ISU EXTENSION
2007

HEALTHY

PEOPLE
ENVIRONMENTS
ECONOMIES

IOWA STATE UNIVERSITY
University Extension
It often is said that the best way to predict the future is to create it. Undeniably, progress comes from questioning assumptions, making whatever changes that logic and good sense require, and being willing to put finite resources against a few infinite ambitions.

In terms of ISU Extension’s infinite ambitions versus its limited resources, it would be easy to attribute budgetary boundaries to the ability to progress in serving Iowans. Without a doubt, sufficient resources grease the wheels of Extension’s development, which then provides new opportunities for more Iowans.

However, the success of keeping ISU Extension moving forward in a positive way is not based solely on money, but instead on a sense of common purpose, vision, and goals at all levels of the organization. It is based on esprit de corps and maintaining a sense of relevance and value for what we do. It is based on the personal satisfaction of doing a job well, and knowing that the people we serve and those who govern us appreciate it and care. It is based on consummate professionalism and those ideals that go with it. And ultimately, it is based on devotion to the people whom we serve and the land that supports us.

Jack M. Payne
Vice President, ISU Extension and Outreach
Relevance Statement
Iowans Value Outcomes

HEALTHY
Healthy People • Healthy Environments • Healthy Economies

Forward Thinking
Urban Extension Development
Iowa Future Fund
ISU OnLine™
Mobilizing the Bioeconomy
Expanding Horizons

Challenges Ahead
Keys to Success

Program Areas in Every County
Families
4-H Youth Development
Community & Economic Development
Business & Industry
Continuing & Distance Education
Agriculture & Natural Resources

Extending ISU to the World Community
International Programs

Trimtabs & Synergies

Citizens Advisory Council

Iowa Association of County Extension Councils
ISU Extension GoTo Directory
Relevance Statement

Extension is in Iowa
In every Iowa county
In sync with Iowa’s challenges
In touch with Iowans’ needs
Involved with advancing Iowa’s economy

“The simplest questions are the most profound.
Where were you born?
Where is your home?
Where are you going?
What are you doing?
Think about these once in a while and
watch your answers change.”

—RICHARD BACH, Author
Healthy People

*Extension* promotes healthy lifestyles by providing education on public issues, food and nutrition, health, financial management, youth development, and family relationships across the lifespan.

Healthy Environments

*Extension* advances safe, sustainable environments by helping to enhance the value of Iowa’s agricultural industry, providing recreational opportunities, and disseminating research and education aimed at protecting the state’s natural resources.

Healthy Economies

*Extension* supports growth and works to improve quality of life through encouraging business development, helping to create jobs, and expanding entrepreneurial activity.
“In many ways, Americans of all ages and in every race and ethnic group have better health today than a decade ago, yet considerable disparities remain.”

—DAVID SATCHER, M.D.
Surgeon General and Assistant Secretary for Health, 1998–2001

Health inarguably is prized as a personal asset, but it also is valuable to our communities. That’s why ISU Extension educates Iowans to improve their physical and mental well-being, as well as their financial health. From food safety to financial security, support for military youth, and training for new immigrants—ISU Extension works for healthy people throughout Iowa.
ISU Extension provides food safety information for consumers, students, foodservice providers, and processors.

The Food Safety Project website (www.iowafoodsafety.org) received 2 million page views with more than 200,000 unique visitors. Some 5,000 consumers and employees participated in ISU Extension’s food safety training, including certification courses and on-site visits. About 700 retail food service employees successfully completed ServSafe, the national certification course. Certification indicates a proficiency in food safety knowledge and translates into safer food being served in Iowa. ISU Extension also helped 30 food processors develop programs in food safety, quality, and good manufacturing practices (GMP). Such food quality programs can lead to increased marketing opportunities for food processors. After working with ISU Extension, Caremoli USA, in Ames, successfully passed a USDA Food and Nutrition Service audit allowing the company to sell products to school nutrition programs.
ISU Extension and Operation: Military Kids (OMK) support Iowa’s military youth.

Iowa’s military youth are isolated geographically and many have had their lives stressed by their parents’ deployments. ISU Extension and its OMK partners provide education, outreach, and support to these youth throughout the deployment cycle. OMK brings together community organizations to provide services and to build support networks where the kids live. For example, after-school programs, day camps, and special events targeting youth with parents in the military have reached more than 2,200 Iowa military kids and families. OMK is a national partnership among the U.S. Army’s Child and Youth Services, the U.S. Department of Agriculture, and Extension’s 4-H Youth Development program.
ISU Extension trains and certifies precinct election officials.

They learn the requirements of Iowa law designed to ensure open, honest, and fair elections. ISU Extension designed the training with the Iowa State Association of County Auditors, the Iowa Association of Counties, and Help America Vote Act (HAVA) programs for the Iowa Secretary of State’s office. In 2006, ISU Extension trained and certified 1,798 officials. In a random sample survey, more than 90 percent ranked the program very good or excellent. To meet demand, Extension will conduct 180 additional trainings over the next three years.
Healthy environments must be safe and sustainable and enhance the value of Iowa’s agricultural industry, provide recreational opportunities, and protect the state’s natural resources. To that end, ISU Extension provides environmental education and partners with agencies and organizations to demonstrate conservation management systems. From improving water quality to evaluating land management alternatives, increasing agricultural productivity, and helping youth think critically—ISU Extension works for healthy environments throughout Iowa.

“You cannot affirm the power plant and condemn the smokestack, or affirm the smoke and condemn the cough.”

— WENDELL BERRY
*The Gift of the Good Land*, 1981
The Iowa Learning Farm builds a culture of conservation.

It brings together farmers, agencies, conservation groups, the general public, and Iowa State University and Extension to increase the adoption of residue management and conservation practices. The goal is to improve water quality and reduce nonpoint source pollution in Iowa. Using a conservation system rainfall simulator, the Iowa Learning Farm lets Iowans see what can be done to prevent sediment runoff. The simulator collects “rainfall” that has flowed through five different land scenarios, from no crop residue to 100 percent residue to an urban street. In demonstrations throughout Iowa, the rainfall simulator illustrates the importance of water quality and the impacts of various farming practices on the land.
Connecting Learning and Living (CLL) links youth to the environment. CLL helps school-age youth learn that natural resources, agriculture, food, and people are necessary community partners for healthy environments. Some 4,000 Iowa educators in school and after-school programs have been trained in ISU Extension’s CLL curricula. These educators have the potential to reach at least 80,000 youth each year with 10 hours of environmental education. About 600 student teachers from several Iowa colleges have participated in workshops and received sample lessons. The Iowa Resource Enhancement and Protection (REAP) Conservation Education Program has awarded more than $100,000 in grants for CLL. Iowa naturalists and agriculture-in-the-classroom educators also use these lessons that help children develop life skills such as critical thinking, communication, citizenship, and leadership.
The Corn and Soybean Initiative provides science-based crop production information to Iowa corn and soybean growers.

The goal is to increase their productivity and global competitiveness while also conserving the environment. This partnership between Iowa State University and private sector agribusinesses serves growers in 320 Iowa communities. It includes 50 retail partners and 10 organizational and media partners. ISU and the retail partners contribute to the finances and logistics in the research and demonstrations, developing protocols, identifying fields for the work, and organizing educational events at the project sites. In 2007, ISU Extension faculty members are leading three campus-coordinated, multi-regional, on-farm research projects. ISU Extension field agronomists are directing 26 research and demonstration projects across the state. They work closely with the retailers and local agribusiness partners to develop research and education programs on locally relevant issues.
Healthy economies support growth and improve quality of life. Healthy economies also encourage business development, create jobs, and expand entrepreneurial activity. That’s why ISU Extension helps businesses develop management strategies to improve their bottom line. Extension engages Iowans in the bioeconomy and emerging policy issues. From developing community leaders to encouraging young entrepreneurs, assisting manufacturers, and starting economic coalitions—ISU Extension works for healthy economies throughout Iowa.

“The connection between education and a healthy economy is critical.”

— TED STRICKLAND
Governor of Ohio
ISU Extension supports the emergence of Iowa and the university as leaders in the bioeconomy.

Extension connects Iowans and businesses with industry and funding sources that can respond to their needs for research and expertise. Businesses turn to ISU Extension for assistance in BQ-9000 certification, the national biodiesel quality standard. Extension educates biobased product manufacturers about new discoveries in bioprocessing. In addition, Extension helps crop and livestock producers make decisions about ethanol and coproduct cattle feeding. In spring 2007, Extension brought together more than 950 people for community-level discussions throughout the state to consider the impacts of developing Iowa’s biorenewable resources. ISU Extension, the Town/Craft Center, and the ISU College of Design co-sponsored a conference examining bioeconomy policy issues such as economic development and stability.

As part of Iowa State’s $22.5 million industry contract with ConocoPhillips, Extension will work with the company annually to identify research needs that ISU faculty will address.
Thirty-eight southwest Iowa businesses are benefiting from the Rural Development Resource Center (RDRC).

This communication hub in Red Oak brings together economic development resources and service providers. RDRC impacts include three small business starts, two small business expansions, three business loan referrals, 12 business plans under development, three federal grants submitted, two biofuels plants sited, and 120 jobs created. ISU Extension, the Southwest Iowa Coalition, the Wallace Foundation for Rural Research and Development, and the Grow Iowa Foundation secured funding for RDRC. A USDA Rural Development grant and other awards provided a startup budget of $646,000. The Iowa Department of Economic Development funds RDRC.
Imperial Roof Systems credits ISU Extension with helping the company win government contracts.

The West Union company won contracts of $1.5 million in 2006 with Offutt Air Force Base, the Iowa Board of Regents, and the city of Hannibal, Missouri. Extension had connected Imperial Roof Systems with the Small Business Administration to register and certify the company as a HUBZone small business. Extension also helped the company become registered in the Central Contractor Registry (CCR), a federally mandated electronic registration program. Anyone who wishes to do business with the federal government must qualify for the CCR as an active vendor. Extension assistance quickly helped the company become successful at bidding and receiving government contracts.
ISU Extension educates niche pork producers to increase their success.

Niche—or specialty—pork markets may offer producers a better price for their pork than regular commodity markets. Consumers are willing to pay more for niche pork, but serving these specialty markets has its own challenges. ISU Extension educates niche pork producers about using records to set goals and following management strategies to increase the success of their operations. Extension trained more than 400 producers at workshops and via Internet sessions. In a follow-up sample survey, 40 producers described how they were using records to set a baseline and improve their operations. Improvements they’d made as a result of the training included setting production targets, adjusting their nutrition programs, keeping better track of feed costs, and tightening farrowing time. Thirty-four of those producers estimated that these improvements resulted in an average benefit of $1,000 per operation.
ISU Extension helps Goodwill and RepelIt meet production goals.

RepelIt LLC, a Cedar Rapids producer of animal deterrent products, worked with Goodwill Industries to manufacture a new product. After a market test and promising results, RepelIt decided to expand to a national market. But Goodwill needed to change its manufacturing process to meet this demand. ISU Extension assisted Goodwill with lean manufacturing processes that combined best practices with real world accommodations for workers with disabilities. As a result, Goodwill and RepelIt met production goals of 12,000 units in a shift, up from 5,400 units.
Forward Thinking

OVERVIEW
It has been said that it doesn’t matter so much where we stand but where we are going. Extension believes that the future is now and is planning for the inevitable and the worthwhile. By thinking forward and planning ahead, ISU Extension will remain in sync with the challenges facing Iowans:

• **Urban Extension Development**—enhance services within urban communities and improve quality of life for urban residents
• **Iowa Future Fund**—introduce students to Iowa companies and reduce brain drain throughout the state
• **ISU OnLine™**—upgrade the skills, credentials, and knowledge of Iowa’s workforce
• **Mobilizing the Bioeconomy**—help Iowans make informed decisions and maintain Iowa’s leadership in the bioeconomy
• **Expanding Horizons**—help communities build stronger leaders to better address poverty, economic decline, and the exodus of young adults

“First you jump off the cliff and you build wings on the way down.”

—RAY BRADBURY, Author
Urban centers are the financial, commercial, and industrial centers of Iowa. They also are the hub for services for their surrounding areas. In addition, urban communities are population centers. With almost half of Iowa’s school-age youth living in urban centers and surrounding suburbs, these youth and their parents provide a vibrant and underserved audience for ISU Extension.

Urban centers are where Iowa’s future population growth most likely will occur. They also will be major employment centers for future Iowa State graduates. The success of Iowa’s urban centers will have a critical impact on the surrounding areas and the state’s future.

Imagine improved quality of life for urban residents and enhanced services in these communities. ISU Extension will be an active, vital player in the future success of Iowa’s urban centers, creating partnerships that result in opportunities such as metropolitan food systems planning and development; neighborhood leadership, planning, and development for youth and adults; and urban and community design education.
Through the Iowa Future Fund, ISU Extension’s Center for Industrial Research and Service (CIRAS) will match student design teams with Iowa companies to identify solutions to their most pressing development challenges. Students will gain experience as they work on industries’ design challenges, and companies can take advantage of an additional avenue for exploring new ideas so that they can better compete in a global economy. The close interaction between students and company personnel increases the likelihood that the students will stay in Iowa after graduation.

This connection between ISU students and Iowa business and industry would enhance undergraduate education, support economic growth in the state, and create powerful incentives for graduates to stay in Iowa.
ISU OnLine will accelerate growth and access to highly sought-after online classes that meet the needs of place- and time-bound students, businesses, professional organizations, and public sector agencies. It will extend the excellence of Iowa State by offering the university’s truly best academic courses and curricula.

Targeted and relevant course creation and online access are the keys to providing the lifelong learning opportunities that Iowans need to prepare for a future that promises shortages of knowledge workers and global competition. Students will have new points of entry to Iowa State and increased access to high-demand courses. Those previously unable to enroll in courses because of scheduling conflicts or enrollment limits will have new opportunities. The university can respond rapidly to fluctuations in course demand. And, Iowa employers will have a ready, well-equipped workforce.
One of our state’s fastest growing industries is the bioeconomy. As Iowans explore developing the state’s biorenewable resources, they must consider the agronomic, economic, social, and environmental impacts of this rapidly growing initiative. ISU Extension can help them make informed decisions and be engaged in shaping a desirable future.

As Iowans embrace the bioeconomy, ISU Extension will synthesize the results of Iowa State’s multiple research agendas and integrate this information into timely educational and training activities and resource materials for Iowa producers and their service providers. With ISU Extension education, Iowans can make better decisions for increased profitability; enhanced air, soil, and water quality; and new economic development opportunities.
The Horizons Community Leadership Program to Reduce Poverty helps communities build stronger leaders to address economic issues and find ways to implement change. ISU Extension collaborated with 10 educational organizations and the Northwest Area Foundation to design Horizons. The program has expanded to 200 communities in seven states.

Twenty-three Iowa communities are participating in ISU Extension’s Horizons program. Some 750 participants recently completed leadership training and are beginning community visioning and strategic planning. They are implementing projects including community-wide clean-ups, community resource directories, “welcome to the community” activities, expanded child care services, and mentoring programs for youth.

For families and communities to thrive, everyone must have an opportunity to prosper. ISU Extension hopes to expand the Horizons program to help even more Iowa communities build a comprehensive leadership base to address poverty, economic decline, and the exodus of young adults.
Extension is in sync with Iowa’s values of healthy people, environments, and economies. At the same time, Extension must be in step with Iowa’s greatest challenges:

- **Shifting populations**—aging, brain drain, and immigrants
- **Rural decline**—globalization and economic development
- **Safety**—food supply and home security
- **Health**—disease prevention and management
- **Environmental**—water contamination and land use
Keys to Success

- Extension will sustain a fundamental responsibility to the people, both local and global.
- Extension programs will address concrete, relevant needs.
- Extension will demonstrate tangible benefits to its constituents.
- Extension will operate from a collective appreciation that tomorrow’s innovations will result from the actions and decisions that are executed today.
Families
4-H Youth Development
Community & Economic Development
Business & Industry
Continuing & Distance Education
Agriculture & Natural Resources
Extending ISU to All Iowans
Reaching out to families across the lifespan, providing research-based information and education to help families make decisions that improve and transform their lives.

**Families**

**FY 2007 IN A NUTSHELL**

- 302,014 individuals had contact with Families programs; 144,623 individuals participated in noncredit workshops, conferences, and home study courses.

- 6,607 Iowans participated in ISU Extension financial management programs.

- 1,127 child care center directors and staff completed New Staff Orientation training; 856 providers completed the Child Care That Works study program.

- Nutrition education programs for low-resource Iowans helped 16,931 youth and 2,534 young families develop the knowledge, skills, attitudes, and behavior needed to improve their diet.

**Extension’s total expenditures:**

$100,042,416

**Families**

$13.4 million

13%
4-H Youth Development

FY 2007 IN A NUTSHELL

• 127,967 youth were involved in 4-H community clubs, special interest groups, school enrichment, and other programs. Nearly one in four Iowa school-age youth participate in 4-H youth programs.

• 12,247 youth and adult volunteers contributed their time and expertise to help youth learn life skills.

• Through the State 4-H Youth Conference service projects, Iowa’s Promise Youth grants, and Pioneer Community Improvement grants, 3,511 adults and youth contributed 8,737 volunteer hours of community service.
Helping organizations and local governments make Iowa communities better places to live and work, with programs and services in community leadership, management, and policy and design.

COMMUNITY & ECONOMIC DEVELOPMENT

FY 2007 IN A NUTSHELL

- ISU Extension helped communities create 120 jobs, develop four comprehensive land use plans, expand 12 businesses, obtain 56 grants, complete 12 public works projects, and improve 28 community landscapes.

- More than 5,000 local officials were trained on topics such as municipal administration, Geographic Information Systems (GIS), planning and zoning administration, township governance, and planning emergency services delivery.

- ISU Extension provided leadership and community development training to more than 11,000 community leaders and emerging leaders. Extension also assisted more than 1,000 community organizations through training and management consultations.

Community & Economic Development

$4.3 million

4%

Extension's total expenditures:

$100,042,416
FY 2007 IN A NUTSHELL

- 804 Iowa companies were provided assistance or attended an educational event sponsored by ISU Extension’s Center for Industrial Research and Service (CIRAS) and its partners.

- Companies receiving technical assistance reported $122 million of investments, $7 million of cost savings, and $62 million of new or retained sales. These companies reported that more than 1,600 jobs were created or retained as a result of the assistance they received.

Providing Iowa manufacturers with workshops and technical and business assistance in engineering, management practices, procurement, quality management, biorenewables, and productivity to increase competitiveness

Business & Industry
$5.6 million
6%

Extension’s total expenditures:
$100,042,416
Providing lifelong learning opportunities for place- and time-bound students through conferences, events, and noncredit and credit courses offered on and off campus and online.

Continuing & Distance Education

FY 2007 IN A NUTSHELL

- During FY07, Continuing & Distance Education (CDE) offered Iowans 365 credit courses in 32 programs.

- CDE credit courses reached 5,610 Iowans from 329 communities across 93 Iowa counties. These Iowans completed CDE courses to retain or advance in their jobs or change careers.

- A graduate of the Distance Education Master of Science in Agronomy received tenure in his job thanks to successfully completing the program.

- 513 students completed courses for teacher certification.

- Extension provided noncredit educational programming to more than 497,000 lifelong learners.
150,135 Iowans participated in Agriculture and Natural Resources noncredit workshops, conferences, field meetings, and home study programs.

169,271 Iowans called Extension hotlines or received individual consultations.

19,500 commercial and private pesticide applicators and 3,000 manure applicators are trained annually to become eligible for certification.

4,584 professionals participated in agribusiness education programs. Crop advisors rely on this information as they make crop production recommendations to more than 90 percent of Iowa corn and soybean producers.
INTERNATIONAL PROGRAMS

- Rural Poverty in Mexico
- Degree & Training Programs
ISU EXTENSION

... the World Community
ISU Extension and University of Colima (UC) are addressing rural poverty in Mexico. The U.S. Agency for International Development funded the joint proposal. The ISU Extension Outreach Academy for Veterinary Medicine and Rural Community Development has coordinated the program. In the last year UC and its partners completed 15 new rural microbusiness start-ups and four watershed development projects. A new UC rural youth outreach program similar to ISU Extension 4-H Youth Development has been established as a model for other Mexican public universities. Six new clubs were formed and three more are in progress.
Continuing and Distance Education coordinates several international degree and training programs, including four with universities in China.

Three cohorts of students are enrolled in the ISU-Lanzhou Jiaotong University dual degree undergraduate program in civil engineering. An intensive English and management training program for 10 employees from Longping High Tech agricultural company will begin in January 2008. Twenty English teachers from Lanzhou Jiaotong University will study intensive English at ISU in summer 2008. The ISU-Dong Hua University dual degree graduate program will begin in Fall 2008.
“A large ship goes by, and then comes the rudder. On the edge of the rudder is a miniature rudder called a trimtab. Moving the trimtab builds a low pressure which turns the rudder that steers the gigantic ship with almost no effort.

One individual can be a trimtab, making a major difference.”

— R. BUCKMINISTER FULLER, Inventor
Citizens Advisory Council (CAC)

The first Citizens Advisory Council (CAC) was appointed in 1944 for “the purpose of bringing to the Cooperative Extension Service Administration counsel, advice, and reflection on Extension programs.” Since that time, despite changes in size, make up, function, and purpose, each CAC has continued to be a key and consistent link between Extension Administration and the citizens of Iowa. Administration values CAC members’ perspectives and perceptions of ISU Extension.

Iowa Association of County Extension Councils (IACEC)

The Iowa Association of County Extension Councils serves as a vehicle for networking among county extension councils of Iowa, Iowa State University, and government leaders to promote and strengthen all local and statewide Extension programs.
Linda Appelgate, Polk County
Loretta Berkland, Osceola County
Bernie Bolton, Pottawattamie County
  Jane Borst, Polk County
Bill Bywater, Johnson County
  Claudette Carter-Thomas,
    Dubuque County
Bill Clark, Dallas County
Beth Danowsky, Keokuk County
Suzanna de Baca, Polk County
Steve Determan, Sac County
  Rand Fisher, Polk County
Jodie Greig, Emmet County
Jane Halliburton, Story County
Ann Hamilton, Lucas County
Mark Hamilton, Hardin County
  Terri Henkels, Polk County
Steven Jacobs, Cass County
Vivan Jennings, Louisa County
  Carrie Keppy, Scott County
  Jan Knock, Union County
Nancy Kothenbeutel, Scott County
Thomas Lawler, Bremer County
Jayne Lupkes, Worth County
Ed Malloy, Jefferson County
John McGrath, Iowa County
  Glen Mente, Story County
Howard Mueller, Bremer County
Karen Murphy, Washington County
  Vic Pierrot, Lee County
Brenda Reiher, Dallas County
Tom Renner, Cerro Gordo County
  Deb Ryun, Lucas County
  Carroll “Cal” Schacht,
    Black Hawk County
Paul Tabor, Jackson County
Hovey Tinsman III, Scott County
  Al Tubbs, Clinton County
Joyce Wauters, Des Moines County
IOWA ASSOCIATION OF COUNTY EXTENSION COUNCILS (IACEC)

Sybil Soukup, President, Cerro Gordo County

Thomas Ullrich, President Elect, Woodbury County

Denise Maier, Secretary, Johnson County

Pat Griffin, Treasurer, Greene County

Scott Bahr, Hardin County

Connie Cannon, Jasper County

Ron Fransen, Van Buren County

Tori Grantz, Clinton County

Kenny Hennings, Bremer County

Russell Kurth, Harrison County

Dawn Marnin, Cass County

Rick Rosburg, Emmet County

Caroll Schreiber, Allamakee County

Cindy Shelley, Wayne County

Brian Waldstein, Buena Vista County
“To know that even one life has breathed easier because you have lived, that is to have succeeded.”

— RALPH WALDO EMERSON, Author
www.extension.iastate.edu
(515) 294-4576
extensiononline@iastate.edu

Other Resources
Continuing and Distance Education: (800) 262-0015; distance@iastate.edu

Families Answer Line: (800) 262-3804; answer@iastate.edu
Iowa Concern: (800) 447-1985
Iowa Healthy Families: (800) 369-2229
Teen Line: (800) 443-8336
    Telecommunications Device for Deaf Persons (TDD) for all four numbers: (800) 735-2942

Farm On: (877) BFC-1999

Horticulture Hortline: (515) 294-3108; hortline@iastate.edu

PORKLine: (800) 808-7675; ipic@iastate.edu
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