

May 2011
The Region 3 REEDR

By Gary Hall, Regional Extension Education Director

“Governor Brandstad, accompanied by Lieutenant Governor Reynolds, addressed the group to open the conference. 55 sessions, 40 posters, 325 participants from 36 states made the conference a success. Some key drivers and how we address them were identified. They included:

- Diversity – We need to walk the talk in Extension and work with diverse audiences
- Poverty – How it affects us personally. We don’t know the language of the poor. It isn’t that we don’t care but that we don’t know.
- Target Audiences – We need to be careful about spending 80% of our time on things that don’t matter. We have to learn how to give up that which doesn’t matter.
- Partnerships – An essential tool for everything we do. Extension must move beyond the “stuff” and be willing to dedicate ourselves to partnerships with full disclosure. Can we see our contribution to the partnerships and can our partners see it too?
- Technology – Twitter, Facebook and more are important tools in reaching various audiences but have we affected change through our efforts?
- Back to Basics – Use a sequence of educational experiences to address local needs.
- Learn from the Past – Commit to share our successes and failures. We must learn to tell the broader story of Extension.



Regional Director Darts

- Lori Litterer, Floyd County resident, exclaimed as she walked through the Extension office door, “Everything that comes through here I’m going to sign up!” Fun to hear that kind of enthusiasm.
- Postage Meter – Councils will need to determine if they want to purchase a meter.
- New Chart of Accounts – Bookkeepers are scanning over the new chart of accounts and will be updating for even better reports.



County Connotations

Mitchell County has hired Neil Wubben on a part time basis to answer questions and develop programs. The Economic Development Corporations in Floyd and Mitchell Counties, Tourism Departments in Chickasaw and Howard Counties and Extension are working to develop a map of Mennonite Greenhouses which will provide economic development and agritourism in the area.

Floyd County Farm and Fun Day was the largest ever with 231 Second and Third grade youth attending. Agriculture topics were presented at each of the 10 classroom sessions which rotated every 20 minutes to Bees, Dairy, Spinning Wool, Wildlife, and more.



Franklin County was well represented at the state PROSPER meeting with the Harkin award going to Jim Davies. A United Way grant was received to provide training for school staff to do Life Skills Training for 7th and 8th grade students, and to offer the Strengthening Families program to 6th grade students and their parents.



Worth County Extension, 4-H and the Fairgrounds will all benefit from the Worth County Development Authority grants totaling \$36,751. A 4-H Livestock Scale was purchased for \$12,801 and concrete was placed in the beef barn with the help of \$23,950.



Cerro Gordo County have nine area Master Gardeners agree to be part of the newly formed Storybook Gardens Committee. They have volunteered for a planning meeting and have scheduled a cleanup day each week for the last six weeks. Despite poor weather conditions and frequent meetings, there has been very good attendance.

Eighteen community members came together in **Black Hawk** County to learn about **Éxito**, a Latino leadership program that helps Spanish-speaking residents meet the challenges of daily life in the U.S., providing critical life skills, information and tools, and promoting community involvement, self-sufficiency, and overall contribution to local communities across the U.S. A series of leadership classes will soon be scheduled for Latinos in Waterloo and surrounding areas and a “train the trainer” session will occur on June 15.



Bremer Extension and Bremer Farm Bureau sponsored an annual Progressive Ag Safety Day. 341 area fourth-graders learned the hands-on and practical side of safety. Bremer CYC Sarah Hoeft coordinates this major event. If we can help prevent one accident, all the work and planning is worthwhile.

For upcoming events and programs, visit our county web pages:

www.extension.iastate.edu/cerrogordo

www.extension.iastate.edu/floyd

www.extension.iastate.edu/franklin

www.extension.iastate.edu/mitchell

www.extension.iastate.edu/worth

www.extension.iastate.edu/blackhawk

www.extension.iastate.edu/bremer

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