

# BLUE LETTER

The University of Arkansas Cooperative Extension Service Monthly Letter

No. 3740 • December 2013

## FROM THE DIRECTOR

In 2014, we will have a year-long opportunity to tell our story to those we serve. As you have heard, we will be celebrating the 100th birthday of the Cooperative Extension Service.

To commemorate this occasion, I'm asking you to incorporate the 100th anniversary into events you already have planned. To help you with this effort, the Centennial Celebration Marketing Kit will be available the first of January for you to promote Extension and celebrate the 100th birthday.

The marketing kit provides an overall plan including media resources; marketing materials, such as a table top display, posters, brochure and letterhead; camera-ready artwork; and a list of promotional items that you may order.

I hope you will thoroughly familiarize yourself with the Centennial Celebration Marketing Kit, including reviewing the PowerPoint and DVD. Use the kit and its components to commemorate the Smith-Lever Act and to promote the work you do.

Elected officials and the public, today more than ever, want to know that state, federal and county funding we receive are an excellent investment. Celebrating the Centennial will help you demonstrate the significant role Extension plays in Arkansas yesterday, today and into the future.

Thank you for all you do.

– Tony Windham

## Nov. 19 Check In and Tune Up for new hires

Arkansas Extension welcomed 49 new employees at the Nov. 19 Check In and Tune Up for New Hires workshop, held at the state office in Little Rock.

The Check In and Tune Up event, coordinated by the Program and Staff Development faculty and staff, was filled with activities and valuable information for the new employees.

Veteran Extension faculty and staff and representatives of Extension-related organizations met with the new employees during peer-to-peer breakout sessions, gave presentations in subject matter sessions, set up and staffed displays for the "Info Expo" portion of the workshop and dropped by to visit with new employees between breakout sessions and lunch. Bobby Johnson and the staff from Facilities, Maintenance and Warehouse cooked and served lunch for everyone that day.

As a result of the Check In and Tune Up workshop, new employees came away with a better understanding of the scope and significance of the role Extension plays in

*(Continued on page 2)*



**DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION**

University of Arkansas System

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

## Inside:

- Saline 2020 moves into implementation
- Deadline for Retiree Scholarship applications set
- Faulkner and Benton Co. 4-H'ers compete in National 4-H Dairy Quiz Bowl
- Benton Co. 4-H'ers teach at World Maker Faire
- Benefits Corner
- Connect your LinkedIn profile to new Extension Company page
- Meet the New Employees
- Grants and Contracts
- Personnel Changes

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

## Saline 2020 moves into implementation

A comprehensive strategic plan for Saline County was recently completed with long-term strategies identified for six major issue areas. Faced with the challenge of implementing this plan, Sherry McDonnell with Entergy recommended that the Saline County Economic Development Commission seek assistance from the Cooperative Extension Service. This led to involvement by Ron Matlock, Saline County staff chair, and Mark Peterson, professor, Community and Economic

Development. A broad-based steering committee was formed to launch the implementation. It includes the county judge, mayors, school superintendents and other community leaders. Matlock serves on the Quality of Place action team, and Peterson has facilitated steering committee meetings.

Actions to date include:

- A business retention and expansion initiative to support existing businesses,
- A career technical education facility under consideration,
- A marketing action team formed to promote Saline County,
- Economic development funding being explored,
- Renaming the industrial megasite, and
- A Quality of Place Tour on Nov. 21, with Breakthrough Solutions partners providing recommendations for action.

“Saline 2020 is going to make a real impact in the county,” stated Ron Matlock, “and we are pleased to be involved.” ■



**Saline 2020 Steering Committee poses at their implementation launch.**

## Deadline for Retiree Scholarship applications set

Employees who are attending professional development conferences or are pursuing academic degrees are encouraged to apply for the Extension Retiree Scholarship to be awarded at Galaxy in March.

Since 2009 seven scholarships have been awarded for a total of \$3,500.

“Receiving the 2013 CES Retiree Scholarship was such an honor for me,” said Leigh Ann Bullington, county Extension agent - family and consumer sciences in Cross County.

“I am working toward a masters in Agriculture and Extension Education. The scholarship assisted me with

tuition for my current class, which is Developing Leadership in Agriculture Organizations.”

Cally Shore, program assistant - youth, Randolph County, another 2013 scholarship winner, says, “The scholarship has helped with expenses of college, travel and books.”

If you are interested in this scholarship, begin preparing your application now. Two letters of reference and the application form, available at [http://www.uaex.edu/giving/endowments/retiree\\_scholarship.htm](http://www.uaex.edu/giving/endowments/retiree_scholarship.htm), should be sent to Amy Hedges, assistant to associate vice president, no later than noon on Friday, Jan. 24, 2014. ■

### Check In and Tune Up (cont. from page 1)

the lives of Arkansans statewide and the roles their own positions have in making Extension a successful organization. Participants also learned that there are many individuals in the organization who can and will support them in their Extension efforts. ■

**County agents Casey Scarborough, Hank Chaney and Terrie James meet with new county agents in a peer-to-peer breakout session at the Nov. 19 Check In and Tune Up for New Hires workshop.**



# Faulkner and Benton Co. 4-H members compete in 34th annual National 4-H Dairy Quiz Bowl event

4-H members from Benton and Faulkner counties represented Arkansas at the National 4-H Dairy Quiz Bowl competition held Nov. 8-9 in Louisville, Ky., as part of the 40th annual North American International Livestock Exposition. The Dairy Quiz Bowl event featured an individual test, a team answer component and the quiz bowl portion. Youth were tested on their knowledge related to the dairy industry, dairy cattle health, nutrition, dairy product marketing, current milking processes and history. Nineteen teams competed in this year's event, and this marked Arkansas' seventh year to participate in the 34-year-old contest. The team would like to express their sincere thanks to Dr. Rick Cartwright, Sharon Reynolds and Steve Jones for helping make the trip possible. ■



Arkansas 4-H Dairy Quiz Bowl members (left to right), Travis Clark, Taylor McKinney-Kirkpatrick, Naomi Rheingans and Ethan Parker, work together during the team question portion of the National 4-H Dairy Quiz Bowl contest held Nov. 8-9 in Louisville, Ky.

# Benton County 4-H'ers teach at World Maker Faire

A group of 4-H youth and adults traveled to New York City in September to teach sewing workshops during the 2013 World Maker Faire. The Benton County 4-H Foundation received a grant for \$22,000 from Cognizant's Making the Future program, a leading technology company. This summer eight workshops were conducted teaching 20 youth skills such as 3D printing, sewing, serging, heat transfers, embroidery and more. Cognizant, which is the sponsor of the Young Makers Pavillion, invited Benton County youth to attend and teach sewing workshops for

youth. Four youth taught over 70 youth to make either zipper toiletry bags or tissue covers over the two-day period. While at the Faire, they got to attend workshops on special effects makeup and visit booths and exhibits from sponsors such as Disney, Makerbot, Radio Shack, Arduino and more. B-Sew Inn donated the use of three Babylock Ovation sergers for use during the Faire. ■



World Maker Faire participants, left to right: Jessica Street, county Extension agent - 4-H, Kendall Yarbrough, Julie Griffin, Sarah Mills, Dr. Anne Sortor, associate director - 4-H, Jurnee Wilson, Janice Shofner, county Extension agent - 4-H.

## BENEFITS CORNER

### Use It or Lose It? No...Donate!

**Annual leave** must be earned before it can be taken with approval from the appropriate supervisor. Annual leave is cumulative; however, no employee may have an accumulation in excess of 240 hours (30 days) on December 31 of each year. During the calendar year, accrued leave may exceed 30 days, but those days in excess of 30 will be lost if not used before December 31 of each year.

**Sick leave** must be earned before it is taken and may be taken for the illness or injury of the employee or an immediate family member; the death or serious illness of the employee's immediate family member; medical, dental or optical treatment for the employee or an immediate family member. Sick leave is cumulative up to a total maximum of 960 hours (120 days).

**What can you do with unused, accrued leave? Donate it!**

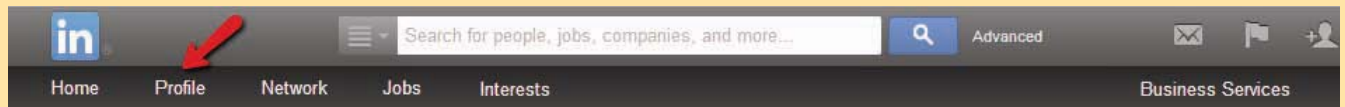
**Catastrophic Leave Bank annual open enrollment** runs through December 31. Donations are made in one-hour increments. If the donation of leave would reduce your combined annual and sick leave balance to less than 80 hours, you are not allowed to donate. If you wish to donate, please complete form EBEN-103.

## How to connect your LinkedIn profile to our new Extension Company page

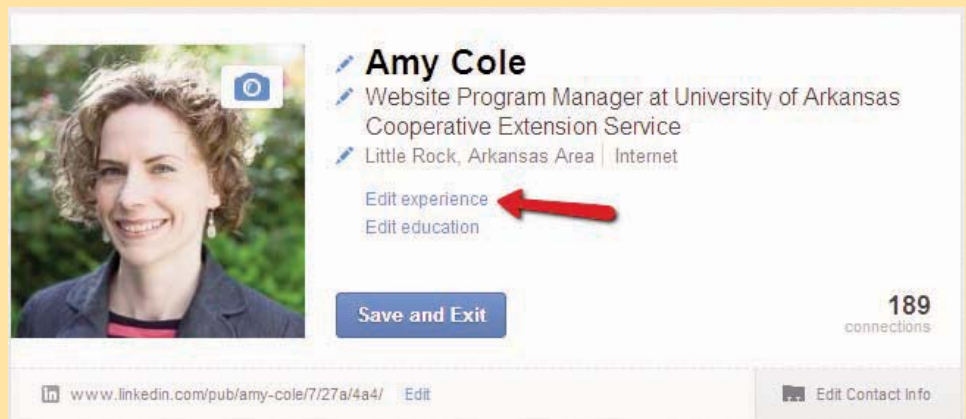
The creation of this single company identity on LinkedIn is part of an effort to keep our voice and branding for Extension cohesive within each social platform. The company profile in LinkedIn is accessible from each company employee's individual profile. This means that all of the employees our organization has on LinkedIn help to increase our reach and brand recognition. This can assist in hiring qualified employees and sharing the accomplishments of Extension throughout the business and academic world.

If you are already a member of LinkedIn, the steps involved in updating your company information are outlined below.

1. Move your cursor over **Profile** at the top of your homepage and select **Edit Profile**.



2. Scroll down to the **Experience** section, located in the **Background** box. Click 'edit experience.'
3. Click the Edit icon next to the position you'd like to update.
4. Click **Change Company**, located under Company Name.
5. Type the full company name and select your company from the dropdown list. *NOTE: Start typing in 'University of Arkansas Cooperative Extension Service' and as you type the correct company (with our logo) will appear in the dropdown list.*
6. Click **Save**.
7. Click **Done editing** in the top section of your profile.



If the **Experience** section of your profile shows the correct company name but reflects the wrong company type, size or industry, your Company Page administrator (in this case, myself or Mary Hightower) can edit your Company Page. This will then update that information on your profile.

**What's new in publications? Find out at:**

[http://www.uaex.edu/depts/Administration/blue\\_letter/Monthly\\_Publications\\_Report.htm](http://www.uaex.edu/depts/Administration/blue_letter/Monthly_Publications_Report.htm)

# Meet the *new* employees!



**Keshianna “K.K.” Hodges**  
Accounts Receivable Accountant  
Financial Services

- **What’s your background?**

Former basketball player and graduate of Lyon College with a B.S. in accounting. I have an M.S. in health sciences-sports management from UALR.

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

Having a B.S. in accounting and background as a fiscal support technician for the Department of Parks and Tourism has prepared me to take on the task of being the A/R accountant.

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

I love candy, especially peanut M&Ms, and I’m terrified of heights.

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

I would like to make a difference and learn as much as possible to make sure that happens.

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

I felt this was a great place to begin my career. I felt comfortable upon meeting the people here and knew it was the place for me.

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

I enjoy sports and working out. In my free time, I coach AAU and give basketball lessons on the weekend. ■



**Amanda Philyaw Perez, MPH**  
Program Associate  
Public Policy Center

- **What’s your background?**

I have a bachelor’s degree in psychology from UALR where I studied ADHD in children. I worked in community research on access to healthy foods in the South Bronx, N.Y., and school-based obesity

policy evaluation at UAMS College of Public Health while I completed my master’s in public health. I am now working

on my doctorate in public health with a focus on how access to healthy foods and food systems impact health. Prior to coming to CES, I also worked as senior policy analyst at the Department of Human Services, providing cross-divisional support on health care reform and early childhood education. I played an integral role in designing a model demonstration project and securing federal grant funding for youth with disabilities to support their transition out of high school and into college or the workforce, the PROMISE grant.

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

I have worked in behavioral health, research, policy and program evaluation, human services and community-based program planning and implementation. I bring a varied set of experiences and skills related to program planning, community engagement, program evaluation and technical writing to my work in the Public Policy Center.

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

I have the most wonderful husband, Lucas, a dog, Lucky, and a cat, Snuz. I love to cook, and picky adults and kids like my dishes even though they have lots of vegetables. I am excited about all of the great work that is going on at CES and hope you will take the time to let me know about your work.

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

I believe the most important goal for my first year is to establish strong relationships within UACES, with our partner agencies and with community representatives throughout the state.

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

The motto that Arkansas is our campus. I value the focus on research, policy and education and the foundation of CES from the Smith-Lever Act for extending knowledge and changing lives, what a great reason to come to work each day.

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

Being outdoors (camping, hiking, canoeing, running, and gardening) and thrift store rummaging. We love to be in or on the water in the summer, when we have time these days. ■



**Terry Spurlock**  
 Assistant Professor and Extension  
 Plant Pathologist  
 Southeast Research and Extension  
 Center, Monticello

• **What's your background?**

I have a Ph.D. in plant science and an M.S. in plant pathology. I was a grower at one time, so I have a unique perspective as a scientist.

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

I have expertise in soilborne plant pathogens, spatial analysis and chemical control of plant diseases.

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

I'm here to help.

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

I would like to build relationships with those involved in agriculture in southeast Arkansas, better understand the needs of the farmers in the region and begin relevant problem-solving research and extension programs based on that.

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

I was a grower. I understand the value of the unbiased voice and wanted to be part of that voice.

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

My children are 3 and 2 years old. When not working, I do what they do. ■

## Grants and contracts for Month Ending October 31, 2013

Project Title	Award Amount	Principal Investigator	Granting Agency
Extension Wellness Ambassador Program Pilot Project	199,974.00	Lisa Washburn	National Institute of Food and Agriculture
Energizing Arkansas	9,204.00	Tom Riley	Arkansas Energy Office
UACES Early Care and Education Projects -- Best Care Traditional	113,682.00	James Marshall	Arkansas Department of Education
UACES Early Care and Education Projects -- Best Care Connected	36,366.00	James Marshall	Arkansas Department of Education
UACES Early Care and Education Projects -- Guiding Children Successfully	87,452.00	Wally Goddard	Arkansas Department of Education
Southern Plant Diagnostic Network	22,000.00	Sherrie Smith	University of Florida
Sustainable Agriculture Research and Education (SARE) Program	22,000.00	Elena Garcia	University of Georgia
Operation Military Kids Funding	79,150.00	Maureen Rose	Department of Army
Cloud-Based Streambank Delineator and Conservation Practice Mapper	133,957.00	Dharmendra Saraswat	Arkansas Natural Resources Commission
Lake Fayetteville Outreach and Education Grant	275,782.00	Katherine Teague	Arkansas Natural Resources Commission
Test Crop	1,500.00	Bob Scott	Bayer Crop Science LP
Agronomics and Economic Factors to Maximize Profit in Wheat-Corn	15,000.00	Jason Kelley	Wheat Promotion Board
Cotton Production Information App	14,767.00	Dharmendra Saraswat	Cotton Incorporated
Share Foundation Union County 4-H Shooting Sports	2,500.00	Robin Bridges	Share Foundation
<b>TOTAL OCTOBER 2013 AWARDS</b>	<b>\$1,013,334.00</b>		

# Personnel changes

## Please welcome the following:

### **Sheryl L. Baker**

Banner Programmer/Analyst, Office of Information Technology, effective October 21, 2013.

### **Lucas C. Blalack**

Administrative Specialist, 4-H and Youth Development, effective October 16, 2013.

### **Brett L. Gordon**

County Extension Agent - Agriculture, White County, effective November 4, 2013.

### **Keshianna K. Hodges**

Accountant, Financial Services, effective November 7, 2013.

### **Eva L. Langley**

County Extension Agent - Family and Consumer Sciences, Pike County, effective October 16, 2013.

### **Derron L. Martin**

Program Technician - Entomology, Entomology, effective October 15, 2013.

### **Tammy J. McAdoo**

4-H Program Assistant, Montgomery County, effective October 16, 2013.

### **Amanda G. Philyaw Perez**

Program Associate - Public Policy Center, Public Issues Education, effective November 7, 2013.

### **Maleigha D. Proffitt**

County Extension Agent - 4-H, Craighead County, effective November 1, 2013.

### **Jacqueline K. Smith**

Secretary, Mississippi County, effective September 13, 2013.

## Extension says goodbye to:

### **Edwin A. Erwin**

Technical Support Manager, Office of Information Technology, effective November 1, 2013.

### **Cynthia Ford**

4-H Program Assistant, Union County, effective November 15, 2013.

### **Michelle Freels**

Administrative Specialist, Family and Consumer Sciences, effective November 5, 2013.

### **Gail Lindsey**

Fiscal Support Specialist, Credit Union, effective November 27, 2013.

### **Lance Schmidt**

Area Agronomist - Rice, Crop, Soil and Environmental Sciences, effective November 27, 2013.

### **Lana Warfield**

County Extension Agent - Family and Consumer Sciences, Chicot County, effective November 22, 2013.