IOWA STATE UNIVERSITY

100 YEARS OF EXTENSION
Helping Iowans become their best.

2003 Awards Convocation
Thank you to our contributors

Iowa State University Foundation, Iowa 4-H Foundation,
Center For Industrial Research and Service, Margaret K. Yoder Endowment,
R.K. Bliss Endowment, Excellence in Extension, and Project Family Partnership

for financial support of the ISU Extension Awards

Extension Awards Committee, 2002-2003
Barbara Anderson, Pat Anderson, Clay Crandall, Jim Fawcett, Mark Gleason, Jane Hayes-Johnk, Cheryl Heronemus, Alan Keninger, Del Marks, Sharon Mays, Susan McDonnell, Karen McKibben, Carl Neifert (co-chair), Dan Otto, Carol Peterson (co-chair), Tom Quinn, Joe Sellers, Bertha Shaw, Patty Steiner, Jan Stone, Rich Wrage, and Sherry Glenn (ex officio)
ISU Extension Awards Ceremony
Benton Auditorium, Scheman Continuing Education Building
Iowa State University
11 a.m. - September 30, 2003

Awards presented by
Stanley R. Johnson, Vice Provost for Extension,
Iowa State University

Masters of Ceremonies
Doug Cooper and Richard Wragge
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**Bruce Bearinger, Buchanan County Extension Education Director**

Cooperative educational programming through alliances and partnerships is a feature of the Buchanan County Extension mode-of-action under the leadership of Bruce Bearinger. He places a high priority on communication skills as a way to facilitate an issue-based program for clients. He started the Revenue Generating Alliance, was a founding member of the Value Added Agriculture Committee, connects with local schools for innovative programming, and has implemented a new staff position in consumer horticulture.

**Gori Devrajani, Continuing Education and Communication Services System Support Specialist**

Gori Devrajani has shown exceptional innovation in developing online management systems. The Extension Distribution Center Online Store provides e-commerce convenience. Online reporting systems for The Cooperative State Research, Education and Extension Service Farm Safety, Food Safety, Integrated Pest Management, and Pesticide Applicator Training programs let national program leaders efficiently provide Congress with program information. Gori’s work allows Extension to be entrepreneurial, anticipate customer needs, build strong partnerships, make technology practical, and increase staff efficiency.
Terry L. Janssen, O'Brien County Extension Education Director

Terry Janssen has been involved in many facets of Extension programming since joining ISU Extension in August 2000. He has provided leadership for programs such as the Community Vitality Forum, Lawn Care Demonstrations, and Seeds of Success, an entrepreneurial grant program. Terry has worked with value-added agriculture, economic development, and science-based school enrichment. His innovative programming and marketing efforts have enhanced Extension’s presence in O'Brien County.

Alan Keninger, Jasper County Extension Education Director

Alan Keninger is a unique individual, providing information, leadership, and professionalism to ISU Extension. He is involved with people in the Jasper County communities to make extension their first partner. He dedicates his time providing research-based quality practical information to county citizens and continues to extensively market extension. Working with the fair board, Newton Arboretum, Newton Library, and volunteers, his goal is to strengthen the relationship between them and Jasper County Extension.

Tom Olsen, Northwest Iowa Farm Management Field Specialist

Tom Olsen has served Northwest Iowa’s agricultural sector since January 2000. Tom has been actively involved in a wide variety of programming during a very rapid period of change in rural Iowa. Recently, Tom has been instrumental in helping producers and land owners understand their choices as they relate to the 2002 Farm Bill. Through his one-on-one approach, producers understand the program and the option that best fits their situation. Tom has made a positive impact on the clients he serves beyond his nine-county assigned area.
ISU Extension New Professional Award

Marc Peterson, Polk County Urban Youth Program Coordinator

Through work on specially-funded projects like Computer Connections, Community Youth Mapping, and Project ProMotion, Marc Peterson has engaged at-risk youth, community decision makers, and school and agency personnel in ISU outreach. Marc continues to reach toward more difficult goals, playing an integral part in helping the Des Moines public schools instill a wellness orientation into the middle school curriculum. In all his work, Marc is most concerned with making a positive effect on young people and the systems serving them.

Meritorious Service Award

This award is given for meritorious achievements and educational contributions to clientele through dedication to duty and significant contributions to the mission of ISU Extension over time. Framed citation.

Paul Kassel, Northwest Iowa Crops Field Specialist

Paul Kassel is a highly respected crops field specialist in Northwest Iowa. Program survey responses indicate that in 2002 his farm visits were valued at $26,028 by farmers and $459,500 by area ag chemical/fertilizer dealers. Paul has conducted field research in weed management and ag lime usage, served as North Central ag team leader, and served as a member of the Manure Applicator Certification Advisory Committee. Paul is also a strong community member.
Dale Miller, Marion County Extension Education Director

Dale Miller excels in program leadership and has distinguished himself among peers and clientele for delivering quality education in a timely manner. Dale’s excellent problem-solving skills make him a valuable resource for local people and their communities. He places a priority on helping people, one-on-one, to address their individual problems or concerns. Dale’s 23 years of educational programming demonstrate a variety of collaborative efforts with businesses and organizations to meet the needs of Iowans.

Rhonda Rosenboom, Northwest Iowa Family Life Field Specialist

For more than thirty years Rhonda Rosenboom has been leading the way in Northwest Iowa through her tireless commitment to the education of families and children. Her leadership and dedication has resulted in extension being viewed as a leading resource for quality research-based information. Rhonda has been actively involved in the development of strong ties with Iowa’s changing populations through her efforts to promote aging resources and willingness to develop an education foundation with the Hispanic community.

Laura Sternweis, Continuing Education and Communication Services Communications Specialist

Laura Sternweis communicates about ISU Extension. She weaves together the nouns and verbs, adjectives and adverbs, prepositions and conjunctions and other essential words to convey appropriate messages for the audience. Her words make the annual report relevant, the strategic plan make sense, and the researchers’ notes significant. Whether it is written for Iowa legislators, an extension stakeholder, or an Iowan looking for childcare information, Laura’s touch can be seen on the written words.
This award is given to recognize an innovative project or effort to meet extension client needs and consistently demonstrate strong office management skills. Framed citation.

Jeanette Grote, Sac County Office Assistant

From finding answers to “How Much Cholesterol is in an Opossum?” to “At what temperature does milk curdle?” to assisting a homeless vagrant, Jeanette Grote serves the client. Dedicated, innovative, and creative describe Jeanette’s past 10 years. All extension levels benefit from Jean’s computer, office management, and marketing expertise by service to the state and area office assistants conferences, the Extension Field and County Office Guide committee and Northwest Iowa Quicken mentorship. Her client-centered style has directly served Buena Vista, Pocahontas, and Sac Extension.

Joyce Ann Howard, Human Development and Family Studies and Textiles and Clothing Secretary

Quality, loyalty, and efficiency supplemented by an ethic of caring best describe the work of Joyce Howard, Extension Secretary in the Human Development and Family Studies and Textiles and Clothing campus offices. Joyce is known for outstanding service to field and campus faculty, students, community partners, including inquiries from those in the apparel industry. Her communication skill contributes greatly to successful marketing of Iowa State University Extension education programs around the state.
Pride of Extension – Office Management Award

Ronda Mortenson, Clay County Office Manager

Ronda Mortenson is highly valued by our clients, stakeholders, and staff. Her professional skills and broad knowledge of Iowa State University Extension contribute daily to the satisfaction experienced by our customers. She provides outstanding service to our public, builds cohesive relationships among staff, and successfully balances the increasingly complex tasks of office managers. Her attention to Extension’s mission and loyalty to the organization make Ronda a most deserving recipient of the Pride of Extension Award.

Sharyl B. Newbury, Madison County Extension Office Assistant

Sharyl Newbury is a great public relations person for ISU Extension. Sharyl has initiated numerous office procedures to streamline workloads and improve interoffice communication. She assists with Master Gardener activities and is currently serving on state and area office assistant conference committees. Sheryl’s people skills are a great asset to clients and coworkers. She exemplifies the skills and talents needed to provide better information, educational materials, and assistance for ISU Extension clients.

Pride of Extension – Program Management Award

This award is given to recognize outstanding efforts to provide extension programs and leadership to meet clientele needs. Framed citation.
Pride of Extension – Program Management Award

Julie Naig, Palo Alto County Youth Coordinator

Keeping 4-H alive so youth can continue to reap the benefits is a goal for this county youth coordinator of seven years. She truly cares for young people and is willing to go the extra mile to help youth accomplish their goals. Being organized and detail-oriented are skills that contribute to Julie’s ability to serve in this position. Her friendly, caring personality and willingness to try something new keep youth and adults coming back for more.

Georgia G. Tucker, Marion County Youth Coordinator

Committed to professionalism and dedicated to youth development principles, Georgia has served Marion County youth well throughout her four years with ISU Extension. Her interest in leadership and team building coupled with a firm belief in the potential of youth have strengthened many youth-centered programs and activities. She eagerly shares successful program materials and resources with other staff and youth-serving organizations. Georgia’s excellent organizational and communication skills support programs by youth and for youth.

Julie Van Manen, Jasper County Youth Coordinator

Julie Van Manen brings skill, talent, and enthusiasm to the Jasper County youth coordinator position. With years of experience as a 4-H’er herself, she brings new and innovative ideas to the program. Working closely with the fair board, Youth Committee, Youth Council, leaders, and volunteers, Julie brings positive leadership to all of these areas. A team player, Julie continues to take pride in her position as CYC for Jasper County.
ISU Extension Achievement by an Individual

To recognize a single outstanding ISU Extension effort by an individual, carried out with much originality or creativity. Framed citation.

Deborah Coates, Continuing Education and Communications Services Extension Software Services Manager

Nominated for: Group Purchase Computer Upgrade Project

Deb Coates coordinated the first Computer Group Purchase Program for ISU Extension. This effort resulted in more than 200 new computers being purchased, set up, and delivered across the state at a savings of more than $50,000. Deb’s efforts are essential to sustaining our technology and enhancing ISU Extension’s competitive edge. In addition, this program served as an example to other units on campus and paved the way for a campus-wide program resulting in substantial savings for ISU.

Mark Oleson, Director, ISU Financial Counseling Clinic, and Family Resource Management Specialist

Nominated for: “Financial Tip of the Week”

The Financial Tip of the Week (initiated two and a half years ago), provides more than 17,000 Iowans with consistent, timely financial education; a familiarity with the non-biased, financial services available to them (via phone, e-mail, or face-to-face visit) at the ISU Financial Counseling Clinic; the confidence and empowerment required to be involved in the financial decisions that affect them and their families; and exposure to other extension resources.
Agriculture is increasingly information and technology dependent. Information to agricultural producers and their suppliers must be timely, innovative, easy to read, and must enhance their efficiency and profitability. Todd has used his technical innovation and foresight to combine a traditional ISUE newsletter with the most current web-based technology to disseminate high value information to his clients. Todd’s web-based newsletter provides a positive ISUE image to hundreds of agricultural producers in Iowa, the U.S., and the world.

Achievement by an Educational Team

This award is given to recognize a single outstanding ISU Extension effort by a team in delivery of educational programming, carried out with much originality or creativity. One framed citation for committee — individual citations for committee members.

ISU/ConAgra Foods Meat and Poultry Black Belt Training Program

Robin Brekke, Continuing Education and Communication Services (CECS) technology education coordinator; Doug Cooper, CECS market news director; Joseph Cordray, Animal Science meat specialist; Floyd Davenport, CECS information technology officer; Darin Dugan, CECS system administrator; Elaine Edwards; CECS communication services manager; Gustavo Gonzalez, Animal Science meat specialist; Matt Wenger, CECS conference coordinator

The Iowa State University/ConAgra Foods Meat and Poultry Black Belt Training Program is a world-class distance learning initiative strengthening a public/private partnership. The year long course of study incorporates online learning and evaluation modules for eight months, plant projects at the local level for two months, and two visits to the ISU campus. The program is designed to teach advanced meat and poultry topics to employees of ConAgra Foods located throughout the country.
Helping the people of Iowa Solve Problems through the Iowa Concern, Healthy Families, Teen Line, and Bets Off Hotline Resources

Margaret VanGinkel, Family Resource Management Specialist and Hotline Coordinator; Chuck Conover, Program Assistant and Information and Referral Specialist; Ruth Wagoner, Program Assistant and Information and Referral Specialist; Loren Book, Program Specialist and Farm On Coordinator; David Duffy, Program Assistant and Stress Counselor; Heather Hobert, Program Specialist and Information and Referral Specialist; Travis Jacobs, Program Assistant and Stress Counselor; Jana Schneckloth, Program Assistant and Stress Counselor; Jenny Vohsman, Program Specialist, Resource Manager, and Information and Referral Specialist; Linda Vernia, Program Assistant and Information and Referral Specialist; John Baker, Attorney; and Mary Miller, Office Assistant

Iowa Concern, Healthy Families, Teen Line, and Bets Off hotlines provide a personalized service for Iowans. Staff educates callers on issues ranging from gambling, pregnancy, and eating disorders to finances, mental health, and agriculture. They use their knowledge and resources to provide the best information and guidance to the uniqueness of each client's needs. Staff use new programs, marketing techniques, one-on-one meetings, personal phone calls, Web sites, and live person chats on-line.

Achievement by an Educational Team

Dairy Women Peer Groups

Christine Mondak, Northwest Iowa Dairy Field Specialist; and Rhonda Rosenboom, Northwest Iowa Family Life Field Specialist

Northwest Iowa has seen a 112 percent increase in milk production during the past five years. With this growth comes the need for information. ISU Extension has responded to these clients with resources to not only help them manage financially, but also to improve their quality of life. Dairy women peer groups have been designed to help dairy women realize the benefit of sharing with others who understand the demanding lifestyle experienced on a dairy farm.
Achievement by an Educational Team

Growing in the Garden

Janet Anderson, Extension 21 Food, Fiber, Environmental Science Program Director, 4-H Youth Development; Linda Naeve, Extension Program Specialist, Reiman Gardens; Judy Levings, 4-H Youth Development Specialist; Cindy Haynes, Assistant Professor of Horticulture and Extension Specialist, Iowa State University; Nita Upchurch, nita upchurch studio; Jolene McCoy, External Relations Field Specialist; Diane Nelson, Continuing Education and Communication Services (CECS) Communication Specialist; and Melva Berkland, former CECS Communication Specialist

Growing in the Garden is a 4-H school enrichment and after-school program that reaches more than 15,000 Iowa children in kindergarten through third grade each year. More than 2,500 educators have attended trainings and received curriculum resources including 75 hands-on lessons intended to grow curiosity about agriculture, natural resources, food, and people. The program originated from a 4-H research project and State of Iowa funding. Multiple partners and local extension staff assure the success of the program.
Achievement by an Organizational Team

This award is given to recognize a single outstanding ISU Extension effort by a team for an organizational effort improving system quality. Efforts considered would be those normally expected but carried out with originality and creativity. One framed citation for committee — individual citations for committee members.

Polk County Administrative Team
Stacey Peterson, internal program coordinator; Andrea Nelson, internal program coordinator; Laura MacManus, internal program coordinator; Mary Watson, internal program coordinator; Emily Archer, internal program coordinator; Barbara Hug, county extension education director

Since the early 1990s, Polk County Extension has required a full-time personnel/operations manager and three full-time internal program coordinators to support staff serving Polk County. Two staff changes in 2002 provided the internal program coordinator staff with an opportunity to develop a new staffing plan and save a significant amount of tax dollars. Together with the county extension education director, they developed a new staffing pattern that is more efficient and provides better customer service, support for staff, and a more positive work environment.
Achievement by an Organizational Team

Northeast Iowa Organizational Marketing Initiative

Teresa Wiemerslage, Allamakee County Extension Education Director; Larry Loenser, Black Hawk County Extension Education Director; Darrin Siefken, Bremer County Extension Education Director; Bruce Bearinger, Buchanan County Extension Education Director; Pat Derdzinski, Butler County Extension Education Director; Tim Rollins, Cerro Gordo County Extension Education Director; Mary Schrandt-Prouty, Chickasaw County Extension Education Director; Jim Hosch, Clayton County Extension Education Director; Marybeth Foster, Dubuque County Extension Education Director; Darrell Hanson, Delaware County Extension Education Director; Dan Burkhart, Fayette County Extension Education Director; Beverly Peters, Franklin County Extension Education Director; Brenda Schmitt, Floyd County Extension Education Director; Bill Arndorfer, Grundy County Extension Education Director; Jim Hill, Hancock County Extension Education Director; Charlie Baier, Howard County Extension Education Director; Neil Wubben, Mitchell County Extension Education Director; Carol Peterson, Winnebago County Extension Education Director; Ronnie Mitchell, Winneshiek County Extension Education Director; Dennis Johnson, Worth County Extension Education Director; Paul Brown, Northeast Iowa Area Extension Education Director; Kate Carinder, External Relations Field Specialist

To gain visibility for ISU Extension, the Northeast Iowa Organizational Marketing Initiative was created. Two-year wall calendars, yard signs, 4-H stickers, post-it-notes, banners, notepads and folders were created. An electronic Citizens for Extension group (WIRED) was created in 11 counties to garner support for extension, with very positive results. The Northeast Area piloted an extension week in the fall that featured open houses, radio ads, ISU basketball poster and autographed basketball giveaways. The greatest achievement of the initiative is that counties now look for ways to incorporate organizational marketing into their programming.
Family and Youth Hispanic Programming in Franklin County and North Central Iowa

Franklin County Extension Staff: Beverly Peters, Franklin County Extension Education Director; Gail Castillo, Northeast Iowa 4-H Youth Development Field Specialist; Jackie Dohlman, County Youth Coordinator; Barb Ristau, County Families Program Assistant; Dulce DeLeon, Summer Youth Program Assistant; Kandi Kew, Summer Youth Program Assistant; Nancy Trager, Office Assistant

Franklin County extension staff members have reached both family and youth Hispanic audiences through program opportunities that have adapted current extension programs and have developed new programs to meet audience needs. Staff have expanded youth programs into surrounding counties and presented to audiences throughout Iowa on Hispanic culture and the diversity changes in Iowa communities. A team approach has increased their ability to reach families and gain credibility with Hispanic audiences.
Diversity Achievement

Woodbury Extension Staff

Ester Mae Cox, Woodbury County Extension Education Director; Stephanie Anderson, Northwest Iowa Youth Field Specialist, Renee Sweers, Northwest Iowa Nutrition and Health Field Specialist; Alan Vandehaar, Northwest Iowa Community Development Field Specialist; Lujean Faber, Youth Coordinator; Casandra Cook, Tobacco Prevention Program Assistant; Nancy Albers, Extended Food and Nutrition Education Program (EFNEP) Program Assistant; Sonia Davila, EFNEP Program Assistant; Anita Froehlig, EFNEP Program Assistant; Marilyn Hobert, EFNEP Program Assistant; Karen Miller, Office Assistant; Kathy Goodwin, Office Manager; and Monica Rosenthal, Children, Youth and Families at Risk (CYFAR) Project Leader

The entire Woodbury County Extension staff has risen to the challenge of meeting the needs of the growing diverse population in Siouxland, by working together to initiate partnerships with other area agencies. A communities program offered in Spanish helped new immigrants learn about community leadership. A CYFAR Project offered computer classes in Spanish to adults and youth. EFNEP teaches individual and group classes in English and Spanish and have two bilingual program assistants.
**County Extension Education Director Excellence**

This award is given to recognize sustained distinguished performance and educational contributions to ISU and clientele by a county extension education director. Framed citation and $500 cash award.

**Kim Brantner, Taylor County Extension Education Director**

Kim Brantner demonstrates excellence as an effective educator using innovative and creative approaches to extension educational programming. Kim provides leadership to 11 appointed or elected extension organizations and 15 local and area organizations to empower residents of Taylor County to become their best as well as involving many in volunteer efforts. Taylor County residents have benefited from the $1,058,000 in grants that Kim has helped secure for educational programming.
Excellence in Agricultural Extension Programs - Livestock

This award is given to recognize a professional field staff member for outstanding performance in agriculture livestock programming. Framed citation and $500 cash award.

Mark Storlie, Northeast Iowa Swine Field Specialist

Mark Storlie excels as an extension educator in the rapidly changing and sometimes controversial pork industry. He shares the latest research based knowledge through timely group meetings, through the Snouts and Tails electronic newsletter, a computer decision aid Mark created called Group Tracker and numerous individual consultations. Group Tracker is receiving international recognition and Snouts and Tails currently has more than 400 subscribers. Mark has developed a well-deserved reputation for educational excellence statewide.

Excellence in Agricultural Extension Programs - Crops

This award is given to recognize a professional field staff member for outstanding performance in agriculture crops programming. Framed citation and $500 cash award.

Neil M. Wubben, Mitchell County Extension Education Director

Neil Wubben is an effective extension educator and a competent, credible, practical professional. As a Certified Professional Agronomist, Neil is at the forefront in introducing clientele to new crop technologies. He has developed excellent internal and external relationships due to his commitment to the total extension system. Neil evaluates education efforts and documents program impact. He provides leadership in the community and through extension professional organizations at the local, state and national level.
Excellence in 4-H Youth Programs Award

Dennis Johnson, Worth County Extension Education Director

Worth County 4-H has been alive and well under the direction, guidance and encouragement of Dennis Johnson, Worth County extension education director. During Dennis’ tenure, Worth County 4-H youth have accomplished many goals and achievements. In the past twenty years Worth County 4-H has had 40 4-H’ers named to State 4-H Council and 48 Worth County 4-H’ers honored as State 4-H Project Winners and National 4-H Club Congress or National 4-H Conference delegates.
Margaret K. Yoder Extension to Families
New Professional Award

This award is given to recognize a new staff member for outstanding extension programming to families in terms of quality, quantity, and/or the overall program development process. Framed citation and $250 cash award.

Mark Oleson, Director, ISU Financial Counseling Clinic, and Family Resource Management Specialist

To aid Iowa families, Mark has developed a certification program and has worked with more than 50 Iowans through a mental health grant toward completion of the certificate. The clinic he directs has been nationally recognized. To provide a “missing” service to rural Iowa, he initiated e-mail and phone counseling. Mark has personally been involved in more than 200 financial workshops with nearly 10,000 participants.
Project Family Partnership Award

This award is given to recognize a new staff member for outstanding extension programming to families in terms of quality, quantity, and/or the overall program development process. Framed citation and $1,000 cash award.

Susan E. Hooper, Southeast Iowa Family Life Field Specialist

Sue Hooper has used her wisdom, excellent problem-solving skills, and team building expertise to build community prevention efforts and increase family well-being in Iowa. Sue is a strong promoter of research-based family practices, effectively links significant work of the Institute for Social and Behavioral Research with community partnerships and family outreach, and successfully builds research into practice.
Lloyd Anderson Superior Service Award

This award is presented in honor of Lloyd Anderson, former Center for Industrial Research and Service director, who established a standard of excellence in service to Iowa industry. Plaque and $500.

Douglas Wood, Engineering Research Laboratory manager in the Department of Civil, Construction, and Environmental Engineering

Douglas Wood has partnered with the Center for Industrial Research and Service on numerous projects with Iowa industry. His expertise in design of test fixtures and structural testing has helped many Iowa companies improve their products and increase their profits.
Vice Provost’s Special Citations

These awards are given to members of organizations who represent cooperative efforts between extension and external partners for significant contributions to the extension educational effort. Framed citation.

BIOWA Board of Directors

George Anderl, Genencor International, Cedar Rapids; Robert Boeding, Lawler ag producer; Robert Brown, professor of mechanical engineering; Jill Euken, Southwest Iowa family life field specialist; Bill Kackley, HON Technology Inc., Muscatine; Brad Petersburg, Hanlontown ag producer; Jeff Stroburg, West Central Cooperative, Ralston; Tim Sullivan, Center for Industrial Research and Service field specialist; Gordon Wassenaar, Prairie City ag producer; and Ed Williams, Iowa City.

A partnership between the Iowa State University Extension Center for Industrial Research and Service (CIRAS) and a group of Iowa agricultural production and industrial leaders led to the development of BIOWA, a nonprofit organization that has its roots in an Agriculture Industries of the Future project funded by the U.S. Department of Energy and facilitated by CIRAS. The mission of BIOWA is to support and promote the growth and development of Iowa’s BioEconomy. The goals of the group are to develop at least ten regional bio-refineries in Iowa by 2020, build at least five new bio-businesses or expand existing bio-businesses each year, beginning in 2005, and provide investment and employment opportunities for Iowans in bio-refineries and bio-based businesses.
Vice Provost’s Special Citations

ISU Extension Futuring Committee
Duane Acker, committee co-chair, Extension Citizen Advisory Council; Steve Padgitt, committee co-chair, Extension to Communities program director; Don Ahrens, Mitchell County Extension Council member; Willem Bakker, director, Iowa Manufacturing Extension Partnership; Lisa Berkland, Northwest Iowa youth field specialist; Darrell Busby, Southwest Iowa livestock field specialist; Jon Cook, Greene County community representative; Ruth DeVries, Polk County Extension Council member; Sherry Glenn, interim associate vice provost for extension; Kim Greder, Extension to Families state specialist; Peter Hong, Pocahontas County Citizen Advisory Council; Jim Hughes, Pottawattamie County Citizen Advisory Council; Glen Mente, 4-H Foundation past president; Gene Mohling, Johnson and Washington county extension education director; Margaret Mordan, Iowa Association of County Extension Councils; Fran Passmore, Northeast Iowa family nutrition and health field specialist; Brenda Schmitt, Floyd County Extension Education Director; Fred Sick, Iowa Association of County Extension Councils; and Vicki Sickels, Extension Citizen Advisory Council

In 2003, extension in Iowa entered its 100th year. As Iowans’ needs and priorities change, ISU Extension must evaluate its efforts and, as appropriate, redirect its resources where they are most needed and will have the most impact. A futuring committee was appointed in October 2002 to provide guidance to the organization as it adapts to changing conditions. The committee was asked to assess the environment in which extension operates and the opportunities for change in this environment, develop a vision for the future of the organization, prepare a roadmap and guidelines for change, and establish priorities for change. Through a series of community meetings and dialogues with users of extension programming, the committee gathered information for a report and recommendations that was completed in March 2003. Since that time, work has continued on responses to the recommendations and on the development of an implementation plan.
## Length of Service Awards

<table>
<thead>
<tr>
<th>Years</th>
<th>Names</th>
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<tbody>
<tr>
<td>40 years</td>
<td>Donald M. Hofstrand, Lee H. Kilmer, James C. Hosch, 35 years</td>
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<td>35 years</td>
<td>Robert E. Dodds, Gail A. Kerns, Daniel D. Loy, Donna L. Nelson, Marlin E. Rice, 25 years</td>
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<td>30 years</td>
<td>Verlyn K. Anders, Becky A. Bray, Donnie R. Broshar, Debbie J. Hall, 15 years</td>
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<td>25 years</td>
<td>Judith M. Levings, Donna Morgan, Daniel N. Ossian, Sheri R. Postma, Shawn C. Shouse, 20 years</td>
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<td>20 years</td>
<td>Vera D. Stokes, Jerry D. Stubben, Sharon R. Wasteney, Jeanne M. Wiebke, 15 years</td>
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<tr>
<td>15 years</td>
<td>Phyllis A. Zalenski, 10 years</td>
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*Image: 100 Years of Extension: Helping Iowans become their best.*
## Length of Service Awards

<table>
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<tbody>
<tr>
<td>Gail D. Castillo</td>
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<td>Nancy C. Clark</td>
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<td>Deanna R. Colwell</td>
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<td>Donella M. Darrington</td>
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<td>Nora K. Dejohn</td>
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<td>Sue E. Delaney</td>
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<td>Kathryn A. Dysart</td>
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<td>Cheryl Entriken</td>
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<td>John E. Flickinger</td>
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<td>Dorla Hall</td>
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<td>Carla J. Harris</td>
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<td>Jeffrey K. Iles</td>
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<td>Frederick W. Koenig</td>
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<td>Theresa J. Lonneman</td>
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<td>Antonio P. Mallarino</td>
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<td>Ronda L. Mortenson</td>
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<th>5 Years</th>
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<tr>
<td>Lynette Anderson</td>
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<td>Willem Bakker</td>
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<td>Kari J. Bauer</td>
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| Betty Crandall |
| Fonda S. Darter |
| Cyndee Dather |
| Linda K. Erickson |
| Nancy L. Everman |
| David C. Frisk |
| Joani S. Gent |
| Mary B. Gregoire |
| Anne Guffey |
| Cynthia L. Haynes |
| Judy K. Johnson |
| Wiletta K. Klein |
| Debra E. Kruse |
| Tina Kuennen |
| Kathlene A. Larson |
| Jerry Leighton |
| Diane Marty |
| Jeffrey L. Mohr |
| Barbara J. Muetzel |
| Rebecca L. Nibe |
| Marc J. Peterson |

| Susan E. Reyhons |
| John E. Sawyer |
| Lisa F. Scarbrough |
| Amy B. Schindel |
| Lisa M. Shepherd |
| Cindy Souder |
| Sylvia Spykermann |
| Sheryle S. Stephens |
| Yvonne K. Stephens |
| Patricia C. Thies |
| Julie L. Todd |
| Sonya M. Wallace |
| Brenda K. Welch |
**Other Awards and Honors**

*Awards Presented to ISU Extension Staff at the All-University Convocation on September 29, 2003*

**ISU Extension Distinguished Service Award:** Margaret VanGinkle, Extension to Families Field Specialist, Central Iowa

**R. K. Bliss Citation for Outstanding Achievement in Developing an Extension Educational Program:** Deb Hall, Adair County Extension Education Director; and Joe Sellers, Livestock Field Specialist, Southwest Iowa

**ISU Foundation Award for Outstanding Early Achievement in Extension or Professional Practice:** Wendy J. Powers, associate professor of animal science

**ISU Foundation Award for Outstanding Achievement in Extension or Professional Practice:** Bill Bogue, Assistant for Finance to Vice Provost for Extension

**Individual Awards from Other Organizations**

**Beverlyn Allen,** assistant professor of sociology, 2003 Iowa State University Alumni Association Service Award.

**Jon L. Anderson,** communication specialist, Educational Materials and Marketing Services, Continuing Education and Communication Services, Agricultural Communicators in Education (ACE) Video Electronic Media Promotional Productions Bronze Award for Life in Iowa video.

**James R. Black,** senior project manager - Lean Manufacturing, Center for Industrial Research and Service, College of Engineering, received the District Award of Merit by the Boy Scouts of America, Mid-Iowa Council, Broken Arrow District.
Other Awards and Honors

Greg Brenneman, agricultural engineering field specialist, Southeast Iowa, received the distinguished service award from the National Association of County Agricultural Agents.

Donna Donald, family life field specialist, Southwest Iowa, Maytag Extension Educator of the year, national winner and central region finalist, National Extension Association of Family and Consumer Sciences.

Beth Ellen Doran, Northwest Iowa livestock specialist, member of American Society of Animal Science and National Cattlemen's Beef Association; Gamma Sigma Delta Mission Award of Merit – Extension.

Cornelia Butler Flora, professor of Sociology and director of North Central Regional Center for Rural Development, president, Agriculture, Food and Human Values Society; American Distance Education Consortium Peer Review Panel on Excellence in College and University Distance Education national award; and 1890 Webb-Godfrey-Hill Distance Education Award of Excellence 2003.

Thomas D. Glanville, associate professor of agricultural and biosystems engineering, honorable mention paper, American Society of Agricultural Engineers.


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Other Awards and Honors

Sciences; 2003 American Association of Family and Consumer Sciences Excellence in Extension Award; 2003 Distinguished Service Award, Iowa Chapter, National Extension Association of Family and Consumer Sciences.


**H. Mark Hanna**, scientist, agriculture and biosystems engineering, blue ribbon, Educational Aids Competition – video, American Society of Agricultural Engineers; Certificate of Excellence in Educational Materials, American Society of Agronomy.

**Jay D. Harmon**, associate professor of Agricultural and Biosystems Engineering and extension ag engineer, inducted into the Rural Builders Hall of Fame by the National Frame Builders Association.

**Robert G. Hartzler**, professor of agronomy, recognized as an Outstanding Extension Worker by the Weed Science Society of America.

**Steven D. Johnson**, farm and ag business management field specialist, Central Iowa: 2002 and 2003 national finalist, Search for Excellence in Farm and Ranch Financial Management, National Association of County Agricultural Agents.

**Paul Lasley**, professor and chair, Department of Sociology, 2002 Regents Faculty Excellence Award.

**Kelvin Leibold**, farm management field specialist, Central Iowa, received the distinguished service award from the National Association of County Agricultural Agents.

**Jeffrey Lorimor**, associate professor of agricultural and biosystems engineering, Outstanding Entry Award, Educational Aids Competition, American Society of Agricultural Engineers.

**Susan McDonnell**, family resource management field specialist, Northeast Iowa, Dean Don Felker Award, national winner and central region finalist, National Extension Association of Family and Consumer Sciences.

**Stewart W. Melvin**, professor of agricultural and biosystems engineering, honorable mention paper, American Society of Agricultural Engineers.
Other Awards and Honors

Jack Moore, manager, Midwest Plan Service, Outstanding Entry Award, Educational Aids Competition, American Society of Agricultural Engineers.

Larry D. Myers, Jackson County extension education director, received a Special Achievement Award from the Jackson/Clinton Dairy Association.

Mark Oleson, extension financial management specialist, director of the ISU Financial Counseling Clinic, and assistant professor of Human Development and Family Studies, 2002 Financial Counseling Center of the Year award presented by the Association for Financial Counseling and Planning Education.

Vernon Ryan, professor of Sociology, 2002 Excellence in Extension and Public Service Award, Rural Sociological Society.

Charles Schwab, associate professor of agricultural and biosystems engineering, blue ribbon, Educational Aids Competition, American Society of Agricultural Engineers, and Superior Engineering Extension Award, Iowa State University College of Engineering.

S. Elwynn Taylor, professor of Agronomy and Agricultural Meteorology, received the Iowa Farm Bureau Distinguished Service to Agriculture 2003 Award. Other persons representing Iowa State University who have received this award are William G. Murray (1987), Neil E. Harl (1992), and Louis Thompson (1995).

Jon J. Tollefson, professor of Entomology, received the Fulbright Senior Specialist Award by the Council for International Exchange of Scholars. He will serve as a consultant to Croatia on research concerning the western corn rootworm, Diabrotica virgifera.

Larry F. Tranel, Northeast Iowa dairy/beef and forages field specialist, received the National Association of County Agricultural Agents Pinnacle Award for Outstanding Humanitarian Service.

Rich Wrange, Boone County extension education director, received the radio program communications award from the National Association of County Agricultural Agents.

Hongwei Xin, professor of agricultural and biosystems engineering, honorable mention paper, American Society of Agricultural Engineers.
Team Awards
The Center for Industrial Research and Service (CIRAS) Engineering Team received a National Association of Management and Technical Assistance Centers award as one of the 2002 Outstanding Projects of the Year in the Technical Assistance category for the team’s work with CombiSep Inc. Members of the CIRAS Engineering Team are Don Eichner (retired), Andrew Bice, Clay Crandall, Steve Devlin, Jeff Mohr, John Roberts, and John Van Engelenhoven. The following engineering student interns were also essential to the success of the project: Nick Burns, Mike Larson, Brennan Fehr, Jason Reber, Jhonson Sahlan, Steve Frankeberger, Mike Taylor, Travis Johnson, and Anna Jones. Other contributors were the Center for Advanced Technology Development, the Iowa Manufacturing Extension Partnership, the Iowa Companies Assistance Program, the College of Engineering’s Department of Aerospace Engineering, and the Ames Lab machine, electronics, and sheet metal shops.

Doug Cooper, Jed Findlay, communication specialists; Elaine Edwards, manager, Educational Materials and Marketing Services, Continuing Education and Communication Services; and Laura Miller, communication specialist, Leopold Center, Agricultural Communicators in Education (ACE) Audio Electronic Media Bronze Award for Farm Safety for Kids promotion
Elaine Edwards, manager; Laura Sternweis, communication specialist, Micki Nelson, Dave Pavlik, graphic designers; Del Marks, Jed Findlay, communication specialists, Educational Materials and Marketing Services, Continuing Education and Communication Services; Mark Settle, interim director of external relations, and Judy Isaacson and Jolene Stevens, external relations field specialists; Agricultural Communicators in Education (ACE) External communication programs Silver Award for ISU Extension marketing campaign.
Other Awards and Honors

Kimberly Greder, assistant professor, Human Development and Family Studies and state family life extension specialist; Diana Broshar, Children, Youth and Families At Risk (CYFAR) program specialist; Catherine Hunt, marketing specialist, Continuing Education and Communication Services (CECS), Daniel Ossian, communication specialist, CECS; Joyce Howard, office assistant, Human Development and Family Studies; Barb Abbott, communication specialist, CECS; and Julie Mangels, graphic design, Juls Design, 2003 Marketing Package Award for Healthy Teen Development, national winner and Central Region finalist, National Extension Association of Family and Consumer Sciences.

Susan McDonnell, family resource management field specialist, Northeast Iowa; Mary Beth Kaufman, family resource management field specialist, Southwest Iowa; Janet Garkey, family resource management field specialist, Southeast Iowa; Pat Gorman, family resource management field specialist, Northeast Iowa; John Baker, staff attorney and extension program specialist, Central Iowa; and Carol Ouverson, communication specialist, Continuing Education and Communication Services, received the $500 Dean Don Felker Financial Management Award for Who’s Got Your Number? Protecting Consumer Privacy, from the National Extension Association of Family and Consumer Sciences.

Carol Ouverson, Doug Cooper, Jed Findlay, Del Marks, Laura Sternweis, communication specialists; Catherine Hunt, marketing specialist; Dave Pavlik, graphic designer; Elaine Edwards, manager, Educational Materials and Marketing Services, Continuing Education and Communication Services; and Ann Bugler, Brenton Center for Agricultural Instruction Technology Transfer; Agricultural Communicators in Education (ACE) Media Relations Program Silver Award for the 4-H Centennial media campaign.
... and justice for all

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