

# Northeast News

A District Newsletter

Vol. 04 • No. 02

## Feature Story

### UF/IFAS captures itself with a 'Day in the Life of IFAS'

By **Mickie Anderson**  
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The University of Florida's Institute of Food and Agricultural Sciences is a large, multifaceted organization, to say the least. Today's UF/IFAS includes Extension offices in each of the state's 67 counties, 12 Research and Education Centers and the College of Agricultural and Life Sciences.

To foster a sense of community among such a geographically and

academically diverse group, UF/IFAS Communications created a 12-hour experiment. On March 19, pleas were made to anyone with a UF/IFAS tie to use social media, including Facebook and Twitter, or email to share a quick snapshot of what they were working on that day.

Participation was enthusiastic, often humorous, and the results can be seen at <http://day.ifas.ufl.edu/>. From deans to secretaries and from students to professors, UF/IFAS personnel used their computers, iPads, smartphones and any number of other electronic gadgets to

*continued on page 2 & 7*



Suwannee County 4-H Agent Brian Estevez teaches youth about meat identification as they prepare for the state's 4-H meat-judging contest next month.



Cindy Sanders, Alachua County Extension Director and Livestock Agent, teaches 4-H'ers how to properly weigh their steer projects.

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ALACHUA, BAKER, BRADFORD, CITRUS, CLAY, COLUMBIA, DIXIE, DUVAL, GILCHRIST, HAMILTON, LAFAYETTE, LEVY, MADISON, NASSAU, SUWANNEE, TAYLOR, AND UNION COUNTIES

*'Day in the Life of IFAS' continued from page 1...{additional photos on page 7}*



Suwannee County Horticulture Extension Agent, Carolyn Saft, checks growth progress of oyster mushroom mycelium.



Bradford County Extension Agent, Jim DeValerio, discussing the UF/IFAS Master Gardener program at the Bradford County Fair.



Chris Vann, Lafayette County Agricultural Agent, assisting with continuing education credits for certified pesticide applicators.

send snippets of their day to the site. Posts came in from as far away as Iraq and rolled in from every corner of Florida.

"We took a risk in trying to make this happen, but we were thrilled with the

results," said UF/IFAS' Ruth Borger, assistant vice president for communications. Borger had seen a similar effort by the University of Wisconsin and asked her staff to try something in the same vein. She said there could be another "Day in the Life of IFAS" sometime in

the future, but no date has been set. "For now, we hope people who are curious about UF/IFAS, or maybe know a little bit about it but are curious to know more, will visit the site and see what a really interesting place this is," Borger said.

## From the District Director



**Eric Simonne**  
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### Florida Extension 2013: A New "Place", a New Time

Dean Place's tour of the NE Extension District occurred on January 29-30, 2013. Like many of you, I felt proud and surprised that our new leader took the time to meet the County Extension Faculty and visit several of our offices. This is a great thing, and attendance was high at each of the five meeting sites held around the district. What a nice way for the faculty to show interest in meeting our new Dean! At each stop, Nick shared his background, values and vision.

Collectively, questions from the agents covered all the topics of importance to Extension and the Northeast District Faculty. Since I was the only one to attend all the conversations, this is what the discussions were centered on. We are heading for some (good) change!

Nick's vision was centered on three themes: **funding, program impact, and collaboration among agents.** The new Extension road map addresses alternative sources of funding. It is time to consider program partial cost recovery. This is not "making profits", but if programs are not operating in the black, they end up in the red. We can no longer operate this way. We need to move to a tiered cost recovery system: some programs free, some programs with partial cost recovery, and some with full recovery – based on the program and the target audience.

The societal value of Extension programs reside in the impact we have on Floridians and the state. All Extension programs should answer the "so what" questions by addressing how we target audience.

Collaborations among agents and team work are not new concepts to Florida Extension. While remaining true to their roles, Extension Agents today need to identify an area of focus where they can deepen their knowledge. This helps improve program quality, the agents' scholarship, and supports the expectations of the promotion and permanent status process.

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Let's follow Nick's vision and accept his challenges:

- "I want us to be the national leaders for Extension."
- "Extension needs to calculate return on investment for each program."
- "I need your help in making high-level impacts of Extension clear."
- "We need to break county walls for programming."
- "Extension faculty need to actively participate in contracts and grants with Extension as its core."

Several difficult issues were brought to Nick's attention by the agents, and by difficult, I mean issues with no simple solution. **Salary compression** (newer agents getting hired with salaries approaching those of senior agents) is not good for morale. In small rural counties, programs strive on **the reputation of Extension and succession planning**. The need and hope for **better agent support from UF** was also made clear. **The duo specialist-agent** is viewed as one of the foundations for Extension, but specialist support is seen as weakening and agents often feel forgotten by the specialists. As one person stated, "We don't get the translation of research by the specialists into things we can implement in the counties." The need for **better computer support** (hardware and software) was

also repeatedly mentioned, with one individual asking: "What are we going to replace Poly-com with?" As best put by another agent: "We have a nine-year old computer. Soon, he will be driving!"

The lack of **flexible scheduling** and allied morale and burnout issues were also brought up several times. The demanding schedules of evening and weekend programming need to be balanced with flexible schedules: "Flexible scheduling is key to agent longevity and commitment to the organization...too bad some CEDs in the district do not see it this way."

Other comments and suggestions were:

- "The SVAEC is a great center. It is the oasis!"
- "We need to centralize and strengthen our energy programs."
- "We need to tell the specialists what we need from them."
- "We need a better system of professional development."
- "Where is the updated Master Gardener training manual?"
- "We suffer competition from other agencies for our programs and target audiences."
- "Extension needs to keep up with social media."

- "We should involve the agents in the hiring of specialists."
- "We need a centralized place to report impacts at the county, program, and state levels."
- "We need more visibility for Extension: what do we do with *Comings and Goings?*"

Other notable quotes:

- "I am a servant leader in this community." – *Chris Decubellis*
- "Not having an adequate meeting room for Extension programs burns my grits." – *Becky Jordi*
- "We need to make instant farmers once the new landowners get their first property tax bill." – *Jane Coreless*
- "Getting leadership from Extension leaders would be good." – *Anonymous philosopher*
- "We need to grow jobs." – *Anonymous*
- "Sometimes our clients forget that my job is education, not facilitation of social events." – *Anonymous*
- "We are the plucking grounds for budget cuts," – *Anonymous*
- "I am the lucky guy who works with all these amazing people." – *Eric Simonne*

## District Life

### Florida State Horticultural Society Annual Meeting

By **Aparna Gazula**  
UF/IFAS Extension Alachua County  
Commercial Horticulture Agent  
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Did you know that extension agents from different parts of the state play a vital role in the Florida State

Horticultural Society? Just last year, 7 of the 15 board members were Extension Agents, and agents contributed 10 poster presentations and 22 oral presentations at the FSHS Annual Meeting. The annual meeting provides an opportunity for agents with responsibilities in agriculture, commercial and environmental horticulture, and natural resources to present their work on a state-wide level,

which is then published in the conference proceedings and read by professionals throughout the country.

Besides the scholarly opportunities, for the past several years the FSHS annual meeting has been an approved In-Service Training (IST), allowing agents attending the meeting and IST to receive

*continued on next page*

Florida State Horticultural Society Annual Meeting continued from page 3

travel support from IFAS administration. This year, the annual meeting will be held June 2-4 in Sarasota, and all agricultural and horticultural agents are strongly encouraged to attend the meeting and accompanying IST, which is titled "IFAS' Role in BMP Implementation: Why is it important?" The IST number is 30690 on PDEC, but for further clarification about the IST, please read the following message from Dr. Dusky.

### Message from Dr. Dusky:

All Agricultural and Horticultural Agents,

I would like to bring your attention to a very important In-Service Training on Best Management Practices. This training will be held on June 4<sup>th</sup> starting at 1:00 pm and concluding about



12:00 noon on June 5<sup>th</sup>. The training will be held at the Hyatt Regency Sarasota at the conclusion of the Florida State Horticultural Meeting. I want to invite you and encourage you to participate. There is a new found urgency for IFAS Extension to teach producers about the BMPs and how to adopt them on their farms and ranches after enrolling in the FDACS BMP program. Those of you who participated in the Water Summit know that water use efficiency and nutrient stewardship were two of our major issues identified as high priorities. There are or will be several new Basin Management Action Plans established this year in addition to the 13 that have already been established. It is incumbent that producers lead by example to show Floridians that the agricultural industries are using the best science available to steward the land.

I need you to do several things:

- Come and be willing to fully participate
- Register – This is a two-step process. First, using the PDEC

website, register to attend the in-service training that will be listed as "IFAS' Role in BMP Implementation: Why is it important?" If you are participating (presenting) at the Florida State Horticultural Society Meeting and attending the in-service training, you also need to sign up on the website as well. The draft agenda is also on the site. Secondly, you will need to make your room reservations at the Hyatt Regency Sarasota by May 11th. The room rate is \$109 per night, and the direct link for making hotel reservations is: [https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=9662134](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=9662134).

- I would like to ask you to double, triple, and quadruple up on traveling to Sarasota as well as share rooms to reduce the cost of travel. If you have access to other funds to pay for your travel, it will be greatly appreciated. Codes for travel are on the PDEC site.

If you have any questions, please give a call to Brian, Kelly, or me. I look forward to seeing you.

Joan

## How Does the University of Florida Work?



Eric Simonne

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### Be Something Important for Someone Else: Be A Mentor!

Growth, molding, pains, drama and experiences make us who we are. We learn through reading, experiencing, and

advice from senior peers. Knowingly or not, we are involved – as givers or recipients – in mentoring.

What is mentoring? Mentoring is a personal developmental process in which a more "senior" person (the mentor) helps to guide a less experienced or less knowledgeable person (the mentee). Mentoring is more than just having casual conversations, answering occasional questions, or providing technical help. It is about an ongoing relationship of trust, learning, dialog, mutual respect, challenge, and self-reflection. In other

words, mentoring is a process of informal transmission of knowledge and corporate culture, and the network support perceived by the mentee as relevant to day-to-day work, long-term career, and continuous professional development.

As Extension County Faculty, everyone benefits from the mentoring process. Mentoring gives a sense of direction and belonging to the mentee. He/she in turn becomes a more motivated and productive faculty member. The mentor helps further the mission of UF/IFAS Extension, as motivated and

productive faculty have higher retention rates and increased commitment to the organization.

I want to mentor, but I am not so sure about my mentoring skills: Where can I get some help?

For some Faculty members, mentoring comes naturally. For others, it is an acquired skill. Dr. Amy Harder offers a formal on-line short-course about mentoring and being mentored. To sign up, contact Amy at [amharder@ufl.edu](mailto:amharder@ufl.edu). She will register you for the (free) course in Sakai, and will guide you through the login on the site.

What are the benefits of taking this training? Beyond the benefits described above, trained mentors have traditionally

qualified for a competitive advantage with the UF/IFAS professional development grants. Also, trained mentors can now be recognized with the UF/IFAS Extension Mentor of the Year Award. This prestigious award comes with a one-time salary supplement of \$1,000 plus \$1,000 in program support.

For more details, see *UF/IFAS Extension Mentoring Roles and Responsibilities* at <http://edis.ifas.ufl.edu/wc087>

“We cannot hold  
a torch to light  
another’s path without  
brightening our own.”  
– Ben Sweetland

Thank you for the leadership of the following Northeast Extension District Faculty that have completed the course (as of January 2013):

Katherine Allen  
Jane Corless  
Terry Delvalle  
Aparna Gazula  
Bob Hochmuth  
Rebecca Jordi  
Cindy Sanders  
Andy Toelle  
Stephanie Toelle  
Tim Wilson

When are you going to take the trained mentor course, join this list, and make a difference?

## Information Technologies

### Horticulture Applications for Your Smartphone (and more!)

By **Amy E. Morie**  
UF/IFAS Extension Clay County  
Horticulture Agent  
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Last issue, Mike Davis gave us a great look at apps useful for agriculture. For home gardeners and horticulture enthusiasts – and even pros – there are also many great apps out there. We’ll take a look at just a few in this issue. Sharing apps with your clients and community can be a great form of outreach that will give you something to ‘tweet’ about, plus your clients will have a big thumbs-up ‘Like’ for these tech-savvy tips:

**Growing Days:** (iPhone/iPod touch, Android, Blackberry smartphone) Developed by Farm Progress, this app

helps predict when flowers will bloom or crops will mature through location-based GDD/GDU information for anywhere in 48 US States. Choose from GDD50 and GDD60 options to see how the weather in your area will impact maturity. Pick your location by zip code or map selection. Change the GDD time period to suit your crops with the on-demand setting. This app includes NOAA info. **FREE**

<http://farmprogress.com/customPage.aspx?p=260>

**Leafsnap:** (iPhone and iPad only; Android in production) The Smithsonian Institution, Columbia University and the University of Maryland together developed this amazing identification tool, which both layman and professionals may find helpful for on-the-go plant ID. Although starting with the Northeast, the app is

expanding its content to cover other areas. Visual recognition software powers this app and you can contribute to the database. Here’s how it works: take a picture of any leaf against a white background, post it to the web, and link it to fact sheets with amazing photos of plant parts. Photos submitted for identification are geo-coded and shared, increasing the database and knowledge pool for all. **FREE**

<http://leafsnap.com/>

**Sprinkler Times:** (Computer, iPhone/iPad, Android) Want to take the guesswork out of watering? This app will use your current location to compile averages for the past 20 years’ worth of weather data and help optimize irrigation settings to save you money. Enter plant types, sprinkler types, soil and sun/shade info for each zone. Zone info and weather data is then used to

*continued on next page*

Horticulture Applications for Your Smartphone...continued from page 5

generate a new, custom watering schedule each month. Good for homeowners and commercial irrigation pros, the Sprinkler Time schedules cover one timer and up to 32 stations; can add additional stations for a fee. **\$5.99**  
<http://www.sprinklertimes.com/>

**Master Gardener Pocket Guide:**  
(Android/Kindle only) Aspiring gardeners may download the SageMilk app to increase their knowledge of many gardening topics. Useful for all ages interested in learning more about gardening, the “Master Gardener Pocket Guide” covers plant families, soils and

fertilizers, diseases and more. Look up terms and info with the handy dictionary feature, and use the quizzes and flashcards to test your knowledge, or target your interests and create your own. An interactive component also allows you to send questions to other users. **\$1.49**

## Teaching Tips

### Have you taken the UF/IFAS Certificate of Teaching and Learning in Extension?

All Extension faculty and staff are encouraged to complete the Certificate in Teaching and Learning in Extension. This course is offered by the Department of Agricultural Education and Communication at the University of Florida, and is now available for registration and completion. The 12 modules for this on-line course are:

- Module 1—How People Learn and Learning Styles
- Module 2—Principles of Teaching and Learning
- Module 3—Writing Educational Objectives
- Module 4—Creating a Lesson Plan
- Module 5—Interest Approaches: Introducing Topics on the Mark
- Module 6—Education through Visual Communication
- Module 7—Experiential Learning
- Module 8—Problem-Based Learning
- Module 9—Active Learning Strategies
- Module 10—Teaching with Case Studies
- Module 11—Teaching through Laboratories and Field Work
- Module 12—Assessing Learning in Non-formal Settings

The contact person is Hope Kelly in the AEC department, and faculty who wish to enroll in this program should visit:  
<https://reg.distance.ufl.edu/reg/Activity/Details/5CFDBA923EC949DA8CF73A9F694A42A8>

The Dean’s office will cover the cost. Please let Eric know of who in your office is planning to take advantage of this opportunity.

### Some Words of Wisdom on Teaching and Learning

“It is the supreme art of the teacher to awaken joy in creative expression and knowledge.” – **Albert Einstein**

“The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.” – **William Arthur Ward**

“The doubt is the foundation of wisdom.” – **Anonymous**

“Those who fear to ask are ashamed to learn.”  
– **Anonymous**

“Failure is success if we learn from it.” – **Malcolm Forbes**

“When one teaches, two learn.” – **Robert Heinlein**

Did you **know****Your FAR is ready to review ...and it won't go away just because you ignore it!**

Unless you are a recent hire, you should have noticed an email entitled 'Your FAR is ready for review' which also states that "If you do not acknowledge your FAR within 14 calendar days, it will be automatically acknowledged for you."

Consequently, several agents have enquired about this, asking: "Why is my DED bugging me with this? Why not just wait for 14 days and the thing will go away?"

Response from Charlotte Simmons: If you would like the link to the written policy on this, please let me know. But here is the reader's digest version:

1. FAR's are assignments from the faculty supervisor to the faculty employee for the semester and are to be initiated by the supervisor listing the planned assignments.
2. The faculty employee then reviews the assignment to acknowledge their agreement. It is the opportunity for the employee to discuss (which should really occur as part of the development of the FAR) the assignment with the supervisor prior to the semester beginning.
3. The "auto acknowledge" is in place to move the FAR on as the official assignment from the supervisor.

All the work being done around FAR's and Effort is extremely important so that we can capture multi-state, governance, academic activity, cost sharing, and projects. UF continues to make this a high priority.

If you have additional questions or need clarification please contact Charlotte Simmons ([simmoca@ufl.edu](mailto:simmoca@ufl.edu)). If you have any questions or need assistance with your FAR when the email arrives in your inbox, you may reply to the email to reach the approver, or contact your FAR coordinator: Sandra Joyner ([sjoyner@ufl.edu](mailto:sjoyner@ufl.edu)).

*'Day in the Life of IFAS' photos continued from page 1 & 2*



Mary Sowerby, regional specialized dairy agent, reviews a class of Holstein cows in preparation for 4-H dairy judging.



Taylor County Extension Agents teaching first grade students about growing plants and gardening.



Barton Wilder, Alachua County Extension Agent, teaches the 4-H Forest Ecology Team about pine beetles at the Natural Area Teaching Lab.

## Quiz Question

By **Nichelle Demorest**  
Horticulture Agent  
Columbia County Extension  
dndemorest@ufl.edu

*The Florida manatee population has increased significantly in the last ten years. What is considered to be the greatest threat to survival of this species?*

**Answer: B**

*The manatee population has increased so much within the last decade that they soon may move from the endangered list to the threatened list. A recently published article in the Journal of Mammalogy details the study in which genetic samples from 362 manatees were studied. The study determined that the wild mammals' genetic diversity is not sufficient for them to quickly adapt to environmental changes. This was evident during the severe winter of 2009-2010 when at least 350 manatees died. Such events further reduce the genetic diversity.*

Before the invention or widespread use of farm tractors, man and mule invested many hours of actual in-field labor. For instance, in 1945, a man with 2 mules, a 1-row plow and cultivator, a hand hoe and a hand pick could plant and harvest an average of 100 pounds of lint cotton from 2/5 acre. So the question is:

**How many hours did that farmer spend, on average, laboring in his plot of cotton?**

- A) 27 hours
- B) 42 hours
- C) 58 hours
- D) 66 hours

Northeast District **County Extension Offices** – Find your local office at <http://solutionsforyourlife.ufl.edu/map/>

### Alachua

2800 NE 39<sup>th</sup> Avenue  
Gainesville, FL 32609  
Phone: 352.955.2402

### Baker

1025 W Macclenny Avenue  
Macclenny, FL 32063  
Phone: 904.259.3520

### Bradford

2266 N Temple Avenue  
Starke, FL 32091  
Phone: 904.966.6224

### Citrus

3650 W. Sovereign Path, Suite 1  
Lecanto, FL 34461  
Phone: 352.527.5700

### Clay

2463 SR 16 West  
Green Cove Springs, FL 32043  
Phone: 904.284.6355

### Columbia

164 SW Mary Ethel Lane  
Lake City, FL 32025  
Phone: 386.752.5384

### Dixie

99 NE 121<sup>st</sup> Street  
Cross City, FL 32628  
Phone: 352.498.1237

### Duval

1010 N McDuff Avenue  
Jacksonville, FL 32254  
Phone: 904.255.7450

### Gilchrist

125 E Wade Street  
Trenton, FL 32693  
Phone: 352.463.3174

### Hamilton

1143 NW US HWY 41  
Jasper, FL 32052  
Phone: 386.792.1276

### Lafayette

176 SW Community Circle, Suite D  
Mayo, FL 32066  
Phone: 386.294.1279

### Levy

625 N Hathaway Avenue, Alt. 27  
Bronson, FL 32621  
Phone: 352.486.5131

### Madison

184 College Loop  
Madison, FL 32340  
Phone: 850.973.4138

### Nassau

543350 US Hwy 1  
Callahan, FL 32011  
Phone: 904.879.1019

### Suwannee

1302 11<sup>th</sup> Street SW  
Live Oak, FL 32064  
Phone: 386.362.2771

### Taylor

203 Forest Park Drive  
Perry, FL 32348  
Phone: 850.838.3508

### Union

25 NE 1<sup>st</sup> Street  
Lake Butler, FL 32054  
Phone: 386.496.2321

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## Graphic Design

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