

# 2006

## Northeast Extension Directors' Award of Excellence

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Northeast Extension Directors'  
Award of Excellence

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January 17, 2007  
4-H National Youth Conference Center



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## About the Award of Excellence

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The Northeast Extension Directors' Award of Excellence is the highest award presented by the Directors of Extension in the northeast. It recognizes Extension outreach education programming that has achieved outstanding accomplishments, results and impacts in addressing contemporary issues in the 12 northeastern states and the District of Columbia. The award may be given annually to recognize up to three programs, which represent the work of an individual or multidisciplinary team within a state or multistate program. Honorable mention awards may be granted if deemed warranted by the committee.

Awards are announced at the Winter meeting of the Northeast Extension Directors at which time the recipients have an opportunity to share their program/project.

A commemorative plaque is presented. A monetary award of \$1000 is deposited at the respective institution of the Award of Excellence Winner to be used to advance the work of the program/project, career advancement, or professional development.

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## The Process

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The Northeast Recognition Committee oversees the Awards Program by soliciting nominations and applications from the region's Extension systems. The nominations request, their submission, and their review by the committee are conducted through telecommunications and electronic technology.

## The Northeast Extension Directors Recognition Committee

A special thanks to:

Roger Adams, Connecticut  
Paul Becker, West Virginia  
Douglas Lantagne, Vermont  
Mary Jane Willis, New Jersey

For their service on this committee.

Please note that all criteria are not equally weighted

**Building an Organic Dairy**

**Research and Extension Program**

University of Maine Cooperative Extension

Team Leader: Richard Kersbergen

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**Partnering to Streamline the Marine**

**Aquaculture Permitting Process**

University of Connecticut Cooperative Extension

Team Leader: Tessa L. Getchis

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- 1. Issue & Situation** Presents clearly the needs/situation of the issue addressed. Why is this issue important, and what was the situation prior to the implementation of the program?
- 2. Stakeholders & Input** Identifies stakeholders / customers / stakeholders, and clearly describes the process(es) used to obtain their input into program development and implementation. Who does the program target, and how was their input obtained?
- 3. Extension Focus & Research Base** Emphasizes the Cooperative Extension outreach education focus of the program, while presenting the key research and/or experiential learning upon which the program is based. A brief bibliography citing key references used in developing the program should be provided.
- 4. Multidisciplinary & Collaborative Components** Presents the key multi-disciplinary components and collaborations /partnerships needed for success of the program. Explains the key role of each to the program. Do not just list disciplines, collaborators and partnerships without a statement of why/how they were important to the program.
- 5. Innovative Approaches** Describes innovative approach(es) used to effectively address the issue. Clearly explain why the approach, method, funding source, program, etc. is viewed as innovative. Note while innovation is strongly encouraged, and will be considered in the ratings, all program proposals submitted that show significant impacts/outcomes/results will be considered for an award.
- 6. Impacts Achieved** Identifies the evaluation methods used and clearly presents the significant impacts, outcomes and results achieved by the program in addressing the issue.
- 7. Scholarly Products Developed** Presents the scholarly products developed for use by clientele and peers in support of the program. Scholarly products developed may include, but are not limited to: journal articles, magazine articles, education manuals, fact sheets, new curricula, new web sites, videotapes, CD-ROMs, DVD, etc.

### **PROSPER: PROMoting School-community-university Partnerships to Enhance Resilience in Pennsylvania (cont.)**

#### **Abstract:**

**PROSPER (PROMoting School-community-university Partnerships to Enhance Resilience)** is an innovative model for bringing scientifically-proven prevention programs to communities to strengthen youth and families. The **PROSPER** program's main purpose is to reduce rates of youth substance use and problem behavior and foster positive youth development. This is accomplished by teaching skills and attitudes that foster improved family life and parent-child communication and providing students with skills for planning, problem-solving and peer resistance against problem behaviors.

**PROSPER** is a research-outreach initiative that links three existing infrastructure systems to provide prevention programming and enhance the resiliency of youth and families - the land-grant university, Cooperative Extension, and the public school system. By creating new linkages between these systems, **PROSPER** is designed to strengthen the expertise and broaden the resources of teams to implement coordinated school-based and family-focused prevention programs that enhance resiliency and decrease problem behaviors.

Children's Health Summit: Fighting Back Against Childhood Obesity  
Rutgers Cooperative Extension  
Team Leader: Marilou Rochford . . . . . 6

Delaware 4-H Composting Education Program  
University of Delaware Cooperative Extension  
Team Leader: Mark J. Manno . . . . . 7

Maple Quality Assurance Program  
University of Maine Cooperative Extension  
Team Leader: Kathryn Hopkins . . . . . 8

**PROSPER: PROMoting School-Community-university Partnerships to Enhance Resilience in Pennsylvania**  
Penn State Cooperative Extension  
Team Leader: Maribyn A. Corbin . . . . . 9

## 2006 Award of Excellence

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### Building an Organic Dairy Research and Extension Program

University of Maine Cooperative Extension

#### Team Leader:

Richard Kersbergen, Extension Educator  
Sustainable Dairy and Forage Crops  
rkersberg@umext.maine.edu

#### Team Members

Mia Morrison, Dairy Farmer and Executive Director Maine Organic Milk Producers, Charleston, Maine  
Timothy Griffin, Agronomist, USDA/ARS New England Plant Soil and Water Lab, Orono, Maine  
Chris Reberg-Horton, Extension Specialist, North Carolina State University

#### Abstract

The number of dairy farms in Maine has declined dramatically in the last two decades due to low profitability, land pressures and an aging farm population. In the late 1990's a small group of farmers started shipping organic milk to a processor in Vermont attempting to increase profits and improve sustainability. In 2002, this same group came to Cooperative Extension to help them become organized, develop a strategic plan and design a research/education program to meet their needs as producers and life-long learners in a new industry. Maine now leads the country in the percentage of organic dairy farms (> 20%) and is a national leader in organic systems research. Maine Organic Milk Producers are innovators and research partners with the Universities of Maine and New Hampshire, and the USDA/ARS Laboratory. Collaboratively, this partnership has been awarded over \$1.4 million in grants for research, development and Extension throughout the Northeast.

## Award of Excellence Nominees

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### PROSPER: PROMoting School-community-university Partnerships to Enhance Resilience in Pennsylvania

Penn State Cooperative Extension

#### Team Leader:

Marilyn A. Corbin, Ph.D., Associate Director and State Program Leader, Children, Youth and Families  
Penn State Cooperative Extension  
mcorbin@psu.edu

#### Team Members

Mark Gonsky, The Bennett Endowed Chair in Prevention Research in the College of Health and Human Development and Director  
Debi Speth, F. Wendell Miller Senior Prevention Scientist and the Director of the Partnership in Prevention Science Institute at Iowa State University  
Karen Bierman, Associate Director, Prevention Research Center for the Promotion of Human Development, and Distinguished Professor of Psychology, Penn State  
Charla Minnertoy, Associate Professor, Penn State Cooperative Extension  
David Farkim, Professor, Penn State Cooperative Extension  
Janet A. Welch, Research Associate, Penn State University Prevention Research Center  
Mark Jernberg, Data Team Director, Penn State University

#### Prevention Coordinators

Brian Burdigger      Elaine Bierman      Christine Orman

#### Extension Educators

Ed Bender, Adams County      Donna Gray, Luzerne County  
Kathy Carron, Carbon County      Becky Kauffman, Perry County  
Karen Thomas, Lackawanna County      Paul Whitaker, McKean County  
Dwaine Conzemius, Lehigh County

(Abstract on following page)

## Award of Excellence Nominees

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### Maple Quality Assurance Program

University of Maine Cooperative Extension

#### Team Leader:

Kathryn Hopkins, Extension Educator  
University of Maine Cooperative Extension  
khopkins@umext.umaine.edu

#### Team Members

Summer Dele, Extension Educator, University of New Hampshire  
Cooperative Extension

Henry Marcères, Chief, Consumer Protection, Vermont Agency of  
Agriculture, Food & Markets

#### Abstract

Maple syrup production in New England has increased since 2001. This agricultural production has traditionally been viewed as a seasonal utilitarian commodity but is increasingly being marketed as a gourmet item. Additionally, value-added maple products are becoming more popular offering producers opportunities to enter high-end markets. These value-added products offer higher profit levels as long as emphasis is placed on the purity and naturalness of maple to achieve the price differential between commodity pricing and gourmet pricing. Increasingly, correct grading and challenges to purity threaten the price differential. Confusion about grading processes and regulations exist because each state establishes laws about maple syrup production, licensing and grading. While USDA has established legal grades for maple syrup, each state can adjust its statutes within certain boundaries to accomplish its own goals. Consistent understanding by all US and Canadian producers of grading and quality standards is essential in reducing confusion for consumers.

## 2006 Award of Excellence

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### Partnering to Streamline the Marine Aquaculture Permitting Process

University of Connecticut Cooperative Extension

#### Team Leader:

Tessa L. Getchis, Extension Educator  
Connecticut Sea Grant and Cooperative Extension Program  
tessa.getchis@uconn.edu

#### Abstract

The practice of shellfish aquaculture in Connecticut has begun to shift from traditional bottom culture to the use of surface and submersed gear. However, the implementation of this gear along our urban coast has raised concerns about navigational hazards, use conflicts and environmental impacts. Consequently, permitting has become complex and challenging to the producer and regulator. To address this problem, a workgroup was formed, tasked with streamlining the process, and addressing concerns about the effect of cultivation gear on the environment. As a result of these efforts, significant impacts were made:

- Producers have an increased knowledge of the requirements of the permitting process
- Regulators have an increased awareness of producers' concerns with the process
- Lines of communication have increased among stakeholders
- The impact of cultivation gear on the environment was elucidated
- The time from application to permit approval was reduced from twelve to six months

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## Award of Excellence Nominees

### Children's Health Summit: Fighting Back Against Childhood Obesity

#### Rutgers Cooperative Extension

##### Team Leader:

Marlon Rockford, Family and Community Health Sciences Educator  
Rutgers Cooperative Extension of Cape May County  
rockfor1@rcce.rutgers.edu

##### Team Members

Sharon Elise, FCHS Cumberland County  
Karin Esabe, PE Educator-Union County  
Daryl Misch, FCHS Somerset County  
Kathleen Morgan, FCHS Department Chair  
Mara Young, FCHS Educator-Passaic County

##### Additional Project Support provided by:

Kenneth Devita	Jane Williams
Susan Fontana	Nancy Prigodski
Bill Smith	Lydia Blalock
Theresa Lennon	Barbara O'Sell

##### Abstract

The Children's Health Summit (CHS), an all day professional training conference addressing childhood obesity, is a comprehensive educational forum, featuring workshops, exhibits and focused networking opportunities to further extend the outreach and education. After over 90 professionals attended the pilot in Cape May County, Marlon Rockford developed a CHS Conference Planner, for use by all FCHS faculty and other professionals to replicate Summits in their respective counties across NJ and beyond. By August 3, 2006, Summits had been conducted in eight NJ counties, training more than 600 school, health, and social service professionals in the causes, consequences and solutions surrounding childhood obesity. 94% of participants surveyed reported a better understanding of obesity causes; 93% noted a better understanding of physical/emotional consequences; 93% reported a better understanding of portion sizes; 92% of Summit attendees agreed to share the information with at least one other person; 85% will encourage children to eat a nutritious diet.

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## Award of Excellence Nominees

### Delaware 4-H Composting Education Program

#### University of Delaware Cooperative Extension

##### Team Leader:

Mark J. Mason, State Extension Educator 4-H  
University of Delaware-Cooperative Extension  
mmason@udel.edu

##### Team Members

Henry Franke, State 4-H Extension Educator, Newark, DE  
Dot Dognally, State Renewable Resources Education Coordinator,  
Ardentown, DE  
Jo Mercer, Extension Educator, Horticulture, Newark, DE  
Delaware 4-H Team Volunteers

##### Abstract

New Castle County is the northernmost and most populous county in Delaware, containing 500,000 of the state's 800,000 people. Over the past 10 years, capacity at the county's major landfill, Cherry Island, has been shrinking. The final permit for expansion of the facility was recently granted with the caveat that beginning January 1, 2007 no yard waste would be accepted into the landfill. While this problem has been on the horizon for years, only Delaware 4-H has responded with a comprehensive education program to teach youth and adults how to compost yard and kitchen waste. The program consisted of school and community education presentations, educational materials, sale and distribution of home composting units and the construction of Compost Demonstration Sites in each county. The program has been highly successful, reaching thousands of youth and families with up to date research based information on composting.