

EXTENSION TODAY

August 31, 2007

News from Washington State University Extension

<http://cahnrnews.wsu.edu/extensiontoday>



A few members of WSU Extension's Competitive Orchards Team: Gwen-Alyn Hoheisel, Benton County; Karen Lewis, Grant County; Tim Smith, Chelan County; and Mike Bush, Yakima County.

Impact not always about dollars

BY LINDA KIRK FOX
ASSOCIATE VICE PRESIDENT AND
DEAN, WSU EXTENSION

Economic development is a critical mission of WSU Extension. Successful efforts in this field traditionally focus on two numbers — the increase in new businesses attracted and new jobs created. WSU Extension enthusiastically embraces such measurement and accountability. But, it is important to recognize that for some programs that criteria can be too narrow and simplistic.

In higher education we have been prone to extremes when evaluating the economic impact of our work.

One extreme is to measure a program's economical value strictly in dollars and cents. However, you can't put a dollar amount on everything we do. Many benefits are long term and so tightly integrated with other factors that it is almost impossible to determine pure economic impact.

Does a 4-H program that develops leadership skills of the youth in a small community have an economic impact? Definitely! But measuring that in monetary terms is difficult.

The other extreme is to "go vague." This approach indirectly asserts that "everything we do has value, so it must be economic development." No doubt, an easy path requiring little thought. But it lacks the kind of accountability increasingly required by those who fund us. It also prevents us from focusing our resources on areas of highest impact.

So what kind of measuring stick should we use to gauge our success in economic development and its impact on the state?

WSU Extension is taking several steps to find a balance between the two extremes.



Linda Kirk Fox

TEAM EFFORT FOR EFFICIENCY, QUALITY, SAFETY

Automation coming to orchards

BY DENNIS BROWN
WSU EXTENSION

In the not too distant future, the apple you place in your child's lunchbox may be picked from the tree by a robotic arm.

"We will have trained people operating equipment with robotic components" in the next several years, said **Karen Lewis**, a Washington State University Extension educator who has been working with state tree fruit growers for 20 years.

Robotic equipment is just one of the technologies expected to help Washington's apple, pear and cherry growers compete for markets domestically and abroad. Improved genetics, genomics, plant materials, pest management tools,

efficient orchard systems and working platforms are also part of the equation.

Lewis, who specializes in tree fruit production, farm labor management and employer-employee relations, is a member of a team of WSU and Oregon State University Extension educators and researchers helping tree fruit growers assess and adopt technologies that improve production efficiency and deliver a consistently high quality eating experience. The team includes economists, entomologists, pathologists, horticulturists and technology specialists.

Their collective goal is to trim production costs 30 percent by 2010.

Labor efficiency and safety

Labor is by far the largest production input. Depending on the technologies employed and the production system,

it takes 130 to 210 man hours annually to grow an acre of apples or pears. Cherries are even more labor intensive, ranging from 300 to 400 hours per acre. Put another way, 35 to 50 percent of the cost of producing an apple or pear is labor. For cherries, it's about 70 percent.

A number of labor-saving devices are being employed or are in development to reduce labor costs, including semi-autonomous, self-steering, creeping platforms. The platforms transport workers down tree rows and position them to thin blossoms and green fruit, prune and train limbs, and place pheromones.

Platforms increase efficiency because workers no longer have to carry, climb and reset ladders. They also enhance safety.

(See "Automation," page B)

Drinking in forestry education

As forest land is subdivided, new owners seek management information

BY DENNY FLEENOR
WSU EXTENSION

Large Washington forestry owners are divesting their property, and the new owners are demanding forestry education, which WSU Extension is providing, says **Andy Perleberg**, extension forestry educator.

As an example, he points to Pierce County, where the Weyerhaeuser Company recently split 4,400 acres of forest land into 20-acre home sites or mini tree farms.

"The new forest owners are looking to extension for information because we're trustworthy," Perleberg says.

This summer, more than 400 people attended the WSU Extension Family Forest Field Day near Cle Elum. Forest owners

from as far away as Alaska and California attended up to six 1-hour sessions covering about 20 topics.

"There is so much information it's like putting your mouth up to a fire hose of forestry education," says Perleberg.

The next field day will be Saturday, Sept. 15, at the Hamma Hamma Tree Farm located just off U.S. 101 on Hood Canal. More information is available **ONLINE @** www.ncw.wsu.edu/foreststewardship.

While the demand for forestry education continues to grow, funding to put on field days and other educational programs does not. So Perleberg has become entrepreneurial in his approach.

(See "Forestry," page D)



There's no better place to learn forestry than in a forest. WSU Thurston County Extension Specialist Jim Freed teams with Ferry County Extension educator Emily Burt to teach a class on plant identification at the June WSU Extension Family Forest Field Day near Cle Elum.

Successful program looks to serve Puget Sound

BY DENNY FLEENOR
WSU EXTENSION

The Beach Watchers program to improve and protect Puget Sound is hoping to expand under the Puget Sound Partnership, a new state agency charged with creating and implementing a plan to restore the sound's health by 2020.

"Extension will be working with the Puget Sound Partnership to strengthen volunteer programs, and that could help us take Beach Watchers sound-wide," said Beach Watchers creator **Don Meehan**, Island County extension director. "If the resources can be made available, it could be a Puget Sound-wide effort."

Meehan started Beach Watchers, a WSU Extension program, in 1990 in Island County with a \$16,000 state grant. Since then, it has become a lead agency in helping to improve the health of Puget Sound and protect the coastal ecosystem. Today, Beach Watchers is a seven-county program with 566 trained volunteers.

His intent was to apply the principles of the successful

Master Gardener program to marine and fresh water ecology.

Sixteen volunteers were selected for the first class. They received 100 hours of expert training on topics relating to marine biology and watershed ecology in trade for a pledge to return 100 volunteer hours to the program.

Meehan says he realized the potential to expand the program within its first two years.

"I saw the success and the power in the community of what was being accomplished," he says.

Beach Watchers volunteers are involved in a myriad of activities in their communities that help protect and preserve delicate beaches and intertidal zones, improve water quality and restore salmon and wildlife habitat. They support scientific research, monitor shellfish for signs of paralytic shellfish poisoning, test water quality and, perhaps most important, serve as a well-trained educational resource for schools and the public.

Their hands-on work might include removing tons of creosote-soaked wood from the sound, tracking juvenile salm-



Don Meehan talks with Rick Blank, assistant park manager of Deception Pass State Park.

on in the nearshore, detecting invasive species and teaching shoreline owners about how to be good stewards.

In 2004, U.S. Sen. Patty Murray and Rep. Rick Larsen championed federal funding enabling WSU Beach Watchers to expand to Clallam, Jefferson, San Juan, Skagit, Snohomish and Whatcom counties.

Last year, Beach Watchers volunteers provided the equivalent of 688 days of on-the-ground research and contributed more than 30,000 volunteer hours in their com-

munities. Their outreach efforts provided information to nearly 25,000 people through workshops, fairs, festivals and aboard Puget Sound ferries.

The original Puget Sound Partnership, appointed by Gov. Chris Gregoire in December 2005, finished its work and disbanded in December 2006.

Then, the 2007 Washington State Legislature approved more than \$200 million for Puget Sound restoration and recovery in the 2007-2009 state funding cycle, which included creating a new state

agency to develop a long-term action plan and set priorities for improving the health of the sound.

Meehan says that is a start toward his longtime goal of bringing the program to every county with Puget Sound shoreline.

To learn more about the WSU Beach Watchers Program visit **ONLINE @ www.beach-watchers.wsu.edu/regional**.

To learn more about the Puget Sound Partnership visit **ONLINE @ www.psp.wa.gov**.

4-H teens excel among peers

WSU conference, Tufts University study reflect students' bright future

BY DENNIS BROWN
WSU EXTENSION

Almost every summer since 1926, a contingent of 4-H'ers from across Washington has come to Washington State University in Pullman to attend the State 4-H Teen Conference, a successful blend of fun and learning.

Organized around a theme "Fast Track to the Future," this year's three-day June conference was no exception.

In addition to learning many skills, the teens also were exposed to college life and the benefits of pursuing a college degree.

They were given tips and strategies for getting accepted into college and were provided with information on scholarships and financial resources available to students at WSU. A recent WSU grad gave participants a glimpse of college life from her perspective.

The focus on higher education at the teen conference is not new, according to **Pat BoyEs**, WSU director of 4-H Youth Development in Puyallup. 4-H has always worked to attract youth to higher education. However, it's appropriate now more than ever because preliminary results of a study at Tufts University show that 4-H'ers are outstanding college material.

"The methodology compares a series of youth indicators for adult success with 4-H members and their national non-4-H peers," BoyEs said.

"Preliminary results — indicate that Washington 4-H'ers are more likely than their non-4-H peers to get good grades in school, spend more time doing homework, come to class better prepared, try harder to do their best at school and graduate from high school and attend college.

"All of these characteristics clearly contribute to academic success," BoyEs said.



Youth attending the 2007 State 4-H Teen Conference work together on a challenging project.

"Our workshops helped teens build skills and plan for their futures while having a good time," said **Jan Klein**, state 4-H teen leadership coordinator for WSU Extension.

Participants learned how to manage their money, deliver a positive impression during interviews, craft better listening skills and polish interpersonal communications skills.

They learned how to take better digital photos, picked up tips on how to eat well on a budget, got certified in CPR and attended workshops that will help them plan and implement service learning projects at home. Former Microsoft executive Linda Criddle told them how to protect their identity on the Internet.

They explored gravity, electricity, magnetism, light and thermodynamics in a visit to the physics department and the visual and acoustical changes that accompany chemical reactions in the chemistry department.

Automation

(Continued from page A)

"Our industry is burdened with a significant number of injuries resulting from ladder use. These injuries can be life altering for the employee and costly to both the employee and employer," Lewis said.

"Our traditional workforce is aging and shrinking," she said. "In the near term, we need to make it easier for more people to work. One way to do that is to put them on a platform where the physical demands of climbing, moving and resetting a ladder no longer exist."

In a time when growers don't know if they will be able to recruit enough workers to harvest their crop, automation is a possible solution.

Tailoring technology

The Washington Tree Fruit Research Commission is funding Lewis' field research. Industry partners include Vinetech Manufacturing, Prosser, and Blueline Manufacturing, Moxee. The commission is supporting the development of robotic software and hardware in the private sector. The good news is that some of this technology is already available and needs only to be adapted to local conditions and specifications.

"The apple has to be picked with a rotation of the wrist so that the stem remains intact," Lewis said.

Robots will have to mimic that motion and then gently place fruit in a bin, box or conveyor belt so it doesn't bruise.

The technology will employ vision robotics to locate the fruit.

"The orchard will be mapped ahead of time to show where the fruit can be found," Lewis said. "That map will tell the arm and hand where to go to get the apple."

A different approach is being considered for cherries. **Matt Whiting**, a WSU horticulturist at Prosser, and **Erick Smith**, a WSU graduate student from Castle Rock, are testing a mechanical cherry harvester developed by the U.S. Department of Agriculture Agricultural Research Service that knocks off stem-free cherries from trees. He estimates it could reduce harvest costs by 80-90 percent.

Designing for the future

The biggest barrier for wide use of platforms, mechanical pickers and similar technology is orchard design.

"Orchards must be redesigned to accommodate the equipment," Lewis said. "All limbs of the tree must be trellised so that they are out of the drive row, stay in place over the season and are easily accessible to either the human or robotic arm."

The term used in the industry to describe the result is a "fruiting wall." Fruit is no farther than about 18 inches from the edge.

"New orchards — are taking into consideration the need to build systems that are human friendly, machine friendly and robotic friendly," Lewis said.

While the orchard of tomorrow is expected to employ fewer people, the jobs that remain will be better.

"We will reduce the physical risk and drudgery and increase the intellectual contribution of those who are employed," Lewis said.

FIRST STEPS

Rebuilding Iraqi agriculture, starting with extension

BY DENNIS BROWN
WSU EXTENSION

While you were celebrating American independence on July 4, WSU faculty and a graduate student were flying to Egypt to begin the first phase of a two-year, multi-university training effort to update the skills of Iraqi extension workers.

"First, we trained the trainers, our counterparts at the universities in Iraq and Iraq Ministry of Agriculture," said **Chris Pannkuk**, director of international research and development for WSU International Programs.

The 25 Iraqi trainers then refashioned the material for presentation to about 78 employees of the Ministry of Agriculture, mostly extension workers who work with farmers, who arrived later.

The project, designed to rebuild the infrastructure of Iraq's agriculture, is underwritten by a \$5.3 million grant from the U.S. Department of Agriculture. WSU is offering instruction in crops and dryland agriculture systems.

Accompanying Pannkuk on the trip were **Bill Pan**, chair of WSU crop and soil sciences; **Mike Barber**, director of the WSU Water Research Center; **Bob Parker**, extension weed scientist; and soils graduate student and interpreter **Rita Abi Ghanem**, a native of Lebanon.

"The Iraqis really liked her and appreciated her insight at being able to translate for us non-Arabic speakers," Pannkuk said.



Chris Pannkuk, Bill Pan, Bob Parker, Rita Abi Ghanem and Mike Barber pose for a picture during a train-the-trainer session.

"The Iraqis were very enthusiastic" he said. "I think we made some very good friends and colleagues. One of the major objectives of this project is to start building good will as well as the capacity of the Iraqis to develop the extension system."

Both Pannkuk and Pan hope Iraqi graduate students might be able to enroll at WSU and Iraqi scientists might be able to come for short visits.

"We are in the development stage of proposal writing — for degree programs or long-term training," Pannkuk said.

You can do international work

The International Programs Office has 15 projects in developing countries in southern Africa, South America, Central America, east Asia, central Asia and the Philippines, including projects in agriculture, biological engineering, natural resource sciences, civil and environmental engineering, business development and economic sciences.

"We also do a lot of work in community and rural development projects in democracy and governance, working in small towns and villages," said **Chris Pannkuk**, director of international research and development for WSU International Programs.

Learn how you might be able to participate **ONLINE @** www.ip.wsu.edu/overview or call Pannkuk at (509) 335-2980.

Will the U.S. effort ultimately help Iraqi farmers? "There are some major hurdles to overcome before Iraqi agriculture will get back onto its feet, including security, availability of farm inputs and re-establishments of transportation and markets," Pan said. Additional training workshops are planned for the fall.

Clearing the air in Washington's schools

BY SHEILA RIGGS
EXTENSION ENERGY PROGRAM

Poor indoor air quality (IAQ) can provoke asthma attacks, trigger allergies and even spread the common cold. For 10 years, the WSU Extension Energy Program has tested air quality in classrooms across the state and offered advice on how schools can improve conditions.

This fall, all schools in the state will have an opportunity to investigate and improve indoor air themselves, thanks to 17 IAQ monitoring stations built with \$100,000 in funding from the Washington Department of Health (DOH). Schools will be able to borrow the equipment from Educational Service Districts, the result of an ongoing partnership between DOH, WSU, school administrators and facilities managers.

"We are excited to collaborate with the WSU Extension Energy Program and our school environmental health partners by providing these mobile air-monitoring stations," said Glen Patrick, DOH epidemiologist. "Air monitoring data is critical to proactively identify diminished indoor air quality and to improve the learning and teaching environment."

Pilot project successful

WSU Extension Energy Program IAQ experts **Rich Prill** and **David Hales**, both located in Spokane, were involved in this effort from the beginning. With 15 years of experience monitoring IAQ in schools, Prill and Hales have provided training and customized on-site assistance throughout Washington and the western U.S.

Two years ago, Prill assembled and led a "blue ribbon" school IAQ committee to develop guidance for monitoring and assessment in Washington. This committee recommended that schools conduct routine baseline measurements.

This recommendation led to a unique pilot project in which the WSU program designed, built and distributed five IAQ monitoring stations for schools across Washington.

Because of the success of the pilot project, DOH recently provided



Cody Lee, a WSU senior, and Rich Prill unpack an IAQ monitoring station. Lee, who is majoring in environmental economics and management, walked into the energy office in Spokane in May and asked if he could become involved because of his interest in the energy department and indoor air quality work. Prill created an internship and Lee helped create and assemble the monitoring stations.

additional money for WSU to design and assemble 12 additional stations — featuring improvements over the original designs. This total of 17 monitoring stations will allow even more Washington schools to participate.

How monitors work

Each monitoring station is outfitted with meters that measure carbon monoxide, carbon dioxide, temperature and relative humidity. A particle counter measures six size ranges of airborne particles.

The stations also include handouts and other resources including information on mold, asthma and solving IAQ problems.

The instruments are set to record continuously, and software provides data in graphic format. This information makes it easy for schools to track indoor environmental parameters and quickly recognize trends. Laptop computers and easy-to-follow user guides also are provided for downloading and analysis of data.

School facilities staff, nurses, administrators and other stakeholders receive training in their own build-

ings that address their specific needs and challenges.

After the assessments, the WSU program helps schools develop immediate, as well as mid- and long-term, strategies for improvements.

Service in high demand

Technical IAQ site visits for Northwest schools are one of the most requested services that the WSU Extension Energy Program offers.

"We are happy to be a part of this important work that helps to promote and ensure good indoor air quality in schools," said Prill.

He added that the measurements can allow schools to meet the demands of healthy, productive and comfortable school buildings, while keeping energy costs to a minimum.

"Energy management and indoor air quality management go hand-in-hand," Prill said. "We have found that buildings managed for air quality are often operated in an energy-efficient manner because the people responsible for managing the buildings are paying attention to both of these aspects."

Impact

(Continued from page A)

First, we are looking to build the capacity for economic assessment among our own ranks. Three recent hires have a broader perspective related to the economic benefit of their work. For example, **Bidisha Mandal**, a new extension economist specializing in health economics, will help us evaluate the impact of many of our health and nutrition programs around the state.

We also are giving our extension educators the tools they need to best quantify the true impact of what they do.

Describing the impact of some programs is straightforward. For example, the Center to Bridge the Digital Divide's Rural Bridges program helps rural communities identify, create and recruit industries that can leverage technology to effectively compete from remote sites. This helps isolated, rural communities more effectively compete in the modern economy. The result? More than 200 new living-wage jobs have been created in these communities.

WSU Extension and the Washington Manufacturing Services cooperated to help entrepreneurs develop new food processing businesses. They also solved production problems in existing food processing facilities across the region. As a result, 98 food-related businesses were created, and 56 existing firms at risk of failure were sustained by solving critical food safety issues.

Describing the impact of other programs is more complex. For example, WSU Extension manages 10 learning centers located across the state. These facilities offer formal and nonformal educational opportunities for place-bound students through on-site and distance delivery of educational content. Since establishment in 1996, 552 place-bound students have received degrees in counties supported by Learning Centers.

The U.S. Census Bureau indicates that on average persons with BS/BA degrees will earn \$900,000 more in their lifetimes than persons with high school diplomas. Based on this assessment, the degrees earned through the Distance Degree Program in cooperation with the WSU Learning Centers would have value exceeding \$490 million over the occupational lifetimes of graduates.

So, even in cases where monetary value cannot be assigned, it is essential that as we expand our economic development work we focus on identifying and describing tangible outcomes. Activity does not equal impact.

Knowledge-based economy demands WSU engagement

A conversation with John Gardner, new vice president for extension

BY DENNY FLEENOR
WSU EXTENSION

John Gardner assumed the new position of WSU vice president for economic development and extension on July 1. President **Elson S. Floyd** recruited Gardner from the University of Missouri and said the new post would be based out of Seattle. **Denny Fleenor** sat down with Gardner for a conversation about his new position and his early impressions.



John Gardner, new extension v.p.

DF: Let's start with how you define economic development?

JG: It relates to developing the economy around our values. To survive as a society, to sustain our natural resources, we need an organized structure in which we go about the business of being a community. That's the economy.

DF: How does the university figure into economic development?

JG: Many people still have an ivory-tower notion that universities are outside the real world of trade and monetary exchange. But most people acknowledge we've moved from an economy based on goods to one based on ideas, a knowledge-based economy.

Ideas come from places where you're taught — you learn and experience — and that's education. That puts universities right in the middle of this busy intersection that is the knowledge economy.

The bottom line is that the university has a large role in today's economy and a larger role in tomorrow's economy, and we need to reorient ourselves to acknowledge that role and play a productive part in it. My job is to catalyze that changing role at WSU within teaching, research and extension. That means helping faculty and staff across the university understand and participate in our evolving role in today's knowledge-based economy.

DF: What's the connection with extension?

JG: It's a logical connection

because, when you look at the birth of extension at the beginning of the 20th century, there was acknowledgement that know-how and ingenuity needed to be transferred from the university to the populace. That was the land-grant ideal.

I'd say the challenge is the same today. We have a different kind of knowledge to pass and much different tools to use.

WSU remains the land-grant institution for the entire state, and we are increasingly less geographically bound. Extension is the most extensive organized connection that exists between higher education and the average Washingtonian. WSU's statewide physical footprint includes more than 70 facilities, mostly extension staffed, where we interact with the public. That essentially is the backbone for our touching all of Washington.

DF: So you see a need to shift how we view our role, and how others view us?

JG: Absolutely. It's something for which we're responsible. It's the challenge of putting the public good back into the public university.

In my brief travels so far, and I covered about 1,200 miles in my first week on the job, it seems that everyone I've met is really up to the challenge and, in fact, enthused about it.

I've learned that I've got to help catalyze champions within the university to build an internal awareness about our real responsibility and obligation as a public land grant (university), and

about the tremendous power and sphere of influence that we have in the knowledge-based economy.

Our sights are probably too low. I think we need to raise expectations in terms of the big ideas and the influence that we have.

I've also learned that, in our intersection with government, we need to be sensitive, but we need not be intimidated in terms of the important force of knowledge on policy. So we need to engage with the government sector.

There is a bit of intimidation with the private sector too, more so than needs to be. You can do it humbly and still be effective, but we need to work on our assertiveness with the private sector. And we need to ensure we maintain our credibility.

I've got to help the faculty and staff who will be the champions — help put them in places where they can be as effective as possible with the private and government sectors. It comes down to our vision. The vision can probably be grander than most of us might think.

DF: You've started an interactive blog (**ONLINE @** www.gardner.wsu.edu), but what are other ways for faculty and staff to share ideas and interact with you?

JG: Electronically, by e-mail. I'll try to keep as active and omnipresent that way as possible.

I'm traveling the state as quickly as possible to inventory our assets, both our physical and intellectual assets — where everybody is at — to figure out our first projects. We've got to launch some specific projects that are aligned with Washington needs.

Then I've got to work on extending this network between the cultures of the university, business and government and to be an effective broker for extension, research and our teaching faculty.

Those are the tasks, and I vitally need input and advice — good, bad and indifferent.

Now is not the time to be timid. Now is the time to be assertive.

"These owners are not buying forest land to harvest the timber," he says. "They buy it for lots of reasons, such as privacy, recreation, being close to wildlife or providing a family legacy. They're interested in forestry not for making a living, but for lifestyle."

New owners are primarily interested in improving and sustaining the health of their stands, he says, and that's reflected in their forest management planning.

"Some of the most popular topics (at field days) include improving forest health, encouraging native plants, noxious weed identification, enhancing wildlife habitat and the FireWise landscaping class," Perleberg says.

EXTENSION BRIEFS

Kerr wins NACAA competition

Susan Kerr, county director of WSU Klickitat County Extension, Brian Tuck of Oregon State University and Cheryl Williams Cosner, B.S., Gen. Ag., '85, Weston, Ore., have been named national winners in Search for Excellence in Farm and Ranch Financial Management Education in a competition sponsored by the National Association of County Agricultural Agents.



Susan Kerr

King County Extension educators honored

Tara Zimmerman, **Amy Grotta** and **Brad Gaolach**, WSU King County Extension educators, have won two awards from the national Association of Natural Resource Extension Professionals for their work connected with training environmental stewards. They received the 2007 Gold Award for Educational Materials in the Computerized Graphic Presentation/Slide Set Category and the 2007 Silver Award for Educational Materials in the Mixed Materials Category.

Weed scientist recognized



Tim Miller

Tim Miller, extension weed specialist at the WSU Mount Vernon Northwestern Washington Research and Extension Center, received the Kenneth J. Morrison Award in Agronomy and Soils in July.

The award recognizes WSU Extension faculty for significant contributions to agronomic crop production and soil management. Miller is responsible for research and extension activities related to weed control systems in western Washington.

Energy Program shares sustainability award

The WSU Extension Energy Program, partnering with Vancouver builder New Traditions Homes, in May received the Sustainable Community Design Award from the Clark County Public Health Advisory Council for a study that compared different ways of constructing basement airflow systems in highly efficient homes and examined the impact of those systems on energy efficiency and indoor air quality.

The council awarded \$1,000 to WSU Vancouver to create a one-year scholarship in the name of the award winners.

The award recognizes a local community design project that promotes the long-term sustainability of community resources.

Jacoby selected for leadership institute

Pete Jacoby, extension agriculture program director and associate dean for outreach for the College of Agricultural, Human and Natural Resource Sciences, has been selected to attend the Food System Leadership Institute. The first conference session of the two-year Institute is in October at Chapel Hill, N.C.

The FSLI offers leadership development to upper-level leaders in higher education, government and industry to prepare them to meet the challenges and opportunities of the future. FSLI is a program of the National Association of State Universities and Land Grant Colleges with support from the W.K. Kellogg Foundation.



Pete Jacoby

Director of Area Health Ed Center named

Chris Blodgett, long-time associate scientist and extension specialist, was named the new director of Washington State University Extension's Eastern Washington Area Health Education Center in May.

Extension Today earns bronze

Extension Today earned a Bronze Award for newsletters in the 2007 Critique and Awards Program sponsored by the national Association for Communication Excellence.

Forestry

(Continued from page A)

"I've been able to engage partners with similar educational goals, such as the Cascade Land Conservancy, the Sustainable Forestry Initiative, the state Department of Natural Resources and the U.S. Forest Service," he says. "That has enabled us to put on these programs."

New forest owners have different management objectives for their forest land and therefore are seeking a broader range of information than previous owners, says Perleberg.

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