

North Carolina Cooperative Extension Service

**Application for Title Promotion
Agent & Area Agent Positions**

Employee Name: _____

Beginning Date in Current Position: October 2005

County (if more than one county, indicate "home" county): _____

Current Title		Title Being Sought	
	Assistant Agent		Associate Agent
X	Associate Agent	X	Agent
	Assistant Area Specialized Agent		Associate Area Specialized Agent
	Associate Area Specialized Agent		Area Specialized Agent
	Assistant Area Agent		Associate Area Agent
	Associate Area Agent		Area Agent

Employment Record (attach additional sheet if necessary)		
Employer	Title	Dates
	Program Director	June 2001-April 2005
	Adult Nutrition Coordinator	March 1999- June 2001
	Paralegal	January 1998 – December 1998
	Regional Coordinator	July 1996 – July 1997
	Director – Outreach to Aging	August 1994 – May 1996
	Area Coordinator	Summer 1994
	Volunteer Recruiter/Case Manager	July 1993 – June 1994
	Elder Law Coordinator and Educator	July 1992 – June 1993

Total Extension Experience as of July 1, 2012 **6** Years **8** Months

Degree(s)		
Degree	Institution	Date Awarded
MA Ed	The American University	December 1991
BA	Mars Hill College	May 1990

Performance Ranking – Last Five Years (must be completed by County Extension Director)					
Year	2007	2008	2009	2010	2011
Ranking					

Major area(s) of program responsibility: Family Resource Management; housing/energy conservation;
local food systems; leadership development/facilitation and process management

I. Cooperative Extension Programs

Background: Position & Community

I joined NC Cooperative Extension at the _____ County Center in October 2005 as an assistant family and consumer sciences (FCS) agent. I was promoted to associate agent in July 2008. My position has included housing, energy conservation and family resource management and the non-traditional areas of local food/farmer market promotion and leadership development through facilitation and process management (2011).

It has been my pleasure to serve the community where I have lived for twelve years. Located on the edge of _____ County's population has grown 22% from 2000 to 2010. The mainly agrarian west and the retirement and bedroom communities of the _____ east are separated by the only incorporated municipality, _____ in the center of the county. Latinos make up the largest minority group at 6.7%. While _____ County Schools end of grade and end of course testing scores exceed the state average, only 17% of residents have a bachelor's degree or higher.

Family Resource Management

Adults and youth will apply financial management practices to cover basic necessities, increase savings, reduce debt and build long-term assets.

_____ County residents have faced high unemployment peaking at 15% in February 2010. Fourteen per cent of residents lived below poverty in 2009. In 2005, _____ County was 11th statewide in the number of foreclosures. In 2010, foreclosure filings had risen to 437.

Environmental scans and Advisory Leadership members echo the data from the State of the County Health Report and the national census: residents have economic challenges. My goal was to provide financial literacy education to help residents make the best use of their resources.

My early career involved making the community aware of financial education opportunities and developing myself as a resource. I taught Power Pay debt reduction, Credit Cents curriculum and convened a foreclosure forum of area professionals in the housing industry. From that advisory group, I developed Housing 101, a panel discussion with local experts discussing the foreclosure crisis and the steps to foreclosure. The advisory group also identified financial literacy for children as a priority, so I began teaching the Junior Achievement curriculum in the public schools and was trained in the High School Financial Planning Program offered by the National Endowment for Financial Education.

In spring 2010 I introduced Money Talk for Women from Rutgers Cooperative Extension. This fifteen hour curriculum has been offered four times with twenty-one women completing. The curriculum workbook moves women from knowledge gain to implementation and behavior change with assignments building from determining their net worth to developing a diversification strategy for retirement investing. I supplement this curriculum with live internet searches to teach how to find current, reliable information and a stock market simulation game to meet different learning styles. Evaluations were done after every session and again several months post class. Evaluation results show:

- 80% reviewed one or more personal insurance policies
- 100% reduced expenses to find money to save and invest

- 100% had or were in the process of organizing their financial records
- 80% had or were in the process of preparing estate documents
- 100% had increased their savings since Money Talk in various amounts: \$2,000; \$100/month; \$400; \$200 extra in 401K; \$500

**Money Talk:
Women's Financial Education Series
Follow-Up Course Evaluation Form**

Several months have passed since you attended *Money Talk: Women's Financial Education Series*. Please take a few minutes to tell us what actions, if any, you've taken, or plan to take, as a result. Thank you very much for your cooperation.

As a result of completing *Money Talk: Women's Financial Education Series*, I... (check one)

	Yes	No	Plan to Do	Did Before Course
Set specific financial goals (with a date and cost)	___	___	___	___
Established an emergency reserve fund	___	___	___	___
Reduced expenses to "find" money to save and invest	___	___	___	___
Calculated personal net worth (assets minus debts)	___	___	___	___
Checked my credit file	___	___	___	___
Organized financial records	___	___	___	___
Reviewed features of one or more personal insurance policies	___	___	___	___
Changed or added insurance coverage	___	___	___	___
Purchased one or more new investments	___	___	___	___
Investigated investments available through employer	___	___	___	___
Determined my personal asset allocation model	___	___	___	___
Calculated what I need to save for retirement	___	___	___	___
Consulted one or more financial professionals	___	___	___	___
Prepared a will or other estate planning document	___	___	___	___
♦ Have you increased your savings since completing <i>Money Talk: Women's Financial Education Series</i> ? ___ yes ___ no				
♦ If yes, how much money have you saved and/or invested? \$ _____ (please indicate a specific dollar amount, e.g., \$1,000)				
Comments or suggestions about <i>Money Talk: Women's Financial Education Series</i> :				

Additional estate planning education tied in easily with topics introduced in Money Talk. "Where There's a Will There's a Way" helped audiences identify different ways to own and transfer property.

“Who Gets Grandma’s Yellow Pie Plate?” addressed transferring non titled property. Results several months post class showed:

- On average, participants shared their non-titled property information with 5 people each.
 - 83% brought up sensitive issues for discussion
 - 83% identified transfer goals
 - 100% decided what “fair” meant to them
 - 100% determined what items were meaningful to them
 - 83% had three or four living generations in their family
 - One participant who had stored her parents’ belongings for 7 years began transfer conversations with her sibling.
- With area prices for a 5’X10’ storage unit at \$59 per month, the client could have spent nearly \$5,000 avoiding transfer issues prior to attending Extension’s offering.

Who Gets Grandma's Yellow Pie Plate?

Transfer of Non-Titled Property Follow-up Evaluation

Thank you for helping assess the benefit and value of this educational program. As a participant in this educational program, we would appreciate your responses to these questions. It will help us evaluate if your time. Please return your responses in the enclosed envelope.

A. Please indicate the type of session you attended:

- Extension program (i.e., Study Group, Seminar, etc.)
- Church group
- Professional group (such as a club)
- Women's financial information program (AARP)
- Other community group (please specify)
- Did not attend a session, read the materials

B. After attending the program or reading the materials, have you shared this information with others? Yes No

Family members _____ friends _____ people at work _____

C. If you have shared the information with others, indicate approximately how many people you have shared the information with in each of these categories:

- Children _____ Neighbors _____
- Parents _____ Co-workers _____
- Spouse/Partner _____ Church _____
- Grandchildren _____ Groups or organizations _____
- Other relatives _____ Other (please describe) _____
- Friends _____

D. Have you done any of the following as a result of attending this session? (N/A means Not Apply)

- Prepared a will Yes No N/A
- Considered the implications of state intestate law Yes No N/A
- Prepared a list of non-titled property and to whom the items should transfer Yes No N/A
- Written down information about non-remaining/legacy of items Yes No N/A

(over)

• Brought up sensitive issues for discussion	Yes	No	N/A
• Identified transfer goals	Yes	No	N/A
• Discussed transfer goals with other family members	Yes	No	N/A
• Determined where we agreed/consent on goals	Yes	No	N/A
• Decided what "fair" means for me	Yes	No	N/A
• Discussed different perceptions of "fairness" with others	Yes	No	N/A
• Determined objects meaningful to me	Yes	No	N/A
• Asked others about the meaning of objects	Yes	No	N/A
• Selected distribution methods that I agree	Yes	No	N/A
• Discussed the transfer process in advance	Yes	No	N/A
• Considered how to deal with conflicts before they arose	Yes	No	N/A
• Worked through conflicts with the family intact	Yes	No	N/A

E. The most challenging part for your family was:

F. The most challenging part for your family was:

G. Current Age _____ Male _____ or Female _____
 Number of children in the household _____ Number of grandchildren _____
 Number of living generations in your family _____
 Are you part of a stepfamily, blended or other a pe re-marriage family? Yes No
 Have you experienced family transfer of non-titled property? Yes No

H. Please share any other comments you may have about the program or materials:

I. (Optional) Share your name and address/phone number, if you are willing to be in contact via for follow-up comments.

Name: _____ Phone Number: _____
 Address: _____

Thank you for completing this evaluation. We appreciate your help as we strive to improve our educational programs.

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Who Gets Grandma's Yellow Pie Plate

I partnered with _____ Community Action to help clients prepare a budget as a prerequisite to receiving emergency financial assistance. From August 2009 through February 2011, I educated 138 individuals in crisis on budget planning and cost cutting measures. This saved _____ Community Action 138 hours staff time freeing them to use those hours/funds on direct client assistance.

In the winter of 2010-2011, the area crops agent and I collaborated on an Estate Planning for Farmers series bringing attorney Andrew Brannan, formerly of the North Carolina Farm Transition Network and now in private practice, to discuss issues of land and farm business transfer on two different occasions. In addition to the workshop, Brannan had complimentary private consultations for participants, an example of leveraging private partnership. The small business development director from _____ College and a local land conservancy official also participated in the series educating landowners on options for transferring property and business.

In 2011, I met with county school administration about beginning a Real World, Real Money or Realty Store financial literacy simulation which I learned about at the Personal Finance for Professionals seminar that I attended on scholarship in 2010. While there was interest, leadership in the system was changing and the idea was not pursued. Since, I have spoken to the Business and Professional Women organization about volunteering to staff such a simulation. With their positive response, I hope to revisit the simulation concept again with the school system and/or homeschool and 4-H families. This would be a logical extension of the Junior Achievement program for third graders where I am already working in a classroom and serving on the county board of directors.

In 2012, I am introducing More In My Basket – a program targeting audiences eligible for food and nutrition services (FNS previously known as food stamps) but who have not applied. The Food Research and Action Center reports that twenty-five percent of persons eligible for FNS did not receive benefits because they were not enrolled. Working with Extension specialist Dr. Carolyn Bird, we will make clients aware of the amount of food they could purchase with the minimum level of benefits, and _____ will be a pilot county for

residents to call in to Extension staff in Raleigh for assistance completing the application.

Also in conjunction with Dr. Bird, I will be part of a team writing finance education blog entries for the Dollar Decisions blog. The information will be aimed at educating Extension colleagues to help answer basic financial questions or begin family resource management programming in their county.

In February 2012, I will be participating in America Saves week. As I did in 2011, I will be part of the national Extension group sending social media messages through Facebook and Twitter. This year's theme is "Set a Goal. Make a Plan. Save Automatically." In 2010, 1,190 tweets and several thousand Facebook messages standardized by the eXtension team were sent out regarding financial literacy. I will also be a co-sponsor with Community Action bringing the Fifth Third Bank's E Bus to County to provide financial literacy education outreach.

Success Stories - Family Resource Management

2007

County residents have used expensive tax preparation services, rapid refund loans and/or have often not claimed Earned Income Tax Credit (EITC) when eligible. In previous years, free tax preparation services were targeted at senior citizens. This year the community college hosted an AARP tax prep site that could serve anyone but targeted EITC eligible persons. Cooperative Extension partnered to educate the public through outreach to EITC eligible populations, radio show, newspaper columns, and to employers the benefits of EITC, the free tax preparation service and the advanced EITC. 175 persons had their taxes completed and filed electronically. Their total adjusted gross income was \$3,460,290. EITC claimed was \$32,604 and total federal refunds issued were \$137,619. If each of the participants only saved \$75 in preparation/filing fees, the savings to County residents was \$13,125.

2008

Accompanied by her case manager, a client receiving Social Security disability needed help managing credit card debt. The client had 4 credit cards with interest rates from 9.9% to 29.9%. Unable to work, she had insurance on all cards that would pay if she lost her job or became disabled. In April, client accrued \$266 (32% of her income) in fees on cards including program fee, account set up, annual and monthly maintenance fee, late and over limit fee). Client paid large sums to whichever creditor contacted her about overdue payments, and then she was late on other cards. Extension agent used Power Pay to provide time line and hope that bills could be paid; guided client in canceling insurance and closing cards. Now, agent is providing ongoing support for understanding credit, managing due dates and targeting high interest debt. Assisted client in opting out of unsolicited credit offers.

2008

In 6 months, 155 families had foreclosure filed; national statistics show 70% of families in foreclosure do not seek professional help. Extension organized and facilitated a foreclosure prevention program with attorneys, a housing counselor, banker, mortgage broker, and real estate agents as panelists. None of the nine families attending had a housing counselor or attorney. As a result of the program, 57% said they would contact a housing counselor; 43% would contact an attorney. All said their knowledge of key housing terms/timelines improved. Families saved \$100 by attending (a similar program was offered in Charlotte for \$100 fee). Property values of the homes ranged from \$104,000 to over \$500,000.

2008

The Federal Reserve says US household net worth decreased by 4.7% in the third quarter of 2008, plus families lowered their debt levels .8% at an annual rate. Extension offered several sessions of Take Control of Debt in the Credit Cents curriculum. 89% of participants increased knowledge of credible debt counseling organizations and of financial calculators on internet sites. 78% reported improving their ability to calculate the maximum amount of debt they can afford. County residents need to lower their debt ratio with the county's unemployment at 8.5%, a 7 year high.

2008

Identity theft is the fastest growing white collar crime. Per Privacy Rights Clearinghouse, average victims spend 600 hours and \$1400 in expense to recover on average \$1620 according to the US Justice Dept. in 2005 report. Forty individuals attended identity theft education offered by Extension. 85% of those surveys said they improved their knowledge to reduce their risk of victimization. Training to prevent id theft has the potential to save \$120,000 in the community.

2008

An October 2008 poll by Consumer Action showed that during the past 12 months, 22% of credit card consumers incurred late or over the limit fees. These fees can trigger universal default, negatively impact credit reports, and mark the beginning of a debt spiral for many consumers. A third of consumers used credit cards more during the recent gas price hike, and 9% will use credit cards or a home equity line to make ends meet. The Extension agent presented several sessions of credit basics from the Credit Cents curriculum. 100% of participants reported an increase in understanding the impact of late payments. 50% said they would change their behavior, asking how new credit would impact them before applying for new credit cards or in store offers.

2008

In a 2005 Harris Interactive poll, over 90% of adults believed understanding economics was important. However, the adults averaged a score of 70% or "C" on a test of personal finance and economics. The Extension agent presented several sessions of credit score and credit report education from the Credit Cents curriculum with the cooperation of NAACP and the local library. 78% of participants reported improvement in interpreting their credit report and 67% improved their knowledge of how to improve their credit score. By understanding and improving credit history, individuals can get better rates on insurance and loans plus present a more positive picture to potential landlords and employers.

2009

To receive emergency financial assistance from Community Action, residents must complete a budget education workshop. With the number of emergency requests, Community Action asked Cooperative Extension to partner to meet the growing financial need. From August through November, the Extension agent has provided budget education for 56 family units. This saved Community Action 56 hours of employee time allowing them to spend those dollars on direct client service, helped families in need receive emergency assistance more quickly, and taught clients budgeting skills.

2009

Unemployment continues to rise in County with the rate now at 14.4%. Agent partnered with a local industry experiencing downsizing and the local hospital to teach strategies for debt reduction, credit utilization and preparing for unemployment. Of the participants, 94% reported increased understanding of how to build a positive credit history; 73% an increase in debt repayment strategies; and 88% how to interpret their credit score.

2010

It is likely that women will need to make financial decisions independently at some point in life. AARP research shows that 2/3 of women ages 40 to 79 have already encountered job loss, divorce, serious illness or widowhood – which often precipitate significant financial insecurity for women. Extension presented Money Talk for Women, a five part series on financial literacy. Survey respondents two months after the class said: 80% had reviewed their insurance policies; 100% had increased savings in amounts between \$100 each month to \$2,000 during the 2 month post period; 40% had consulted a financial professional and 40% planned to; 40% had prepared an estate planning document with 40% working on that in the future. In addition respondents reported rebalancing portfolios, reviewing 401Ks, and checking Morningstar.com to evaluate stocks that were left to her in an estate. All participants were very positive about the class and said their knowledge and comfort level in finance related topics had improved.

2011

Women need to be confident in making independent financial decisions including those involving home maintenance. The US Census reports that more than 48 million women over the age of 18 are unmarried, widowed or divorced. Extension recommends homeowners budget 3 to 5% of the value of their home for home repair and maintenance annually. Based on median home prices in _____ County, this is approximately \$6,800 annually. The Extension agent taught the Basics of Home Maintenance. Of the attendees, 100% reported checking their homes for radon as a result of the class. 97% reported an improved knowledge of the septic, electrical, plumbing, and HVAC systems of their homes. 75% would check their homes for water leaks, and 60% were updating their septic tank information. These actions have the potential to make homes safer, use financial resources more effectively and save water and energy resources.

2011

Financial management training helps individuals at any economic level or life stage. It enables them to take action on matters pertaining to daily living or planning for education, retirement and estate planning. With North Carolina leading the nation in farmland loss, estate planning is especially crucial for landowners to keep farms and forest land from development. A _____ County FCS agent offered estate planning for farmers and landowners in conjunction with the area crops agent and _____, attorney. _____ provided a seminar and then complimentary consultation for landowners.

Housing/Energy Conservation

Consumers, communities, and organizations will become more efficient in their use of energy and increase their proportional use of renewable energy sources (wind/microhydro/solar/landfill gas/geothermal).

Promoting safe and healthy environments - - - North Carolinians, including those with limited resources, will improve the safety and health of their working and living environments. (Prior to 2007)

Housing, including rent/mortgage, maintenance and utilities, consume a large portion of the typical American family's income. On average, American families spend 30% of their income on rent or mortgage. Extension recommends homeowners save 3 to 5% of the value of their home for annual maintenance and repairs (approximately \$6,800 annually in County). On top of those expenses, average families spend \$2,200 annually on utility bills. With incomes stagnant or decreasing and energy costs rising, low income families are disproportionately affected. The study shows that 51% of American households earning less than \$50,000 annually are paying 24% of their net income on energy. Families that understand and implement energy conservation and proper home maintenance can positively affect their spendable income and protect their largest investment if they are a home owner.


Early in my career I participated in multiple trainings regarding energy conservation, alternative residential energy sources, and the basics of building science/HVAC. With Dr. Sarah Kirby, I recruited participants for energy audits conducted by professional auditors through the State Energy Office. Participants gained knowledge and skills to reduce their carbon footprint and energy cost by reducing energy consumption. I conducted follow up surveys which showed that six months and one year post audit:

- County audit families (7) made 60 changes to their homes or energy consumption behavior as a result of the audit.
- State wide data now shows that 50 to 55% of participants saw an improvement in their home comfort and a decrease in their energy usage and energy expense.
- County participants saved approximately \$320; 3511 kWh; and 9,239 pounds of carbon dioxide in the year.

I made energy conservation recommendations to County and the County Cultural Center, connecting the Center to the Non Profit Weatherization Assistance Program operated through Piedmont Natural Gas and Southface (energy auditors). I developed a six weeks series for a local church called Issues of Society and Faith; I taught and recruited local experts to cover global warming, energy conservation, homelessness, local health, and local food. A version of this class will be repeated in February 2012 for another church's annual weekend retreat. Additionally, I developed a one hour program, the Greening of County, combining energy conservation, family resource management and local food. The object of this lecture was to give ten reasonable things people could do to contribute to the green quality of County.

In partnership with the City of and Electricities, I have energy conservation kits available for participants. This makes a popular stand-alone program and is effective at wellness fairs with hands on demonstration and conservation products that clients can investigate. My most challenging presentation was teaching energy conservation to a group of blind citizens. Whether offered independently or as part of the home maintenance series, the evaluation tool shows:

- 88% more likely to clean their refrigerator coils and to request a home energy audit.
- 63% more likely to install a programmable thermostat and have their duct work inspected.
- 50% more likely to check their filters monthly and purchase energy star appliances.
- 38% more likely to have their HVAC units inspected annually.

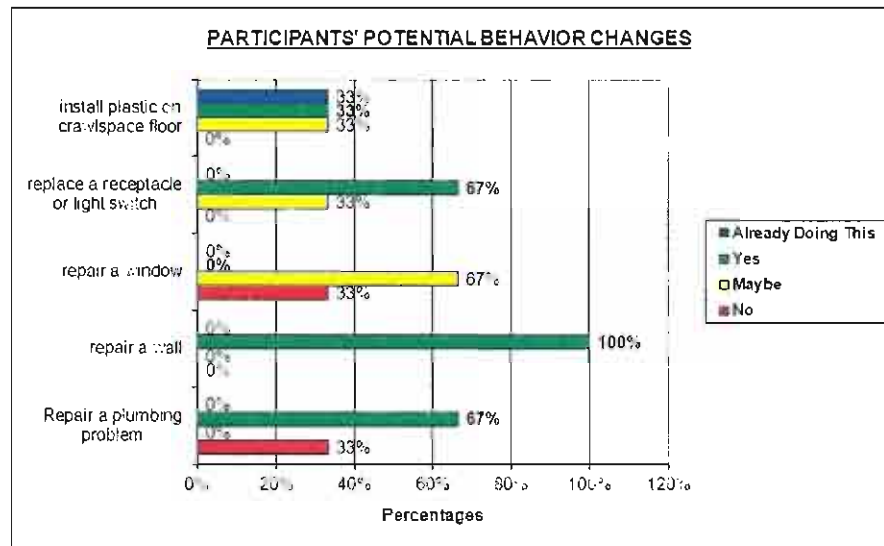


You Can Do It! Low Cost No Cost Saving Tips

Question	Very Likely	Somewhat Likely	Don't Know/ Undecided	Somewhat Unlikely	Very Unlikely
How likely are you to have your HVAC unit inspected in the next 6 months?					
How likely are you to request home energy audit in the next 6 months?					
How likely are you to check your filters once a month?					
How likely are you to install a programmable thermostat in the next 6 months?					
How likely are you to increase your thermostat settings during the warm months?					
How likely are you to buy an Energy Star Appliance in the next year?					
How likely are you to have your duct work inspected during the next 6 months?					
How likely are you to purchase compact fluorescent light bulbs to reduce lights in your home?					
How likely are you to clean your refrigerator coils twice a year?					
How likely are you to contact your electric company about using electricity during off-peak hours?					

More recent housing programming has focused on basic home maintenance and repairs, and in the future I will include most of this reporting in family resource management. I developed the Basics of Home Maintenance, an eight hour series, based on several Extension models and I incorporated energy conservation and indoor air quality (mold, radon, asthma triggers) into the series. I partner with the NC Department of Health and Human Services to provide education and

distribution of radon test kits as County has several pockets with high radon readings. Multiple learning experiences are incorporated including video, hands on tasks and lecture. I collected data from the pre and post-test evaluations I designed and entered the data in Dr. Jayaratne’s program (tool-T1A for FCS from the Program Development Institute, 2007). A sample of results follows:



Success Stories - Housing/Energy Conservation

2006

Rising energy prices and their effect on household budgets are a problem for most all North Carolinians. NCCES offered an energy efficiency program in February and May. One client attended the February program and reported in a survey and follow up emails that she had learned low cost ways to improve energy efficiency and to reduce moisture in the home she rented. She acted on this information by sealing air leaks and replacing standard light bulbs with compact fluorescent bulbs. She did not know where the hot water heater was and contacted her landlord for assistance in lowering the thermostat. In an email in April, she reported her energy bill had decreased from \$122.01 to \$81.03 – a 33% decrease in energy costs.

2007

One third of a home's energy cost is lost to inefficiency. Extension taught low cost/no cost energy efficiency measures to homeowners. Seven homeowners participated in the energy audit saving \$150 per family on audit costs. If recommended measures are taken, each home owner could save approximately \$684 annually based on their average energy bill. Impacts are financial savings to homeowners and reduced impact on the environment with decreased energy need.

2007

The State Energy Office estimates that display lights in vending machines cost \$100 annually and can be disconnected easily by the vendor. The agent contacted leaders in city/county government and vendors to request lights be turned off. In return, an attractive sign is put on the machine stating "ABC Vending and County are saving \$100 annually by turning this machine's light off. The machine is still on." The sign includes Extension's logo and contact information. Seven machines lights are now off (\$700 government savings), and another vendor will be turning off lights in 35 machines in the next weeks (\$3500 potential).

2007

Energy costs are rising while wages have remained stagnant. The EPA estimates families that make energy efficient changes in their homes can save up to 30% on their energy bills. Two families in County have received professional energy audits through Cooperative Extension and one family has conducted an energy audit themselves after attending Extension training. With recommended changes implemented, the families should increase their expendable income by approximately \$700 to \$900 for each family.

2008

With prices rising and incomes stagnant, families continue to seek ways to save money. Seven county families received energy audits through the Extension program, and they made 60 changes to their homes or energy consumption behavior as a result. State wide data now shows that 50 to 55% of participants saw an improvement in their home comfort and a decrease in their energy usage and energy expense. County

participants save approximately \$320, 3511 kWh, and 9,239 pounds of carbon dioxide in the year.

2008

County is in nonattainment for air quality. By June 20, 2008, the region had eight Code Orange days and one Code Red day, higher than average. Ground level ozone is a danger to health and can damage crops and trees. The county's rate for diagnosed asthma and the rate of death from chronic lower respiratory disease are higher than the state's. Cooperating with Area Metropolitan Planning Organization and Natural Resources Committee, the Extension agent obtained eight sets of orange and red ozone alert flags. The agent worked with city and county officials to gain approval and place the flags throughout the county at highly visible flagpoles. The agent provided training to employees responsible for raising the flags. In addition, a radio show and numerous press releases were provided to increase public awareness on air quality and steps to reduce air pollution.

2011

The typical American family spends \$2,200 on energy per the Energy Star website. Thirty-nine families participated in energy conservation classes. The agent partnered with the City of , Electricities, and NC Public Power to offer energy conservation kits to residents of the city. Kits include 4 CFL bulbs, foam sealant, water efficient shower heads and thermometers. Over the bulb's lifetime, a CFL can save \$40 of energy. Participants receiving kits could save more than \$160 by using the CFLs and implementing the Extension methods taught for energy conservation.

2011

Women need to be confident in making independent financial decisions including those involving home maintenance. The US Census reports that more than 48 million women over the age of 18 are unmarried, widowed or divorced. Extension recommends homeowners budget 3 to 5% of the value of their home for home repair and maintenance annually. Based on median home prices in County, this is approximately \$6,800 annually. The Extension agent taught the Basics of Home Maintenance. Of the attendees, 100% reported checking their homes for radon as a result of the class. 97% reported an improved knowledge of the septic, electrical, plumbing, and VHAC

systems of their homes. 75% would check their homes for water leaks, and 60% were updating their septic tank information. These actions have the potential to make homes safer, use financial resources more effectively and save water and energy resources.

Local Food Systems

Producers will increase sales of food locally to more agriculturally aware consumers through market development, producer and consumer education, and new farmer and infrastructure support.

Over the past six years, local food has gained momentum in County. Initially much of the food grown here was sold in markets; few farmers found it profitable to sell at the County Farmers Market in . The local market, established in the 1970's as an economic development tool for small farmers, had moved several times and had an aging vendor and customer base.

In 2006, my County Extension Director asked me to take leadership for a local food and agriculture tourism initiative for counties. After convening local agricultural leaders in January 2006 to gain input and support, the Extension team launched Foothills Fresh as a partnership between Extension and thirty farmers, farmers markets and agricultural tourism sites. Our goal was to increase small farm income and the intake of fruits and vegetables by connecting consumers with local farmers and farmers' markets.

The Economic Cost of Unhealthy Lifestyles in North Carolina (2003) estimated that low fruit and vegetable consumption has direct and indirect health costs of \$2.4 billion dollars. This was the impetus for Foothills Fresh to be a multi-discipline approach incorporating agriculture, youth development and family and consumer sciences agents. I led the team believing that with marketing assistance, farmers could reach growing communities of individuals who needed to eat more fruits and vegetables for the health benefits.

Since 2006,

- 62 farmers, farmers markets, and agriculture tourism sites in six counties have joined
- A website (www.foothillsfresh.com) and brochure have been developed and circulated (over 20,000 copies since 2006)
- Small and Part-Time Farm Grant of \$9,000 for promotion and educational activities was successful
- A FCS Foundation Innovative Program grant was successful. These funds allowed us to publish nutrition and fresh fruit and vegetable safety brochures and link the brochures to the website.
- Professional display with photo panels was created
- Multiple farm tours were organized and implemented
- A data bank of seasonal photos of local farms/produce were amassed
- NC Cooperative Extension's logo appeared in all promotional material and signage featuring Foothills Fresh
- Articles appeared in the *Charlotte Observer* (205,000 circulation), *The News and Observer* (57,000), *Magazine* (90,000), and *Perspectives* (35,337) as well as in local print media in each participating county
- The Foothills Fresh team received a Star Award from the NC Fruit and Vegetable Coalition and the Grange Search for Excellence award.

There were several measures of success for Foothills Fresh.

Farmers recognized the value of this marketing effort and realized that they did not have the resources individually to reach the greater public to this extent. Farm participation in Foothills Fresh increased 106% in five years. Farms reported new visitors, repeat customers, and an

increase in sales as a result of the Foothills Fresh farm tours. The public touring the farms reported an increased awareness of local food venues, the importance of local farms, and desire to purchase local food. NC Cooperative Extension benefited from Foothills Fresh with increased visibility. The public's calls requesting local farm products and agricultural tourism multiplied. Extension offices were better able to answer questions on local food sources by using the directory and website; this was especially helpful for support staff. Furthermore, agents were working more closely as a team to achieve the goals of Foothills Fresh to the benefit of the region's physical and farm health. Foothills Fresh marketed an identity for the region's agriculture and emphasized the connection to NC Cooperative Extension.

In 2006, I began to address low vendor and customer participation in the _____ County Farmers Market (LCFM). I facilitated a vendor meeting to determine the market site for the year. I changed _____ signage and advertising to reflect NC Cooperative Extension and Foothills Fresh. I developed the concept, and with my assistant Judy Moore's art work, created black board advertisements promoting the _____. These boards are updated regularly, located throughout the county, and popular in the community for their attractive look. I developed [www._____logspot.com](http://www._____.logspot.com) to help market the _____ sites in 2008 and direct over 240 customers to it through weekly Fresh Finds emails. I added twitter and Facebook posts in 2010. Using updated technology and social marketing has helped us reach more and often younger customers introducing them to NC Cooperative Extension and the farmers markets.

Lincoln County Farmers Market Fresh Finds
 Inspired by the seasonal way to source food, including farm products and regional brands, food in Lincoln County, North Carolina.

Thursday, November 20, 2008

Lincoln County Farmers Market



Holiday Farmers Market
 In celebration of Farm to Fork Week

Holiday dinner, fresh and healthy...
 (link to article)



2009 4-H Plant Sale Order Form

4-H Plant Sale for Thanksgiving...
 (link to article)

Dreaming of Spring!

Insights Page 1 of 1

Search Lincoln County Farmers Market Home

Lincoln County Farm...

Page Insights
 Overview
 Users
 Interactions

Links
 Go to Page
 Documentation
 Send feedback

On December 15, 2011 this tool will stop collecting data. All your information is already being collected for you in the new Pages Insights. All data from this page will be deleted on February 15, 2012, so please export anything that you want to keep.

Start using your new Insights tool today.

Insights > Lincoln County Farmers Market > Overview Create an Ad

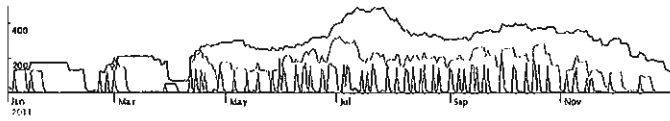
Week Month **01/01/2011 - 12/31/2011** Expert

Users See Details

New Likes? **103** 56% Lifetime Likes? **605**

Active Users?

Daily Active Users Weekly Active Users Monthly Active Users

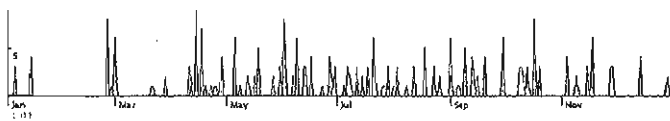


Interactions See Details

Post Views? **65,468** 2,891% Post Feedback? **316** 95%

Page Content Feedback?

Likes Comments



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In January 2007, I convened a focus group of citizens from across the county to establish a second location for the County Farmers Market in the growing area. For the past five years, I have provided marketing and special events planning for this market in addition to the location. In January 2012, the location held its first winter market which was very successful bringing a multitude of cold weather produce, meats and crafts to the public. Our efforts resulted in a new market opportunity and extended season for farmers and increased access to locally grown fruits, vegetables, and locally raised meats for residents.

In 2007, the County Board of Commissioners and the City Council agreed to build a permanent shelter for the County Farmers Market in Downtown . I wrote a grant to a local foundation and received \$5,220 toward the cost of the shelter. I organized a celebration for the unveiling of the new shelter and signage for the market. And in 2011, we held another celebration naming the shelter for long term market manager volunteer, .

The Market performance has continued to improve with a larger number of customers and vendors participating. Vendors attributed this success to the shelter. Numerous market days were successful during inclement weather because vendors and shoppers had shelter, and the season is extended through Thanksgiving.

In 2009 I wrote a successful grant and the Market was accepted into the 21st Century Farmers Market Program. We were provided with an electronic card reader and wooden tokens. This allowed farmers to accept debit, credit and electronic benefit transfers (EBT – electronic food stamps). During market seasons 2010 and 2011, we saw EBT customers increase their use of the market and

many other customers purchased more items because they could use their debit and credit cards in lieu of cash. Working with the Partnership for Health and grant funds they received, we were able to leverage \$1,300 in incentive tokens to entice new customers to the market. We used newspaper ads and flyers distributed in the low income neighborhood surrounding the market, the Multicultural Center of Hope, and at the Department of Social Services. The electronic payment capacity of the Market increased low income families' access to local fruits and vegetables and improved the farmers' income by \$2,300 in 2011.



farmers' market

¡Ahora aceptamos EBT, Tarjetas de Debito and Tarjetas de Crédito para obtener Producto Local Fresco!!

¡FRUTAS DE ESTACION Y VERDURAS, CARNE HUEVOS, PRODUCTOS HORNEADOS Y MAS!

Martes • Jueves • Sábados
8 am—12 pm
 225 West Water Street, I

MARKET MATCH

Usa tu tarjeta EBT con nuestro Administrador de Mercado, y nosotros igualamos la cantidad hasta \$5.00 por cada visita al mercado. Trae este cupón para hacer efectiva esta oferta—una por cliente, por día.

\$5^{EBT}
+ \$5^{Market Match}
\$10^{Fresh Food!}

Mientras dura la mercancía. Aceptada por la mayoría de vendedores. El market match es auspiciado por Lincoln County.

Partnership for Health



The Food Research Action Center's Food Hardship report (1/2010) listed the 10th US Congressional district as 82nd nationally for food hardship. Respondents to the State of the Health of the County survey identified obesity and diabetes as major issues in [redacted] and [redacted] County with 22.4% of respondents including fresh produce in only 0-2 of their meals each week. In response, I worked with several local Title I schools and the school nutrition team to write successful USDA Fresh Fruit and Vegetable grants in 2009 and 2010 to increase access to nutritious foods for children. The grants provided a free fresh fruit or vegetable snack to all students every school day. These grants were worth approximately \$13,000 per school per year. While this did not bring local food into the schools, I was able to promote the nearest [redacted] County Farmers Market and its ability to accept EBT payment through a school newsletter. There is also correlation between children tasting new raw fruits and vegetables and parents purchasing those items.



In 2010, I completed field research for Dr. Ben Chapman by visiting two farmers markets outside of my county. I posed as a shopper but completed a survey on the food safety practices I observed at the markets. Varying from restroom and hand washing availability to whether vendors were selling value added or home canned foods, I reported on individual vendors and the market at large. This field research became part of Dr. Chapman's curriculum on Food Safety at Farmers Markets which he is teaching to Extension colleagues in 2012.

In 2010 and 2011 annual Farm-City celebrations have incorporated local food and the farmers markets. I have worked on the planning team for the event which has included a local food dinner at the _____ farmers' market shelter, cooking demonstrations at _____ markets and local food tasting held at our county center.

Success Stories – Local Food Systems

2006

Agents in _____ counties knew local farms were not tapping a growing market for locally produced foods and agriculture tourism. They developed Foothills Fresh, a partnership between Extension agents and 38 farms and farmers markets. A grant of \$9,000 and additional sponsorship of \$1,500 were leveraged to launch a program which included a directory, logo, website and signage. Farm tours were promoted through regional and statewide publications reaching upwards of 387,000 households. Through tours, individuals received nutrition, food safety and food preparation information. Farmers report increased sales and visibility, one with a 40% increase in farm visitors. Farmers report an increase in their marketing skills. Foothills Fresh has helped define the region as one with a variety of food producers and agriculture tourism experiences. Agents across disciplines and county lines continue to work together to promote the health, nutrition, economic, and environmental aspects of local agriculture.

2007

Extension expanded markets for farmers with the opening of the _____ County Farmers Market at _____. One pasture-raised pork producer reported \$10,000 in sales at the _____ market in 2007. Survey results showed average weekly sales ranged from \$65 to \$380. Peak weekend sales ranged from \$300 to \$758. Approximately 20 vendors participated throughout the season including organic and traditional farmers, plant vendors, artists, meat producers and value added products such as salsa, cheese and marinades.

2007

Farmers look for expanded markets for their products, and residents need to increase the amount of fruits and vegetables in their diets. The _____ County Farmers Market at _____ continues to thrive, increasing the income of local farmers and boosting the intake of vegetables and fruits in residents' diets. A pasture raised meat vendor reports a weekly average of \$500 sales from Denver. She sells at two other longer established markets in _____ County, but sees the _____ market as a viable market, close to her farm. A small, privately owned vegetable stand is within a few miles of the _____ market. The business was skeptical about the establishment of the farmers market in such close proximity. This week they report that their vegetable sales have increased since the opening of the _____ County Farmers Market at Denver.

2007

Small farmers in _____ counties who sell directly to consumers have limited knowledge and resources to market their products effectively. In 2006, the Foothills Fresh program was created with 30 farms participating in a website and farm directory (5,000 copies distributed). In 2007, there was a 35% increase in local farm participation in Foothills Fresh. In 2006 and 2007, partnership with Farm Bureau Insurance in _____ and _____ Counties and a Small and Part Time Farms Grant leveraged \$13,000 for marketing and promotion of local farms, food and agriculture tourism. Based on brochure distribution and articles featuring Foothills Fresh

articles, ads and information, over 300,000 households have been exposed to this group of farms.

2007

Consumers and farmers were requesting a local farmers market in eastern County. Extension convened a focus group of 20 residents from throughout the county – farmers, residents, health industry representatives, county employees – to gauge interest in a market. From the focus group's input, the agent contacted elementary school about hosting the market. The school agreed. Master Gardener volunteers agreed to coordinate and help publicize the market. A local artist who participated in the focus group donated an ad design. The market opened on May 5, 2007. After four Saturdays, the market had nine vendors – many who sold out after 3 hours. Several vendors report their sales were double from sales at other markets. Customers' access to local produce and farm products has increased.

2008

Local farmers continue to benefit from new market opportunities and increased marketing efforts. The second year of the County Farmers Market at was successful. Extension provided market organization, marketing, special events, and volunteer staff. The market season was expanded into late November with the first holiday market which attracted over 30 local vendors and more than 300 customers. Surveys show that 73% of customers are from within a 6 mile radius; 40% shop weekly; 58% spend between \$11 and \$20 per visit. 81% of customers expressed interest in adding EBT/Credit/Debit card capacity to the market next year.

2008

Foothills Fresh expanded from 4 counties and 46 farms/farmer markets to 6 counties and 56 farm/market locations. Agents recruited farms and communicated with them regarding marketing opportunities. Team leader applied and received funding from Search for Excellence Award, FCS Foundation - Innovative Programs, County Farm Bureau, and Foothills Fresh member contributions. With this funding, a new website was designed and 5,000 brochures designed, printed and distributed. Team

leader was chosen to present Foothills Fresh as an integrated discipline approach to local food promotion at the Priester National Extension Health Conference and at the state FCS meeting. Team leader facilitated annual participant meeting and arranged for product liability training for participants.

2009

Cash has been the only method of payment at the . County Farmers Market. This has been detrimental to customers and vendors since debit card transactions have grown to more than 50% of non-cash transactions with 76% of those ages 24 to 24 using a debit card monthly. The Extension agent gathered community support and submitted a successful 21st Century Farmers Market application to Leaflight, Inc.. In October, the market began accepting debit, credit and EBT (electronic food stamps). In 8 weeks, \$280 was spent via electronic payment. A local partner, Partnership for Health, has invested over \$1,000 in market tokens to be given as incentives to residents to shop at the farmers market.

2009

Lack of proper paddock system was impacting a local farmers' market vendor's efforts at expansion. Poor pasture management had led to a ram's death and was adversely affecting the fleece quality. The shepherdess was spending excessive amounts of time moving sheep and managing water/feed in an antiquated shelter with no electricity. Agent investigated RAFI grants and encouraged shepherdess to apply. After a farm visit, the agent connected the shepherdess with Soil and Water Conservation staff and the Cooperative Extension area agents with advanced knowledge of livestock and pastures. Agent helped in the grant writing process and in preparation for the grant interview. Shepherdess was successful and received over \$9,000 to install fencing and wire shelter for electricity.

2009

The principal of a local Title I elementary school asked the agent for help accessing fresh fruits and vegetables for his students. Agent consulted with school administration, nutrition staff, teachers and local farmers' market vendors. Then the agent wrote a successful USDA Fresh Fruit and Vegetable Grant designed to provide healthier food choices, to expose children to and

increase their intake of a greater variety of fruits and vegetables, and positively impact their present and future health. This County school is one of sixty-two North Carolina schools to share the almost \$1.8 million grant from the United States Department of Agriculture (USDA). Included in the grant are methods to connect the children and their families to the County Farmers Market in Downtown , less than one mile from the school.

2010

County Farmers Markets are not able to fund market managers or large promotional campaigns for their two market sites. Vendors were aware that their customer base was aging with few young customers regularly shopping. The Extension agent developed a farmers' market blog regularly updated with farmers' market offerings and events. 250 people receive a weekly email during market season directing them to the farmers' market blog. Since beginning in 2008, the blog has received 6,139 visits. The agent developed a Facebook page for the markets in August 2009 which now has 430 plus fans who received regular updates on the market offerings and activities. 64% of Facebook fans of the market are between the ages 25 to 44. These internet marketing tools are bringing the County Farmers Market into the view of the desired demographics with little cost. During the typical 31 week market season, 680 potential customers are contacted at least weekly about the market – over 20,000 contacts with potential customers each season through social media tools.

2010

Cash has been the only method of payment at the County Farmers Market until the fall of 2009 when the 21st Century Farmers Market was implemented. The 21st Century Farmers Market, being phased in throughout North Carolina, provides electronic card readers at markets to encourage EBT (electronic food stamps) customers to purchase more fresh fruits and vegetables. The Extension agent applied for this program and has implemented it at the Downtown farmers market. The volunteer farmers' market manager has run the electronic card reader every day the market has been open; he has donated 91 hours (April 17 – June 12) in 2010, a value of \$1,842.75. In the first nine weeks of the farmers' market

season in 2010, over \$753 has been spent electronically at the Downtown market. 30% of this has been with EBT purchases. Farmer participation in 21st Century Farmers Market has increased 100% since the 2009 season with 10 farmers now accepting tokens. The Extension agent is partnering with the county's Partnership for Health which has purchased \$1,300 in market tokens to distribute as an incentive for families in the minority neighborhood surrounding the market to use at the local farmers market. Extension has expanded the market's customer base and fresh fruit and vegetable options for customers using electronic payment.

2010

The Food Research Action Center's Food Hardship report (1/2010) listed the 10th US Congressional district as 82nd nationally for food hardship. In the recent State of the Health of the County survey, respondents identified obesity and diabetes as major issues in _____ and _____ County with 22.4% of respondents including fresh produce in only 0-2 of their meals each week. To increase access to nutritious foods for children, the Extension agent worked with a local Title I school and the school nutrition team to write a successful USDA Fresh Fruit and Vegetable grant for a second year. The grant provides a free fresh fruit or vegetable snack to all students 5 days a week; 71% of this school's students qualify for reduced or free lunch. The agent assisted another Title I principal in preparing her successful application. This grant will provide approximately \$13,000 per school for the 2010-11 year.

2011

The _____ County Farmers Markets in Downtown _____ and @ _____ are utilizing social media to promote local foods. On a weekly basis, 860 persons are specifically contacted through their choice of social media and alerted to the current offerings of both markets. The NC 10% Campaign estimates economic impact of social media by assuming that a modest 2% of persons contacted through social media will spend 10% of their weekly food budget directly with a NC farmer. Using this method, \$374 weekly is the result of the free social media marketing being conducted by NC Cooperative

Extension on behalf of _____ County Farmers Market vendors. Over the typical 31 week market season, this will result in \$11,594 being spent directly with _____ county Farmers Market vendors.

2011

Local food programming has been incorporated into many facets of daily office operation and programming. The NC 10% Campaign has registered 37 participants spending \$6,420 directly with local farmers. Office wide events such as the Apple Festival, city and county health fairs, conservation field day for 6th graders, and farm-city celebrations have featured local food. Financial management programming has offered farm estate planning in conjunction with the area crops agent. Leadership development has encompassed facilitating groups focused on farmland preservation in county and regionally. Over 764 persons have been contacted directly regarding the impact and availability of local food. A local winery has worked in conjunction with Extension to feature local food and wine pairing utilizing several farmers' market vendors' products and sharing advertising costs and coverage with the market at _____.

Leadership Development

Individuals and groups will acquire leadership and decision making capacities needed to guide and actively participate in local and state organizations.

I was selected to participate in the New and Aspiring Cooperative Extension Director seminars in 2009 -2010. I was chosen by my district director to participate in Advanced Facilitative Process Management and Design beginning in 2010. After completing this masters level course, I teamed with _____ to offer a facilitation training for Extension colleagues in February 2011. We designed the 21 hour course to help Extension professionals improve their skills in running effective meetings, using process tools, and facilitating groups. Results from the final session showed:

	Strongly N/A	Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean (n=11)	Mean/Type (n=18785)	Mean/All (n=44626)
The Workshop Content:									
1. Was relevant to my needs.	0%	0%	0%	0%	55%	45%	4.5	4.3	4.2
2. Was based on credible, up-to-date information.	0%	0%	0%	0%	36%	64%	4.6	4.4	4.3
3. Was well organized.	0%	0%	0%	0%	27%	73%	4.7	4.3	4.2
4. Was at the appropriate level.	0%	0%	0%	0%	45%	55%	4.5	4.2	4.2
5. Overall, was excellent	0%	0%	0%	0%	36%	64%	4.6	4.2	4.1
The Instructor:									
6. Was well prepared.	0%	0%	0%	0%	27%	73%	4.7	4.3	4.3
7. Used teaching methods appropriate for the content/audience.	0%	0%	0%	0%	9%	91%	4.9	4.3	4.2
8. Was knowledgeable of the subject matter.	0%	0%	0%	0%	27%	73%	4.7	4.4	4.3
9. Managed the environment(s) (schedule, technology, equipment, etc.) in a manner conducive to learning.	0%	0%	0%	9%	27%	64%	4.5	4.3	4.2
10. Showed respect for all persons attending the program.	0%	0%	0%	0%	9%	91%	4.9	4.4	4.3
11. Engaged the participants in learning.	0%	0%	0%	0%	0%	100%	5	4.3	4.1
12. Related program content to practical situations.	0%	0%	0%	0%	27%	73%	4.7	4.3	4.2
13. Answered questions clearly and accurately.	0%	0%	0%	0%	36%	64%	4.6	4.3	4.2
14. Overall, was an excellent teacher.	9%	0%	0%	0%	27%	64%	4.7	4.3	4.2
Outcomes:									
15. The workshop objectives were achieved.	0%	0%	0%	0%	36%	64%	4.6	4.2	4.1
16. I gained knowledge/skills/attitudes about the topics presented.	0%	0%	0%	0%	36%	64%	4.6	4.3	4.2
17. I will use what I learned to enhance my professional responsibilities.	0%	0%	0%	0%	36%	64%	4.6	4.2	4.1
18. I can use the knowledge and skills gained to impact my Extension clientele.	0%	0%	0%	0%	45%	55%	4.5	4.2	4.1
19. Overall, this workshop was excellent	0%	0%	0%	0%	36%	64%	4.6	4.2	4.1
20. I would recommend this workshop to others.	9%	0%	0%	0%	36%	55%	4.6	4.2	4.1
Instructor-Defined Questions:									

Comments on the training included:

- Presenters were well prepared and knowledgeable of their subject and audience

- I am already using what I have learned in my county
- Excellent training – well worth my time
- Gave great examples in all areas of Extension programming – every agent can use this material in their daily work



A team of colleagues in _____ County began developing a farmland protection plan for the county. I participated as an Extension representative because of the plan's impact on local food systems. The team identified key stakeholders in the county representing landowners, farmers, and farm related businesses. We convened this stakeholder group in August 2010. I designed and facilitated the session to gain their input on challenges and assets to farming in _____ County. I invited Extension colleague _____ to speak on the process of the Farmland Protection program in _____ County. Our team consisting of Soil and Water Conservation staff, _____ County Planning Department, the City of _____ Planning Department, NC Forest Service, _____ County Recreation and _____ Lands Conservancy has received a grant to write the protection plan in house. This should be accomplished during 2012-2013 with my Extension colleague _____ and me as members of the writing team.



The [redacted] Lands Conservancy partner who is part of the [redacted] County Farmland Protection team asked me to facilitate the development of a regional farmland forum that three area land conservancies were planning. The team had struggled for several meetings to narrow their focus, incorporate and act on ideas that came from a group of twenty plus interested partners. I utilized affinity diagrams and facilitation walls to help the group identify a mission for the forum, speaker themes, potential speakers and assignments for group members. At the event in December 2011, I facilitated the evaluation of the event by using electronic tabulators on loan from the Council of Governments.

In the fall of 2011, the county manager asked me to facilitate a community meeting regarding the reuse of a county school building which had been a [redacted] school for the African American community. Currently, the property was partially empty and in disrepair in a low income African American neighborhood. All entities involved wanted the building restored and put into productive use, but questions abounded about how to fund the project and who would provide the different services in building after its restoration. I designed and lead two meetings which helped the group share their concerns and desires for the building and the neighborhood. The county manager and the commissioners received the input they desired to begin making decisions. Since the meetings, a grant

proposal is being written to repair the building and future facilitated meetings are anticipated in 2012.

Success Stories – Leadership Development

2011

Communities need assistance in navigating complex issues such as dealing with changing economics, revenue structures and services, and are looking to Cooperative Extension to respond. Sixteen Cooperative Extension agents completed graduate level training in process management design taught by Extension Specialists. Cooperative Extension Administration provided financial and technical support, which included books, resources, training and travel. These extension agents designed, implemented and evaluated a three day training for Extension Professionals to build inter-organizational capacity. These agents then trained 119 professionals to manage group process design management, which will empower the groups they work with to be more effective and efficient. One agent stated, "I wish I had this training before now, I could have saved myself a year of work with the Cattleman's Association." Private Facilitators can charge up to \$2,500 per day. Extension Agents are now skilled to provide this process management design as part of their role in the county, saving county and/or state resources.

2011

As a result of Dr. Addor's Process Management and Facilitation class, the agent team taught 14 Extension agents the basics of facilitation. At the request of the county manager and commissioners, a county FCS agent provided facilitation design and implementation for two meetings with the African-American community regarding the re-use of a county property in a minority neighborhood. The County Manager estimates a savings to the county of \$2,500. The agent also provided facilitation for the 3 regional land trust conservancies who were planning a regional farmland protection forum. The agent designed and implemented a facilitation that lead the planning team to a vision for the regional event and helped them identify topics, speakers, and assignments for the event. During the event the agent designed and facilitated the evaluation utilizing an electronic tabulator on loan from the Council of Governments. Again, this represented an approximately \$2,500 value to the area non-profits working to save farmland.

II. Marketing of Cooperative Extension and University Engagement

I start most every class or meeting with the following elevator speech:

I work for North Carolina Cooperative Extension. We are the extended arm of North Carolina State and North Carolina A & T Universities. Our job is to take researched information from the university and boil it down into something people can use in the local counties. We work with farmers teaching them how to increase crop yield, identify pests and improve farm management. Our 4-H youth development program teaches young people leadership skills. I am a family and consumer sciences agent working to help people improve their health, their living environments, and their wallets.

I work hard to promote the total county program and what Extension has to offer statewide. In addition, I stress the research based knowledge of Extension. I often use the example of searching the internet for information on fire ants. Most searches will find people giving their family remedy or companies selling their product to control fire ants. But if your search contains the work "Extension," you will find the researched based best practices from Extension universities across the nation.

I am part of our county's marketing team. I have worked to make sure Extension's logo was present on all farmers' market material and signage. Our team is working to purchase logo magnets for the state car. I will be leading an effort to rebrand the lobby that our Extension office shares with the county offices. I envision an Extension logo with maps and photography of our county's abundant agriculture along with programs offered through Extension.

Marketing for my program areas include traditional press releases, Facebook posts on the County Extension page, articles on the County Extension website, articles in the Successful Families newsletter, discussion on the Extension Today radio show and flyers/posters.

FAMILY RESOURCE MANAGEMENT

The diversity of offerings in my family resource management program, from basic budgets to investment and estate planning education, appeals to many different audiences. Most organizations offering financial information are associated with sales or social services. Extension is the one place in our area offering regular financial literacy education to the public at large.

Housing 101 enhanced Extension's image because it was a timely program responding to families in financial crisis, and Extension was the only entity in County providing this information. Also, it positioned Extension as a unifying organization bringing together experts and leveraging volunteer hours from experts. Panel members commented that they appreciated Extension's role in organizing and educating the public; panelists found the event educational, learning more about the subject of foreclosure from other professionals.

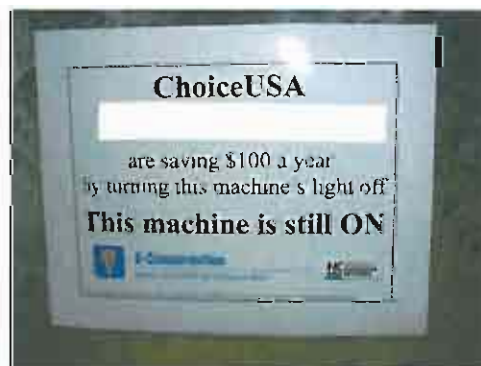
Our upcoming co-sponsorship with Community Action of Fifth Third Bank's E Bus visit will occur during America Saves Week. As a partner, we will be hosting the event in our building and have promotional material co-branded with our logo. I will be participating in Extension's nationwide social media campaign "Set a Goal. Make a Plan. Save Automatically." Examples of family resource management programming flyers are:



HOUSING / ENERGY CONSERVATION

Energy conservation programming has enhanced Extension’s image as an entity answering relevant science questions. While utility companies offer conservation education during selected times for their customers, Extension is the only entity offering easy energy conservation training to the general public. I served as a main resource for a feature article in the _____ on energy audits. The reporter featured one of Extension’s energy audit recipients and listed Extension as a resource for information.

After convincing vending companies and city and county officials to turn off lights in vending machines, Extension provided the sign below to advertise the partnership in energy savings.



Another example of marketing in the field of housing is:



LOCAL FOOD

FOOTHILLS FRESH:

I am the leader of a multicounty, cross-disciplinary local food initiative that has helped brand the region for fresh farm products. Agents in horticulture, 4-H and FCS worked to promote local food and farms to young and old through Conservation Field Day with the schools, cooking demonstrations, season extension workshops, and marketing classes. This has been an award winning campaign complete with professional marketing tools – traveling display, website and brochures – which all include the Extension logo. Extension’s image was enhanced by positive statewide exposure of Foothills Fresh in print media and numerous presentations. I applied and was chosen to present **Foothills Fresh: The Power of Local Foods to Change the World** to the **Priester National Extension Health Conference** in 2008. Also, I presented Foothills Fresh to the District Advisory Council in 2007, the NCEAFCS state conference in 2008 and to US Representative Patrick McHenry’s Back Home visit in 2008. I wrote applications for grants and awards (Small & Part Time Farms; FCS Innovative Grant; Search for Excellence) that **brought \$11,500** to the Foothills Fresh program in three years. Other agents worked

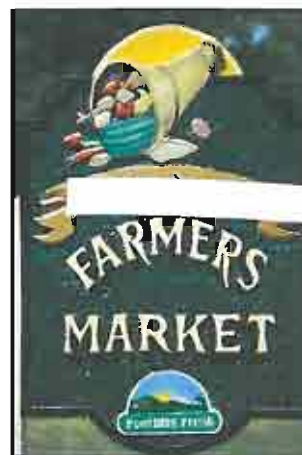
with local Farm Bureaus and Carolina Farm Credit to secure funding for the publishing of the brochure each year.



COUNTY FARMERS MARKET

I have increased the visibility of the _____ County Farmers Markets (_____) with new ad campaigns, special events at the markets, black & neon artistic ad boards around town, a decorative permanent sign, a blog and weekly fresh finds emails to over 240 people, Twitter and Facebook. With the positive addition of a new market site in _____ and a permanent shelter in _____ Extension is seen as an organization responding to the voiced needs of consumers and farmers. Our social marketing of the _____ associates Extension with local food, positive nutrition choices, positive community engagement and economic development. I work with my

county Extension director on the [redacted] (growth). While he handles the administrative issues with the vendors and shelter, I focus on the marketing and planning the shelter celebration along with other special events. The other Extension staff members help throughout the season with publicity and special events like the holiday market, cooking demonstrations, and the shelter celebration. With the addition of the 21st Century Farmers Market in [redacted] in 2009, the market became accessible to food stamp recipients and to customers using debit/credit cards. Flyers were produced and distributed in the low income neighborhood surrounding the market, the Multicultural Center of Hope, Christian Ministries Crisis Assistance, and the Department of Social Services. This program continues to associate Extension with economic development, nutrition, and creating opportunities for low wealth individuals.



LEADERSHIP DEVELOPMENT

My work in process management and facilitation is just developing. Of course, all of my sessions are opened with my elevator speech on Extension. I have been fortunate that participants in one facilitation led to another which gave me regional exposure. When asked about future opportunities, I make people aware that Extension has trained agents throughout the state to provide these services. In

my most recent facilitation with the _____ School, the county manager and commissioners became aware that within their own county and staff they had skills and a service of which they were unaware. The county manager valued the facilitation service as a \$2,500 savings for the county.

III. Leadership Career and Professional Development

- What training and/or in-service education have you completed and how have these opportunities helped you?

2005

- FCS Southwest District meeting – fall
- ANR/CRD In-service Training: Tough Public Issues
- Blue Ridge Foods: Value Added in Community Based Kitchen
- Information Management Classes: NCCE Website Conversion
- NCEAFCS state association meeting (3 days)
- Extension Reporting System (ERS) Training
- Tools for Schools – Indoor Air Quality

2006

- Information Management Classes: NCCE Website Conversion
- Capturing Value from the Farm: Extension Programming and Resources for Farm Diversification and Developing Value-Added and Alternative Enterprises (2 days)
- District Extension Conference
- NC Saves – state initiative training
- Obesity and the Built Environment
- Farmers Market Development with Dr. John O’Sullivan
- Communications Training: Writing Better News Stories
- FCS Agent training for Citizen Soldier Support Program (2 days)
- Family and Consumer Science Training (4 days)
- E-Conservation Energy Basics Workshop

I _

- PowerPay with Dr. Claudette Smith
- Debt Reduction – Dave Ramsey
- FCS Southwest district meeting – spring and fall
- Farm to School: Local food to School Lunch Rooms
- Early Learning Standards for Preschool Child Development
- Extension New Faculty Orientation Conference
- Maximizing Contributions of Volunteers and The Advisory Leadership System; Professionalism and Lessons for Success; Program Impact Success Stories; Programming for Success; Understanding Performance and Evaluation-EMAPS Communications; Leadership as an Art; Marketing and Branding Yourself (3 days)

2007

- State Extension Conference 2007:
Applying Social Marketing Systematically to Cooperative Extension Programs; Digital Photography as a Marketing Tool; Tips and Tools for Engaging Community Problem-Solvers; Understanding CSREES Civil Rights Responsibilities (3 days)
- Connecting Farms and Faith: Local Food and Faith Communities
- New Performance Appraisal Instrument Roll Out
- FCS Southwest District meetings – spring and fall
- E-Conservation Building Science/ HVAC System Basics (2 days)
- NCCE Program Development Institute: Planning for Impact
- Leadership for Extension: Building a Base of Trained Leaders
- High School Financial Planning Program curriculum
- NCCE Program Development Institute:
Design & Implementation of High-Impact Programs
- NC Fruit and Vegetable Symposium
- Information Management Classes: Introduction to Wikis
- Alternative Residential Energy Sources: The Basics (2 days)
- National Meeting – NEAFCS (4 days) St. Paul, MN
- Alice Waters' lecture – Local Foods in Schools

- Energy Conservation for Public and Commercial Buildings
- Information Management Classes: Starting Your Own Blog
- NCCE Program Development Institute: Evaluation
- Post-NC Summit FCS & 4-H In-service
Economics: Community Development, Consumer Credit, and Housing; Help Yourself to a Healthy and Safe Home; Indoors, Outdoors, All Around the House: Outdoor Learning Environments for Children, Families and Communities; Credit Cents (2 days)

2008

- Priester National Extension Health Conference
- Negotiation for Extension Professionals
- Importance of Family Meal Time
- 2008 Regional Extension Conferences
- Consumer Action/Credit Cards
- NCEAFCS State Meeting
- Opening Doors Diversity Training
- Southwest FCS district meeting – spring and fall
- Sustainable Local Food Economy
- Fresh Produce Safety Practices Training
- Title Promotion Update

2009

- 2009/10 New and Aspiring County Extension Directors Leadership Development Program: Coaching/Situational Leadership; Ethical Decision Making; Human Patterns; Personal Development; Understanding and Managing Conflict; Understanding Self – FIRO; Understanding Self -- MBTI
- E-Conservation Completing a Successful Evaluation
- Household & Industrial Pests: Ants and Bed Bugs; Spiders & Miscellaneous Invaders; Household & Industrial Pests

2010

- Personal Finance Seminar for Professionals – University of Maryland: Resources for Homeowners at Risk; Debtors in Distress; Economy and Its Impact on Consumers; Cultural Competency for Financial Educators; Consumer Protection in Financial Services; Retirement Counseling; The Color of Wealth; Practical Strategies to Teach a Wired World; The Value of Values in Money Talk; Keys to Investor Education; Social Security and You; Top Saving Strategies for 2010; Retirement Portfolios
- 2010 College of Natural Resources Agent Training: Forest Products Industry; Resilient Homes – Mold, Moisture, Wood Treatment; Natural Resource Based Tourism; Taxes and Conservation Planning; Youth and Natural Resource Programming; Alternative and Innovative Tools
- How to Use Evaluation Tools for Collecting, Analyzing, and Communicating Extension Program Results
- It's Your Home: What You Should Know Before Taking a Reverse Mortgage
- 2009/10 New and Aspiring County Extension Directors Leadership Development Program; Leading through Others; Moving from Manager to Leader; Understanding the Role of Managing
- 2010 Facilitation: Process Management: Advanced Facilitative Process Management and Design; Facilitating in a Public Arena; Fundamentals of Facilitation and Process
- 2010 State FCS Association and Professional Development Conference: A Roof Over My Head; Children Know When Their

Parents Are Fighting!; Technology Training; Getting Rid of Mid-Life Clutter

- 2010 State Youth and Family Institutes: E-Conservation – Community Partnerships, Marketing, and Subject Matter Training; Credit Legislation and Grandma’s Yellow Pie Plate
- Registered Household & Industrial Pests: Delusory Parasitosis and Termites
- Radon in NC: Partnership and Educational Opportunities with the NC Radon Program
- What’s the Buzz All About in K-12?

2011

- Families and Children in Transition
- The Produce Lady: A Garden of Resources Webinar
- 2011 Central Region Youth and Family Institute: Obesity 101; Solving Educational Challenges and Creating Opportunities for Latino Youth: Juntos We Can Help!; The Basics of Saving and Investing; What's New in Food and Nutrition
- Bed Bugs & Stinging Insects
- Returning civility in community discussions and problem solving
- Marketing for Family and Consumer Sciences
- Advance Training in Master Facilitation
- More In My Basket 2011 - 2012 In-Service Training

The previous learning opportunities were chosen to broaden my understanding of Extension, the subject matter, or areas where I am providing local leadership. In particular, the *Natural Resources Agent*

training in 2010 helped me understand my role as the Extension representative on _____ County Natural Resources Committee. It has helped me be more effective as a member of the team writing our county's Farmland Protection Plan, and understand land issues affecting the local food system. The Personal Finance Seminar for Professionals conference helped me broaden my concepts of financial literacy by exploring the types of programming available to all sectors of society.

How have you shared opportunities and information gained?

With financial and energy conservation trainings, I have offered those curricula in my county. As the president of the Southwest District Extension Association of Family and Consumers Sciences, I shared energy conservation at the October 2008 meeting. I took district members to the Southern Living Showcase home in Greenville, SC, the first showcase home to be both energy efficient and sustainably built. I used the value added, marketing and agriculture tourism training I received as I implemented the social marketing of the _____ County Farmers Markets and Foothills Fresh. Many of the trainings help me speak more competently when working with a farmer or nutritionist or energy rater. From the Personal Finance Seminar for Professionals, I brought home two curricula, Right on the Money and Reality Store. I taught child care providers from Right on the Money, using children's literature to teach children money concepts. I am still in conversation with our public schools about implementing Reality Store into their financial literacy rubric.

- What formal coursework have you completed, if any, and why?

In August 2006, I completed FCS 531: Effective Management of Family Resources with Dr. Behnke because I needed additional education to boost my confidence and competency in financial literacy.

I have been pursuing a certificate in Family Financial Planning from NC A& T. I have completed Estate Planning for Families FCS 582 and Fundamentals of Family Financial Planning FERM 3500. I have found a void in financial education in the community and few Extension educators teaching in the area. It is clear to me that our community needs this programming, and I want to gain the training to provide solid information.

- Provide evidence of team efforts and value of teamwork.
 - I led the multicounty interdisciplinary Foothills Fresh team. I believe that an integrated team approach helped this project be successful. With twelve agents bringing their knowledge of diverse subjects and their relationships with different media and constituencies, Foothills Fresh is able to reach more people than if I were working independently.
 - For two years, I was part of the Foothills Regional Child Care Conference. As a new agent, I was able to learn from my colleagues by working along side them. By bringing knowledge and resources from seven counties, we were able to host a program, the scope we could not have matched alone. In 2011, I was asked to return as a guest speaker and presented Right on the Money, a curriculum teaching children money concepts using children's literature.
 - For two years, I have planned and implemented a 2 day class for 4-Hers. I have helped the 4-H program expand their offerings by sharing areas of expertise.
 - I supervised outdoor cookery for 4-H district day in 2007 and recruited 3 community volunteers (who were not currently involved with Extension) to serve as judges.

- I participated in Soil and Water Conservation's Conservation Field Day for 6th graders. I was part of the Extension team (FCS, horticulture, 4-H and agriculture) that presented Foothills Fresh local food systems.
- The area crops agent and I have worked together to reach landowners and farmers with estate planning information providing a two part series on land transfer decisions. She and I have also worked on the annual Farm City Celebration incorporating all aspects of Extension into what was a week- long event in 2011.
- I am partnering on a multi-agency team within :
County to write and present County Farmland Protection Plan. Multiple partners bring resources and skills that are needed to distribute the effort and make the plan implementation successful.
- List associations/affiliations that enhance your professional development. What roles did you play and/or positions did you hold?
Diversity Catalyst Team for North Carolina Cooperative Extension

Extension Association of Family and Consumer Sciences

I am an active member of the National, State and District since December 2005. I have served as

District: vice president 2007; president 2008; advisor 2009; treasurer 2012

State: Nominations Chair

National: Professional Development/ Exhibits Committee

Family and Consumer Sciences Foundation Board Member

- What committees and/or opportunities in the county have you been involved?

Partnership for Children – board member:	2005-2008
Family Resource Center – advisory board:	2006 – present
Adolescent Parenting Program – advisory board:	2006- present
Natural Resources Committee:	2006 - present
Recycling Subcommittee Chair:	2008 – present
Partnership for Health:	2006 - 2010
Financial Wellness Subcommittee chair:	2009 -2010
County JobLink Partners:	2007 – present
Junior Achievement Board	2010 - present

- What is your community leadership involvement?

First United Methodist Church: Sunday school teacher
_____:r Elementary School: class parent; PTA volunteer
_____, School of the Arts: organized community outreach to recruit Suzuki violin teacher and required number of students for a satellite class in _____, board member and chair of personnel committee

Friend of the Library Committee

Previously served as volunteer with Community Concert Association; Downtown Development Association; Theater Guild; _____ County Arts Council; Advisory Leadership Committee – NC Cooperative Extension; First United Church – Disciple Prison Ministry

- List honors, awards and recognition received and why?

NCEAFCS:

Early Career Award 2007: Outstanding Program Accomplishment for Foothills Fresh and _____ County Farmers Market
Communications Award Newsletters 2008: Team award for Successful Families statewide newsletter

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NC Cooperative Extension Service:

Search for Excellence – Team Award: Foothills Fresh

Cooperative Extension Photo Contest: multi photo winner 2007, 2008

Nadine Tope Family and Consumer Sciences Program

Development Award 2009

Edgar J. and Ethel B. Boone Adult Education Award 2009

NC Fruits and Vegetable Coalition:

Gold Star Award for Business/Other: Foothills Fresh for the promotion of increased consumption of fruits and vegetables

- List self-directed learning activities focused on career and professional development. Digital Photography Management 2008

Each year, I try to take advantage of training in 4 of the 6 family and consumer science areas (Nutrition, Health, Human Development, Housing, Family Resource Management, Leadership Development) and a training that relates to local food systems. I believe this approach to education broadens my knowledge of multiple areas and prepares me to take on additional roles in Extension if needed.