

BLUE LETTER

The University of Arkansas Cooperative Extension Service Monthly Letter

No. 3741 • January 2014

2014: LOOKING AHEAD

We are well into January 2014, and as we look ahead, we reflect upon our successes from 2013.

On January 10, we recognized and celebrated the exceptional work of Extension, experiment station and Dale Bumpers faculty and staff at the annual Division of Agriculture Awards Luncheon.

Ten faculty and staff were presented with John W. White and Division awards. A complete article is included in this month's Blue Letter.

As you read this, the Arkansas Legislature is into its session, and since this is an even year, the legislature must focus its attention on the state's revenue and budget. Governor Beebe has rolled out his \$5 billion budget, and various legislative committees are reviewing what he has proposed.

Dr. Mark Cochran, other administrators and I will be visiting with legislators to make certain they understand the impacts of programs you deliver throughout Arkansas and of the need to adequately fund Extension programs and projects that give Arkansans the information and knowledge necessary to enhance the quality of their lives.

Thank you for all that you do. I wish you a prosperous and rewarding 2014.

– Tony Windham

Grower training to address food safety

On Jan. 24, the U of A Division of Agriculture will launch its Arkansas Voluntary Farm Food Safety Assessment (FFSA) training for Arkansas growers. The training will be held in conjunction with the Arkansas Farmers Market Association annual meeting at LRSO.

With heightened attention directed at food safety, the need for growers to implement and document their on-farm food safety practices is becoming more apparent. The FFSA training will focus on six areas of food safety concerns that cause most food safety incidences as well as teach participants the minimum record-keeping standards needed to document their on-farm food safety efforts.

The training will include a progress update on the Food Safety Modernization Act detailing the anticipated timeline for implementation. The Arkansas Voluntary Farm Food Safety fact sheet (http://www.uaex.edu/Other_Areas/publications/PDF/FSA-9802.pdf) will be used as a template for the training that will explore each element in greater detail. The FFSA training will educate Arkansas growers and prepare them for implementing and documenting their on-farm food safety efforts.

The deadline for registering for the free training is Jan. 22. To register, go to <http://forms.uaex.edu/MM/AVFSAT-Registration.asp> or call Beverly Dunaway at 501-671-2344. Lunch will be provided. ■



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

Centennial Celebration marketing notebook available

Ready to tell the world about 100 years of the Smith-Lever Act and the birth of the Cooperative Extension Service? There's a lot about our story that may surprise you.

The key to our promotional efforts is our Centennial Celebration marketing notebook. This is the playbook for telling our story. Inside you'll find marketing suggestions and promotional items that will help you tell the story of Extension.

Many of the items in the notebook are digitized and can be found at www.uaex.edu/centennial/. There, you'll see marketing plans, media resources/news articles, talking points, ads, historical photos, PowerPoint templates and digital versions of the official Smith-Lever



Centennial seal for you to add to your local materials.

In addition to the digital stuff, there are tabletop displays, retractable displays, banners,

posters/placemats, a brochure, letterhead and promotional items including high-quality ceramic coffee mugs available. Each county will receive a small quantity of promotional items at no cost.

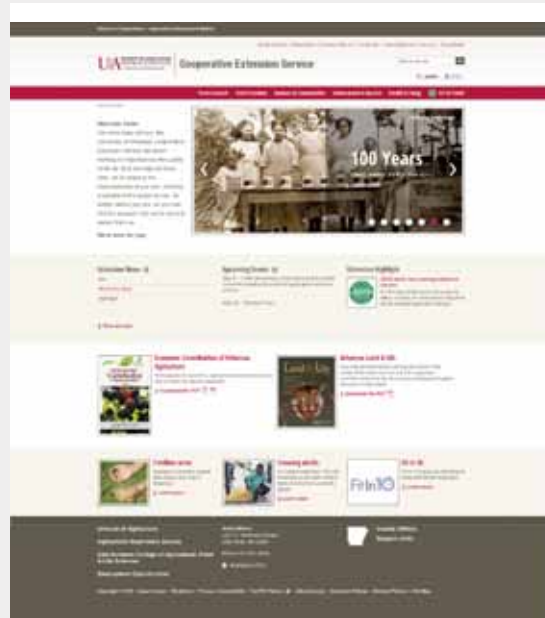
If someone from your county office is coming to LRSO, please ask that they pick up your county's toolkit, displays and other items while they're here. Also, please give the Communications Department 24 hours notice if you're coming by so we can be sure we have enough kits created for you. Contact Julie Thompson (jathompson@uaex.edu) at 501-671-2106 or Mary Hightower (mhightower@uaex.edu) at 501-671-2126. ■

Let the countdown begin

After about two years of design, coding, workshops, photography and writing, the launch clock for our redesigned website has started its countdown.

The web committee met with Extension administration in late December and early January to review each one of the web's 7,500 pages and to create a punch list to knock out any remaining issues. Among the actions heading into the home stretch are beta testing and tools to promote the redesigned site.

"With thousands of pages redesigned and updated and scores of hours of workshops to provide hundreds of employees the skills needed to be their own webmasters, the scale of this project has been immense," said Kyleen Prewett, Associate Director for Finance and Administration, who has spearheaded this effort along with IT Director Sam Boyster and PSD Director Karen Ballard, recently joined by Amy Cole. "We are looking forward to presenting Extension's new online face to the world."



Remember... You have until 4:30 p.m. on Friday, Jan. 24, 2014, to apply for the **Extension Retiree Scholarship**.

Employees who are attending professional development conferences or are pursuing academic degrees are encouraged to apply.

If you are interested in applying, two letters of reference and the application form, available at http://www.uaex.edu/giving/endowments/retiree_scholarship.htm, should be sent to Amy Hedges, assistant to associate vice president.

Division of Agriculture recognizes outstanding work by faculty and staff

The University of Arkansas System Division of Agriculture honored accomplishments of faculty and staff with the John W. White awards for outstanding teaching, research and extension service at a ceremony on Friday, Jan. 10.

The **John W. White Outstanding Teaching Award**, jointly awarded by the Division of Agriculture and Bumpers College, was presented to **Kristofor Brye**, professor of crop, soil and environmental sciences. Brye has taught eight courses since joining the faculty in 2001. Three of those courses were additions he volunteered to teach to fill gaps left by retiring professors. Outside the classroom, he works with the Soil Judging Team, which has finished in first place in regional competition for each of the past two years and has proceeded to national competition. He provides leadership to the department's internship program to help students find appropriate placements. He advises numerous undergraduates and serves as a mentor to graduate students. He was inducted into the University of Arkansas Teaching Academy in 2012 and received the Teaching Award of Merit from the Arkansas Chapter of Gamma Sigma Delta in 2008.



Kristofor Brye

The **John W. White Outstanding Research Award** went to **Jin-Woo Kim**, professor of biological and agricultural engineering. Kim has made significant contributions in nanobiotechnology for device development, molecular computation and molecular biological engineering. He has established an internationally recognized research program in bio/nanotechnology engineering. His work has been recognized externally by various magazines as some of the most innovative research in the fields of bio/nano technology and was recently featured on covers of two top-quality journals in the fields. He has established a multi- and interdisciplinary research program engaging engineers, biologists, medical scientists, chemists, physicists and mathematicians.



Jin-Woo Kim

Dharmendra Saraswat, associate professor of biological and agricultural engineering, received the **John W. White Outstanding Extension State Faculty Award**. Saraswat manages an extension program focused on developing geospatial technologies for managing natural resources. His applied research enables him to investigate and share engineering solutions with policymakers, state and federal agencies, farmers and agricultural consultants. These applications have been designed for a variety of stakeholders such as extension educators, industry and technical agency personnel, farmers, crop consultants and business leaders. More than 200,000 users have accessed tools and information from the two websites that he supports with more than 2,000 downloads of mobile apps in recent months. His watershed modeling has served as the foundation for the Arkansas Natural Resources Commission's effort in developing the state's nonpoint source water quality plan.



Dharmendra Saraswat

The **John W. White Outstanding County Extension Educator Award** winner was Columbia County Extension Agent **Shirlye Hopkins**. She has served the Division of Agriculture for 36 years and is assigned to Family and Consumer Sciences and 4-H. She has worked with local leaders to plan and conduct programs in nutrition, resource management, health and youth development. Her efforts in recent years have included supervision of diabetes education, the Cook Smart Eat Smart program, the Smart Nutrition Active People program, the Fit in Ten program, the Best Care program for child care providers and the Guiding Children Successfully program. She has collaborated with the Area Agency on Aging and the University of Arkansas for Medical Sciences to implement a Healthy Cooking School targeting diabetics. She has trained youth how to handle finances and young adults how to handle credit. She has networked with neighboring counties



Shirlye Hopkins

to conduct programs in consumer fraud and 4-H leadership training.

The **John W. White Outstanding Team Award** was presented to a group of faculty and staff who developed and executed the Modeling Agriculture for Spatial Implications of Adoption of Dedicated Bioenergy Crops, Greenhouse Gas Policies and Reduced Irrigation Capacity project. The project is a county-level crop production model that provides an approach for analysis and integration of carbon emission and sequestration into standard economic models of farm cropping decisions. It estimates the inputs required, profitability, irrigation water use and greenhouse gas footprint of the six largest row crops, biofuel crops, hay, pasture and pine in Arkansas. The model is being accepted as a benchmark for understanding carbon management in agriculture. Team members are **Kristofor Brye**, professor of crop, soil, and environmental sciences; **Lanier Nalley**, associate professor of agricultural economics and agribusiness; and **Michael Popp**, professor of agricultural economics and agribusiness.



(Left to right) Mark Cochran, Michael Popp, Lanier Nalley, Kristofor Brye, Clarence Watson and Tony Windham

The **Division of Agriculture Non-Classified Support Personnel Award** went to **Judy Robison**, grants officer in the Cooperative Extension Service State Office. Robison helps Extension employees at all levels through the grant



Judy Robison

writing process and provides a high level of customer service. She developed tools for employees and a Grants.gov application guide that she is converting to an online course. She has developed more than 850 fact sheets, publications and other support materials for topics related to grants and to her previous responsibilities as a 4-H

faculty member. She also developed the Internal Innovative Competitive Grants Program, which provided seed money for innovative projects and aided personnel in being more competitive in external competition. Robison has worked for Extension as a grants officer since 1994, but her career with the Division of Agriculture dates back to 1974.

The **Division of Agriculture Classified Support Personnel Award - Cooperative Extension Service** was presented to **Sherry Funderburg**, administrative support supervisor for the Ozark District. She assists with operations in 25 counties by providing support to county agents. She maintains records, budgets, travel requests, reimbursements and performance evaluations. She also communicates with the staff in the counties to solve problems and answer questions. Her other tasks include completing internal hiring documents, tracking and arranging district displays and educational kits, supporting and assisting in the planning of district conferences and completing purchase requisitions. She has worked for Extension since beginning as a high school student employee in 1976. After becoming a full-time employee upon graduation the next year, she was promoted through the ranks of the business office and went on to hold several positions in payroll, purchasing and accounting.



Sherry Funderburg

The **Division of Agriculture Classified Support Personnel Award - Agricultural Experiment Station** went to **Chris Pruitt**, skilled tradesman at the Lon Mann Cotton Research Station.

Pruitt is known as a valuable and highly versatile employee. He uses his carpentry and trades skills to maintain all station structures and to meet specialized construction needs as well as to supply skilled work in research plots. In the past five years, he has taken over a program technician's responsibilities by assisting with planting, applications of pesticides and operating the plot picker. He also takes notes on research plots and monitors plots beyond what he has been assigned. He is the primary plot picker operator at the station and has generated data that has been accurate and produced in less time than required.



Chris Pruitt

Excellence awards and endowment winners recognized

The University of Arkansas Cooperative Extension Service honored innovation and excellence among its staff and faculty on Dec. 9, 2013, during its annual faculty conference.

“We’re proud of the work our faculty and staff do in helping all Arkansans,” said Tony Windham. “We look forward to the state faculty conference each year to recognize our own.”

The honors awarded were:



Jill Williams receives Lynn Russell Award from Dr. Tony Windham.

Lynn R. Russell Endowed Award for Professional Excellence – Jill Williams, extension employment manager. This award helps an employee of the Cooperative Extension Service to enhance professional skills for the betterment of the employee and the University of Arkansas System Division of Agriculture.



Childs Award winner Debbie Baker.

Mildred & Liz Childs Cooperative Extension Service Professional Development Award – Debbie Baker, Clay County extension agent-family and consumer science. The award allows county agents and specialists to pursue professional development opportunities: conferences, workshops, special educational programs and/or advanced degrees.

Extension Excellence - County Team Award – The winner of this year’s County Team Award is the Faulkner County team of Staff Chair **Hank Chaney** and agents **Melanie Malone, Leigh Helms** and **Kami Marsh**. The Faulkner County Extension staff was honored for creation of “the Teaching Garden,” an educational program to meet the needs of the local community. The teaching garden uses an interdisciplinary approach



County Team Award winners Kami Marsh, Leigh Helms, Melanie Malone and Hank Chaney with Dr. Windham.

that focuses on growing fresh vegetables using raised beds and methods that are practical for homeowners.

Extension Excellence - Diversity Award – Entrepreneurial Development Targeting Rural Hispanic Immigrants: A Collaborative Research and Extension Effort. The team is comprised of **Wayne Miller** and **Stacey McCullough** of Extension’s Community and Economic Development department; **Frank Farmer** and **Zola Moon**, both of the University of Arkansas’ Human Environmental Sciences Department; Hempstead County Extension Staff Chair **Terrie James**; and Yell County Extension Staff Chair **Casey Scarborough**. This combined research/extension project sought to study the entrepreneurial readiness and challenges facing Hispanic migrants – a large, yet under-served population – in both rural and urban areas and to use the research to develop outreach programs that will foster entrepreneurial activity among targeted rural Hispanic populations.

Extension Excellence - Innovation Award – Animal Science on VIMEO. This project uses web videos as an educational tool. It was initiated by the late Brett Barham, a livestock genetics specialist, and **Shane Gadberry**, associate professor. The videos were initially recordings of conference presentations – made so agents and producers who could not attend could still take advantage of the educational material. The project evolved into how-to videos as well as recorded county agent training presentations. As of this past spring, there were 114 videos with more than 59,000 loads.



Diversity Award winners Stacey McCullough, Wayne Miller and Casey Scarborough with Dr. Windham.



Innovation Award winner Shane Gadberry with Dr. Windham.

Extension Excellence - Issue Team. This year’s winning Issue Team tackled a big issue: a chronic and statewide drought that was strangling the state’s beef cattle industry. The team rolled out an intensive outreach program that included speaking at area conferences, news and blog articles, website updates, feed testing and posting video content.



Issue Team Award winners Tom Troxel, Paul Beck, Shane Gadberry, Kenny Simon, Steve Jones, John Jennings and Ples Spradley with Dr. Windham.

This year's issue team consists of:

Tom Troxel, associate department head - Animal Science who focused on early detection of drought and beef cattle management during drought.

Paul Beck, associate professor who focused on pasture and nutrition management.

Shane Gadberry, associate professor who focused on nutrition and feedstuff testing, agent training and educational videos.

John Jennings, professor who focused on pasture management.

Kenny Simon, a program associate who focused on grazing systems and forage brassicas for fall grazing.

Steve Jones, associate professor who focused on small ruminants and forage brassicas for fall grazing.

Kelly Loftin, extension entomologist who focused on forage movement and fire ant issues.

Ples Spradley, extension pesticide assessment specialist who focused on crop chemical label restrictions for crop residues as livestock feed.

Donna Rinke, web associate who performed drought management website updates.

Mary Hightower, assistant director of communications who managed publicity campaign for the drought management project.

Extension Excellence - Unit Team Award – This year's unit team award goes to **Program Staff Development**.



Unit Team Award winners from Program Staff Development, shown here with Dr. Windham, are Rich Poling, Julie Robinson, Margaret Hoskyn, Lynn Wilson, Mary Poling and Karen Ballard.

This department focuses on professional development within extension. Among its achievements, more than 5,700 contacts providing direct training and consultation to division faculty and staff and more than 450 hours' work in support of the Southern Region Leadership Network and USDA.

Extension Excellence - Early Career Classified Award – **Amy Monk**, now Montgomery County extension agent for family and consumer science. Monk had served as a 4-H program assistant in Montgomery County before becoming FCS agent. Monk is credited with having doubled the size of the county's 4-H program in just two years.



Early Career Classified Award winner Amy Monk with Dr. Windham.

Extension Excellence - Early Career County Agent Award – **Jaret Rushing**. Among his other achievements, Rushing started a county 4-H forestry team, doubled its membership and coached the team to two state championships. In addition, he has cultivated key alliances with the Arkansas Forestry Association, Arkansas Farm Bureau, Game and Fish Commission and the Calhoun County Conservation District, as well as fostering volunteer involvement.



Early Career County Agent Award winner Jaret Rushing with Dr. Windham.

Extension Excellence - Early Career Non-Classified Award – **Jill Williams**. Williams restructured extension's online employment system, and some 650 positions later, continues to consult with hiring supervisors to assure a smooth hiring process and appropriate staffing levels.



Early Career Non-Classified Award winner Jill Williams with Dr. Windham.

The Cooperative Extension Service also recognized 29 employees for length of service. Their total time at Extension was 415 years.

Your Passwords

What you need to know

Active Directory

Your active directory password gives you access to these programs, platforms, applications, and drives.

- Accounts Receivable
- Aims
- APAC Administration
- AR Beef Breeders Database
- AR Bermuda Grass Sprigger
- AR Hay Producers
- Argos
- Cedar
- Credit Card Collections
- Computer Assisted Crop Mgmt (DD50)
- Ag & Natural Resources Display
- Employee Vehicle
- CES Equipment Order System
- CES Equipment Order System Menu
- New Employee Profile
- Personnel Secure
- PrintShop Job Cost Database
- Qualtrics Survey Accounts
- Professional Development
- Publication Order System
- SNAP Plan
- Supplies
- Tax Administration
- UACES Postal Distribution Form
- Publications Admin
- Updating Survey Registrations
- Visual Aids Order System
- Web Submission Program
- Guest Wifi Password Link
- File Server – T & U mapped drives
- Bigbird–Google Search Appliance
- LRSO Wifi
- OU Campus
- Zoom
- FTP Site
- Web Server Statistics
- Agents Only
- Master Gardeners Only

Passwords change every 90 days. IT will send a reminder. You can change if your registered or ask the Call Center

Banner & ePrint

Password expires every 90 days. You can change it yourself or ask the Call Center

Zimbra

Password does not expire. Change it yourself in preferences or ask the Call Center

Learn

Password does not expire. Change it yourself in your Learn profile

Your PC

Password expires every 90 days. Change it yourself or ask the Call Center.

Guest Wifi

Password expires quarterly. IT will post it on the website.

Questions about your passwords?

Contact the Call Center at

callcenter@uaex.edu or x2255

12/19/2013



BENEFITS CORNER

HIPAA and You

The Health Insurance Portability and Accountability Act (HIPAA) is a federal law that requires you to think carefully about how you use, share and access protected health information (PHI).

PHI is any information that can be used to identify an employee's past, present or future physical or mental health or condition, healthcare services or payment for those services. PHI includes such things as social security numbers, names, demographic data, diagnosis and claims information.

Violations of HIPAA may occur when PHI is left unsecured on a laptop, cell phone or workstation computer; if PHI is improperly disposed of; or if PHI is communicated or sent to others who have no official need to receive it.

There are sanctions and civil and criminal penalties for individuals and CES if HIPAA violations occur.

It is your responsibility to protect the privacy and security of PHI in all forms: written, spoken and electronic. Access PHI only when necessary to perform your job-related duties. Do not look at information on co-worker screens, desks, printers or faxes. Do not browse records out of curiosity or for personal use. Treat the PHI of others as you would like your own PHI to be treated.

What's new in publications? Find out at:

http://www.uaex.edu/depts/Administration/blue_letter/Monthly_Publications_Report.htm

Meet the *new* employees!



Hope Bragg
County Extension Agent - 4-H
Desha County

- **What's your background?**

I grew up in downstate Michigan, in a small town north of Ann Arbor. There I raised poultry and gardened. Having camped frequently as a child, I was drawn to forestry and majored in it at

Michigan Technological University, with an emphasis on urban forestry. I later earned an MS in forestry at Utah State University, where I studied women and minorities in urban forestry professions. My husband and I lived on the Bridger Teton National Forest where we conducted field work. We later moved to Arkansas for his job, and I decided to pursue a degree in elementary education. I have worked with youth in scouting (both boys and girls) and was a substitute teacher and taught religious education for 12 years.

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

I work well with youth, having three of my own at home and am able to engage with them in ways that make them as excited about learning as I am. I have volunteered for years, conducting environmental education in my community, through schools and scouting.

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

Although I was raised in lower Michigan, I bleed Green and Gold! During football season I have been known to randomly say Go Pack Go. Superbowl Sunday is a holiday in our home.

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

I really hope to increase the number of 4-H clubs in Desha County and to get some fun projects started. I am also hoping to get a summer science school/club up and running this year and to get some Desha youth involved in the WHEP program.

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

While in Utah, I had the opportunity to do a sabbatical replacement for one year as the state extension forester. It was then that I realized how much I enjoyed conducting education for youth and adults and that extension was a potential career choice. I love taking new science and information and “translating” it for our youth and public.

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

Most of my interests revolve around my family; we love to camp, hike and fish. I spend more time than I would like to admit remodeling our home. However, my favorite hobby is archeology. I am the vice-president of the Arkansas Archeological Society and volunteer countless hours to lab work, developing newsletters and field work whenever I can. We have participated in archeological digs with the Arkansas Archeological Survey throughout the state. There is truly something magical about holding a piece of pottery that has been buried hundreds of years. As you wash the artifacts, they make a singing noise...it is almost as if you can hear the voices of the past come alive in your hands. ■

Cynthia Rorie
County Extension Agent - 4-H
Crittenden County

- **What's your background?**

I received my BSA from the University of Arkansas. I have a diverse career background, which includes row crop research, veterinary medicine, education and marketing.

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

I am bringing my passion and enthusiasm for educating youth.

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

My husband and I were thrilled to be able to move back home to the great state of Arkansas and are huge Razorback fans! Woo Pig!!

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

I would like to increase the number of active 4-H members and increase community awareness of this wonderful youth organization.

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

Extension allows me to have a career that uses my diverse background. I value the positive impact the Extension has on communities.

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

Golfing, going to the lake with friends and family and playing with our dogs during the warmer months. I am very competitive when it comes to sports, but I also love painting and sewing. ■

Grants and contracts

for Month Ending November 30, 2013

Project Title	Award Amount	Principal Investigator	Granting Agency
NRA Foundation County 4-H Shooting Sports	\$ 2,000.00	Anne Sortor	The NRA Foundation
SARE Model State Program 2013-2014 Training	10,000.00	Elena Garcia	University of Georgia
Determining the Impact of Common Pesticide Applications When Applied to Southern Row Crops on Managed Honey Bee Health	25,000.00	Gus Lorenz	USDA, ARS MSA
Field Trial Agreement	25,000.00	Gus Lorenz	Bayer Crop Science LP
Agronomic Maximization of Soybean Yield and Quality	2,000.00	Jeremy Ross	University of Minnesota
Agronomic Maximization of Soybean Yield and Quality	40,000.00	Jeremy Ross	University of Minnesota
Demonstration of Once Innovation LED Technology in Broiler Production	1,000.00	Susan Watkins	Once Innovation
Demonstration of DuPont™ Anthium Dioxide® 5% Stabilized Chlorine Dioxide and Bleach for Commercial Broiler Production	9,526.00	Susan Watkins	DuPont de Nemours
Development of Branded Educational Programs to Manage and Mitigate Herbicide Resistant Weeds	30,000.00	Tom Barber	Purdue University
Development of a Replant Decision Aid for Cotton Producers	13,500.00	Tom Barber	Cotton Incorporated
Cotton Research Verification/Applied Research	74,208.00	Tom Barber	Cotton Incorporated
Monroe County 4-H Shooting Sports Program	2,898.00	Valerie Turner	Monroe County Conservation District
TOTAL NEW AWARDS FOR NOVEMBER 2013	\$235,132.00		

Personnel changes

Please welcome the following:

Hope A. Bragg

County Extension Agent - 4-H, Desha County, effective November 25, 2013.

Cynthia E. Rorie

County Extension Agent - 4-H, Crittenden County, effective November 25, 2013.

Victoria L. Thomas

Program Assistant - EFNEP, Phillips County, effective December 2, 2013.

Tina Williams

Program Assistant - 4-H, Howard County, effective November 18, 2013.

Extension says goodbye to:

Toby B. Woodson

Program Associate - AgrAbility, Family and Consumer Sciences, effective December 16, 2013.