

**IOWA STATE UNIVERSITY**  
University Extension

Craig Hertel  
Regional Extension Education Director  
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November 12, 2009

To: Warren County Extension Council

Re: Next Council Meeting Tuesday November 17, 2009

What follows is your pre-packet for your prior review. Please do not feel you need to copy it off – duplexed, 3-holed, copies will be made for you.

What's up?

- Note that your agenda, with a consent agenda, includes another technique that some organizations use to budget their time. I am mindful and sensitive of the extra time your council has been putting in. By assigning a time, this helps some groups to shorten meetings. This is YOUR meeting, so please feel free to take as much time as you wish or need!
- Approval of volunteers:
  - Stephanie Briggs
  - Galen Briggs
  - Tahra Bedwell
- Included in this packet are the financial reports and minutes from the last two meetings, staff reports, and my REED report will continue in this memo.
- You will see that I have submitted an expense report for reimbursement of Joy's farewell meeting that I attempted to get reimbursed as a marketing expense to no avail. Yesterday I also purchased two replacement tables for your meeting room, and special labels that I paid for personally.
- Jason and Stephanie represented your council on a 4-county Extension marketing preliminary discussion. That discussion prompted a request for previous marketing research. A copy of that national research is included in this pre-packet.  
Some key discussion points were:
  - What is our brand identity? Who do we want to serve? What will we continue to offer?
  - What are the strengths of our respective offices?
  - More focus could be done to improve our sub-brands and tie to ISU Extension
  - It is more important than ever to be consistent in our messages, relevancy and connection between ISUE campus and counties

- I have received the budgeting materials last week, as well as last year's actual and this year's budget has been inputted. I'll be looking for a time to set up a meeting with your finance committee. (Mark, Amy & Janet).
- A copy of the proposed Memorandum of Understanding is included. The feedback survey can be found at: <http://www.iacec.info/MOU.htm>
- As we discussed at the last meeting, an analysis of the past referendum results needs made so we you can make an informed decision.
- I have been working on an organizational chart to help clarify reporting and support relationships of your office staff. A draft will be shared at the meeting for discussion and clarity. I have also started to pull job descriptions to see what updating is needed. Mid-year reviews (~December) of your grant staff is a typical procedure here.
- Your staff has also spent a lot of time cleaning, pitching and re-organizing the office materials, resources and systems. This is very common right now through this restructuring & retirement phase that Extension is going through – along with new people having new or revised responsibilities. Your meeting will be in the large, back meeting room. Your decision on disposal of outdated equipment will be needed.
- As you do have a bare-bones staff with many responsibilities and the void of a full-time county director for coverage, we are asking permission and empowerment to close the office in the case of an emergency to Kathryn (or others) and the front desk can not be covered. The intent by your staff is when sickness or emergencies happen, to cover when possible and keep the doors open. But there may be times when your grant staff, program specialist or CYC is simply not available for coverage due to other obligations and away from the office. Finding an untrained back-up is not a good use of your very scarce resources.
- It is not too early to begin thinking about the 2010 officers, and committees.

I hope you are seeing systems and attempts to do everything possible from my end to streamline the procedures and be productive with every minute your time.

Thanks for your leadership for Warren County Extension!

Chair Linda reminds you that she needs two people to help review the bills & vouchers for payment at 6:30 pm.

As always, please let Linda, the office or me know if you are not able to attend. Janet has already let us know that she has a work-related commitment.

Sincerely,

Craig Hertel  
REED

**Warren County Extension Council Agenda**  
**Tuesday November 17, 2009 @ 7:00 pm**  
**Warren County Extension office**

**NOTE: we will be in large back meeting room at the Extension Office**

6:30 pm – Review Bills for Payment

- 7:00 pm            1. Call to order: Linda Bussanmas, Chair
- 7:01 pm            2. Approve or edit agenda
- 7:02 pm            3. Consent Agenda Items:
- September 21, 2009 and October 20, 2009 Extension Council Minutes
  - Approval of volunteers
  - Council Financial reports as of 10.31.2009
  - REED Packet mailed out
    - Commonly formed committees
    - Region 13 Vision and goals
  - REED Warren County Administrative Report
  - Staff reports
  - Reminder January 9, 2010 event sponsored by Friends of 4-H
- 7:04 pm            4. Treasurer's Financial Report
- a. Vouchers for Approval
- 7:10 pm            5. Open Forum – Opportunity for visitors to address council
- 7:11 pm            6. Council Committees
- a. Personnel --- policy template
  - b. Financial --- policy template & budget preparation
  - c. Marketing – report of 4 county discussion of 11-5-09
- 7:25 pm            7. Old Business
- a. Memorandum of Understanding Committee – Shared Support Services
  - b. Referendum decision
  - c. Master Production/Program/Marketing planning
- 7:50 pm            8. New Business
- a. Draft Organizational Chart & reporting relationships for discussion
  - b. Disposal of excess equipment
  - c. Approval of office closing guidelines due to sickness/emergency
  - d. Preparation for organizational meeting & officer election in January
9. Next council meeting planned: Tuesday December 15, @ 7:00 pm
10. Adjourn

# Minutes of the Warren County Agricultural Extension Council Meeting September 21, 2009

The Warren County Agricultural Extension Council met Monday, September 21, 2009 at 6:30 p.m. at the Warren County Extension Office, Indianola, Iowa. Linda Bussanmas & Janet Smith reviewed the bills for payment. The meeting was called to order by Chairman Linda Bussanmas at 7:15 p.m.

Stephanie Beier moved to approve the agenda; seconded by Carol Mahr. Motion carried unanimously.

Janet Smith, secretary, took roll call, and the following members were present: Stephanie Beier, Linda Bussanmas, Amy Tlach, Carol Mahr, and Craig Hertel, Kim VanPatten. Absent: Jason Delay, Jason Huntley, and Mark McKee.

After more explanation and discussion it was decided to adopt the Rule of Consent Agenda. This will make meetings go somewhat faster. A board member may request any item on this agenda be taken off for more discussion before approving.

Carol Mahr moved for the Council to adopt Rule of Consent Agenda; seconded by Stephanie Beier. Motion carried by consensus.

#### Office Hours:

- Kathryn will attend Office Assistant Conference in Ames on October 7; Coverage handled by Jo and Val
- Kathryn will be out of the office October 15; Coverage handled by Jo
- Warren County office closed for Regional Staff Conference, October 22

Stephanie Bier moved to accept the IACEC Liaison/Association Report; seconded by Amy Tlach. Motion carried by consensus.

Vouchers were reviewed and approved by Janet Smith and Linda Bussanmas. Carol Mahr moved to approve the Treasurer's Report; seconded by Amy Tlach. Motion carried by consensus.

Open Forum – No visitors present.

#### Old Business:

After Linda polled via telephone and email, all agreed with financial arrangements for new hire and joint appointment. Carol Mahr moved to ratify the hire of Ashley Blake, who has accepted the County Youth Coordinator/Grant Administrator position, and it was seconded by Amy Tlach. Motion carried unanimously.

ISU network options were discussed. Payment for technologist; servers, computers, etc... perhaps \$100,000 to \$300,000. Cougar Mountain is \$1,100 annually plus license fees with a campus resource to assist. Amy Tlach is researching and will have information by October 15. Hoping to accomplish the network option without an IT line. Security is being researched by Amy. Tabled until October 20.

4-H Clover usage. Reiterated what was said at last fall's meeting about the use of the 4-H Clover. Jeff Macomber is to be called with questions.

New Business:

- Linda read a thank you from Joy Rouse.
- Proposed Regional Committee to be set up in January
- Chairs and Co-chairs, and possibly committees, to meet (all three counties)
  - Committee Assignments:
    - Financial: Mark McKee, Jason Huntley
    - Policy: Stephanie Beier
    - Program: Carol Mahr
    - Miscellaneous: Amy Tlach
- Craig defined the REED role
- Craig will set up a time for Linda Bussanmas and Carol Mahr and other County chairs to meet
- A Memorandum of Understanding Committee – re-doing what counties need to pay for such as Access Fee, postage, etc. Craig will have more information later.

Other Council Committee reports – none

Volunteer Approvals – none this month

Next Warren County Extension council meeting: October 20, 7:00 pm

Amy Tlach moved to adjourn; seconded by Kim VanPatten. Motion carried unanimously.

Respectfully submitted,

Janet Smith

## Minutes of the Warren County Agricultural Extension Council Meeting

The Warren County Agricultural Extension Council met Tuesday, October 20, 2009 at 6:30 p.m. at the Warren County Extension Office, Indianola, Iowa. Stephanie Beier & Janet Smith reviewed the bills for payment. The meeting was called to order by Chairman Linda Bussanmas at 7:05 p.m.

Janet Smith, secretary, took roll call, and the following members were present: Stephanie Beier, Linda Bussanmas, Jason DeLay, Craig Hertel, Jason Huntley, Mark McKee, and Amy Tlach. Absent: Carol Mahr and Kim Van Patten.

The consent agenda items of Approval of Volunteers, Upcoming program calendar of events (REED pre-packet), Council Financial reports of 9.30.2009, last year's indirect cost % report as presented. The September 21<sup>st</sup> minutes were excluded, and will be brought back at the November meeting.

Vouchers were reviewed and approved by Stephanie Beier and Janet Smith. Janet Smith moved to approve the Treasurer's Report; seconded by Stephanie Beier. Motion carried by consensus.

### **Open Forum – No visitors present.**

Old Business:

Qwest DLS cost is \$80 monthly to bring lines into the building with ISU providing server. Computer issues will be revisited in January. Stephanie Beier moved; seconded by Mark McKee. Motion carried by consensus.

Regional Leadership meetings were discussed, and it is our goal to begin having tri-county meetings beginning December, 2009. Committees were formed:

Personnel: Stephanie Beier, Linda Bussanmas, and Jason DeLay  
Finance: Mark McKee, Janet Smith, and Amy Tlach  
Marketing/Communications/Image: Jason Huntley and Stephanie Beier  
Programming: Carol Mahr

Personnel and Finance will set their own meetings to look at revising the policy template.

Craig Hertel explained the Memorandum of Understanding Committee/Access Fee. It is comprised of:

1. Services: \$75 monthly to ISU
2. Insurance: Workmen's Compensation/Liability for Staff and Building
3. Postage Machine
4. Cougar Mountain – Accounting data base

Warren County Agricultural Extension Council Meeting

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New Business:

Youth Committee Membership needs to be updated and revised. The job description and bylaws, etc., will be looked at by the Youth Committee and brought to the Extension Council for approval. Jeff Macomber is handling the discrepancies pertaining to the horse issue.

Craig Hertel participated in Referendum training and discussed strategies to help pass the Referendum (Mark Settles will also help with strategies). The consensus was that it is important to first and foremost pull together an analysis of statistics of what occurred the last time.

November 4<sup>th</sup> at 7:00 pm is the next Friends of 4-H meeting.

Jason Huntley moved; seconded by Amy Tlach, to give \$2,000 to Madison County to help with the Food Nutrition Program for Madison and Warren County. This will assist in the free nutrition program for poverty level residents. Stacia (Sanny) of Polk County's FNet program will be the overall supervisor. A quarterly report is requested. Motion carried unanimously.

Extension Council appreciates each staff member contributing their reports to keep them updated.

Other Council Committee reports -- none

Volunteer Approvals -- none this month

Next Warren County Extension council meeting: Tuesday, November 17, at 7:00 pm

Amy Tlach moved to adjourn at 9:05 pm; seconded by Mark McKee. Motion carried unanimously.

Respectfully submitted,

Janet Smith

**Warren County ISU Extension (091)**  
**Council Report**  
**Operating Funds**  
**Revenue & Expense Statement**

	Current	YTD			
	10/01/09 to 10/31/09	07/01/09 to 10/31/09			
	Actual Current	Actual YTD	Budget YTD	Variance YTD	Variance %
<b>Education Fund Beginning Balance</b>		\$37,468.07	\$15,885.00	(\$21,583.07)	235.87%
<b>EDUCATION FUND REVENUE</b>					
Property Tax	\$33,809.68	\$38,948.54	\$86,791.00	\$47,842.46	44.88%
Other Taxes	\$88.04	\$123.14	\$3,209.00	\$3,085.86	3.84%
Interest	\$62.51	\$573.95	\$275.00	(\$298.95)	208.71%
Contributions	\$0.00	\$1,021.35	\$0.00	(\$1,021.35)	0.00%
Resale of Materials/Goods	\$10.50	\$543.37	\$3,500.00	\$2,956.63	15.52%
Program Fees	\$168.50	\$5,812.72	\$30,000.00	\$24,187.28	19.38%
Contracts & Grants	\$20,439.60	\$97,644.00	\$320,000.00	\$222,356.00	30.51%
Other	\$3,132.00	\$7,096.16	\$4,500.00	(\$2,596.16)	157.69%
<b>Total Education Fund Revenue</b>	<b>\$57,710.83</b>	<b>\$151,763.23</b>	<b>\$448,275.00</b>	<b>\$296,511.77</b>	<b>33.85%</b>
<b>Total Education Fund Resources</b>	<b>\$57,710.83</b>	<b>\$189,231.30</b>	<b>\$464,160.00</b>	<b>\$274,928.70</b>	<b>40.77%</b>
<b>EDUCATION FUND EXPENSE</b>					
Salaries/Wages - County Staff	\$3,380.20	\$10,265.20	\$18,900.00	\$8,634.80	54.31%
Benefits	\$864.31	\$1,758.80	\$3,746.00	\$1,987.20	46.95%
Partnership Share	\$8,141.60	\$8,141.60	\$46,696.00	\$38,554.40	17.44%
Transportation/Mileage	\$54.00	\$128.96	\$1,900.00	\$1,771.04	6.79%
Other Travel	\$165.00	\$165.00	\$0.00	(\$165.00)	0.00%
Facility	\$1,477.34	\$7,537.90	\$16,500.00	\$8,962.10	45.68%
Telecommunications	\$133.16	\$532.04	\$1,500.00	\$967.96	35.47%
Postage	\$304.00	\$732.17	\$3,000.00	\$2,267.83	24.41%
Supplies	\$332.64	\$620.41	\$2,000.00	\$1,379.59	31.02%
Advertising/Legal Notices	\$0.00	\$523.28	\$700.00	\$176.72	74.75%
Equipment	\$289.00	\$1,064.13	\$4,600.00	\$3,535.87	23.13%
Insurance/Bond	\$0.00	\$1,347.46	\$1,000.00	(\$347.46)	134.75%
Membership, Dues & Subscription	\$0.00	\$100.00	\$500.00	\$400.00	20.00%
Fee Programs	\$0.00	\$1,472.47	\$29,000.00	\$27,527.53	5.08%
Non-Fee Project Activity	\$155.00	\$198.36	\$500.00	\$301.64	39.67%
Grants & Contracts	\$15,211.20	\$34,745.10	\$320,000.00	\$285,254.90	10.86%
Resale	\$0.00	\$0.00	\$3,000.00	\$3,000.00	0.00%
Other	\$0.00	\$35.00	\$100.00	\$65.00	35.00%
<b>Total Education Fund Expenses</b>	<b>\$30,507.45</b>	<b>\$69,367.88</b>	<b>\$453,642.00</b>	<b>\$384,274.12</b>	<b>15.29%</b>
<b>Education Fund - Available Resources</b>	<b>\$27,203.38</b>	<b>\$119,863.42</b>	<b>\$10,518.00</b>	<b>(\$109,345.42)</b>	<b>1139.60%</b>
<b>Unemployment</b>					
<b>Unemployment Beginning Balance</b>		\$2,993.29	\$1,837.00	(\$1,156.29)	162.94%
Unemployment Revenue	\$903.11	\$1,056.05	\$2,400.00	\$1,343.95	44.00%
Unemployment Expense	\$0.00	\$0.00	\$2,400.00	\$2,400.00	0.00%
<b>Unemployment - Available Resources</b>	<b>\$903.11</b>	<b>\$4,049.34</b>	<b>\$1,837.00</b>	<b>(\$2,212.34)</b>	<b>220.43%</b>
<b>Tort</b>					
<b>Tort Beginning Balance</b>		\$345.86	\$344.00	(\$1.86)	100.54%
Tort Revenue	\$204.48	\$235.81	\$550.00	\$314.19	42.87%
Tort Expense	\$0.00	\$0.00	\$550.00	\$550.00	0.00%
<b>Tort - Available Resources</b>	<b>\$204.48</b>	<b>\$581.67</b>	<b>\$344.00</b>	<b>(\$237.67)</b>	<b>169.09%</b>
<b>OPERATING FUND SUMMARY</b>					
<b>Total Operating Fund Beginning Balance</b>		\$40,807.22	\$18,066.00	(\$22,741.22)	225.88%
<b>Total Operating Fund Revenue</b>	\$58,818.42	\$153,055.09	\$451,225.00	\$298,169.91	33.92%
<b>Total Operating Fund Expense</b>	\$30,507.45	\$69,367.88	\$456,592.00	\$387,224.12	15.19%
<b>Operating Fund - Available Resources</b>	<b>\$28,310.97</b>	<b>\$124,494.43</b>	<b>\$12,699.00</b>	<b>(\$111,795.43)</b>	<b>980.35%</b>

# Voucher Report

## Warren County ISU Extension(091)

11/09/2009 10:54:26

Doc Number	Date	Payee Name	Description	Amount
<b>Bank Code: OCK</b> Operating Checking			<b>Current Balance:</b>	(\$15,784.11)
8740A	10/01/2009	Blake, Ashley M.	PR00013 - Pay CheckPR00013 - Pay Check	(1,009.99)
8741A	10/01/2009	Cameron, Val	PR00013 - Pay CheckPR00013 - Pay Check	(1,991.35)
8742A	10/01/2009	Jackson, Constance S.	PR00013 - Pay CheckPR00013 - Pay Check	(1,598.38)
8743A	10/01/2009	Johnson, Jo Ellen	PR00013 - Pay CheckPR00013 - Pay Check	(332.46)
8744A	10/01/2009	Pierson, Kathryn G.	PR00013 - Pay CheckPR00013 - Pay Check	(1,498.52)
8745A	10/01/2009	Stansbury, Teresa R.	PR00013 - Pay CheckPR00013 - Pay Check	(354.60)
8746	10/05/2009	Bankers Leasing Company	Copies	(165.44)
8747	10/05/2009	Imaging Technologies	CYC/CYS Printer	(70.00)
8748	10/05/2009	ISU Treasurer's Office	1st Qtr Partnership	(8,141.60)
8749	10/05/2009	Qwest	CCR&R Phone	(208.99)
8750	10/05/2009	People's Bank		(1,636.45)
8751	10/05/2009	Iowa Public Employee Retirement Sys		(882.98)
8752	10/05/2009	Warren County Treasurer		(22.88)
8753	10/20/2009	Handwriting Without Tears	Preschool Asst Suppl	(54.30)
8754	10/20/2009	Imaging Technologies	Copier	(365.87)
8755	10/20/2009	Polk County Extension	Nutrition Class	(243.00)
8756	10/20/2009	Jo's Hallmark	Supplies	(28.41)
8757	10/20/2009	Kaplan	Book Club Incentives	(157.32)
8758	10/20/2009	Pleasant Care, Inc.	November Rent	(1,437.00)
8759	10/20/2009	Quill	Supplies	(349.29)
8760	10/20/2009	United States Postal Service	Bulk Mail Acct	(300.00)
8761	10/20/2009	Wal-Mart	Supplies	(46.43)
8762	10/20/2009	Young Explorers	FA/CPR Reimbursement	(470.50)
8763	10/20/2009	Lisa Carlson	NAFCC Scholarship	(17.50)
8764	10/20/2009	Kim Driscoll	NAFCC Scholarship	(17.50)
8765	10/20/2009	Anne Wall	Trainer Fees	(225.00)
8766	10/20/2009	Apple Tree Children's Center	Preschool Tuition Re	(160.30)
8767	10/20/2009	Calvary Kids Preschool	Pschool Tuition Reim	(1,128.50)
8768	10/20/2009	I-35 Little Roadrunners Preschool	Pschool Tuition Reim	(1,398.80)
8769	10/20/2009	Void	Printer ErrorVoid, Printer Error	0.00 VOID
8770	10/20/2009	Martensdale-Two Peas In A Pod	School Tuition Reim	(2,852.00)
8771	10/20/2009	Oviatt Elementary Preschool	Pschool Tuition Reim	(98.00)
8772	10/20/2009	Serendipity Preschool	Pschool Tuition Reim	(430.00)
8773	10/20/2009	Simpson College	Physics of Sound Roo	(100.00)
8774	10/20/2009	Southeast Warren Preschool	Pschool Tuition Reim	(18.00)
8775	10/20/2009	Wee Wisdom Preschool	Pschool Tuition Reim	(180.00)
8776	10/20/2009	Connie Jackson	Travel	(91.60)
8777	10/20/2009	Kathryn Pierson	Supplies & Mileage	(57.41)
8778	10/20/2009	Valerie Cameron	Travel	(257.60)
8779	10/20/2009	Bancard Center		(224.00)
8780	10/20/2009	Indianola Preschool	Reimbursements	(1,610.50)

Excludes State Withholding (\$275) - Total Expenses = (\$30,507.45)

	Bank Totals	Items
<b>Checks</b>	(\$30,232.45)	40
<b>Deposits</b>	\$0.00	0
<b>Deductions</b>	\$0.00	0
<b>Bank Charges</b>	\$0.00	0
<b>Additions</b>	\$0.00	0
=====		
<b>Net Activity:</b>	(\$30,232.45)	

# Bank Register Report

## Warren County ISU Extension(091)

11/09/2009 10:38:02

Doc Number	Date	Payee Name	Description	Amount
<b>Bank Code: ACK</b> Closed - Agency Checking			<b>Current Balance:</b>	\$0.00
No Transactions Found				0.00
<b>Bank Code: OCK</b> Operating Checking			<b>Current Balance:</b>	(\$15,784.11)
8740A	10/01/2009	Blake, Ashley M.	PR00013 - Pay CheckPR00013 - Pay Check	(1,009.99)
8741A	10/01/2009	Cameron, Val	PR00013 - Pay CheckPR00013 - Pay Check	(1,991.35)
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8747	10/05/2009	Imaging Technologies	CYC/CYS Printer	(70.00)
8748	10/05/2009	ISU Treasurer's Office	1st Qtr Partnership	(8,141.60)
8749	10/05/2009	Qwest	CCR&R Phone	(208.99)
8750	10/05/2009	People's Bank		(1,636.45)
8751	10/05/2009	Iowa Public Employee Retirement Sys		(882.98)
8752	10/05/2009	Warren County Treasurer		(22.86)
10509TRNSF	10/05/2009	10-5-09 Transfer	10-5-09 Transfer	17,500.00
10509TRNSF-2	10/05/2009	10-5-09 Transfer Correction	10-5-09 Transfer Correction	1,000.00
8753	10/20/2009	Handwriting Without Tears	Preschool Asst Suppl	(54.30)
8754	10/20/2009	Imaging Technologies	Copier	(365.87)
8755	10/20/2009	Polk County Extension	Nutrition Class	(243.00)
8756	10/20/2009	Jo's Hallmark	Supplies	(28.41)
8757	10/20/2009	Kaplan	Book Club Incentives	(157.32)
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8765	10/20/2009	Anne Wall	Trainer Fees	(225.00)
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8769	10/20/2009	Void	Printer Error/Void, Printer Error	0.00 VOID
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8771	10/20/2009	Oviatt Elementary Preschool	Pschool Tuition Reim	(98.00)
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8777	10/20/2009	Kathryn Pierson	Supplies & Mileage	(57.41)
8778	10/20/2009	Valerie Cameron	Travel	(257.60)
8779	10/20/2009	Bancard Center		(224.00)
8780	10/20/2009	Indianola Preschool	Reimbursements	(1,810.50)
102109TRNSF	10/21/2009	10-21-09 Transfer	10-21-09 Transfer	12,500.00

	Bank Totals	Items
Checks	(\$30,232.45)	40
Deposits	\$0.00	0
Deductions	\$0.00	0
Bank Charges	\$0.00	0
Additions	\$31,000.00	3

Net Activity: \$767.55

# Bank Register Report

## Warren County ISU Extension(091)

11/09/2009 10:38:02

Doc Number	Date	Payee Name	Description	Amount
Bank Code: OCM Operating Cash Management Acct			Current Balance:	\$124,224.34
10509JWDD	10/05/2009		United Way Direct DepositUnited Way, Dir	2,916.74
10509TRNSF	10/05/2009	10-5-09 Transfer	10-5-09 Transfer	(17,500.00)
10509TRNSF-2	10/05/2009	10-5-09 Transfer Correction	10-5-09 Transfer Correction	(1,000.00)
10809DEP	10/08/2009		R752485-R752497Hodges lawn Care, Inc. CP	20,188.86
101309DEP	10/13/2009		R752498-R752499Amy Bishop, Dvlp Fee	845.00
1009TAX	10/15/2009		Warren County Treasurer, Property TaCurr	35,005.31
102109TRNSF	10/21/2009	10-21-09 Transfer	10-21-09 Transfer	(12,500.00)
1009INT	10/31/2009		October 09 InterestOctober 09 Interest	62.51

	Bank Totals	Items
Checks	\$0.00	0
Deposits	\$58,755.91	4
Deductions	(\$31,000.00)	3
Bank Charges	\$0.00	0
Additions	\$62.51	1
<hr style="border-top: 1px dashed black;"/>		
Net Activity:	\$27,818.42	

**Warren County ISU Extension (091)**  
**BALANCE SHEET**  
**Cash Basis**  
**10/31/2009**

**A S S E T S**

**CURRENT ASSETS**

Operating Checking	\$	1,310.14	
Cash Box	\$	115.00	
Operating Cash Management Acct	\$	<u>123,344.29</u>	
<b>TOTAL CURRENT ASSETS</b>			<b>\$ 124,769.43</b>

**LIABILITIES AND FUND BALANCE**

**LIABILITIES**

A/P - County Levy Fund (tax dollars)	\$	93.81	
A/P - Grant & Contract Fund	\$	<u>181.19</u>	
<b>TOTAL LIABILITIES</b>			<b>\$ 275.00</b>

**FUND BALANCES**

Operating Fund	\$	87,644.87	
Grant & Contract Fund	\$	31,197.20	
Donor Restricted Fund	\$	1,021.35	
Tort Fund	\$	581.67	
Unemployment Fund	\$	<u>4,049.34</u>	
<b>FUND BALANCE</b>			<b>\$ 124,494.43</b>
<b>TOTAL LIABILITIES AND FUND BALANCE</b>			<b>\$ 124,769.43</b>

11/9/2009

# Monthly Report for Warren County Extension

Month: October, 2009

## Administration

**Office Manager: Kathryn Pierson**

- Continued Updating 4-H leader lists, with times/dates of meetings.
- Assisted in mailing *4-H Horizons* November newsletter.
- Proctored a Reshow for Roadside, Forest & Aquatic Recertification for Continuing Education Certification courses.
- Attended Office Assistant Conference in Ames
- Attended Region 13 Staff Conference at Polk County Extension offices
- Completed 2009 Warren County Fair 4-H Premium documentation for Fair Board
- Completed 2009 Warren County Cattlemen payments to 4-H Clubs for manning the Cattlemen's Stand
- Assisted in, with Pat Hicks, compiling an up-to-date email list of Master Gardeners
- Assisted Kathy Huffer in a mailing to the Indianola Clover Kids
- Viewed 4HOnline Webinar (new 4-H data base, replacing Blue Ribbon)
- Attended Warren Co. marketing/strategy planning meeting
- Assisted Jo Johnson in compiling needs for pin Assisted Jo in culling current 4-H publications and re-ordered newly issued publications
- Input expenses from statements, allocated accounts, prepared and coded statements w/checks to Council for approval and mailing;
- Provided research and assistance to residents via telephone, e-mail, and in person

## Program Emphasis

**Family Program Specialist: Joy Rouse**

- Worked with Ashley on grant billing and quarterly reports.
- Worked with Jeanne Warning, Families Program Leader, and Barb Woods to outline the focus of my position.
- Facilitated a session of the Partnering in Communities program for Des Moines with Sharon Mays.
- Worked with Kim Brantner to establish grant program in Ida County (Family Storyteller, Strengthening Families)
- Compile a list of youth financial education options for Sac County.
- Beginning contacts for programs in Warren County.
- Assisted with Annual Conference planning as a committee member.
- Part of the interview committee for Family Nutrition Program assistant.
- Continued assistance to CCR&R staff on Resource and Referral and preschool issues.
- Continue to answer questions of past Warren County programs and administration.
- 2009 Stakeholder report was completed with the help of county staff.

## **CCR&R Staff: Val Cameron –**

### **Madison County**

- We received 32 TA calls from providers. We had 5 data requests for parents and 6 web parent referrals.
- 5 parent referral follow-ups were attempted and 1 was completed.
- Val attended a meeting in Urbandale on subsidy for childcare centers and an ICN on OSHA requirements for centers.
- Attended Region 4 CCR&R staff meeting.
- Val attended an ISU Marketing meeting, Warren County Empowerment Re-designation meeting, Region 13 Extension staff conference, AI's Caring Pals curriculum meeting for home providers and IAIEYC Conference.

10 providers are attending the once a month IPTV Book Club in Winterset. 19 providers attended a Cooking class from UNI Regents for 3 hours worth of training credit.

### **Warren County**

- We received 8- 1st search parent referral and 20 web referrals. 12 parent referral follow-ups were attempted and 0 was completed.
- We had 156 TA calls from providers.

4 preschool programs were visited this month. Get Ready to Read screening results are being gathered and totaled. A monthly newsletter was distributed to the preschools. We are not accepting any new applications at this time due to pending budget cuts.

PBS-PS continues twice a week with 16 providers attending the 30 hour program. 21 providers are attending the once a month IPTV book club for 8 sessions.

### **Home Consultant: Connie Jackson**

- Recertified one Child Net Home in Warren County
- Visited 14 child care homes in Warren County
- Visited four child care homes in Madison County
- Certified one home for Child Net in Madison County
- Attended Warren Early Childhood Meeting
- Attended Madison Early Childhood Meeting
- Attended Madison County Empowerment Meeting
- Met with Warren County Child Care Nurse Consultant
- Participated in DHS conference call
- Met twice with Madison County Public Health Nurse
- Attended AI's Pals Training
- Attended Warren County Empowerment Re-designation
- Attended Iowa EYC Training
- Attended/Assisted with Nutrition Training for Madison County Child Care Providers
- Attended Madison County Cares Meeting in Winterset

- Provided technical assistance to providers thru telephone conversations, e-mails, and in person
- Attended Region 13 meeting and Annual Conference
- Attended Warren Co. marketing/strategy planning

**County Youth Coordinator: Ashley Blake**

**CYC**

- Lots of 4-H file cleaning/organizing/familiarizing
- 4-H Program Year Calendar planning with Jeff Macomber
- Attended E-Staff Meeting – regarding continuing changes to the program
- Attended 2 day youth staff meeting in Ames
- Attended Youth Committee Meeting – focus on adding structure
- Met with Jeff Macomber and Marc Peterson regarding potential Simpson volunteers for new 4-H opportunities
- Newsletter
- Awards Day subcommittee meeting
- Attended Connect training for PERkit – Science and Engineering resources
- Attended training for the new 4-H online enrollment program

**Grants Coordinator**

- Attended DHS meeting regarding the Child Care Assistance program
- General grant training/orientation with Joy Rouse
- Attended Warren County Early Childhood Committee Meeting
- Billing training with Joy
- Billing training with Anne Feltner
- Attended United Way Early Childhood work group meeting
- Grant meeting with Warren staff regarding budget cuts
- Quarterly reporting training with Joy
- Attended ARRA work group meeting
- Completed billing process for October
- Attended Dallas county Empowerment board meeting.

**General**

- Attended Region 13 meeting and Annual Conference
- Attended Warren Co. marketing/strategy planning.

**Viticulturist: Mike White**

**Quarterly Report Given to Extension Council 10/20/2009 for July, August, September.**

# Marketing Resource Guide

ISU Extension Marketing Page visit <http://www.extension.iastate.edu/externalrelations/>

Some valuable items you will find on this site include:

**Templates:** Stakeholder Reports, Curved and Straight Redbar Graphics, Postcard templates, Powerpoint templates and other templates as they are designed.

**Marketing Resources:** Visual Identity Guide, Wordmark and redbar graphics, redbar material links, penalty and justice statements, marketing product development and distribution guidelines, Guide to Extension Acronyms and Abbreviations, Displays, Personal use items (name badges, clothing, business cards), Stationery, County Marketing items (new release template, release permission forms, crisis communication plan), and the Extension video site.

**Quick Tip Archive:** Find quick tips on Communications/Media, Marketing, Public Relations, and Technology

**Visual Identity Guidelines** visit

<http://www.extension.iastate.edu/externalrelations/identity/index.htm>

**Video Site** visit <http://video.extension.iastate.edu/>

**Web stats** visit <http://www.extension.iastate.edu/webstats/>

**Extension Online Store** visit <https://www.extension.iastate.edu/store/> Marketing items go to <https://www.extension.iastate.edu/store/ListItems.aspx?CategoryID=29>

**Managing Tough Times** visit <http://www.extension.iastate.edu/toughtimes/>

## Cooperative Extension Brand Value Research

Copernicus Marketing Consulting and Research, copernicusmarketing.com

[Waltham, MA / (781) 392.2500; Wilton, CT / (203) 834.8200]

Presented at ACE conference June 7, 2009 by Sohel Karim (Senior Vice President, Copernicus)

### General market

The general market survey was conducted online during June and July 2008 throughout the United States, including the territories; 2,000 online interviews were completed.

### Stakeholders

The stakeholder survey was also conducted online throughout the United States including territories. A total of 4,471 stakeholders completed the survey: 1,911 employees; 1,300 volunteers and 1,260 clients.

### Key Learnings

1. The Extension “community” agrees that better visibility/marketing of Extension (or building brand value) is a major area that needs improvement. The Copernicus presenter at ACE said *we need to communicate value*.
2. Those who know Extension really appreciate what it provides. Having a “great” service will make it easier to build brand value.
3. The major challenge for Extension – confirmed by this research – is that very few people know about Extension and the service it provides. Bridging this “knowledge gap” is essential to building brand value.

General market responses:

- 27% have heard of Cooperative Extension.
- 38% have heard of their state extension program.
- 5% know that their state extension is part of a national network.
- Even among those who have heard of Extension, familiarity with Extension is very low.
- Awareness of 4-H is much greater than Extension; awareness of Master Gardener is less than that of Extension. Very few people know that 4-H and Master Gardener are part of Cooperative Extension.
- Not surprising given the low awareness and familiarity with Extension, very few people have used Extension services. 11% have ever used Extension. 5% have used Extension in the past 12 months.

4. It is particularly concerning that people 18 to 35 years old – Extension clients of tomorrow – are the least likely to be familiar with Extension. It is crucial to take steps to improve Extension relevance among younger people.

5. On a positive note, Extension offers a range of program areas that people consider important. This will make it somewhat easier to improve brand relevance.

General market agreement on the importance of programs	We really need programs that	Clients have used these Extension resources in past 12 months
84%	Teach people how to better manage finances	7%
82%	Help youth develop leadership skills	31%
78%	Teach parenting and family communication skills	11%
76%	Educate the public on protecting the environment	28%
75%	Teach people how to live healthier lives	25%
71%	Teach small business owners the skills needed to succeed	5%
66%	Can help our farmers succeed	45%

36%	Educate homeowners about gardening/landscaping	41%
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General market research	Sought help (information/programs/services)	Sought help from Extension
Personal health	58%	1%
Personal finances	36%	1%
The environment	28%	4%
Gardening and landscape	28%	10%
Family	23%	2%
Small business	13%	2%
Youth development	11%	7%
Community improvement	10%	7%
Ag/farming/ranching	4%	27%

6. Extension does have competitors – most people who use Extension also use other resources for programs/services. Building Extension brand value is particularly important since people have alternatives.

**Client use of Extension and other resources in past 12 months**

Topic	Extension	Alternatives
Agriculture / Farming / Ranching	45%	40%
Gardening & Landscaping	41	41
Youth Development	31	25
The Environment	28	38
Personal Health	25	42
Community Improvement	19	26
Family	11	22
Personal Finance	7	32
Small Business	5	12

Most clients use multiple sources to be sure they were getting all the information they need. 79% of clients who have used alternatives rate them favorably. While clients are familiar with the breadth of Extension, less than half turn to Extension as the first source of information.

7. The Extension “promise” has broad appeal. Those who hear about Extension are interested in using the services it provides. In addition, there is broad support among the general public for the type of programs Extension offers. Universities are perceived to be a much more credible source of information than the government. However, just under half believe they can rely on their universities for information/programs. Consumers are also quite interested in “non-formal” learning; very few believe that programs charging a fee are better than those that are free.

8. Promoting the inter-dependence between State Extension and the National Network can be an asset in building the Extension brand. Stronger association with “National Cooperative Extension” has the potential to improve consumer perceptions of their State Extension programs.

9. A greater focus on program areas relevant for young adults will also help with building long-term brand value.

<b>General market research</b>	Likely to use Extension, people 18-34 years old
Personal health	36%
Personal finances	31%
The environment	26%
Gardening and landscape	23%
Family	23%
Youth development	17%
Small business	15%
Community improvement	12%
Ag/farming/ranching	3%

10. In an evolving, digital world Extension will need to be flexible in how it delivers programs and services, particularly those targeted to young adults.

Many channels will be important.

General market rating of 'somewhat likely' and 'very likely' method

Very

98% Search the Internet (19 somewhat + 79 very)

91% Ask for brochures/publications (48 + 43)

83% How-to TV show (45 + 38)

79% Take online course (45 + 34)

76% Download a how-to video from Internet (43 + 33)

76% Attend a meeting or workshop (57 + 19)

72% Call 800 or local number (50 + 22)

64% Chat online with expert (48 + 16)

62% Class that meets several times (49 + 13)

55% How-to radio program (39 + 16)

47% Social network sites such as MySpace/Facebook (32 + 15)

44% Download a podcast (32 + 12)

11. There is broad consensus between Extension stakeholders and the general public on what Extension should "stand for". This consensus will make it easier to build brand value. Twenty-five different characteristics were explored in this research.

#### **Highly motivating**

##### **Trustworthy Source (83)**

- Provides information you can trust
- Is an organization you can trust

##### **Great Staff (76)**

- Has knowledgeable employees and volunteers
- Has committed employees and volunteers who truly care

##### **Convenient Access (75)**

- Has information available via the Internet so you can get it when you want it
- Provides information / programs / services that are easy and convenient to access and use
- Provides information in a variety of ways, (e.g., in-person, over the phone, on-line, etc.)

##### **Current / Reliable Information (73)**

- Provides the latest, research-based information on a variety of topics
- Provides information and resources that are relevant to the needs of your community
- Keeps up with the latest science and thinking

##### **Expert Review (72)**

- Provides information that has been reviewed by experts

#### **Quality Of Life (70)**

- Enhances your quality of life
- Helps you succeed
- Provides education and resources that transform lives
- Helps improve the quality of life in communities across the country

#### **Moderately motivating**

##### **Change Agents (66)**

- Works to bring positive change to the community
- Is dedicated to solving problems in the community
- Works at improving the lives of the disadvantaged

##### **Scope Of Work (66)**

- Offers information and programs for all types of people in the community

##### **In-person Support (62)**

- Has people you can turn to for help on many different issues
- Has local offices in your county that you can rely on
- Offers programs that can provide you with in-person training and help

#### **Less motivating**

##### **University Connection (45)**

- Provides your community with educational programs/services developed by universities in your state
- Belongs to a network of major universities across the country

##### **Experience (22)**

- Is an organization that has been in service to the community for almost 100 years

12. Most important for Extension is to reinforce that it is a resource people can *trust*. It provides information/programs that are *current/reliable*, reviewed by *experts* and delivered by *great staff*.

Also important is the in-person support and university connection. Extension works as a change agent to improve the quality of life in the community.

13. Happily, Extension enjoys strong ratings on these characteristics (among people who know Extension). The brand building task therefore becomes one of maintaining high service levels and expanding communication of what Extension delivers.

**Iowa State University Extension  
*and*  
County Extension Districts**

# **Memorandum of Understanding**

Between the Iowa State University Extension Service,  
hereinafter referred to as ISU Extension, and the County  
Agricultural Extension District, hereinafter referred to as the  
Extension District.

## **I. Legal Authority**

ISU Extension and the Extension District enter into this Memorandum of Understanding as authorized by the **Code of Iowa**, Chapter 176A as amended, entitled County Agricultural Extension Law.

## **II. Purpose of Memorandum**

This Memorandum of Understanding provides for the cooperative maintenance, support, operation, and administration of ISU Extension efforts in the Extension District.

## **III. Mission Statements**

ISU Extension builds partnerships and provides research-based learning opportunities to improve quality of life in Iowa. ISU Extension is the organized outreach component of the university and has a fundamental role in the three-part ISU land-grant mission of teaching, research, and extension.

Extension Districts are public bodies in each county that provide assistance and a means for ISU Extension to fulfill its mission in that county.

## **IV. Division of Responsibility**

ISU Extension and the United States Department of Agriculture have signed a separate memorandum defining national and state partner relationships. To clearly establish and define relationships and responsibilities for conducting ISU Extension work in Iowa, ISU Extension and the Extension District agree to the following:

### **A. ISU Extension agrees**

1. To budget funds for positions (Regional Extension Education Director and Program Specialists).
2. To provide and support a state-wide financial accounting system, approved and recommended by the State Auditor, to all County Extension districts.
3. To provide in-service training and educational opportunities to improve the professional competence of ISU Extension staff (Regional Extension Education Director and Program Specialists) and provide timely training for county-paid staff (Office Managers, Office Assistants, and Program Coordinators). These trainings and educational opportunities will include the necessary research, curriculum development, Web resources, instructional technology, and innovative program delivery models.
4. To make available to eligible staff such benefits and privileges available and accorded staff members of Iowa State University.
5. To assist in the development of guidelines and procedures for determining educational needs and conducting the Extension District's educational program.
6. To appoint a Regional Extension Education Director to represent the Vice President for Extension and Outreach (Director of Cooperative Extension) in fulfilling responsibilities to the Extension District, including district budgeting, needs assessment, program evaluation and maintaining positive working relationships and communication among the University, Program Specialists, and Extension District Council.

### **B. The Extension District agrees**

1. To prepare an annual budget in accordance with the various provisions of the Code of Iowa and recommendations of the Vice President for Extension and Outreach and to forward a copy of the budget to the ISU Extension Fiscal Office.
2. To make quarterly payments to the ISU Extension Fiscal Office for shared support services, to include accounting software and support and network support within the County Extension Council premises. The shared support services will equal 1.1 percent of the annual maximum tax asking for the Extension District.

3. To budget the necessary and adequate funds for salaries, travel, rent, liability insurance, office equipment and supplies, communication services, and such other facilities, equipment, and services as appropriate to ensure an effective regional system/county programs.
4. To maintain accurate and complete financial records consistent with the Code of Iowa and recommendations of the Vice President for Extension and Outreach, to submit reports at such times as deemed necessary, and to keep such records in the County Extension District's office available for review. The Extension District will use a financial accounting system approved by the Office of the State Auditor.
5. To accept responsibility for the preparation, adoption, delivery, and periodic review of ISU Extension programs.
6. To maintain adequate and appropriate office space for the headquarters of the County Extension District.
7. To employ appropriate and adequate county staff to carry out the county program. The Council is responsible for supervising local County Extension Council employees. The Council will decide upon and select the appropriate staffing plan with coaching and facilitation provided by the REED. The REED will provide knowledge and support to the employment process.
8. To keep a complete and accurate set of minutes of all the County Extension District's Council meetings.
9. To share information between and within the Region and other counties that will be mutually beneficial to all counties involved.
10. To carry out other duties and responsibilities as outlined in Chapter 176A and other appropriate sections of the Code of Iowa.

**C. ISU Extension and the Extension District mutually agree**

1. To confer on questions that may arise in a civil and professional manner consistent with the spirit of this memorandum.
2. To review annually the Extension District's educational program for effectiveness and meet with other Council representatives, staff, and administration to discuss program effectiveness.
3. That the Director of Field Operations, along with the Program Directors and the Chair of the Extension Council will communicate at least annually to provide feedback related to the performance of the Regional Extension Education Director and Program Specialists. It is critical that the Council Chair work closely with the Director of Field Operations and/or Program

Directors regarding negative performance issues. The Director of Field Operations will inform Council Chairs of procedures to be used and timelines to be followed. The employment status of the Regional Extension Education Director and Program Specialists must be governed by ISU policies and procedures.

4. To provide encouragement and opportunity for staff to improve their capabilities by enrolling in degree and non-degree programs of professional improvement.
5. To recruit candidates who meet the qualifications for positions in the Extension District. ISU Extension agrees to maintain personnel files of ISU Extension staff. ISU Extension will provide assistance to the Extension District in developing Personnel Policy guidelines for the employment of county staff.
6. To employ a Regional Extension Education Director from those qualified and approved candidates as provided by ISU Extension.
7. That representatives of all parties shall participate in a procedure for determining the Extension District's support of an effective statewide system and effective county program. Each partner will report program impact.
8. To implement an action plan to assure equal access to ISU Extension programs and facilities consistent with various state and federal laws and regulations. Such plans are to be regularly reviewed, reported, and updated.
9. To expect that staff will participate in the annual ISU Extension conference and such other conferences and in-service training as may be directed by ISU Extension.
10. That staff make regular reports of the Extension District's program accomplishments.
11. To encourage the use of appropriate technology that will make the various systems more compatible and effective.
12. To supervise the Extension District's programs as provided by law, through regular conferences among the Council, the employees, and the Vice President for Extension and Outreach's representatives.
13. To recognize that mutual benefits may result from entrepreneurship. Staff should be encouraged to partner with other community, county, and state agencies.
14. To include subject matter information in the Extension District educational program that is consistent with the findings of established and unbiased scientific research.

15. To follow policies and procedures in conducting ISU Extension work that are consistent with the provisions of the Smith-Lever Act of May 8, 1914, as amended, the Memorandum of Understanding between Iowa State University and the U. S. Department of Agriculture, and Chapter 176A, Code of Iowa as amended.

## V. Effective Date, Termination, and Review of this Memorandum

This memorandum shall be effective upon approval by the District's Extension Council, signature by the Chair of the District's Extension Council, and signature by the Vice President for Extension and Outreach, and shall remain in effect until altered or terminated in writing by either party or by operation of law. This memorandum shall be reviewed jointly by both parties at least once every two years.

## VI. Approvals

For Iowa State University Extension:

\_\_\_\_\_  
Vice President for Extension and Outreach  
and Director of Cooperative Extension Service

For the \_\_\_\_\_ County Agricultural Extension District:

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Date

## Hertel, Craig W [COOP]

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**From:** Bussanmas Linda [lbussanmas@norwalk.k12.ia.us]  
**Sent:** Thursday, November 12, 2009 11:22 AM  
**To:** Loren Aldrich; Jeannie Tatro  
**Cc:** Craig Hertel; Ashley Blake; Kathryn Pierson  
**Subject:** Clip Cloppin 4 Cash

Please share with your Extension Council members and friends. We would love to have you attend!  
If you have any questions, please contact me.

CLIP CLOPPIN 4 CASH

WARREN COUNTY FRIENDS OF 4-H

Mark your calendars: **DINNER - AUCTION - DANCE**

Date: Saturday, January 9, 2010

Location: St. Thomas Aquinas Pastoral Center in Indianola

Live Music from Clutterbilly (as seen at Stockmans Inn at the Iowa State Fair)

Schedule of Events:

5:00 p.m. – Happy Hour

5:00-8:00p.m. – Silent Auction

5:00-8:00p.m. – Kids Raffle

6:30 p.m. – Dinner followed by Live Auction

8:30-11:30p.m. – Live Music & Dance

Pork Chop Dinner:

\$12.00 in advance

\$20.00 at the door

Hot Dog Dinner:

\$5.00 in advance

\$7.00 at the door

To Reserve a Table for “8” is \$100.00 in advance.

Tickets for “Dance Only”

\$20.00 at the door

For Tickets or to Make a Donation to the Silent & Live Auction and Kids Raffle call:

Amy “Bedwell” Tlach 515-961-5002

Jo Reynolds 515-961-6300

Linda Bussanmas 515-979-8757