

BLUE LETTER

The University of Arkansas Cooperative Extension Service Monthly Letter

No. 3751 • November 2014

FROM THE DIRECTOR

Where we're needed, when we're needed

Arkansans have come to depend on Extension for more than 100 years, and last month, we were reminded just how much our neighbors rely on us.

In the pre-dawn hours of Oct. 7, a strong storm with high winds and golfball-sized hail shredded thousands of acres of cotton and soybeans in Mississippi and Craighead counties. Within three hours, Extension was at work as Ray Benson, Jason Osborn, Branon Thiesse, Eric Grant and Bill Robertson were on-site, evaluating the damage and sending photos and reports back to the state office.

Communications broke the story on social media. By the end of the day, Extension earned more than 11,000 impressions on Twitter, and our team's updates and news story were setting engagement records for Agfax.

Elected officials organized a public meeting that weekend to help stakeholders take stock of the situation, with organizers looking to Extension to provide the expertise. Local elected officials urged farmers to report their damage to both the Farm Service Agency and us. At that meeting, stakeholders, farmers and others made it a point to say how they appreciated and depended upon the Extension Service.

Sixteen days later, U.S. Agriculture Secretary Tom Vilsack declared a disaster for the two counties, making affected growers eligible for loans.

Our quick response and ability to keep our audiences informed from the very beginning went a long way in enabling aid for our clients.

And while this was a very public effort, often there's great work that Extension does that is seen only by a handful of people.

As Ray Benson said in the days after the storm: "I am continually amazed at the teamwork displayed by the people in our organization. If the people in this state only knew of the efforts on their behalf, they would absolutely be blown away."

I couldn't agree more.

– Tony Windham

SOY in the SKY

Soy what's up? We've got the answer!

Become soy savvy by checking out our new Soybean Science Challenge web page at <http://www.uaex.edu/soybeansciencechallenge>.

The web page provides free online education resources to 9-12th grade Arkansas science teachers and students for FY 14-15. The Arkansas Soybean Science Challenge is a science enrichment program which addresses key soybean



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION

University of Arkansas System

University of Arkansas,
United States Department of
Agriculture, and County
Governments Cooperating

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DR. TONY WINDHAM
Associate Vice President for
Agriculture - Extension and
Director, Cooperative Extension Service

production and agricultural sustainability issues and is a partnership between the Cooperative Extension Service and the Arkansas Soybean Promotion Board. The web page offers:

- Soybean Science Challenge student online course
- Online teacher in-service for seven (7) hours of ADE approved credit
- Online “grab & go” teacher curriculum resources
- Virtual field trip videos
- A seed store (free soybean seeds for student research)

Students who complete the Soybean Science Challenge course will be eligible to have their projects judged for cash awards at the ISEF science fairs. SOY in the SKY web page information was sent to over 1,200 teachers on the Arkansas Science Teachers Association list serve, the Arkansas Educational Cooperatives, Virtual Arkansas and all participants in our recent virtual field trip to Davis Farms.

The web page was designed and developed by Amy Cole, Steven Hefner and Karen Ballard. ■

Will Hehemann named Extension specialist - communications for UAPB's School of Agriculture, Fisheries and Human Sciences



Will Hehemann has been named Extension specialist - communications for the School of Agriculture, Fisheries and Human Sciences (SAFHS) at the University of Arkansas at Pine Bluff (UAPB). In this position, he will publicize School activities by writing articles and scripts for print and broadcast media; edit manuscripts, publications and web content; take photographs and shoot video; and maintain the School's website and social media sites.


Prior to coming to UAPB, Hehemann worked as a technical writer for Acxiom Global Service Center in Gdansk, Poland. There, he created and maintained user and administrative manuals for a data-delivery website, wrote and edited newsletters and managed an online Help system.

From 2010 to 2012, he worked as a freelance writer for the University of Arkansas Division of Agriculture Cooperative Extension Service communications department. He wrote news articles ranging from agriculture to consumer sciences.


A native of El Dorado, Arkansas, Hehemann holds a bachelor's degree in mass communications - journalism from the University of Central Arkansas in Conway. ■

It's that time again . . .

The time to submit applications for the **CES Retiree Scholarship** is fast approaching. Applications are open to any Extension employee who wishes to attend a professional development conference or pursue an academic degree. Look for details on how to apply for this scholarship in the December Blue Letter.

 **DIVISION OF AGRICULTURE
RESEARCH & EXTENSION**
University of Arkansas System

Save the Date



*Division of Agriculture
Awards Luncheon*

**Friday, January 9, 2015
Embassy Suites
Rogers, Arkansas**

What's new in publications? Find out at:
<http://www.uaex.edu/publications/new.aspx>



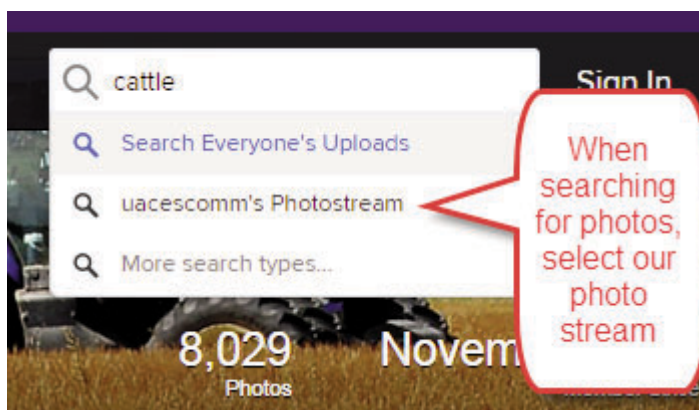
POPE COUNTY 4-H'ERS GIVE BACK – Pope County 4-H promoted the month of service by displaying three flags around the Pope County Courthouse during the month of October. The flags stand 11 feet tall and were sure to be seen by anyone who drove by. The county also participated in a canned food drive where they collected over 400 items to be donated to the Main Street Mission in Russellville. This is just one of the many ways that Pope County 4-H members dedicated their "hands to larger service."

Need a good photo?

Looking for a perfect photo for your social media posts or web pages? Look no further than the Extension Flickr feed! Our talented photography team has taken wonderful pictures of Extension activities and employees for years. All of these photos are available at <https://www.flickr.com/photos/uacescomm/>.

Still can't find what you're looking for? There are royalty-free stock photography sites available such as <https://unsplash.com/>, or search Creative Commons: <http://search.creativecommons.org/>.

Remember – NEVER do a Google search for an image and use it on your webpage, communications materials or social media postings. You never know if those images are copyrighted or not. ■



BENEFITS CORNER

Health Insurance 101

Deductible means a fixed dollar amount that you must incur each calendar year before the health plan begins to pay for covered medical services.

Coinsurance means a fixed percentage of charges you must pay toward the cost of covered medical services. Coinsurance applies to all Covered Services except those for which a co-payment applies unless otherwise noted by the plan.

Co-payment or co-pay means a fixed dollar amount that you must pay each time you receive a particular medical service, such as an office visit.

Medical Out of Pocket Maximum is the maximum combined deductible, coinsurance and copayments you will pay in any calendar year. It does not include costs for services not covered by the plan such as exclusions, limitations and pharmacy copayments.

In Network Services are services you obtain or request from providers that are participating in the UMR Provider Network.

Out of Network Services are services you obtain or request from a provider that is not participating in the UMR Provider Network.

Complete health benefits descriptions and exclusions can be found within the Employee Benefits UMR Health Insurance Policy Page under Medical Resources - Summary Plan Description.

UMR Network – www.umar.com ■

Meet the *new* employees!



Amy Crawford
EFNEP Program Assistant
Union County

- **What's your background?**

I was born and raised on a farm in south Louisiana. I was very involved in 4-H from foods and nutrition demos to showing livestock. I also love working with the youth at my

church and in my community.

- **What knowledge, skills and experience are you bringing to Extension?**

I have a B.S. in ag. business with a minor in poultry science from LSU. I am an Odyssey of the Mind coach for the junior high team in El Dorado, and I volunteer with 4-H shooting sports.

- **What would you like to accomplish your first year with Extension?**

I want to help our clients in Union County to make at least one small change in their daily life.

- **What brought you to Extension? What was it about Extension that you value?**

I have such great memories from my youth of our county agent and home economist. They provided information to my dad on the farm, my mom in the kitchen/household and us children through 4-H. They were part of our family, and I hope people will feel that way about me someday!

- **What are your interests or hobbies outside of work?**

I love gardening (both vegetables and flowers), spending time outdoors with my husband, daughter and son, and watching LSU and Razorback football! ■



Eric De Vries
Arkansas Outdoor School
Coordinator
C.A. Vines Arkansas 4-H Center

- **What's your background?**

I have been in youth development work for over 20 years. I previously worked for 5 years with the ExCEL program at the 4-H

Center before leaving to work with the Arkansas Game and Fish Commission for the past 10 years.

- **What knowledge, skills and experience are you bringing to Extension?**

I bring a passion and expertise in educating and connecting youth with the great outdoors.

- **What are one or two things you would like your colleagues to know about you?**

I am married and have three kids. I grew up in Tanzania, exploring the Serengeti and Indian Ocean.

- **What would you like to accomplish your first year with Extension?**

I hope I make a positive and meaningful difference in the lives of the children I teach and the staff I work with.

- **What brought you to Extension? What was it about Extension that you value?**

I admired the dedication of the staff, team ethic and mutual love of the outdoors.

- **What are your interests or hobbies outside of work?**

I love spending time hunting, fishing and camping with my family and friends. I am a Razorback nut. I am blessed to be part of the Summit Church. ■



Noel Goodwin, Jr.
Program Associate - Cotton
Newport Extension Center

- **What's your background?**

I am married, with two married sons and one very precious and spoiled granddaughter. I have worked in farming for many years and decided to make it my profession.

- **What knowledge, skills and experience are you bringing to Extension?**

I have worked off and on for several years for the U of A Extension Service as an assistant and an agent.

- **What are one or two things you would like your colleagues to know about you?**

I am easy to get along with, and I will go the extra mile to help my colleagues.

- **What would you like to accomplish your first year with Extension?**

I want to get as much equipment upgraded as I can.

- **What brought you to Extension? What was it about Extension that you value?**

I enjoy collecting data and knowing I am helping farmers increase their yields and profits. I feel everyone works well together and there is always something new to learn.

- **What are your interests or hobbies outside of work?**

Hunting, fishing and spending time with my granddaughter. ■



Lisa Lynn
Administrative Specialist
Columbia County

- **What's your background?**

I was born and raised in south Arkansas. I graduated from Southern Arkansas University with a business degree and worked in the banking industry for several years.

- **What knowledge, skills and experience are you bringing to Extension?**

My previous experience in an administrative assistant position should be beneficial in running the office in an efficient way.

- **What are one or two things you would like your colleagues to know about you?**

I am looking forward to meeting new people and learning ways that I may help.

- **What would you like to accomplish your first year with Extension?**

I would like to learn about the programs that Extension offers. I hope to clean out and update the filing system.

- **What are your interests or hobbies outside of work?**

When not spending time with my family, hunting and fishing, I enjoy photography and reading. ■



Stewart Runsick
County Extension Agent -
Agriculture
Clay County - Corning

- **What's your background?**

I grew up on a livestock and poultry farm in Sharp County. I enjoyed showing cattle and competing on various judging teams while in 4-H and FFA. I received a B.S. in agriculture education from Arkansas State University and a M.S. in agronomy from the University of Arkansas. I'm not new to Extension. I served as staff chair in Lawrence County for several years and coordinated the Rice Research Verification Program.

- **What knowledge, skills and experience are you bringing to Extension?**

I have 20 years of experience from working in various capacities in agriculture. I taught vocational agriculture for 3 years. I have 14 years of Extension experience working in a very diverse agricultural environment. I have worked in the equipment and seed industries. I am a proud graduate of the Faculty Leadership program class one and the Lawrence County Leadership program. I have been fortunate to have outstanding teachers and mentors. Whether it involves livestock, forages or row crops, you name it, I have probably done it. With that said, I don't claim to know everything and hope to never stop learning.

- **What are one or two things you would like your colleagues to know about you?**

My wife, Kathy, and I have enjoyed 22 years of marriage. We have two wonderful children, Kyle, 17, and Taylor, 10.

- **What would you like to accomplish your first year with Extension?**

I am looking forward to continuing the rich tradition of outstanding educational programs in Clay County. I plan to design and deliver educational programs that meet the needs of the people in the county. I plan to get up to speed on new technologies in all crops since my focus has been on rice production the past few years. I hope to learn all I can from Andy Vangilder before he retires.

- **What brought you to Extension? What was it about Extension that you value?**

I came back to Extension after a three-year stint with RiceTec. I missed being a part of the Extension family. I love the diversity and working with all

kinds of people. I enjoy teaching and making a difference in people's lives. I am looking forward to working with my friends and colleagues and being active in the Arkansas County Agricultural Agents Association again.

- **What are your interests or hobbies outside of work?**

I love to fish for smallmouth bass and float local rivers and streams in my canoe. I enjoy anything outdoors including camping, hiking and watching wildlife. I am very active in my church and volunteer with local youth organizations. I enjoy spending time with my wife and children; they keep me busy. From softball games to marching contests, we are always on the go. ■

Angie Stewart

Arkansas Farm to You Program Coordinator
Little Rock State Office

- **What's your background?**

I grew up on a beef farm in southwest Missouri and majored in ag. business and animal science in college. For 5 years, I worked for Southwest Dairy Farmers as the mobile dairy classroom instructor for all of Arkansas and southern Missouri. I brought my real live dairy cow to schools for milking demonstrations.

- **What knowledge, skills and experience are you bringing to Extension?**

I was always responsible for getting information on the mobile dairy to schools, but I was also responsible for my scheduling. As a result, I have great time management skills, and I have also become an effective public speaker. I am also really good with kids.

- **What are one or two things you would like your colleagues to know about you?**

In our free time, my husband and I make furniture from reclaimed wood. We just made the most awesome dining room table!

- **What would you like to accomplish your first year with Extension?**

First off, I look forward to getting to know and working with all the county agents. Also, I want to become more familiar with all the different programs we offer.

- **What brought you to Extension? What was it about Extension that you value?**

Sadly, my position with Southwest Dairy Farmers was ending due to budget cuts. This position became available at the perfect time. It was an easy transition for me, plus a great growth opportunity.

I value how hard everyone works to get the various messages of Extension out to the public.

- **What are your interests or hobbies outside of work?**

I have an interest in interior decorating. Also, I will always be drawn towards farming and working with cattle. I enjoy spending time with my family and friends. I like hunting, camping and fishing and also playing with our Labrador Bubba and our cat Giselle. ■



Felicha Thompson
EFNEP Program Assistant
Desha County

- **What's your background?**

I am married (14 years). I have two daughters.

- **What knowledge, skills and experience are you bringing to Extension?**

I am a people person, I love been in the community working with the youth and adults, discussing useful ways to eat healthy and save money.

- **What are one or two things you would like your colleagues to know about you?**

I own my own business/hair salon. I adopted my youngest daughter when she was 6.

- **What would you like to accomplish your first year with Extension?**

I would like to meet all the required numbers for the youth and adults, but most important, try to enroll more Hispanics/Latinos into the program for Desha County.

- **What are your interests or hobbies outside of work?**

I am youth leader for my church. I plan all the programs with the youth. I enjoy playing bingo, shopping and spending time with my two-year-old grandson. ■

Grants and contracts

for Month Ending October 31, 2014

Project Title	Award Amount	Principal Investigator	Granting Agency
2014 Farm Bill – Producer Education – University of Arkansas Extension	52,040.00	Bobby Coats	USDA Farm Service Agency
Effects of the Introduction of Feed Grains Into Mid-South Soybean Production Systems	20,800.00	Jeremy Ross	Mississippi State University
Integrated Resource Management Tool to Mitigate the Carbon Footprint of Swine Produced in the U.S.	49,900.00	Karl VanDevender	Agriculture Experiment Station
Operation Military Kids Funding	39,575.00	Maureen Rose	Department of Army
Documentation Irrigation Program	74,999.00	Michael Daniels	Natural Resources Conservation Service
Integrated Resource Management Tool to Mitigate the Carbon Footprint of Swine Produced in the U.S.	49,207.00	Samy Sadaka	Agriculture Experiment Station
Evaluation of HP AVISTART in Broiler Diets on Growth and Feed Efficiency	20,305.00	Susan Watkins	Hamlet Protein
Learning Farm Listening Sessions: Assessing Clientele Needs for Education	7,205.00	Terrence Kirkpatrick	Natural Resources Conservation Service
Total New Awards for October 2014	\$314,031.00		

Personnel changes

Please welcome the following:

Ruth E. Cook

EFNEP Program Assistant, Hempstead County, effective September 22, 2014.

Noel Goodwin

Program Associate - Cotton, Crop, Soil and Environmental Sciences, effective October 1 2014.

Oakley H. Johnson

Institutional Printer, Print Shop, effective October 1, 2014.

Melisa A. Lynn

Administrative Specialist, Columbia County, effective October 6, 2014.

Temesgen B. Mulaw

Program Technician, Plant Pathology, effective September 25, 2014.

Stewart K. Runsick

County Extension Agent - Agriculture, Clay County - Corning, effective September 26, 2014.

Angela F. Stewart

Arkansas Farm to You Coordinator, Family and Consumer Sciences, effective October 1, 2014.

Extension says goodbye to:

Edward L. Brown

CEA - Staff Chair, Perry County, effective October 1, 2014.

Randy M. Chlapecka

County Extension Agent - Staff Chair, Jackson County, effective October 1, 2014.

Dennis D. Holzhauser

Computer Specialist, Office of Information Technology, effective October 1, 2014.

Shelly D. Johnson

Administrative Support Supervisor, Washington County, effective October 24, 2014.

Vicki R. Shadell

4-H Program Assistant, Perry County, effective October 31, 2014.

Amy E. Williams

Program Assistant - 4-H, Sebastian County, effective October 24, 2014.