Connections

The Official Letter of the Alabama Cooperative Extension System

January 2003

Direct Line: Our Directions for 2003

I hope everyone had a good holiday break: a change in routine, time with family and friends, and opportunities to reflect on the past year and then prepare for the coming year. Here are our goals as a System for 2003. Use them as you set program and individual goals for this year and beyond. They're stated broadly enough so that everyone, regardless of our jobs, can use them as guides in making plans and activities.

Each of us working in these directions will make Alabama Extension a better, more effective organization, resulting in a better Alabama. Of course, these are dynamic times, and the goals will be adjusted as needed.

2003 Organizational Goals

Alabama Cooperative Extension System

- I. Extension Programs that Meet Local Needs with Statewide Impact
 - A. Strategic plan for each of the six program focus areas
 - B. An effective, viable program development process that
 - addresses priority needs
 - responds to citizen, leader input
 - documents accomplishments/impacts/accountability for resources expanded
 - serves diverse audiences
 - C. Updated field-staffing model with emphasis on
 - multicounty, regional responsibilities
 - specialist-agent networks
 - D. Updated program agreements with academic units
- II. A 21st Century Organization with Motivated Employees that Grows Programs
 - A. Well-trained, competent employees
 - professional development process for all employee groups that produces credentialed educators and ACES leaders
 - B. Well-paid employees
 - average salaries at/or above regional peer averages
 - salary augmentation opportunities from generated funds
 - C. Human resource policies and procedures that employees develop and that advance ACES employees
 - D. Outstanding workers recognized and rewarded
 - E. An organizational structure with operational procedures that carry the unified organization beyond 2005 and into the future
- III Updated Identity and Increased Awareness Initiative that Raises Awareness Among Key Publics about ACES Programs Provided to Alabamians and the Many Reasons We Deserve Public Support and Resources for Our Core Programs and Staff
 - A. Theme and logo that brand all ACES educational products and activities
 - B. Media relations program
 - C. Leader lists (statewide and county-by-county)
 - D. Public service announcements campaign
 - E. Speakers bureaus (local and statewide)
 - F. Media guide of ACES subject matter experts

G. Research to benchmark key measures and assess impact of this initiative

H. Growth in the ACES esprit de corps

IV. Entrepreneurial Mindset and Approach for Program Growth and Enhancement that Builds on Our Core Programs and Staff

A. Aggressively seek out grants and contracts for programs within our six program areas

B. Successful capital development campaign that initiates a new funding stream to support/enhance our facilities and programs

C. Increased cost recovery for our educational products

D. Redirect existing fiscal and human resources to priority programs and program delivery techniques

E. Increased partnerships and collaborations with organizations having missions complementary to ACES

V. Expand Our Efforts Through Volunteers

A. Increase volunteers in all program areas

B. Formal volunteer identification, recruitment, screening, involvement, tracking and reward procedures

C. An agent-led, volunteer-delivered 4-H program

VI. Expand our Reach Through Technology

A. Enhanced Internet Web-based program information database

B. Growth in interactive programming for users

C. More integrated multitechnology programming activities

D. Internet-based videoconferencing to take training to employees as opposed to bringing employees to the training

All of us working as individuals and as team members can accomplish these standards. We have specific, organizationwide actions under way in each of these six areas. However, complete success is assured only when each individual in Extension is actively committed to accomplishing them.

Three state program leader positions are open for applications. They are

1. Assistant Director - Agriculture Forestry and Natural Resources

2. Assistant Director - Family and Community Programs

3. Assistant Director - 4-H Youth Development

Details on these opportunities are found in the Employment Opportunities section of the ACES Web site. Your help is needed in identifying and recruiting qualified, motivated individuals to apply for these three important positions in ACES. Use your influence in Alabama and throughout the nation to encourage your colleagues to apply.

I look forward to the System's enjoying a productive and effective year as we all strive to improve the lives of our fellow citizens.



Extension Presents Superior Service Awards

The 2002 Extension awards luncheon was held Dec. 6 at the 4-H Youth Development Center. Extension Director **Gaines Smith** presented the 2002 Superior Service and Length of Service Awards.

The 2002 Superior Service Awards included individual and team awards and were presented to the following personnel:

Mary E. Malone, Morgan County Extension agent based at the Decatur Urban Center, for delivering nontraditional Extension programs to diverse audiences, using innovative teaching methods

Isaac C. Chappell Jr., Calhoun County Extension agent, in recognition of committed service to the citizens of Calhoun County in implementing innovative programs for youth, adults and senior citizens and successfully securing extramural funding to help implement and support these programs

David H. West, Calhoun County Extension coordinator, for superior service in implementing educational outreach programs in forestry and horticulture for youth, adults, volunteers and leaders and securing extramural funding to help implement and support these programs

Pete Moss, Extension animal scientist, for excellence in dairy Extension education as demonstrated

by state, regional, national and international programmatic success for adults and youth

Evelyn C. Crayton, Extension foods and nutrition specialist, for excellence in international, national, regional, state and local programs related to nutrition education for the public and home food preservation programs

Tommie Malloy, administrative assistant, East Alabama Regional Extension Office, in recognition of exemplary technical and organizational skills, professional competence, ability to accomplish multiple goals and dedication to the total team effort of the Alabama Cooperative Extension System

Joanna Jetton, Cullman County administrative assistant, in recognition and appreciation for 24 years of dedicated, outstanding service and contributions that positively affect the Cullman County Extension Office

Tommy J. Brown, regional Extension animal scientist, in recognition of 30 years of outstanding educational leadership and accomplishments in adult and youth animal science and for dedicated work within the Blackbelt Region to increase and maintain support for all Cooperative Extension programs

Team awards were presented to the following Extension personnel.

Stephen G. Brown, Extension economist-farm business management, Brewton field office; **W. Holt Hardin**, Extension economist, farm business management, Scottsboro field office; **Robert G. Lisec**, Extension economist, farm business management, Wiregrass Regional Research and Extension Center; **Wendell Hal Pepper**, Extension economist, farm business management, Autaugaville field office; **Jerry S. Pierce**, Extension economist, farm business management, Scottsboro field office; and **George J. Young**, Extension economist and farm analysis coordinator, Department of Agriculture Economics and Rural Sociology at Auburn University, were honored for providing outstanding service to participants in the Alabama Farm Analysis Association and the Alabama agricultural industry.

Sabrina P. Lyle, Madison County agent assistant, **Teresa C. McDonald**, Colbert County Extension coordinator, and **Susan H. Roberts**, assistant program director, Alabama Radon Program, were recognized for outstanding teamwork and professional competence to Alabama Cooperative Extension System programming in the Alabama Radon Program.

The following length of service awards were presented:

30 years—**Dorothy J. Hughley**, Agricultural Economics and Rural Sociology; **Ora N. Lett**, Escambia County; **Ethel Shelton**, 4-H; and **Glory T. Torbert**, Extension Communications

20 years—**Sheron Y. Mitchell**, Montgomery County; **Leonora C. Rutland**, Extension Communications; and **Betty S. Witchard**, Jackson County

10 years—**Denise Bashaw**, Autauga County; **Derek F. Bryan**, Crenshaw County; **Danny L. Cain**, Walker County; **Carol B. Centrallo**, Consumer Affairs; **Lloyd D. Chapman**, Limestone County; **Kimberly A. Earwood**, Cullman County; **Kathryn M. Flynn**, Forestry and Wildlife Sciences; **Bertha Gibbs**, Computer Technology; **Nancy G. Graves**, Blount County; **Jane T. Hartselle**, **James D. Miles** and **Jimmy G. Todd**, Mobile County; **Joseph B. Hess**, Poultry Science; **Rickey Hudson**, Houston County; **Essie B. Jones** and **Virginia Tinker**, Tuscaloosa County; **Mario C. Lightfoote**, Extension Communications; **Judy A. Manley**, Lee County; **Steven M. Martin**, DeKalb County; **Janis K. Moats** and **Shannon B. Murray**, Franklin County; **Anthony Pinkston**, Montgomery County; **Susan E. Rhoden**, Horticulture; **Edward J. Sikora**, Entomology and Plant Pathology; **Mia C. Horace-Smith**, Administration; **Catherine A. Stanton**, Lawrence County; **Karen L. Steenwyk**, Escambia County; **J. Frances Whisnant**, Marion County; and **Avanell “Bobbie” White**, Coffee County

Civil Service Length of Service Awards were presented to the following:

35 years—**George J. Young**, Agricultural Economics and Rural Sociology

30 years—**Jeffrey Clary**, Lee County; **Sandra T. Coffey**, Coffee County; **Elaine W. Cole**, Cullman County; **David L. Daniel**, Lowndes County; **Marjorie S. Day**, Mobile County; **James O. Donald**, Biosystems Engineering; **William R. Jones**, Animal and Dairy Sciences; **Gary E. Murray**, Etowah County; **William Norwood**, Marengo County; **Rodie M. Ruffin**, Monroe County; **Linda E. Sartain**, Geneva County; and **Mazie H. Wilson**, Family Programs

20 years—**Olin F. “Buck” Farrior**, Escambia County; **William D. Goff**, Horticulture; **Tinsley H. Gregg**, Etowah County; **Daniel Jones**, Perry County; **Paul L. Mask**, Agronomy and Soils; **Frank Owsley**, Animal and Dairy Sciences; and **Elaine B. Shields**, Choctaw County

Applications Sought for Alabama's Farm of Distinction

The Alabama Farm-City Committee is seeking nominations for Alabama's 2003 Farm of Distinction competition, which recognizes outstanding farmers and rewards them with cash and other prizes.

"Operating a farm is becoming more and more challenging," said J. Paul Till, chairman of the Alabama Farm-City Committee. "It is important we recognize farms that can serve as an example for others to follow."

Based on the applications submitted, division winners are chosen from five different areas of the state, plus one at-large winner. These six farms then compete for the state title and a \$2,500 cash prize. A panel of agricultural experts, who visit each farm, select division winners.

The winner will be announced in Birmingham April 28. Alabama's winner will represent the state in competition for the Lancaster/Sunbelt Expo Southeastern Farmer of the Year in October.

Any size farm is eligible for the competition. Farms are judged on environmental stewardship, overall appearance, accomplishments, efficiency and leadership of the farm owner.

Application forms are available on the Alfa Farmers Web site at <http://www.alfafarmers.org/farm-city>. For more information, call 1-800-392-5705, ext. 4410, or e-mail ptill@alfafarmers.org. The application deadline is March 15.

PERSONNEL

Appointments:

- **Janet McCoy**, Extension Development Coordinator III, Nov. 18
- **Katrina Mitchell**, County Extension Agent, Elmore County, Dec. 4
- **Kenietra Hewitt**, ACENEP Agent I, Walker County, Dec. 9

Retirements:

- **Arlie Powell**, Extension State Program Leader, Agriculture, Dec. 31
- **Martha Johnson**, Extension State Program Leader, Family Programs, Dec. 31

ACES FAMILY HAPPENINGS

- Congratulations to **Heather Denson**, Winston County ACENEP County Extension Agent, and her husband, Brian, on the birth of a son, Blake, Oct. 30.
- Our sympathy to the family of **James Pitts**, retired Lauderdale County Extension Coordinator, who died Nov. 4. In his 30-year career, he worked across North Alabama including in Lawrence and Jackson counties.
- Condolences to the family of **Ida Jo Harrington**, retired Dale County Extension Agent, who passed away Nov. 5. Retiring in 1989 after 28 years of service, she worked across South Alabama.
- Our sympathy to **Bill Curtis**, retired District Extension Coordinator, on the death of his father, William Curtis, Nov. 13.
- Condolences to **Janice Hall**, Montgomery County ACENEP Agent, on the death of her grandfather, Griffin Howard.
- Our sympathy to the family of **Sara Alexander**, retired Clarke County Extension Agent, who died Nov. 21. Mrs. Alexander served the people of Clarke County for more than 20 years.
- Our sympathy to **Elaine Nelson**, Randolph County Extension Agent, on the death of her mother Dec. 5.
- Condolences to **Betty Gottler**, Morgan County Extension Agent, on the death of her father, John Gottler, Dec. 9.
- Congratulations to **Jennifer Russell**, St. Clair County ACENEP Agent, and her husband, Jamey, in the birth of a daughter, Anna Carol, Dec. 9.
- Our sympathy to the family of **Clarence Woods**, retired Russell County Extension Coordinator, who died Dec. 14. He devoted his entire 28-year career to helping the citizens of Russell County.
- Condolences to the family of **Theresa Threadgill**, retired Sumter County Extension Agent, who died Dec. 14.
- Condolences to **Annie Tyree**, St. Clair County Administrative Assistant, whose father, John Jemison, died Dec. 30.
- Congratulations to **Tara Barr**, Randolph County ACENEP Agent, and her husband, Len, on the birth of a daughter, Morgan Len, Jan. 6.

- Our sympathy to the family of **Lamar Odom**, former Butler County Agent Assistant, who died Jan. 7.
- Condolences to **Glenda Freeman**, Extension Communications Editor, whose mother, Ruth Knowles, died Jan. 21.

Proposals Funded

- **Martha Johnson**, U.S. Army for Fort Rucker Family Programs, \$229,221
- **Arthur Threatt**, Washington County Schools for Career Awareness for Business and Industry program, \$15,000
- **Jim Todd**, Alabama Department of Public Health for Mobile County Skin Cancer Education, \$16,500
- **Melinda Luker**, Coosa County Board of Education for Coosa County After School Program, \$17,542
- **Barbara Mobley** and **Laura Booth**, USDA for Healthy Homes Initiative, \$2,000
- **Betty Gottler**, Morgan County Board of Education for Character Education, \$7,400
- **Marilee Tankersley**, Elmore County Board of Education for 4-H At-Risk School Enrichment Program, \$74,825
- **Ed Sikora**, RME Cooperative Agreement Program for Comprehensive Risk Management Education, \$57,475
- **Jeannie Hollinger**, Corporate Foundation for Children for 2003 FACTS Training Enhancement, \$1,416
- **Elaine Shields**, Corporate Foundation for Children for 2003 FACTS Training Enhancement, \$1,549
- **Helen Herndon-Jones**, Corporate Foundation for Children for 2003 FACTS Training Enhancement Grant, \$2,968
- **Wayne Brewer**, USDA/APHIS/PPQ for Gypsy Moth Survey, \$48,700
- **Joan Weaver** to Daniel Foundation of Alabama for Fayette County 4-H Support, \$33,725
- **Joan Weaver** to Bankhead Foundation for Fayette County 4-H Support, \$33,725
- **Joan Weaver** to Caring Foundation for Fayette County 4-H Support, \$33,725
- **Joan Weaver** to Bolden Foundation for Fayette County 4-H Support, \$33,725
- **Joan Weaver** to Dove Foundation for Fayette County 4-H Support, \$33,725
- **Joan Weaver** to Earl McDonald for Fayette County 4-H Support, \$33,725
- **Rick Wallace** to Mobile/Baldwin Soil and Water Conservation for Watershed Facilitator/Clean Water Action Plan, \$18,000
- **Rick Wallace** to ADCNR for Bon Secour Watershed Management Plan Project, \$20,000
- **Ted Tyson** to North Carolina State University for Field Testing of Geotextile Filtration, \$30,312
- **Marilee Tankersley** to Mississippi State Health Rocks Program for Health Rocks, \$5,000
- **Sallie Lide-Hooker** to Mississippi State Health Rocks Program for Health Rocks, \$5,000
- **Sandra Coffey** to Alabama Department of Public Health for Statewide Skin Cancer Awareness program, \$60,404
- **Francesca Adler-Baeder** to Corporate Foundation for Children for FACTS Training Enhancement, \$3,950
- **Kathleen Tajeu** to REACH-UAB for REACH 2010 Phase II, \$10,000
- **Ronnie Lane** to Lauderdale County Board of Education for Youth At-Risk Program, \$6,982
- **Charles Mitchell** and **Charles Pinkston** to Core4 Conservation Alliance for Core4 Conservation, \$2,500
- **Ellen Abell**, **Francesca Adler-Baeder**, and **Kathleen Tajeu**, to USDA for Beginning Education Early and Healthy, \$149,997

Proposals Submitted

- **Barbara Mobley** and **Laura Booth** to USDA for Healthy Indoor Air, \$2,500
- **Sallie Lide-Hooker** to National 4-H Council for Healthy Lifestyles, \$8,000
- **Jackie Ramsey** to National 4-H Council for Healthy Lifestyles, \$7,945



Gaines Smith, Interim Director

