

July
2014

Newsletter
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Iowa State
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Extension
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Risk Management Education for Farm and Ranch Women

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Notes from Ruth

Dear Educators & Friends,

Grab a hat, slather on some sun screen, and we are picking sweet corn, tomatoes, green beans, watermelon, muskmelon, peppers, cucumbers - you get the picture. What a productive year! From the garden and from Annie's Project educators and facilitators who attended our first National Educator Conference July 8-10th in Ames, Iowa, I witnessed lots of talent and passion for the subject of improving a farm woman's life through education. Yet, as you may know, gathering vegetables from the garden



is only the first step towards preparation and preservation. The ideas harvested from this first conference were outstanding and are the first steps toward preparation and the preservation of an outstanding program in 2015. Thanks to Madeline Schultz for her work in organizing this conference and the Annie's Project National Leadership Team which provided much of the leadership for all the sessions. And, as always, thanks to the local educators and facilitators who carry the water for this program.

Sincerely,

Ruth Hambleton, Annie's Project Founder

"Annie's Project is the most exciting program I've been involved with in my career."

-Karisha Devlin,
Missouri Annie's
Project Co-State
Coordinator

ANNIES Hosts First National Educator Conference in Ames, Iowa in July

by Lani McKinney



In July, ANNIES (Annie's National Network Initiative for Educational Success) hosted the first ever Annie's Project National Educator Conference at the Memorial Union on the Iowa State University campus. Fifty Annie's Project educators and supporters from 17 states (FL, IA, IL, LA, MD, MN, MO, NE, NH, NY, ND, OH, OK, PA, SC, SD, and TX) attended the three day conference.

For starters, early arrivals on the evening of Monday, July 7th, were treated to a campus tour to

kick off the event. The walking tour went through the center of the 490-acre ISU campus where those touring heard about some interesting accomplishments and fun folk lore from women's suffrage to campaniling.

Educators Learn More About Program Delivery

Day one began bright and early at 8 a.m. with a welcome and introductions from Annie's Project co-directors, Ruth Hambleton (Annie's Project founder and director of the Annie's Project Education for Farm Women, 501c3) and Madeline Schultz (Iowa State University Extension and Outreach's Value Added Ag Program Coordinator and ANNIES National Co-Director). Tim Eggers (Iowa State University Extension and Outreach Farm Management Specialist and Annie's Project facilitator in Iowa) followed with a presentation outlining some of Annie's Project fundamentals. "The program succeeds when there is time for interaction and discussion," Tim emphasized, adding, "The course addresses what is; not what should be."



Tim Eggers speaking to conference attendees about Annie's Project fundamentals.



Panelist Willie Huot speaking to the group about the application of Annie's Project best practices in ND.

Three Annie's Project state coordinators served on an educator panel to speak about the application of Annie's Project best practices before conference attendees split into self-selected groups to receive a day of professional development in one of three areas – *Annie's Project*, *Annie's Project II: Managing for Today and Tomorrow* (the new farm transition planning class), or *Annie's Project II: Moving Beyond the Basics* (financial management course) – later that morning. Panelists were Bonnie Collins (NY), Willie Huot (ND), and Dr. Jason Johnson (TX). Further emphasizing the importance of sharing and collaborating, Jason mentioned, "Sharing experiences is very important – business aspects along with family aspects. There is always someone in the room who has gone through something similar," and later in the conversation he strongly encouraged other attendees in the room to share the work load. "Encourage your colleagues to help. Do not try to do everything yourself."

The trainers for each of the professional development groups included Ruth Hambleton (IL) and Lynn Hambleton-Heins (MO) co-facilitating the group training on the basic risk management course, *Annie's Project*; Kelvin Leibold (IA) and

Karisha Devlin (MO) co-facilitating the group session on the new Annie's Project succession planning class, *Managing for Today and Tomorrow (MTT)*; and Tim Eggers (IA) and Kristen Schulte (IA) co-facilitating the *Moving Beyond the Basics* training. Not only did those being trained learn from the persons assigned to facilitate additional learning on each course, but they learned and shared from each other, too – especially those already experienced in teaching it. "Annie's Project is the most exciting program I've been involved with in my career," Karisha Devlin shared with those in her *MTT* session.



Kelvin Leibold co-leading a session with Karisha Devlin on program delivery of *Managing for Today and Tomorrow*.



ISU Extension and Outreach Vice President Cathann Kress welcoming conference attendees to Iowa State University.

The hosts of the conference were pleased to have Iowa State University Extension and Outreach Vice President Cathann Kress join the group for a Farm Credit National Contributions Program sponsored lunch. She shared a few words on behalf of ISU Extension and Outreach, Annie's Project in Iowa, and Iowa State University and it's campus and attractions, highlighting some of her favorites. Vice President Cathann Kress has been a great supporter of Annie's Project since coming on board in 2011.

The afternoon activities resumed with a presentation on the resources of SARE (Sustainable Agriculture Research and Education) by Linda Naeve, ISU Extension and Outreach Program Coordinator in the Value Added Agriculture Program and newly appointed Iowa SARE State Coordinator. Dr. Mandi Anderson from RISE (Research Institute for Studies in Education) also talked to the group about how evaluation benefits everyone. "A lot of evaluation is lesson learned and communication is key," she



Dr. Mandi Anderson (RISE) speaking to the group about evaluation.

emphasized. The afternoon concluded with a panel moderated by Kelvin Leibold (IA) on “Marketing to and Reaching our Audience of Women”. Ruth Hambleton (IL), Winifred McGee (PA) and Gigi Neal (OH) were panelists where various points came up from logo use to social media.

At the end of the day, attendees were able to enjoy a relaxing evening networking at Reiman Gardens, a local University treat and delight featuring a guest display of garden inspired space alien sculptures – a regular “Alien Invasion” experience. Conference attendees meandered the gardens as a way to wind down from a full day of training.

Program Improvement a Focus on Day Two

It was another bright and early start on day two. Attendees started the day by viewing some Annie’s Project video stories from various states, discussing public value, and listening

as another group of panelists spent some time answering questions on educational needs and preferences. Panelists were Dr. Maria Porelos-Romero (FL), Margaret Larson (IL), Karen DeBoer (NE), and Sara Siems (OK). “There’s a lot of diversity,” shared Margaret Larson, “We are starting to see some interest in specialty crops. Annie’s Project participants vary from 26 years old using modern technology to 80 year old women who still carry the farm check book.” And Dr. Porelos-Romero from Florida shared, “Women are either very excited to learn the knowledge or are hesitant, but all women walk away from the program with more confidence.”

The true work on needs assessment and program improvement got underway mid-morning. Attendees again split into self-selected groups to brainstorm new ideas for ways to improve *Annie’s Project*, *Managing for Today and Tomorrow*, and *Moving Beyond the Basics*. Through lively group discussions and performing SWOT (Strengths, Weaknesses, Opportunities and Threats) analyses, they were able to summarize the current state of each course and devise a plan for the future - one that employs the existing strengths, redresses existing weaknesses, exploits opportunities and defends against threats.



Lisa Scarbrough interviewing Willie Huot of SD about his experience with Annie’s Project.

These conversations carried into the afternoon and the day wrapped up with a panel discussing “What We’re Learning and Asking as New State Coordinators” moderated by Lynn Hambleton-Heins (MO). Panelists included Dr. Martie Gillen (FL), Dr. Mike Sciabarrasi (NH), and Cheryl Griffith (NE). Each of the panelists shared what was important to them from education for women to capacity. Dr. Sciabarrasi of NH was impressed by the level of support between the states. “Trainings for the educators are very helpful. It is also helpful to know we can use others as resources,” agreed Cheryl. Marsha Laux of Iowa chimed in to reiterate the importance of participating on the monthly conference calls for educators.

A beautiful sunset concluded the day as participants had dinner and a farm tour on the ISU Bio Century Research Farm, a first-in-the-nation integrated research and demonstration facility dedicated to biomass production and processing. Attendees were treated to a local favorite, Hickory Park, while Dr. Chad Hart, Associate Professor of Economics at Iowa State University, talked to the group about alternative fuels. A walking tour of the grounds and facilities wrapped up the evening’s activities.

Building Strong Partnerships a Key Focus

A collaboration and partnership effort was held on the final day. It focused on how to cooperate with each other to reach farm and ranch women in Annie’s Project. Ruth Hambleton updated the group on what was happening with the Annie’s Project Education for Farm Women, 501c3, and Madeline Schultz and Lani McKinney



Emily Adams (OH) and Sara Siems (OK) enjoying an evening of conversation in the gardens.



Conference attendees brainstorming program improvements for Annie’s Project.



Conference attendees taking a twilight tour of the ISU Bio Century Research Farm.

updated the group on what was happening with the Annie's National Network Initiative for Education Success (ANNIES) based out of Iowa State University. Lani McKinney encouraged educators to send her the information for their classes when they were scheduled so she could update it on the national website and also to send any news to her for the newsletter that they wanted to be featured in upcoming news. "The newsletter is a good resource for educators," added Madeline, "But it's also a good tool for Annie's Project participants, too."



Ruth Hambleton and Madeline Schultz updating attendees on current status of Annie's Project.



Shannon Dill (MD) talking about statewide coordination in her state.

Annie's Project National Leadership Team members (who advise both groups), Jason Johnson (TX) and Karisha Devlin (MO) updated the group on what the National Leadership Team was doing. They informed attendees of the intentions to transition current members off and add in new members – an opportunity for others involved in Annie's Project around the nation to be more involved in the decisions made as the group advises on future directions of Annie's Project. Attendees were encouraged to make their interest in being involved known. Jason stressed what a great experience it had been for him to be involved. Marsha Laux, Iowa Annie's Project State Coordinator, led the final educator panel comprised

of Karisha Devlin (MO), Jenny Rhodes (MD) and Willie Huot (ND) as they talked about statewide Annie's Project coordination in their states. Other updates came from Value Added Agriculture Program Director Ray Hansen. He introduced the AgMRC website and also the Market Maker website as tools educators should be using in their activities. The group got a sneak peek at the marketing work both groups had been doing from Madi Linkenmeyer of The Meyocks Group, Inc., a marketing company based out of Des Moines, Iowa.

The final panel moderated by Madeline Schultz (IA) focused on great partnerships. Panelists included Marsha Laux, Iowa Annie's Project State Coordinator (IA); Miriam Pflug, Vice President for Marketing with AgSouth Farm Credit (SC); Lisa Scarbrough, eXtension Women in Ag National Learning Network Co-Manager, (IA); Jason Johnson, Texas Annie's Project State Coordinator (TX); Deborah Cross, retired from a Community and Economic Development extension career with the LA State University AG Center and Louisiana Annie's Project State Coordinator; and Angelique Fogelman, President of the Acadiana Resource Conversation and Development Council (LA). Marsha Laux reminded everyone that "the partnerships are not just for funding." Partnerships assist us in building and promoting our programs through their own news outlets, as well. "They help us build and fill our classroom seats," she emphasized. Farm Credit helped to sponsor the first Iowa class in 2004, and Iowa continues to get good support from them.



Madeline Schultz moderating the final panel focused on great Annie's Project partnerships.



Conference attendees taking one final tour starting with Morrill Hall featuring Christian Petersen's work. His Cornhusker sculpture can be seen in the background.

While many had to take flight before the final lunch and campus tour, we were pleased to have several stick around and enjoy a tour of Morrill Hall and its museum galleries, including a large feature of Christian Petersen's work, who was a resident artist at Iowa State University from 1934 to 1955. Also, Iowa State University was the first to accept the terms of the Morrill Act (1862) and became the first land grant institution in 1864. The building was completed in 1890 and refurbished in 2007. They also toured the Iowa State University Meat Lab, which is consistently ranked among the best in the nation. It was a nice way to wrap up a full, but productive three days.

"I think the best part for me," says Lani McKinney, "is meeting face-to-face with all those I work with over the phone and through e-mail. The networking is powerful and I always leave feeling inspired."

10th Anniversary Conference Planned in MO

by Lani McKinney

A two-day Annie's Project conference will be held at Windermere Conference Center at the Lake of the Ozarks on September 19th through the 20th to celebrate the 10th anniversary of Annie's Project in Missouri. Keynote speakers are cowboy comedian, Jerry Crownover (also a rancher and former professor), and Teddy Gentry (rancher and founding member of the band, Alabama). Teddy developed a heat-tolerant breed of cattle called South Poll and speaks on "Matching Your Cattle to Your Environment" on Saturday of the event. Missouri Annie's Project Co-State Coordinator, Mary Sobba, says this will be a conference where women can meet other farm women across the state of Missouri. The event is open to all Missouri women, not just those who have participated in Annie's Project. "We want to honor all Missouri farm women for their roles in agriculture, connect women with each other, and raise awareness of agricultural risk management," says Karisha Devlin, Missouri Annie's Project Co-State Coordinator. For more details/contact information, visit <http://extension.missouri.edu/news/DisplayStory.aspx?N=2284>.

eXtension Women in Agriculture Learning Network Hosts Webinar August 19

by Lisa Scarbrough

The eXtension Women in Agriculture Learning Network will host their monthly webinar on August 19 at 11AM CT.

Ann Adams and Liz Brensinger of Green Heron Farms in New Tripoli, PA will present Your Body, Your Tools. Ann and Liz are avid gardeners-turned-market-growers with a passion for sustainability, heirloom varieties and great food. After 13+ years "growing" Green Heron Farms – and meeting lots of other women who, like them, were in search of tools and equipment that fit their bodies and their needs – they formed Green Heron Tools in 2008. Green Heron Tools is a company dedicated to providing gardening and farming tools and equipment specially designed for women. Women's bodies are different from men's. The tools women use should be different too! Learn more about the ergonomics of farming and how the right moves and tools can help women farmers avoid injuries and pain.

To join the webinar, go to <https://connect.extension.iastate.edu/womeninag> about 10 minutes prior to the start time. Click on "Enter as a Guest" and type your name in the space provided, then click on "Enter Room." For best results, we suggest you use Firefox or Internet Explorer as your web browser. Prior to participating in this Adobe Connect event, please go to the following URL to confirm ability to log on to the Connect server: www.extension.iastate.edu/testconnect

The webinar will be recorded. If you are unable to participate in the live event but would like to view the webinar later, please contact Lisa Scarbrough, lscarb@iastate.edu for the link.

2014 - Save the Date

- **August 15**, Annie's Project Monthly Educator Topic Teleconference
 - o Toll Free: 1-888-757-2790, Participant Passcode: 956927
 - Topic: *You Choose: Selecting the Best Learning Materials for Your Audience*
 - **August 19**, "Your Body, Your Tools" eXtension Women in Ag Learning Network Webinar
 - **August 26-28**, Boone, IA - Farm Progress Show: Annie's Project Booth
 - **September 19-20**, Lake of the Ozarks, MO – 10th Anniversary Annie's Project Conference
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The team welcomes comments on the newsletter and article submissions.
You can find past newsletters and other information about Annie's on our website:

<http://www.extension.iastate.edu/annie/index.html>



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