ADVANCING ECONOMIC DEVELOPMENT 2009

HEALTHY

PEOPLE

ENVIRONMENTS

ECONOMIES

IOWA STATE UNIVERSITY
University Extension
HEALTHY

PEOPLE
ENVIRONMENTS
ECONOMIES
Iowa State University Extension supports economic growth and works to improve quality of life through encouraging business development, helping to create jobs, and expanding entrepreneurial activity. In ISU Extension terms, economic development means

- connecting business and industry to the university resources that can help them improve their bottom line;
- assisting communities as they fight poverty and create jobs so the next generation can build a positive future in Iowa;
- helping families make the most of their resources, skills, and knowledge; and
- educating our current and future workforce.

ISU Extension also collaborates with other universities, agencies, organizations, and all levels of government in a cohesive, concerted effort to move Iowa forward. We provide high quality, research-based educational programs that promote healthy people, support healthy environments, and advance healthy economies.

Learn more about ISU Extension at www.extension.iastate.edu.
ISU Extension’s Center for Industrial Research and Service made more than 1,000 phone contacts to survey Iowa manufacturers about the extent and effects of damage from floods that ravaged Iowa in 2008.
IMPACT: Iowa State University Extension is leveraging partnerships and conveying the needs of Iowa companies to local, state, and federal agencies so relief funding can be best targeted for industry recovery.
ISU Extension offers the Eureka! Winning Ways program to small and medium sized Iowa manufacturers to help them generate, develop, and test their own ideas for growing their top line sales.
Participating companies like Hawkeye Steel Products of Houghton, are developing new ideas for growth, even pursuing patents. The stackable design of their Indastructa Bull Mineral Feeder allows shipping of 20 feeders per pallet, via ground package service—reducing shipping costs by eliminating oversize charges.
ISU Extension provided a full range of procurement and technical assistance solutions for ESCP Corporation, a Davenport manufacturer and metal fabricator that supports local original equipment manufacturers in the automotive, military, agriculture, and construction industries.
Because of ISU Extension’s assistance, ESCP can directly market to government purchasing departments. This preparation and network-ing enabled ESCP to bid for and secure government contracts totaling $852,386 over the past year. The Department of Defense estimates that 13 jobs were created or retained as a result.
ISU Extension helped Maple River Energy LLC prepare technical documentation to request a USDA Section 9006 loan guarantee for building a 3-million-bushel soybean crush plant and a 5-million-gallon biodiesel production facility in Galva.
Maple River Energy LLC received a $10-million loan guarantee for the project from USDA. The company anticipates $30 million in sales, 15 new employees, and an increase in investment of $15 million.
Geater Machining and Manufacturing Company in Independence turned to ISU Extension when it needed a new layout for its machining department. The company performs machining, finishing, sheetmetal fabrication, assembly, and secondary operations for aerospace, electronics, and other high-tech companies nationwide.
A new plant layout plan for the manufacturing department was incorporated and as a result, Geater’s sales rose by $1.5 million and the company saved $300,000. Plant capacity expanded by more than 10 percent.
Stellar Industries, a Garner manufacturer of hydraulic truck-mounted equipment, appeared to have outgrown its space, with parts stored at off-site locations. ISU Extension worked with the company to improve manufacturing processes instead of expanding the facility.
Stellar Industries has experienced a $4.5 million increase in annual sales, without adding more staff, equipment, or facilities. In addition, Stellar believes it retained $2.1 million in sales that would have been lost, had the company not been able to increase production.
In late 2008, ISU Extension brought together groups of Iowans in nearly every county to discuss the opportunities and challenges associated with food security, feed production, fuel prices and growth in the renewable fuels industry. The effort was a follow-up to community conversations in 2007.
Some 823 Iowans in 97 county extension districts participated in Bioeconomy Community Conversations II. Extension will use the data to better address Iowans’ concerns, hopes, and expectations about the bioeconomy and its impact on the state’s food, families, and agriculture.
With funding from the Northwest Area Foundation, ISU Extension offers the Horizons leadership program to help communities take charge and build stronger leaders to address poverty, economic decline, and the exodus of young adults.
Twenty rural communities completed the Horizons program in June 2008. More than 1,780 citizens are pooling their resources with other communities and setting up volunteer programs to help families in poverty—from expanding supplies at food banks to providing transportation and improving housing. Another 15 communities started Horizons in September 2008.
ISU Extension’s Program Builder is a Web-based marketplace that allows local leaders to review and choose from a variety of technical assistance, consulting, and educational programs to improve the quality of life in their communities.
Every month approximately 250 to 300 unique visitors peruse the Program Builder site, www.extension.iastate.edu/programbuilder. They find tools to construct personalized service agreements with economic development service providers, including downtown restoration, community visualizing, landscape revitalization, transportation, leadership, government, and management services.
As consumer interest in locally raised meats increases, ISU Extension’s Small Meat Processor Working Group brings processors, regulators, educators, and business consultants together to identify processor needs and available resources.
Extension educates small meat processors on business sustainability and expands their business savvy—helping them to understand customer preferences, product marketing, and succession planning, and to develop and use accounting systems.
ISU Extension and partners in the Rural Development Resource Center developed Buy Iowa Online, www.buyiowaonline.com, a fully automated e-commerce website that brings together products from entrepreneurs in southwest Iowa.
Buy Iowa Online offers Iowa-made products from more than 30 southwest Iowa crafters, artisans and manufacturers, and provides the entrepreneurs with product-to-market assistance. The e-commerce site helps entrepreneurs invest in their local economy and creates sustainability for the state.
Extension afterschool programs, offered from 3 to 6 p.m.—the time when juvenile crime triples and parental stress increases—are held regularly in nine central Iowa counties. These grade-appropriate programs provide safety, science, and nutrition education.
Extension afterschool programs create a safe environment for children with the added benefit of life skills instruction. The Iowa Afterschool Alliance notes that when employees can access high quality afterschool programs for their children, they are better able to concentrate on work, increase productivity, and decrease absenteeism—cutting cost to employers at an estimated $496 to $1,984 per employee, per year, depending on annual salary.
ISU Extension provides education and leadership to help Iowa’s grape and wine entrepreneurs grow their industry profitably—with field days, grape variety research, local assistance to vineyard owners, and support for the Midwest Grape and Wine Institute.
In 2008 Iowa was home to 75 state-licensed wineries and 408 commercial vineyards covering approximately 1,200 acres. Iowa’s 2008 wine production was 283,023 gallons valued at $17 million. A 2008 survey of Iowa’s Welcome Centers showed that 44 percent of winery visitors stayed longer in Iowa because of wineries, spending an average of $266.51 per day.
ISU Extension offers an online course for homebuyers, A Place of Your Own. The course helps participants prepare for the home-buying process and shop for a mortgage that works for their budget.
Some 550 households completed ISU Extension’s online homeownership education program. It meets USDA Rural Development’s requirement that borrowers complete an educational course about homeownership to be eligible for loans.
The Iowa Pork Industry Center gathers information and runs computer models to help producers make decisions about where to locate new swine facilities to minimize odor.
During the past two years, the Iowa Pork Industry Center has helped 59 producers make decisions about siting new swine facilities. The average capacity of the proposed buildings was approximately 3,000 head. Assuming an initial investment of $250 per head, this represents a $44.2 million investment in Iowa’s economy.
ISU Extension’s Elderhostel program offers Iowa-themed educational travel courses for people age 55 and older, giving a boost to local tourism.
Through Elderhostel, ISU Extension introduced 183 visitors from Canada and 32 states to Iowa’s unique places in 2008. The five programs sold out quickly, with a waiting list of almost 100 people.
The Community Vitality Center (CVC) is organizing a statewide microloan foundation and community micro-enterprise development initiatives that target low- and moderate-income people and underserved rural areas.
CVC’s investment has been leveraged with grants from Northwest Area Foundation and the Iowa Legislature’s community grant program, and a Small Business Association (SBA) Microloan. The microenterprise foundation is projected to provide microloans and technical assistance for 150 new clients annually that will generate approximately 300 jobs in underserved communities.
Sixty-seven percent of Iowa children up to age 12 need child care while their parents work. ISU Extension offers local training, evaluation, and consultation for child care providers to improve quality of care.
Approximately 360 child care center directors and assistant directors and 1,664 early childhood teachers participated in ISU Extension’s New Staff Orientation training, achieving professional development credit for Iowa Department of Human Services licensing. These educators provide early care and education for 41,856 children.
ISU Extension’s Latino business networks provide these small businesses the group support they need, along with technical and financial advice, marketing help, a newsletter, and educational workshops.
Most Iowa communities with more than 7,000 people have at least one Latino business; some have up to 15 or more. This grassroots economic development is helping first-generation immigrants establish and expand family-owned businesses including grocery stores, restaurants, gift shops, clothing stores, and car sales and repair shops.
ISU Extension has received through grants and federal appropriations more than $13.4 million from USDA Rural Development to develop an electronic center for farmers on value added agriculture. More than 22 states have partnered with AgMRC since 2002.
The Agricultural Marketing Resource Center (AgMRC) provides independent producers and processors with the critical information they need to build successful value-added agriculture enterprises. The website www.AgMRC.org receives more than 4 million hits per month as visitors find information on markets, industries, business development, and relevant state laws.
ISU Extension works with community partners to recruit and train volunteers to provide free tax preparation services to low-income families through the Volunteer Income Tax Assistance (VITA) program.
In 2008, VITA volunteers helped 1,398 low-income Iowans in 18 counties complete their income tax returns. About half of those tax filers qualified for the Earned Income Tax Credit (EITC) totaling $670,977. This money strengthens neighborhoods, assists small businesses, and spurs local economic development.
Over the past five years, the Community Vitality Center (CVC) partnered with other statewide organizations, to organize annual academies and satellite meetings during the formative stages of the Iowa Community Foundation movement.
Last year through the County Endowment Fund Program, 85 community foundations granted more than $8 million to local non-profit and public entities and added $2.7 million to local permanent endowments. In addition, Iowa Community Foundations collectively leverage $2 million in tax credit incentives into $10 million of additional contributions to permanent endowments to serve local needs.
ISU Extension is part of the Iowa Agritourism Working Group that helps value-added agriculture entrepreneurs develop and promote their agritourism and “agri-tainment” businesses.
The Iowa Agritourism Working Group conducts conferences for entrepreneurs, with topics ranging from safety and legal issues to attracting and keeping customers, and increasing on-farm sales. Entrepreneurs can register their agritourism operations at the group’s website, www.visitiowafarms.org, which promotes the industry and allows consumers to find agritourism operations by location or type.
Extension offers ServSafe® food safety classes in partnership with the Iowa Restaurant Association Educational Foundation and local health departments. The training educates food service providers about keeping food safe and protecting their establishments against a costly food borne illness outbreak.
Extension nutrition and health field specialists have taught the ServSafe® food safety certification course to more than 1,500 Iowans in the last two years, with a pass rate of 86 percent. Participants work in commercial and non-commercial foodservice operations. Preliminary research from ISU indicates food safety training can lead to a competitive advantage in the market.
Mount Pleasant asked ISU Extension for help in planning for the impact of a new bypass, creating a new community graphic identity, redeveloping the town square and the surrounding area, and redesigning and updating the Old Threshers grounds.
ISU Extension prepared a work plan, and Mount Pleasant funded the $50,000 project, including community involvement activities, an interchange development report, and a park master plan.
# ISU Extension Program Areas

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<th>ISU Extension Program Area</th>
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<tr>
<td>ISU Extension to Agriculture and Natural Resources</td>
<td>Gerald Miller&lt;br&gt;(515) 294-4333&lt;br&gt;<a href="mailto:soil@iastate.edu">soil@iastate.edu</a>&lt;br&gt;www.extension.iastate.edu/ag</td>
</tr>
<tr>
<td>ISU Extension to Business and Industry</td>
<td>Ron Cox&lt;br&gt;(515) 294-9592&lt;br&gt;<a href="mailto:rcox@iastate.edu">rcox@iastate.edu</a>&lt;br&gt;www.ciras.iastate.edu</td>
</tr>
<tr>
<td>ISU Extension Community and Economic Development</td>
<td>Timothy Borich&lt;br&gt;(515) 294-9397&lt;br&gt;<a href="mailto:borich@iastate.edu">borich@iastate.edu</a>&lt;br&gt;www.extension.iastate.edu/communities</td>
</tr>
</tbody>
</table>
Eddie Loo
(515) 294-8601
eddieloo@iastate.edu
www.cepd.iastate.edu

Jeanne Warning
(515) 294-6622
jwarning@iastate.edu
www.extension.iastate.edu/homefamily

Chuck Morris
(515) 294-1018
cmorris@iastate.edu
www.extension.iastate.edu/4H
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