

# BLUE LETTER

The University of Arkansas Cooperative Extension Service Monthly Letter

No. 3739 • November 2013

## FROM THE DIRECTOR

Volunteers are a vital component of our Extension family. Working alongside our faculty and staff, Master Gardeners, Extension Homemakers Council and 4-H volunteers roll up their sleeves time and again to help improve the lives of Arkansans.

Master Gardeners support youth gardening, plant therapy work with hospitals and nursing homes, city beautification and horticulture information. The Arkansas Flower and Garden Show, with an average attendance of more than 10,000, is sponsored by Master Gardeners.

Arkansas Extension Homemakers Council's mission is to improve quality of living through continuing education, leadership development and community service. EHC conducts community service projects with Arkansas Children's Hospital, UAMS and Ronald McDonald House just to name a few.

Four-H volunteers provide much needed skills and resources. Volunteers are actively involved with 4-H by managing clubs, leading activities or project groups, acting as resource persons or judging competitions.

In 2012, our employees and affiliated groups gave more than 2 million hours of volunteer service. Extension was recognized by the Spirit of 110 Council at the Governor's Mansion on October 9. The council is made up representatives from state agencies.



HONORED – Tony Windham, center, head of the University of Arkansas Cooperative Extension Service, is flanked by Sherry Middleton, director of the division of community service and non-profit support, and Gov. Mike Beebe.

Only the state Department of Human Services and its 10 divisions racked up more time – around 10 million volunteer hours.

Your hard work and leadership in your communities change lives.

Thank you for all that you do.

– Tony Windham



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

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

## Inside:

- Smith-Lever marketing kit in the works
- Benefits Corner
- Meet the new employees
- Grants and Contracts
- Personnel changes

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

## Smith-Lever marketing kit in the works

The upcoming centennial of the Smith-Lever Act is more than just another anniversary – it's an opportunity to change the way people look at the Extension Service in Arkansas.

Our history may surprise you – the Cooperative Extension Service had a lot to do with creating today's Arkansas, from helping to bring electricity to encouraging childhood immunizations. And today, we're still taking those groundbreaking steps.

To help you mark the centennial in your county, we're creating a marketing kit complete with talking points, displays, PowerPoint templates, news releases and radio scripts, historical photos and promotion items.

We are planning to have the kits in your hand next month, along with recommendations for using the tools inside. We hope you'll find opportunities in your already existing events to show or talk about Smith-Lever and give a fresh face to more than a century of innovation. ■



## LOOK OUT!

The time to submit applications for the **Extension Retiree Scholarship** is fast approaching. Look for details on how to apply for this scholarship in the December Blue Letter.

## BENEFITS CORNER

### November Is Open Enrollment Month!

An Open Enrollment packet will be mailed to the home address of each benefit-eligible employee. **Please take the time to read the material!**

Enrollment runs November 1 through December 2, 2013.

**Now is the time** to enroll, add, delete or change your existing coverage without a qualifying event!

**Now is the time** to sign up for the 2014 plan year Flexible Spending Accounts.

All enrollments/changes will be **effective January 1, 2014**.

If you **do not** wish to make any changes to your current enrollment or enroll as a new participant, you **do not** need to take any action.

If you **do not** wish to enroll in the 2014 plan year Flexible Spending Accounts, you **do not** need to take any action.

All change and new enrollment forms must be received in Human Resources by **December 2, 2013**.

## Meet the *new* employees!



**Amy Cole**  
Principal, Digital Services  
State Office

- **What's your background?**

I initially worked as a graphic artist for about 10 years with a degree in art from UALR. I worked for UALR's College of Business for nearly seven years before working at Aristotle, a Little Rock-based web design company. I was a project manager/executive producer at Aristotle

for nearly eight years. I managed website production, training, online marketing campaigns and led a team of three to ten people on any given project.

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

I have extensive knowledge in online marketing, graphic design/illustration as well as .NET and PHP-based content management systems. I have learned best practices in web design and project management including client communication and problem solving.

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

I love working with a team and teaching (and learning) new skills in an ever-changing industry. I have a “get ‘er done” attitude when it comes to accomplishing day-to-day tasks and enjoy tackling complex projects.

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

Getting the new site launched successfully!

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

I worked at Extension in the late '90s as an intern in the communications department. It was an enjoyable experience, and I was excited to learn about the web management role from the website advertisement. I am an avid gardener (my mom is a Master Gardener) and love working for the state of Arkansas. I'm a sixth generation Arkansan, so I'm proud to be a member of the Extension team whose goal is to promote and educate people about what Arkansas resources are available to them.

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

I'm an avid runner and ran the 2011 Boston Marathon. I enjoy weightlifting, cycling and staying active in general. I love watercolor painting and singing as well in my spare time. ■

### **April Gill**

4-H Program Assistant  
Dallas County

- **What's your background?**

I took general studies at SAU Tech in Camden. I have been a paraprofessional at our local school and a substitute teacher for the past five years.

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

I am bringing the experience of working with children of all ages as well as children with disabilities.

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

I am married and have two wonderful children.

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

I would like to see our 4-H youth and leader enrollment go up.

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

I was seeking a stable job, and I value the dedication Extension has to the county and community.

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

I love spending time with my family, hunting, planting flowers and raising a small vegetable garden. ■

### **Eva Langley**

County Extension Agent - Family  
and Consumer Sciences  
Pike County

- **What's your background?**

I graduated from Henderson State University with a B.S. in family and consumer science education in 2003. I then worked one year for Dawson Education Service Co-op in Arkadelphia in the Career and Technical Education Department before transferring to their new Dawson Center for Distance Learning, where I taught parenting, child development, housing and interior design and personal finance to Arkansas' public school students. I was awarded the Arkansas Distance Learning Teacher of the Year in 2007.

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

I became a 4-H parent in Pike County in 1988, when my oldest daughter joined 4-H. I have experienced first-hand the time and attention required when working with 4-H youth. My training in career and technical education and my experience as a distance education teacher have provided me opportunities to use and apply technology to all aspects of my job.

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

I'm enthusiastic and love talking to people – so much that I decided one language was just not enough. On my 30-minute ride to and from work, I listen to a Spanish language program, “Si es verdad.”

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

I am excited about the EHC program. Our Pike County residents have many skills and talents, a great match for EHC. Also, EHC can be a bridge between all age groups and life stages in our community.

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

I respect Extension because the work it does enables individuals to improve their own lives and

encourages them to share what they have learned with others. Every person I have ever talked to about Extension has a story of an accomplishment due to 4-H, EHC or the county fair. Good stuff. ■



**Kara Newcomb**  
Program Associate - Child Care  
Little Rock State Office

• **What's your background?**

I was born and raised in Arkansas. I graduated from Greenwood High School and went to college at U of A Fayetteville.

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

I worked with Extension as a county Extension agent for five years in northcentral Arkansas. I have my bachelor of science and master of education degrees from the University of Arkansas. In addition, I have experience in the child care field.

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

I enjoy traveling, and I love the Arkansas Razorbacks!

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

I hope to learn about different software to incorporate into the Best Care Connected course and to make learning more interactive and fun for the participants.

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

Extension has been a big part of my life since I was a child in 4-H. After I graduated college, I worked as a county Extension agent. Then, I got married, moved to Colorado, was a 4-H volunteer there and worked with young children. I have enjoyed the connections I made and opportunities to learn new things.

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

Cooking, shopping, watching movies, making crafts. ■



**Katie Stidman**  
Program Assistant - EFNEP  
Craighead County

• **What's your background?**

I grew up in Craighead County where I went to Arkansas State University and graduated with a B.A. in communication studies and a minor in Spanish.

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

I am bringing my knowledge and passion for living a healthy lifestyle to Extension, where I hope to inspire others.

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

I lived in Spain for a year with my husband where I taught English and spent the weekends traveling Europe. At the end of my year in Spain, my husband and I walked the Way of St. James, which is a 500-mile-long pilgrimage along the north of Spain.

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

Bringing the Expanded Food and Nutrition Education program back to Craighead County, I would like to promote the program and build a strong foundation for EFNEP in the county.

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

My sister, who is a Master Gardener, told me about a position in the Extension office. I value that Extension is reaching out to educate the public on some of the most important issues our society is dealing with today. ■

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

Outside of work I enjoy being active outdoors, cooking, planning my next travel adventure and getting hooked on television series with my husband, the latest being *Breaking Bad*! ■

**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)

# Grants and contracts

## for Month Ending September 30, 2013

Project Title	Award Amount	Principal Investigator	Granting Agency
Economic Analysis of Wheat Production Practices	\$ 5,700.00	Archie Flanders	Wheat Promotion Board
Team Approach to Weed Management in Wheat	23,625.00	Bob Scott	Wheat Promotion Board
Development of Comprehensive Watershed Modeling for 12-Digit HUCs in Selected Priority Watersheds in Arkansas - Phase III	297,542.00	Dharmendra Saraswat	Arkansas Natural Resources Commission
Cloud-Based Streambank Delineator and Conservation Practice Mapper	133,957.00	Dharmendra Saraswat	Arkansas Natural Resources Commission
Evaluation and Utilization of Resistance to Tarnished Plant Bug in Cotton	8,030.00	Glenn Studebaker	Agriculture Experiment Station
Pest Detection/Corn Commodity Survey	10,867.00	Gus Lorenz	USDA, APHIS, PPO
Evaluation of the Effects of Insecticide-Herbicide Interactions on Yield and Maturity of Arkansas Cotton	17,500.00	Gus Lorenz	Cotton Incorporated
Wheat Verification	32,700.00	Jason Kelley	Wheat Promotion Board
Conway Corporation MOA for Educational Gardening/Horticulture Programs	600.00	Kami Marsh	Conway Corporation
Lake Fayetteville Outreach and Education Grant	275,782.00	Katherine Teague	Arkansas Natural Resources Commission
Evaluation of Betaine and Methionine Replacement for Improving Performance and Meat Quality for Broilers Reared Under Higher Temperature Conditions	53,000.00	Susan Watkins	DuPont - Danisco Animal Nutrition
Studying Dicamba Spray Drift Potential	1,050.00	Tom Barber	Monsanto Company
Tank Mix Products With Warrant	24,768.00	Tom Barber	Monsanto Company
Ongoing Planning Support, Data Management, Stakeholder Engagement and Completion of Adaptive Management Plan	256,988.00	Tom Riley	Arkansas Natural Resources Commission
Healthy Relationship and Marriage Education Training Project	1,465.00	Wally Goddard	University of Missouri
<b>Total New Awards for September 2013</b>	<b>\$1,143,574.00</b>		

## Personnel changes

### Please welcome the following:

**Amy C. Cole**

Principal, Digital Services, Office of Information Technology, effective September 30, 2013.

**Michelle L. Freels**

Administrative Specialist, Family and Consumer Sciences, effective September 23, 2013.

**April P. Gill**

4-H Program Assistant, Dallas County, effective October 1, 2013.

**Hong Kang**

Linux Administrator, Office of Information Technology, effective October 1, 2013.

**Angelique M. Lewis**

4-H Program Assistant, Little River County, effective September 23, 2013.

**Christina R. Mayo**

Program Assistant - EFNEP, Washington County, effective October 1, 2013.

**Kara R. Newcomb**

Program Associate - Child Care, Family and Consumer Sciences, effective September 16, 2013.

**Katherine J. Stidman**

Program Assistant - EFNEP, Craighead County, effective September 23, 2013.

### Extension says goodbye to:

**Richard A. Beuerman**

County Extension Agent - Agriculture, Pulaski County, effective October 1, 2013.

**Stephen R. Hawkins**

Project/Program Specialist, Vines 4-H Center, effective October 10, 2013.

**Cheryl A. Maxwell**

County Extension Agent - Family and Consumer Sciences, Hot Spring County, effective October 15, 2013.

**Deborah A. Nall**

Program Assistant - ANNCD, Columbia County, effective September 30, 2013.

**Robert L. Seay**

County Extension Agent - Staff Chair, Ozark District, effective October 1, 2013.