# B L BLUE LETTER

November 2018 No. 3799



## It's crescent fresh!

November continues the amazingly weird weather pattern since this summer, much to the chagrin of our soybean growers – still looking at 25 percent of the crop in the field and rutted fields like we have not seen since 2009, or ever. But, I am going to quit using the words "weird weather" since "weird" seems to be "normal" anymore. It will get better but many of us are ready for spring and summer ... already.

Forget the weather and read this Blue Letter, it will warm you, given the good within.

Kudos to Dr. Julie Robinson, Dr. Ballard and the PSD team promoting the soybean science challenge recently at the STEMFest to 1,200 students and teachers. And our award winning FCS agents and faculty at the NEAFCS National Conference along with our 4-H agents and staff at the NEA4H National Meeting. Great visibility!

Speaking of 4-H and visibility, drives near De Queen have improved recently with colorful billboards illustrating county 4-H programs led by Rex Herring and staff. The billboards were sponsored and placed by a local supportive institution that we greatly appreciate. And kudos to the Cross County 4-H program for

learning about sweet potatoes from the Matthews
Family who grow and market this crop worldwide.
And we greatly appreciate our 4-H Youth Officers and Leaders statewide and those now on campus at



FROM THE DIRECTOR

UAF, SAU and other schools demonstrating 4-H excellence.

Our sincere thanks go to Tamara Walkingstick and Caroll Guffey for their many years of service to the Division and Arkansas Forestry, recently receiving the Communicator of the Year and Educator of the Year, respectively, from the Arkansas Forestry Association. Tremendous job!

And kudos for service to Hank Chaney, Gus Lorenz, Kelly Loftin, Jason Davis and many county agents for continuing to battle the fall armyworm in our pastures this fall with demonstrations and a recent well-attended education workshop with archived videos of the presentations at

https://www.youtube.com/user/ARextension/search?query=armyworm. (Continued Page 13)

#### **INSIDE SCOOP**

- 2. Sky High STEMfest
- 3. Email do's and don't's
- 5. Big win: NEAFCS

6. Your benefits8. SU-WEET potatoesAnd much more!



# SKY HIGH

### Soybean Science Challenge roars into STEMFEST

Thunder Over the Rock Air and Space Show at the Little Rock Air Force Base recently hosted STEMfest. The event celebrated science, technology, engineering and math for grades K-12. More than 20,000 students and teachers and 60 plus exhibitors attended the event held in the central hangar, making it the largest statewide STEM event. The event's purpose was to directly connect students and educators with role models and future career paths in the STEM area.

Diedre Young, Soybean Science Challenge coordinator, director, Dr. Julie Robinson, and Extension staff Karen Ballard and Lynn Wilson



Diedre Young and Lynn Wilson dispense soybean stickers and seed packets to students at STEMfest.

directly spoke with more than 1,200 students and teachers.

At least 1,000 seed packets were disbursed with hundreds of other soybean-related and agricultural materials. Science teachers received information about the Arkansas regional and state science fairs and the free educational resources available through The Challenge.

Young had a number of products made from soybeans to show the students, which elicited some surprised responses from students. During the afternoon, the Thunderbirds roared overhead during a practice session – an exciting sight to see and deafening to hear. Extension staff needed voice and ear recovery therapy after the event.



# **Upcoming**Tech Tuesday Webinars

Tuesday, Dec. 11: E-mail Etiquette (Amy Cole & Mary Hightower)

Don't forget to complete the Tech Tuesday Evaluation: http://bit.ly/2018TechTuesdayEval

Second Tuesday of every month, starting at 9:00 AM I To view the recordings, visit https://uaex.edu/techtuesdays



# Do's and Don'ts of e-mail lists

Do you use Constant Contact, Outlook, or another email platform to send out bulk communication to your contacts? If so, it's important to follow these "do's" and "don'ts" of complying with federal CAN-SPAM laws:

### DO:

- Make sure everyone has "opted in" to hearing from you.
- E-mail at least once per month. If you wait months between e-mails, people forget they signed up to hear from you.
- Know what your audience wants to hear and tailor your e-mails to their preferences.
- Look at your bounce rate and make sure everyone's e-mail address is up-to-date.

#### DON'T:

• Don't assume that because you have a person's e-mail address, they are OK with receiving your e-newsletters. This is a great way to get

people to mark your communications as "spam" and to have someone unsubscribe from your list (including our own employees!)

- Don't use vague subject lines (ex: "Monthly news" or "Update"). This is a reason people delete your e-mail before reading it.
- Don't use Outlook to send bulk communications to clients. For example, you have 20-plus recipients on a list of 4-H parents. Those types of bulk email communications from Outlook (a platform meant for smaller message distribution) can be viewed as "SPAM" by some e-mail providers like Gmail or Yahoo. If you want to send to more than 10-plus people, try using Constant Contact, which is programmed to appropriately handle mass communications.\*

\*Our DLs, or distribution lists, do not apply to the SPAM rule since they are internal communications.

4

# Arkansas Insect Festival changes perspectives about bugs, scientists

FAYETTEVILLE, Ark. – The busloads of students and teachers that came to the Insect Festival of Arkansas expected a day of noisy fun, intriguing sights and musical theater; but many left the venue with a new perspective on bugs and science itself.

More than 1,900 Northwest Arkansas school children, toddlers and adults attended the biennial festival on Oct. 11, where the Pauline Whitaker Animal Science Center was packed with various booths showcasing different areas of study in the field of entomology.

While the youngsters eagerly pounded a tabletop to urge on their contestants in the cockroach races or quietly marveled at the butterfly house, learning was casting its spell.

"I think we have changed children's views about insects, diversity, beauty, importance and how insects interact with us on many levels, from pollination to pests," said Don Steinkraus professor of Entomology for the Division of Agriculture.

Fiona Goggin, entomology professor, piqued visitor interest with her two booths: "Aphids: Plant Vampires" and "X-Files: DNA and Mutants." Not exactly what's expected a science fair. That accessible approach earned Goggin and a colleague rock star status.

"In a previous year, two elementary-aged girls asked me and a female postdoctoral fellow if we were really 'real scientists,' and then asked for our autographs when we said yes!" Goggin said.





## UPCOMING TECH TUESDAYS

Nov. 13: Slide Show Videos (Kim Rowe)

Dec. 11: E-mail Etiquette (Amy Cole, Mary Hightower)

Second Tuesday of every month, starting at 9 a.m. To view the recordings, visit https://uaex.edu/techtuesdays ■

# WIN BIG: Arkansas' NEAFCS awards



5

More than 40 people from Arkansas Extension attended the NEAFCS Annual Session in San Antonio, even calling the Razorbacks during our photo session. We also had a ton of fun supporting our own social media guru, Addie Wilson, in her quest to win a free registration to the 2019 Annual Session in Hershey, Penn. To win the first ever NEAFCS-App competition, Addie racked up points by posting on the NEAFCS conference app, making comments, and having other people like and comment on her posts.

"I loved being able to share the crown, because it was truly a team effort for this victory. I look forward to attending the next conference with my Arkansas Family & Consumer Sciences family," Wilson said.

The Regional Awards Luncheon honored our Southern Regional winners:

- 3rd place for Communications Written Press Release – Pamela Pruett from Mississippi County.
- 1st place for the Mary W. Wells Memorial Diversity Award – Ashley Foster from the LRSO.

The Awards Banquet honored our National Winners:

• 1st place in the Excellence in Teamwork, along with \$425 – the Extension GetFit Team – Jessica Vincent, Lisa Washburn, Lauren Thornton, all LRSO; Iris Phifer, Ashley County; Heather Reed, Desha County; Melanie Malone, Faulkner County; Susan Pickle, Benton County; Addie Wilson, Ouachita County; Kerry Rodtnick and Julie Thompson, LRSO; Shea Wilson, Prairie County; Trudy McManus,



Addie Wilson shares her actual social media crown with co-workers

Boone County.

- 1st place in the Communications Newsletters Award, along with \$425 – the Child Care Extension Newsletter Team – Jewell Miller, Brittney Schrick, Rebecca Simon, Rachel Chaney, Ashley Foster, and Ashley Henderson, all LRSO.
- 2nd place in the Communications Educational Publication, along with \$200 – the Extension Get Fit YOU Fit team – Jessica Vincent, Lisa

Washburn, and Lauren Thornton, all from LRSO.

- Distinguished Service Award –
   Debbie Baker, Clay County and Shea
   Wilson, Prairie County.
- Continued Excellence Award Terrie James, Hempstead County, and Katie Cullum, White County. Ashley Foster of LRSO conducted a concurrent session on Celebrating Cultures: Activities and Resources for the Multicultural Classroom. The Teen Chef Academy Team of Jean Ince, Howard County; Carla Due, Miller County; Terrie James, Hempstead County; Janet Cantrell, Sevier County; and the Extension Get Fit Team of Vincent, Washburn, Addie Wilson, Shea Wilson, Baker, Reed and Phifer, conducted IGNITE/World Café poster sessions. Arkansas was very visible during the Awards presentations – Terrie James is on the National Awards committee.



Extension Get Fit team being honored at 2018 NEAFCS in San Antonio.

# Being Prepared



Extension's emergency management committee will be holding MANDATORY emergency response training sessions. Register for a session through Learn.uaex.edu.

County office emergency training will be conducted by Zoom on these dates:

- Nov. 27 1:30 p.m.-3:30 p.m.
- Dec. 4 9 a.m.-11 a.m. and 1:30 p.m.-3:30 p.m.
- Dec. 7 1:30 p.m.-3:30 p.m.

Little Rock State Office training will be offered:

• Dec. 5 - 9-11 a.m. and 1:30-3:30 p.m., in the auditorium. Zoom recordings will be available for those unable to attend in person.

### OUR BENEFITS It's open enrollment time! How do I enroll or make changes? Medical, Dental, Vision, Flexible Spending Account (FSA), Optional Long Term Disability: Go to www.uaex.edu/OpenEnrollment, click the Open Enrollment Forms tab and select the appropriate form. You must re-enroll in an FSA every year in which you wish to continue this benefit. The form(s) should be sent to HR - by fax (501-671-2251), e-mail or in person. The deadline for our office's receipt of the form is 4:30 p.m. on Friday,

## New publications:

(You know you want to look.) uaex.edu/publications/new.aspx

Nov. 30.



### Are your Beneficiaries up to date?

You can view your designated life insurance beneficiaries at any time in CEDAR. Go to the CEDAR Link and log in: http://cedar.uaex.edu and then click on HR: Your Personnel Records and then Display Matches by Name. Review form(s) Group Benefits Enrollment Form or Group Benefits Change Form for the most recently named beneficiary.

Your retirement plan beneficiaries are maintained by your plan sponsor. If you are enrolled in the UA Retirement Plan, simply log into your TIAA and/or Fidelity account to update your beneficiary on-line, or call TIAA, www.tiaa.org 1-800-842-2776 / Fidelity, www.fidelity.com 1-800-343-0860. If you participate in the state retirement plan, APERS, beneficiary forms are available at www.apers.org or call 1-501-682-7800.

# Extension people

7

### Fenton joins Food Safety Team

Clyde Fenton is a new face here at Extension to lead training and help farmers in Produce Safety. Clyde and his wife Veronica have three boys. One of their boys is in the work force, one in college and one is



Clyde Fenton

a senior in high school. His first love is his family but second to that has been farming and specifically raising small fruits such as strawberries, raspberries, blackberries and blueberries. He has been actively involved in horticulture now for the last 28 years as an owner/operator of a small berry/vegetable farm.

Throughout those years he has found a desire and great satisfaction from sharing the knowledge that he has attained with anyone interested in learning. This desire led him to pursue a master's degree in Agricultural Education and Extension through the University of Arkansas.

Now he desires to be a resource for farmers as an educator. This desire has led him here to Extension to join Amanda Philyaw Perez's Food Safety and Food Systems Team.

### Rojas new to Plant Pathology

The Department of Plant Pathology is pleased to welcome our newest faculty member, Alejandro Rojas. Alejandro will be stationed on the Fayetteville campus. He and his wife, Luisa, have two children. Rojas earned his Ph.D. in Plant Pathology and Ecology, Evolutionary Biology and Be-



Alex Rojas

havior from Michigan State University. He has M.S. degrees from Michigan State University and Los Andes University in Colombia. Most recentlym Alejandro was a post-doctoral scientist at Duke University.

His research program will focus on soil-borne pathogens, especially on the genetics and ecology of fungal pathogens impacting Arkansas crops.



# This bank is big on 4-H visibility

For the second straight year, First State Bank has shown its support of Sevier County 4-H in a big, big way, putting a bill-board up on U.S. 70 in De Queen during 4-H Month! First State Bank is based in De Queen.

8

# SUH-WEET!

Cross Co. 4-Her's learn about sweet potatoes

Cross County 4-H clubs recently got a chance to see first-hand how Matthews Ridgeview Sweet Potatoes are cleaned, processed, and packaged before heading to the public and grocery stores. 4-Her's learned that Ridgeview processes more than 200,000 pounds of sweet potatoes per day. They also learned that sweet potatoes are used in a variety of ways for cooking and are powerhouses of good-foryou nutrition! The tour was led by plant house manager, Andy Buell, and the plant is owned by Terris and Kim Matthews. 4-Hers also received a small bag of sweet potatoes to take home with them.





## 4-H inspires in Arkansas Co.

busy month for Arkansas County 4-H!

4-H Promotion Month kicked off with the annual 4-H Hamburger Supper on Oct. 4 at the Arkansas County Fairgrounds. Youth and Leaders enjoyed serving the community and promoting 4-H.

October was a very

Arkansas County Judge Eddie Best proclaimed October as 4-H Promotion Month at the Quorum Court Meeting on October 9. A 4-H Appreciation Coffee was held prior to the meeting to thank the community for their support.

Tractor Supply Company Clover Day events were held on Oct. 6 hosted by the Livestock 4-H Club and Oct. 13 hosted by the Prairie Angels 4-H Club.

Junior, senior and adult 4-H Council Officers were elected at the 4-H H County Convention on Oct.15. Youth participating in Citizenship Washington Focus and 4-H High Adventure Camp highlighted their experience.

Three-thousand 4-H promotion flyers were included in local bank statements.

4-H inspires quotes were featured on social media at: https://www.facebook.com/Arkansas4 H.arkansas.



4-H Appreciation Coffee.



4-H Proclamation signing.

## **AFA** honors CES duo

9

Caroll Guffey and Tamara Walkingstick, two extension faculty members from the University of Arkansas System Division of Agriculture, were honored in October by the Arkansas Forestry Association for their educational efforts.

Walkingstick, associate director of the Arkansas Forest Resources Center, was honored as Communicator of the Year. She serves on

several boards, including the Arkansas American Indian Center and Arkansas Women in Agriculture, and is a member of the Cherokee Nation of Oklahoma. She has served on the Forest Resources Coordinating Committee of the U.S. Department of Agriculture and has numerous recognitions including by the Society of American Foresters, and the Association of Natural Resource Extension Professionals.

"To me, the measure of success is that I have





Tamara Walkingstick, Caroll Guffey

perhaps helped people with a problem, an idea, access to professionals, or simply helped by listening to their stories about their land," she said. "I know that I have made a difference and that is the ultimate goal of an extension career, to make a difference in someone's life."

Guffey, who retired from

the Cooperative Extension Service at the end of August after 20 years, was honored as the 2018 Forestry Educator of the Year. Guffey developed continuing education short courses for natural science professionals across the state, including forestry ethics. He has served as a resource for county extension agents for a variety of issues including urban forestry, prescribed fire, insects, disease and landowner issues. His is also a past Communicator of the Year winner.

### Verma named to lead ASABE Foundation

Lalit Verma, professor and head of the department of Biological and Agricultural Engineering has been named president of the American Society of Agricultural and Biological Engineers ASABE Foundation. As president, Verma will serve a three-year term and will have oversight of Foundation operations and activities, and progress in achieving the Foundation's financial goals.

A 42-year member of ASABE, Verma has been deeply engaged in society activities, with a



Verma

special interest in global outreach. With his wife, he established the Lalit and Aruna Verma Award for Excellence in Global Engagement, an endowed award which annually recognizes outstanding contributions made to-

ward global advancement and recognition of the profession of agricultural and biological engineering, and excellence in global engagement and international education, outreach, and research. He

served as ASABE president 2013-2014 and is an ASABE Fellow. He is also a fellow of the International Academy of Agricultural and Biosystems Engineering, the American Institute for Medical and Biological Engineering, the Institute of Biological Engineering, and the Indian Society of Agricultural Engineers. He was inducted in the Hall of Fame of the Biological Systems Engineering Department, University of Nebraska-Lincoln, in 2014 for "Outstanding Leadership and Service to the Profession."

**BL** 

# SCARY GOOD



# **NEA4-HA 2018**

## Arkansas pros come up winners

On Oct., 13 Arkansas Extension professionals attended the National Association of Extension 4-H Agents national meeting in Columbus, Ohio.

Approximately 950 4-H professionals from coast to coast gathered in Ohio's capitol city to take part in workshops and discussions focused on growing 4-H's impact across the nation. Throughout the week, Arkansas 4-H professionals were recognized for their hard work in readying the leaders of tomorrow. Winning the National Excellence in Animal Science Award was Rachel Bearden, from Hot Spring County.

Being recognized with the Achievement in Service Award were Jesse Bocksnick, 4-H outdoor skills coordinator and Creenna Bocksnick, 4-H center camping coordinator. Priscella Thomas-Scott, 4-H events coordinator, was honored with the Distinguished Service Award, and Jackson Alexander, 4-H program associate and Chelsey Kimbrough, 4-H livestock specialist, were recognized with an Outstanding Research Poster Award. Casey Jarding, FCS/4-H Agent from Franklin County, also attended the meeting as AAE4-HA's winner of the First-Timer Scholarship.

Alexander, AAE4-HA president said, "The 4-HA national conference provides our professionals an opportunity to network with peers from other states and gain valuable knowledge that allows us to fulfill our land-grant mission and better serve our youth."

BELOW: Husband and wife winners, Jesse and Creenna Bocksnick.





The Department of Animal Science recently hosted the third session of the Arkansas Cattlemen's Young Cattlemen's Leadership Class Oct. 29-31 in Fayetteville. Participants learned how beef was processed from harvest to plate. In understanding those processes, they will be better able to tell the industry story at the meat case or an online blog as necessary. The program focused on beef cuts and the processes necessary to provide retail meat case prod-

ucts. Members of the class participated in a mock auction to purchase steers, then processed their steer, and consumed some of the end product during a sensory and tenderness demonstration.

Thanks to Jason Apple and Janeal Yancey, and Tim Johnson, manager of the Division of Ag's red meat abattoir for coordinating this event. This program was funded by the Arkansas Beef Council. ■



## Director's column, continued

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These videos extend our reach and visibility. Modern technology is crescent fresh!

Arthropods were on everyone's minds recently in Fayetteville as entomologists Don Steinkraus and Fiona Goggin hosted the annual Insect Festival to thousands of area school children, all inter-



Ricky Blair, left, and Mary Poling, front of the room, test equipment before an armyworm meeting at SWREC.

ested and eager to learn about science. And the Division hired a new plant pathologist, Alejandro Rojas, to work

on soil-borne diseases of crops, a program led for many years by Dr. Craig Rothrock, recently retired. Please note the emergency training coming up in late November and early December. This is important. We greatly appreciate Sam Boyster and Graham Peterson for coordinating this essential information that could very well save your lives someday. Please attend.

Remember the faculty and staff conference on Dec. 3. We will honor those receiving annual awards and length of service, and hear from program leaders and Dr. Deacue Fields – the new Dean of the Bumpers College. It will be a great day

Have a great Thanksgiving holiday!

## Faulkner Co. Forage Field Day

The Faulkner County Extension office held a Forage Field Day on Oct. 25 to highlight the forage demonstrations established by County Agent Kevin Lawson. Although rain was in the forecast, producers still came out as the tour started at Simon Farms where participants learned about stockpiling forages from Forages Program Associate Kenny Simon.

ANR Area Specialist Hank Chaney discussed the fall armyworm demonstration that had been established on the farm. He went over treatments and some new insecticide combinations for producers in 2019. Participants then moved to the Flying "C" Ranch where Johnson County Agent Blair Griffin discussed Knotroot Foxtail control and an upcoming demonstration that was going to be sprayed on the farm.

Simon then talked to producers about the non-traditional forage demonstration that was planted on the farm. This demonstration included non-treated corn, treated corn and pearl millet at two different planting dates. Since the rain kept the participants out of the field, Lawson showed the group a virtual tour of



Kenny Simon showing producers how to measure stockpiled forages.

the field from drone footage provided by Livestock Specialist Shane Gadberry. After the tour, participants headed to the Cattlemen's meeting where Lawson discussed soil sampling and fire ant control.

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14

# Fighting armyworms



Kelly Loftin speaks to audience at SWREC; a meeting that was also broadcast via Zoom.

Arkansas hay and forage producers made 3-4 insecticide applications to control fall armyworms in 2018. With worm infestations especially bad in southwest Arkansas, producers wanted other options for fall armyworm control. Training was conducted on Oct. 8 at the SWREC in Hope and broadcast via Zoom to growers in surrounding county Extension offices in the Ouachita District.

Kelly Loftin provided a fall armyworm update

and discussed the differences in insecticide cost and residual based on 2018 county demonstrations and replicated test results.

Gus Lorenz discussed controlling fall armyworm using Fawligen, a host-specific virus that does not affect other organisms. Lorenz explained differences in thresholds, size and timing using the product and how dead worms are virus factories, providing 30-plus days control for \$3/acre.

Jason Davis discussed sprayer calibration using a boomless cluster nozzle. While the rough terrain may lend itself to use of boomless cluster nozzles, spray uniformity and coverage are often sacrificed when not using a boom. Davis showed how to construct a hybrid pasture sprayer for \$200. More than 100 attended and the presentations were posted to YouTube. Special thanks to Mary Poling, Mary Hightower, Beth Phelps, Ricky Blair, Kerry Rodtnick and Terry Kirkpatrick.

The videos are available at https://www.youtube.com/user/ARextension/search?query=armyworm

## Personnel Changes

### Welcome aboard:

Zachary Garrett - County extension agent-Agriculture, Perry County

Charles Looney - Professor-cattle improvement, SWREC

Felicia Moore - Program assistant - EFNEP, Union County

Halee Rosenberger - Administrative specialist III, Searcy County

**Sara Brown** - 4-H Foundation manager, Ferndale

Terilyn Maize - Administrative specialist III, Plant Pathology, Little Rock

### Farewell to:

**Tina Sexton** -Fiscal manager, Poultry Science

Brandi Danner - Program assistant, 4-H, Arkansas County

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

The University of Arkansas System Division of Agriculture offers all its Extension and Research programs to all eligible persons without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.

### Grants and contracts

Project Title	Award Amount	PI	Granting Agency
Local Food Promotion Program	487,717	Amanda Philyaw Perez	Agricultural Marketing Service - USDA
Polk County 4-H Program	3,000	Carla Vaught	Vanguard Charitable
Improving NPS Pollution Prevention In A Small Urban Community Watershed through Education and Demonstration (Murphy Pond)	56,415	Colin Massey	AR Natural Resources Commission
Developing edamame varieties for mech- anized production and improved con- sumer acceptance to increase sustainability of the vegetable industry	287,486	Jeremy Ross	Virginia Polytechnic Institute and State University
Jefferson County Urban Forestry Energize Initiative	12,000	John Pennington	Arkansas Forestry Commission
Initiating Community Stewardship Through Watershed Discovery	5,500	John Pennington	Arkansas Forestry Commission
White Oak Sustainability Program	35,000	Kyle Cunningham	Arkansas Forestry Commission
Discovery Farm Equipment	20,910	Mike Daniels	AR Natural Resources Commission
Southern Plant Diagnostic Network	30,000	Sherrie Smith	University of Florida
Dow/NA18F7B007 & NA18P2E002 & USA-18-300 /Barber	8,995	Tom Barber	Dow AgroSciences LLC
Educating Producers and Industry on Implementation of the FSMA	310,136	Vic Ford	Arkansas Agriculture Department
Arkansas Delta Region Obesity Project	760,804	Lisa Washburn	Centers for Disease Control and Prevention
Total Awards for October 2018	\$2,012,463		

### **Upcoming events**

Nov. 22 - Holiday - Thanksgiving

Dec. 3 - LITTLE ROCK - State Faculty Conference

Jan. 11 - LITTLE ROCK - Agriculture Awards Luncheon

Jan. 30 - JONESBORO - Arkansas Soil & Water Education

Conference and Expo

