

A photograph of the Ashland County Courthouse, a large, multi-story building with a classical architectural style, featuring a prominent corner tower. The building is surrounded by a green lawn and a parking lot with several cars. In the foreground, there are trees with vibrant autumn foliage in shades of yellow, orange, and red. The sky is overcast.

2014 Annual Report

UW-Extension Ashland County

Ashland County Courthouse - Photo by Tom Wojciechowski

Purpose to which we commit... We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging 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 and Respect.

UW
Extension
University of Wisconsin-Extension

2014 UW-Extension Educators and Support Staff



Tom Wojciechowski:
Community, Natural Resource
and Economic Development
Educator



Doug Liphart: 4-H and Youth
Development Educator



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



Jason Fischbach: Agriculture
Agent, Ashland & Bayfield
Counties



Donna Ganson: Nutrition
Educator, Ashland & Bayfield
Counties



Matt Cogger: Horticulture
Agent, Ashland & Bayfield
Counties



Ann Christensen: Nutrition
Educator, Ashland & Bayfield
Counties

Haley Hoffman: Summer 2014 Ashland County
VISTA & Part-Time County Support Staff

Jennifer Dietrich: WNEP Program Support

Amber Acker: 4-H & Youth Development Intern

Jeremy McClain: Bad River Youth Development
Coordinator

Brooke Beeksma: Summer 2014 Ashland
County VISTA

Annie Boike: County Support Staff

Levi Illick: 4-H & Youth Development Intern

Dan Corning: Nutrition Educator, Ashland &
Bayfield Counties

Danielle Vanderscheuren: Nutrition Educator,
Ashland & Bayfield Counties



Stephanie LaPointe: Nutrition
Educator, Ashland & Bayfield
Counties



Amy Tromberg: County
Support Staff & WNEP
Program Support

Staff not pictured only worked part of the year.



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 2014.

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 gives youth the opportunity to learn and practice service to their community.



Tractor safety training is an important certification program for youth ages 12-15 who work on farms. Matt Cogger held a training program during the summer. This training had not been offered in our region for several years. Proper training can reduce the risk of injuries to farm workers. In addition tractor safety training is required by law for youth operating tractors on public roads or working on non-family owned farms.

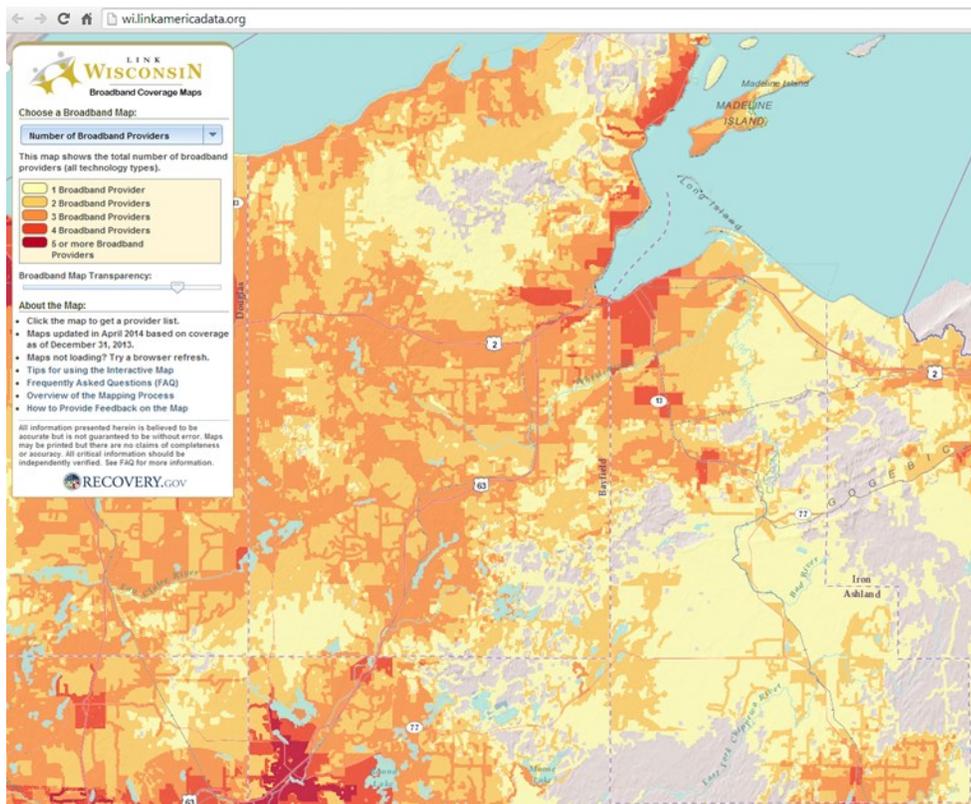


Ann Christensen and a class at Marengo Valley School after a nutrition lesson. Good nutrition equals happy learners!



Youth in governance programs such as Teen Court and Superior Days Youth Delegation give area youth connections to adult community leaders and includes them in community governance in a real and meaningful way, ensuring that they will be prepared to find solutions to future problems and serving the public good.

Family Living and Community Resource Development partnered this year on several projects aimed at improving Broadband (High Speed Internet) availability and usage in our region. This map shows the limited availability of broadband while other maps from Link Wisconsin dramatically show the problem of limited speeds in much of our county. One effort to address these issues was a Broadband Show at WITC that our planning team sponsored. We partnered with area economic development directors, WITC and the Broadband and E-Commerce center. The event featured 15 area providers, a dozen presenters and was attended by 180 area citizens.



Displays at Broadband Show.

Community



Another activity related to Broadband was a half-day training for area businesses. Twenty-four Ashland and Bayfield county business owners or staff participated in a program that included: strategic networks digital business scorecard; web site basics; search engine optimization; search engine marketing; social media; e-commerce; and use of a business assessment tool.



Matt Cogger, Horticulture Educator, and volunteers assisting with putting plastic on the South Shore School High Tunnel.

{
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.

Jason Fischbach, Agriculture Agent, obtained a grant to fund the installation of high tunnel greenhouses at five local schools. The tunnels are located at schools in Bayfield, Ashland, Drummond, South Shore, and Washburn. Matt Cogger provided assistance with the construction of the tunnels, irrigation design, and crop planning. Master Gardener Volunteers also assisted with the construction of the high tunnels.



Preparing the site for the Washburn High Tunnel.



Part of WNEP is exploring new foods. In this photo, Stephanie LaPointe, Nutrition Educator, shows what the inside of pomelo looks like to the students of Lake Superior Intermediate.



Through 4-H Outdoor Leadership and Adventures, youth can challenge themselves, connect with new places, and get to know themselves and others in a way they haven't previously. Shared experiences and challenges give them an opportunity to value and appreciate others and the different skills, experiences, and perspectives they contribute to the whole. Here Doug Liphart leads rock climbing at Bob's Rock.



In 2014, Kathy Beeksma shared with colleagues the work done in Ashland County's Criminal Justice Council through both a conference poster session and breakout session. She contributed to the County effort by providing education and connecting others to resources to help inmates in the Ashland County Jail have a successful re-entry into the community.



4-H Archery allows youth to discover new skills and talents with guidance by skilled and certified community volunteers.

[Discovery]



WNEP helps students explore new foods, such as this child trying a kumquat.



Madeline Island/Town of La Pointe was the first municipality in the county to undertake a review of their comprehensive plan. Tom Wojciechowski assisted them with developing a community assessment survey and by facilitating a series of public input sessions. The Town of La Pointe completed its review in 2014. Ashland County and all municipalities are required to review their comprehensive plans every ten years, which for most will be in either 2015 or 2016. Tom is working with the county to develop a plan for assisting municipalities in this work.



Doug, Tom and Kathy are all trained in Strategic Planning and are available to support local non-profits or government agencies to ensure that they are moving in the best direction for their organization. Strategic Planning includes establishing a vision, mission and goals for organizations. Pictured is Family Living Educator, Kathy Beeksma, with the Board of Directors from The BRICK at their January 2014 Strategic Planning session.



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.

WNEP teaches all age groups, from Head Start to Senior Centers. Here a WNEP educator held a recipe demonstration and provided nutrition education for local parents and grandparents at a Thanksgiving cooking class at Red Cliff Commodities.

Three International Exchange Students were hosted by Ashland County 4-H families during 2014. Pictured here are the three students, Lera from Ukraine, Hayate from Japan, and Vlad from Ukraine at Maslowski Beach on Lake Superior for Elementary Adventure Days in Ashland, WI during August 2014.



Inclusiveness

4-H Rezberries Club activities give youth a place to belong, to master new skills, to serve their community, and to become independent. Photos from the Rezberries 4-H Club Olympics at Bad River, a new club that started in 2014.



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.



4-H Summer Camp provides opportunities for youth to learn leadership, practice independence, and network with youth from around the area by building relationships and a sense of community.



Ann Christensen, Nutrition Educator, and a group of youth from the Boys and Girls Club sampling Raspberry S'mores at Houghton Falls during "Take a Hike."



Our office helped organize and staff the annual Wisconsin Innovation Network – Lake Superior Chapter, Business and Innovation Conference. The above photo shows our summer VISTA workers, Brooke Beeksma and Haley Hoffman, working the registration table as around 100 participants checked in. The conference included the 3rd Annual Business Idea Contest with a dozen contestants. Our VISTA volunteers worked with our office for eight weeks and contributed greatly to the Youth Development programming and Community Development activities. VISTA's are paid entirely from Federal AmeriCorps funds.



Relationships

The 4-H Dairy Bar at the Ashland County Fair provides youth with life skills and work skills, and builds relationships with community members of all ages.



Jason Fischbach has been working with Ashland County farmers since 2008 to help develop nutrient management plans. His assistance has helped 12 of 16 Ashland County dairy farms update or write new plans and has helped them access more than \$130,000 of cost-share dollars to implement the plans.



In April 2014, Kathy Beeksma collaborated with Bayfield County Family Living Educator, Elizabeth Lexau, to offer a full-day Money Management Coaching Training. Participants included individuals that work with families in Ashland County to provide them support, including financial support. During the training they learned how to coach families in financial matters to help them achieve their financial goals. Techniques centered on communication and goal setting, as well as, financial education issues.



Electronics Collected by staff and volunteers of Long Run.

We again coordinated the county hazardous waste collections which were held in Glidden, Marengo and Ashland. The medication collection shown above gathered a barrel of medications and two and a half pounds of controlled substances. We partnered with Long Run electronics recycling (shown at right) and they filled a truck with outdated electronics. Hazardous wastes collected included over 6,000 pounds of chemicals and liquids, over 500 fluorescent light bulbs plus a variety of other items. All the materials collected are disposed of properly and kept out of area landfills or worse, area ditches.

[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.



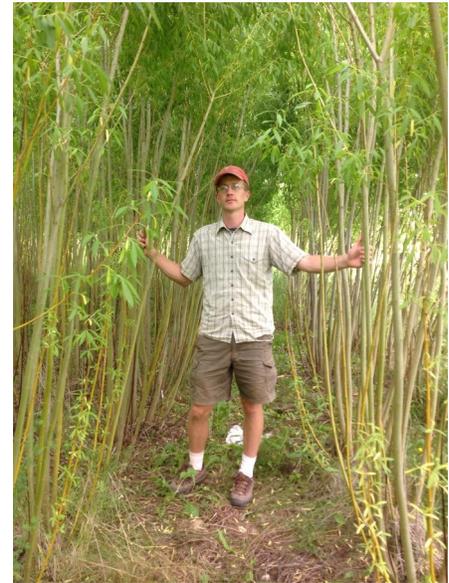
WNEP educators share local hiking trails, as well as, the importance of healthy foods and being active with kids from Boys and Girls Club during “Take a Hike” at Houghton Falls.



The Master Gardener Volunteer training is a program that is offered annually in Ashland and Bayfield Counties. This training program has two goals. The first is to educate participants on the basics of horticulture. The second goal is for the participants to use their horticultural knowledge in community involvement. In 2014 Master Gardeners in Ashland and Bayfield Counties contributed over 1,400 volunteer hours.



Jason Fischbach has been conducting research on currants to find cultivars that will perform well in our region and are desired by consumers. Currants are one of the few fruits that can handle the cold winters and heavy soils of Ashland County.



The Lake Superior Woody Biomass Trials, coordinated by Jason Fischbach, are exploring the use of woody biomass plantings for wood energy.

[Respect]

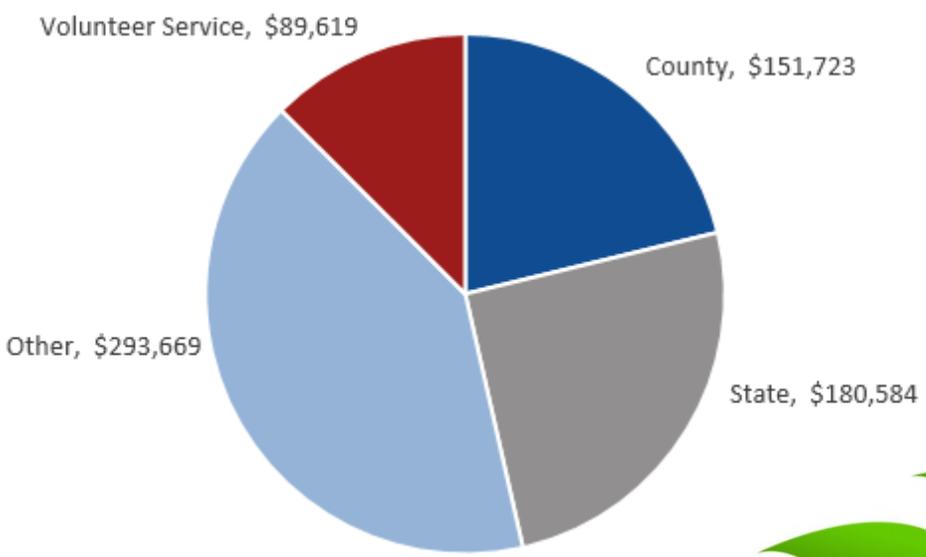


4-H CANSKI offers youth an intergenerational opportunity to discover new places, abilities, and opportunities to lead and serve in their community.

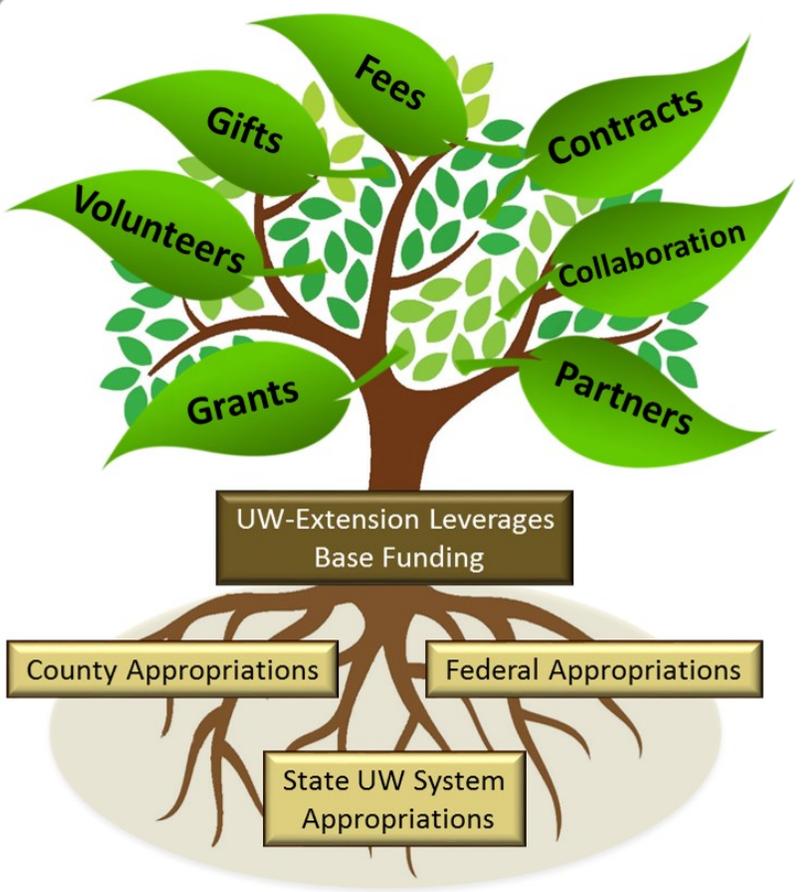
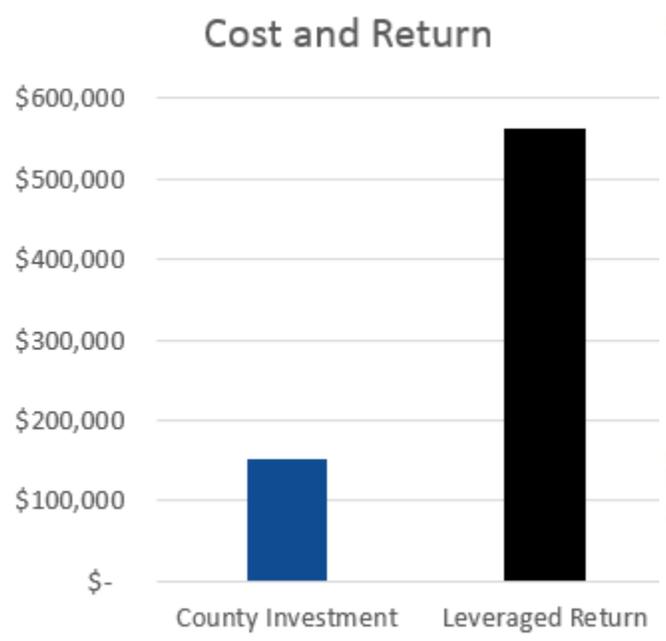
Hybrid willow, shown here, is a fast-growing woody species that can be harvested much like corn silage every 3-4 years.

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.

Economic Impact of Ashland County UW-Extension in 2014



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Leveraged funds are state, volunteer and other combined.

University of Wisconsin, U.S Department of Agriculture and Wisconsin counties cooperating. An Equal Opportunity/Affirmative Action employer, the University of Wisconsin-Extension provides equal opportunities in employment and programming including ADA and Title IX requirements.