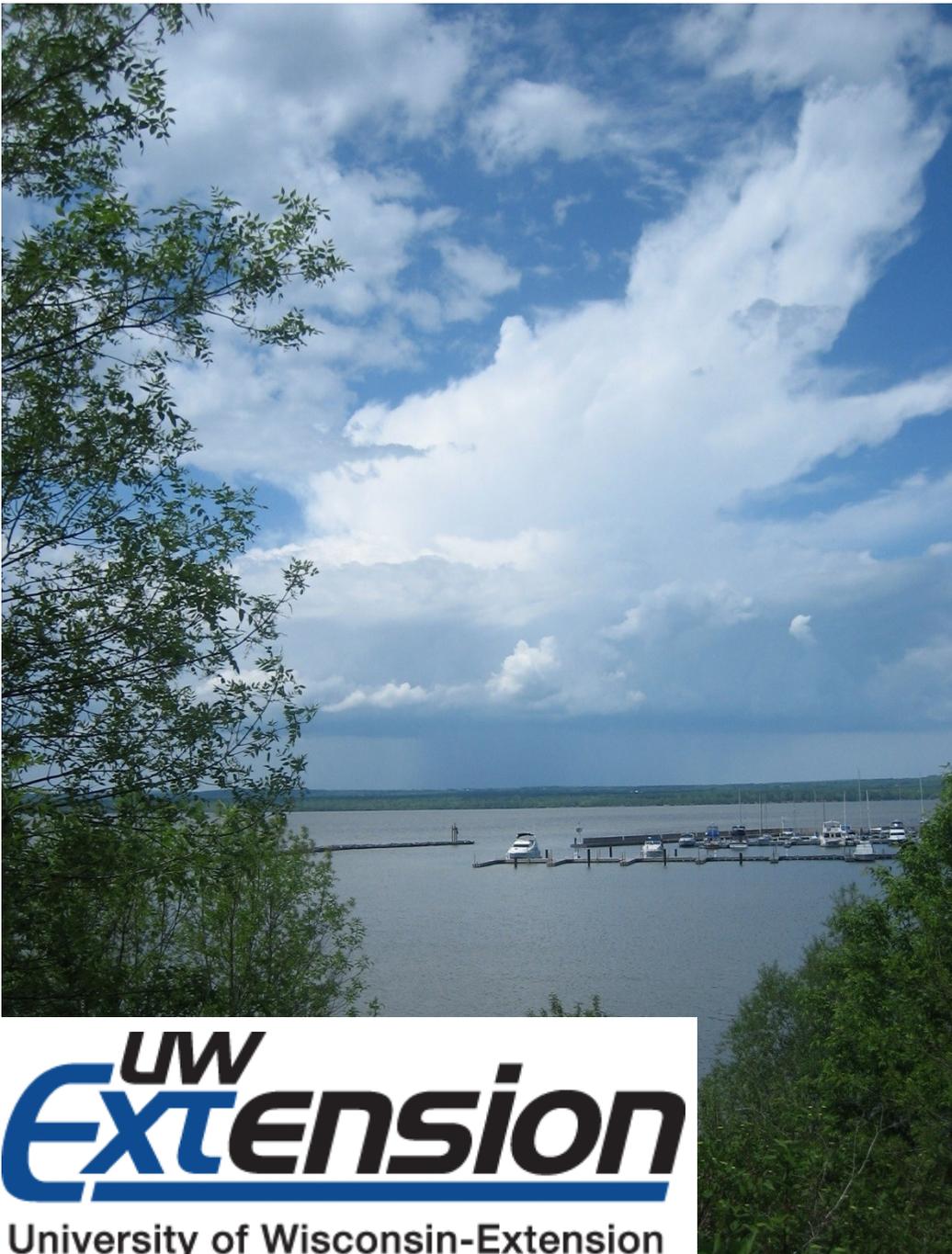


2013 Annual Report

UW-Extension Ashland County



Purpose to which we commit... We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.

Vision of what we want to become... A thriving, well-known and sought-out educational resource that reflects the rich diversity of the state.

Values we strive to live by...

Community

Discovery

Inclusiveness

Relationships

Respect

2013 UW-Extension Educators and Support Staff



Tom Wojciechowski—
Community, Natural Resource
and Economic Development
Educator



Dan Corning— Nutrition
Educator, Ashland &
Bayfield Counties



Doug Liphart— 4-H and Youth
Development Educator



Donna Ganson— Nutrition
Educator, Ashland &
Bayfield Counties



Kathy Beeksma— Family
Living Educator and Nutrition
Education Program (WNEP)
Coordinator, Ashland &
Bayfield Counties



Danielle Vanderscheuren—
Nutrition Educator, Ashland
& Bayfield Counties



Jason Fischbach— Agriculture
Agent, Ashland & Bayfield
Counties



Annie Boike— County
Support Staff



Jeremy McClain— Youth
Development Coordinator,
Bad River



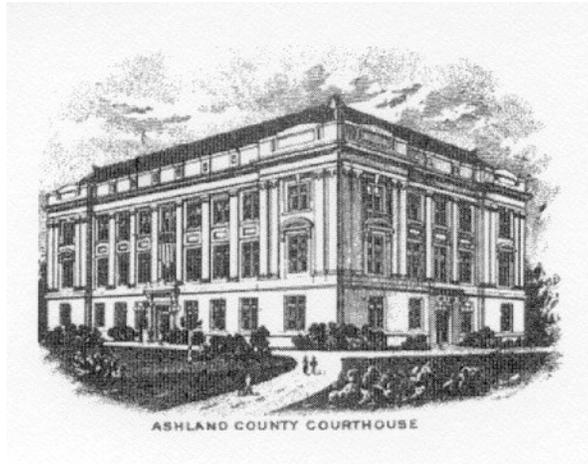
Amy Tromberg— Part-Time
County Support Staff &
WNEP Office Assistant



Ann Christensen— Nutrition
Educator, Ashland & Bayfield
Counties

Becky Yoshikane— Summer 2013 WNEP
Office Assistant

Scottie Paitl— Summer 2013 Ashland County
VISTA (Volunteers in Service to America)



For this report we chose a format with photographs that tell stories about our work. We realize how busy everyone is and we hope that a photo rich report will give you a good overview of how we work to improve life in Ashland County. We are relying on the old adage: a picture is worth a thousand words.

The University of Wisconsin Extension's Purpose, Vision and Values, which appear on the front page, were developed to direct UW-Extension's work. We've chosen to use the five key values, Community, Discovery, Inclusiveness, Relationships and Respect, to organize this report. The five values will each headline two pages of photos with descriptions of our educational programs that we think address each value. Please take a couple of minutes to enjoy a snapshot of our work in 2013.

Thank you,

Your County Extension Office



University of Wisconsin-Extension provides statewide access to university resources and research so the people of Wisconsin can learn, grow and succeed at all stages of life. UW-Extension carries out this tradition of the "Wisconsin Idea" – extending the boundaries of the university to the boundaries of the state – through its four divisions of continuing education, entrepreneurship and economic development, cooperative extension, and broadcast and media innovations. Our Ashland County office is part of the division of Cooperative Extension and we provide education through four program areas: 4-H & Youth development; Family Living and Nutrition Education; Agriculture and Horticulture; and Community, Natural Resource and Economic Development.

Community

We empower others and ourselves by listening to, learning from, and respecting local knowledge. We value our partnerships and believe community voices are critical to success. We work in community with one another to build a culture of collegiality.



4-H youth participants in the Superior Days Legislative Forum. UW-Extension Youth Development facilitates youth participation in this annual citizen lobbying event through recruitment, training and securing scholarships/funding for delegates. Participating in the event changes lives and viewpoints among youth and adult citizens, and encourages lasting civic participation.



Participants in the full-day Money Management Coaching Workshop work together to learn the best way to coach clients. Over 50 individuals have been trained through this program. After the initial training, coaches are provided with follow-up support materials and periodic educational supplements during a Lunch and Learn.



The Ashland County Teen Court gives first time offenders (misdemeanor) a chance to have their case heard by trained peers and make right their wrongs. Panel members have a chance to serve their community in a real way as part of civic governance.



Parents and students learn about gardening together through the Youth & Family Open House at the Bad River Convention Center.



Ann and students making raspberry slushes at Lake Superior Intermediate School.

Community

The 2013 Leadership program graduated 17 participants, bringing our total of program graduates to 54. Here is a summary of life changes that we are aware of for program graduates:

- Nine have been elected to public office, several of these to more than one term. One played an important role in a successful 2012 campaign for national office. A couple have run unsuccessfully for office.



- Eight graduates indicated they've taken on new leadership roles in non-profit organizations, though this number would probably be higher if we reached every one. Volunteers in small non-profits are less visible than elected officials.
- Eighteen graduates received job promotions or acquired new jobs.
- In the 2013 cohort, three participants accepted new positions before the end of the program.

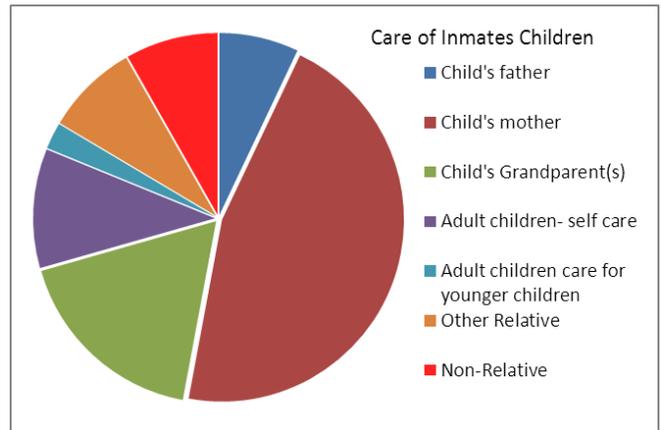
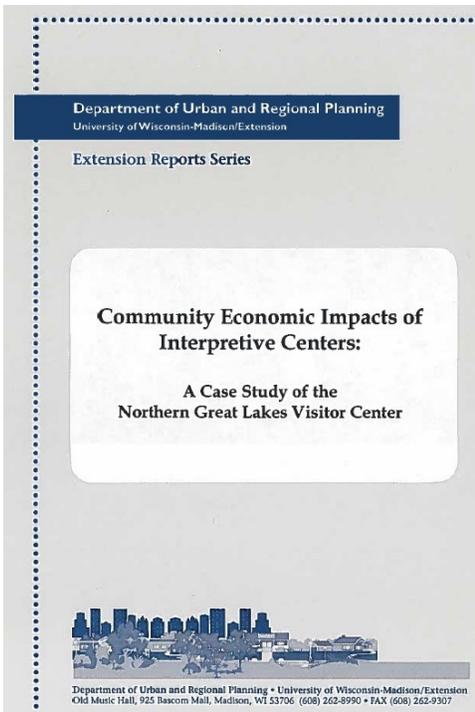
Business Support Organizations

Small Business Administration	
Service Corps of Retired Executives (SCORE) business counseling	
Small Business Development Center – UW-Superior	
Center for Technology Commercialization (formerly WEN)	
Wisconsin Economic Development Corporation	
Ashland Area Development Corporation	
Wisconsin Technology Council and the Wisconsin Innovation Network	
Wisconsin Innovation Network – Lake Superior Chapter	
Ashland Area Chamber of Commerce	
Bayfield County Economic Development Corporation	



In late 2013, Tom and Annie worked on a complete revision and upgrade of our CNRED web pages. A new section pulls together resources needed by people wanting to start a new business or expand their current business. A decade ago, Extension had a regional business support specialist who served the northern counties. Nearly all of the resources available then were paper-based. Since the specialist's retirement most resources for entrepreneurs have been delivered via the web, however, there is so much information out there that it is difficult to find, and even harder to know which is reliable or accurate. Our new web page pulls all the best information we could find, from reputable sources, into one location. <http://ashland.uwex.edu/ashland-county-community-development/starting-a-small-business-resources/>

In 2012 the Director of the Northern Great Lakes Visitor Center sought our help in assessing the economic impact of the center. We pulled together a team including an Extension economist, a UW graduate student, a US forest service economist, the Center Director and our CNRED educator. During 2013 we gathered data, analyzed it using IMPLAN software and generated a report. The analysis found that of the 125,000 annual visitors, roughly 91,000 visits can be linked to non-local recreational visitors, or people who are not residents of Bayfield or Ashland Counties. These non-local visitors spent roughly \$5.1 million in Bayfield and Ashland Counties in 2012. Additionally, the operational budget of the Center contributes almost \$725,000 to the regional economy each year in employee salaries, supplies & expenses, and maintenance & upkeep.



The Criminal Justice Council's sub-committee for Children of Incarcerated Parents wanted to learn more about how to support families of those incarcerated. As a starting point and in order to learn how many Ashland County children are impacted by having a parent incarcerated in the Ashland County Jail, Kathy conducted a point in time survey of new inmates over a three month period. The graph above is part of the summary of the survey that illustrates who was caring for children when the responding parents were incarcerated.



A group of middle school students took a photo survey to discover things in our community that help and hinder making good choices in physical activity and nutrition. The students worked with Family Living Educator Kathy, Ashland County VISTA Scottie Paitl, and Allison Spaude-Filipczak of the Brief Intervention and Referral to Treatment Program to explore the City of Ashland and report their findings. This effort gave a voice and vision of youth in our community.



[Discovery]

We promote lifelong learning, unbiased transformation education and excellence through our scholarly work. We integrate University research with community-based knowledge to explore new solutions and their practical applications. We encourage innovation in teaching, research and outreach to serve the public good.

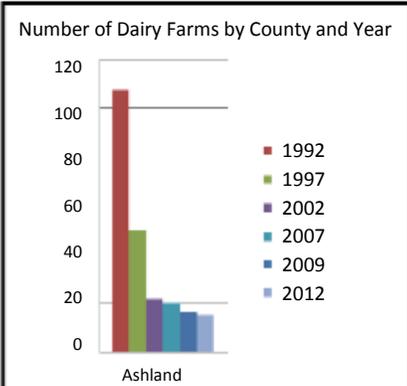
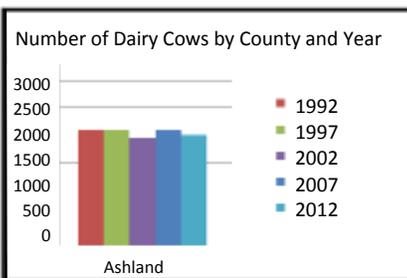


4-H Summer Camp helps children and youth work on independence, discover skills, and learn to work with others to achieve common goals. They discover these concepts through living in community, nature space, recreational, and artistic activities.



Kindergarten through second grade at local schools receive four lessons about nutrition. These first graders are learning about making healthy snacks like homemade popcorn as part of their Nutrition Education lesson.

Nutrition Education lessons provide different opportunities for students to try a sample of a new fruit idea like an apple with cinnamon as a healthy snack alternative to junk food.



Discovery

The USDA conducts a census of agriculture every five years. The results of the 2012 census have been made public and some Ashland County data is shown in the accompanying charts. Although the number of dairy cows held steady compared to 2007, the number of dairy farms has declined. This decline is likely to continue as farmers in the County age.



4-H Outdoor Leadership gives youth a chance to discover abilities they didn't know they had, places they didn't know existed, and work on leadership skills that they bring back and put to work in their daily lives at school, work, and in the community.

Ashland County's Top Agricultural Products (sales by dollar value)

	2002	2007	2012
1. Milk	\$4.1 million	\$8.2 million	\$7.5 million
2. Seed production & hay	\$0.72 million	\$0.84 million	\$1.1 million
3. Cattle & calves	\$1.2 million	NA	\$1.9 million
4. Apples & berries	\$0.02 million	NA	NA
5. Grain	\$0.15 million	\$0.08 million	\$1.1 million
6. Vegetables	NA	\$0.10 million	\$0.11 million
Number of Farms	227	203	187





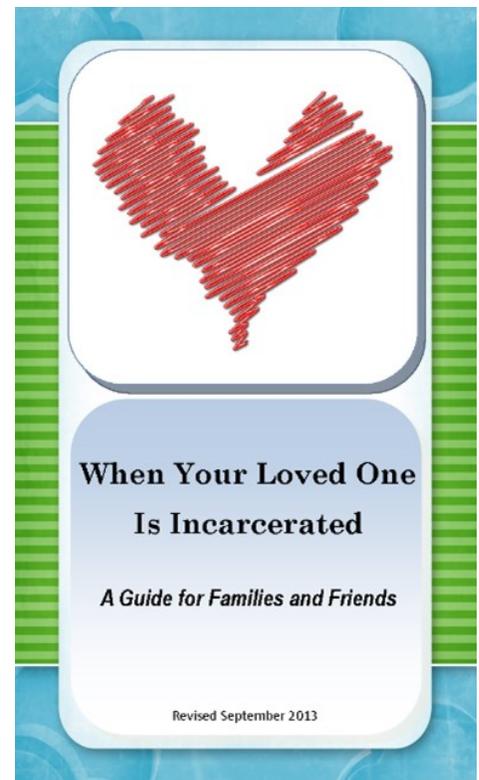
A Wisconsin Nutrition Education Program (WNEP) native foods cooking class at the Mashkisibi Boys and Girls Club.



Being active and balancing activity and food intake are additional topics Nutrition Educators teach local students.

Inclusiveness

We recognize, appreciate and honor the differences, similarities, and contributions of all people and communities. We are intentional in our efforts to ensure equity, justice, and fairness. We embrace new ideas and approaches in our work.



As a member of the Ashland County Criminal Justice Council’s sub-committee for Children of Incarcerated Parents, Kathy helped to create a guide for the family members and friends of those that are incarcerated. This guide was reprinted and distributed thanks to funding from the Ashland School District.

WNEP teaches people of all ages. Even young children can learn to make healthy food choices. Here Dan teaches young children at a local school.



Seniors learn about the importance of reading food labels during a WNEP Cooking for One or Two Nutrition Education lesson at Senior Centers around the county.



Jeremy, the 4-H & Youth Development Coordinator/Educator for Bad River, at the Youth & Family Open House at the Bad River Convention Center.

Inclusiveness



Two participants role play positive ways to communicate with clients during the Family Living Money Management Coaching Workshop.



Kids get a chance to learn leadership, citizenship, and life skills with UW-Extension faculty and trained volunteers through partnerships with 4-H Clubs, local schools, the Tribal community, and other agencies. These unique partnerships give opportunities to youth and adults throughout our community, such as archery and making ricing sticks in preparation for the wild rice harvest.

Relationships

We foster positive relationships through honesty, open communication, and accountability. We meet educational needs by creating linkages among cultural, economic, and environmental contexts. We recognize and trust the essential and interconnected nature of all roles within Cooperative Extension.



In 2013 the Wisconsin Innovation Network – Lake Superior chapter held its second business idea contest in conjunction with its annual Business and Technology Conference. Tom lead one component of the conference planning, recruited speakers, facilitated a panel presentation and supported the overall conference planning. He also serves as the secretary for the chapter. Pictured above are the participants in the business idea contest as well as our chapter president and WIN state director.



WNEP re-connected with youth and met their families at the Bad River Open House.



Second grade students learn about the importance of keeping active and exercising through a Nutrition Education lesson at a local school.



The Ashland County Fair is an opportunity for people to connect with new friends and old over food, fun, and events. It provides 4-H youth an opportunity to display their talents, what they have learned through their projects and receive feedback on their work.



4-H Ambassadors and participants in cultural programs build relationships with community members of all ages and practice leadership, life skills, and service to others.

Traits of Strong, Healthy Families

Commitment: Working toward shared goals through self-sacrifice, persistence and loyalty to other family members. Building an environment of trust and dependability.

Connectedness: Receiving support from and contributing to extended family, neighborhood and community, resulting in a sense of belonging and accountability to others.

Respect: Having an attitude of appreciation toward each family member's special qualities. Acting considerately toward all people, inside and outside the family. Caring for and building family relationships.

Communication: Practicing clear, open, affirming speaking and consistent, empathetic listening. Using constructive methods for conflict management and problem solving.

Time Together: Spending time with each other. Making a commitment to family meals, family recreation and/or other opportunities to connect.

Adaptability: Coping with change. Balancing stable roles and traditions with flexibility to change rules and share decisions.

Optimism: Promoting positive thinking that focuses on strengths versus weaknesses. Coping with life challenges by finding joy and humor and incorporating spirituality.

Unity: Maintaining family identity and togetherness. Establishing strong family bonds with freedom for individual self-expression. Creating daily routines, special traditions and celebrations that affirm members, connect them to family roots and add meaning to ordinary events.



Adapted from work by: Brenda Thames, Ed.D., and Deborah Jhomason, Ed.D. Clemson University Cooperative Extension Service; Sarah L. Anderson, Ed.D.; CFCS, Professor and Extension Family Specialist. University of Arkansas Cooperative Extension Service.

Reference: Froma Walsh, PhD. 1998. "Strengthening Family Resilience" NY, NY. Guilford Press.

Kathy helps families from all walks of life identify their strengths and learn that everyone can increase the number and effectiveness of their family's strengths at any time. Strong families are resilient and move through challenging times. They positively impact the family members and their entire community.

Relationships



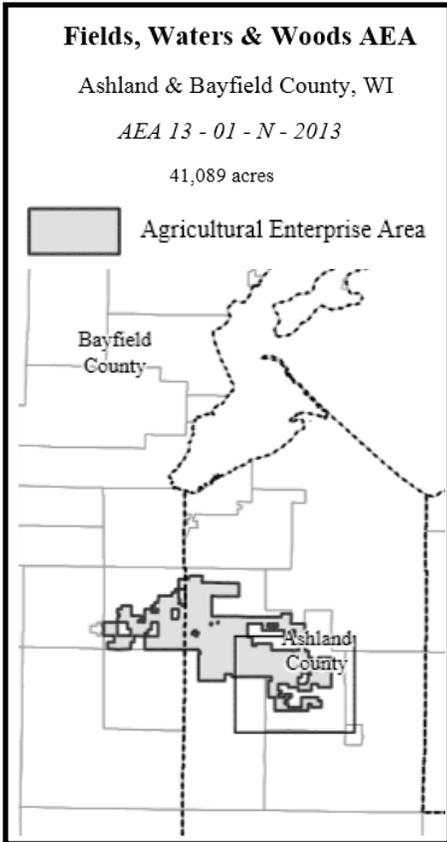
Kathy, Family Living Educator, at a Money Management Coaching Workshop.



The Superior Days Legislative forum helps older youth build relationships with community leaders and bolster their own leadership effectiveness, while representing the younger generations perspective. Doug recruits, trains and takes local youth to this event annually.



Youth make fruit kabobs at a WNEP cooking class at Birch Hill Community Center.



Fields, Waters, and Woods Agricultural Enterprise Area

Both Ashland and Bayfield County developed Farmland Preservation plans back in the 1980s and many area farmers participated in Farmland Preservation. In 2006, the State revised the Farmland Preservation program such that farmers in Ashland and Bayfield County were only able to participate if their land was within a State designated Agricultural Enterprise Area (AEA). In cooperation with local farmers and the Land Conservation Departments of Ashland and Bayfield County, Jason developed a petition to the State and in 2013, the Fields, Waters, and Woods Agricultural Enterprise Area was officially designated. The AEA includes primarily lands within the Marengo River Watershed. Eligible landowners within the AEA can now voluntarily enroll their land in Farmland Preservation. In addition, the designation of the AEA recognizes the importance of the region to our agricultural economy and will enable additional efforts to support it.

Respect

We appreciate and serve as stewards of our state's resources. We honor and value each other's time and talents. We seek to maintain a balance between life and work priorities.



4-H Outdoor Leadership gives youth a chance to discover, respect and value the place that they live in.



WNEP Educators share local hiking trails as well as the importance of healthy foods and being active with kids from Boys and Girls Club during Take a Hike.

American hazelnut is a nut-bearing shrub native to Ashland and Bayfield County. It is a multi-use shrub with potential in specialty salad oil, nut butters, whole kernel, and biodiesel markets. As coordinator of the Upper Midwest Hazelnut Development Initiative, Jason is working to develop cultivars of hazelnut suitable for our region. By 2016, the goal is to identify the top-performing plants for eventual release to growers in Ashland and Bayfield County. In addition to breeding work, Jason is working to develop appropriately scaled processing equipment to enable small and start-up growers to enter the marketplace.





4-H CANSKI helps children appreciate our winter resources, respect their need for physical activity, develop their leadership skills, mentor other children, and provides intergenerational opportunities to cross country ski and to volunteer within the community.



Respect



In 2013, over 230 Ashland County residents participated in the annual Hazardous Waste Collections organized by Tom. Together they properly disposed of over two tons of hazardous materials, almost 600 fluorescent light bulbs, a barrel of unwanted medications and a truckload of electronics. In this photo, pharmacist Luke Beirl assists Officer Juoni in separating controlled substances from over-the-counter medications. Controlled substances are transported out-of-state for proper high temperature incineration.

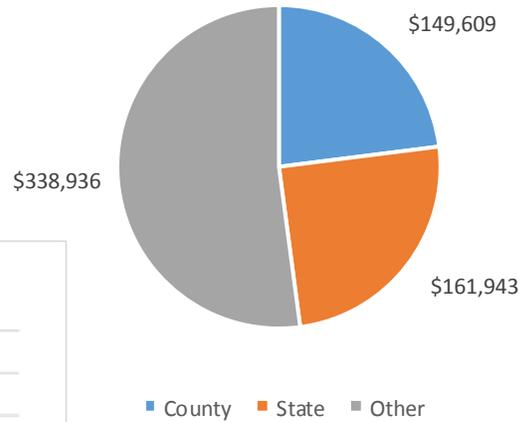


4-H CANSKI Boys' State High School Cross Country Ski Champions learned to set goals, make plans to reach those goals, and respect their teammates and their limitations. Each team member put in over 100 hours of community service, regularly mentored younger skiers, and worked together with their teammates to achieve more than they could individually.

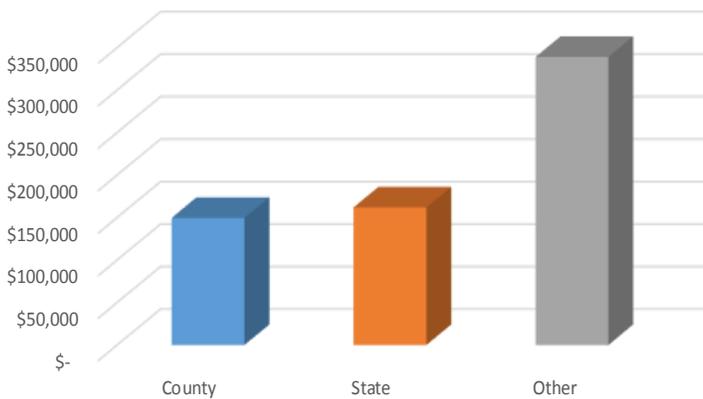
University of Wisconsin Extension offices are located in all 72 counties in the state. Extension is funded from a combination of County, State, Federal and program/research funds. Generally, the counties supply 40% of educator salaries plus support staff and operation costs. The State provides 60% of salaries plus many forms of support such as state specialists who can be called upon to provide research, education or programming in our county. Our Nutrition Education Program is fully funded by federal dollars.

Funding Sources for your County Extension Office in 2013

Ashland County UW-Extension Office 2013



Amount in Dollars and Funding Sources



Other Funding Sources =
Leveraged return on
County investment

UW-Extension Ashland County

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