

Cornell University  
Cooperative Extension  
Madison County

2013 Annual Report



*Building Strong and Vibrant  
Madison County Communities*



# Our 2013 Staff



Front row: Holly Burgess, Karen Baase, Carol Ash, Eileen Augustyn, Debbie SeGuin  
Back row: Steve Miller, Darlene Curtis, Ron Bunce, Teri Curtis, April Winslow, Liz Crofut  
Absent: Nathan Forster, Alycia Schick, Chris Selinsky, Kim Williams

## 2013 Board of Directors and Committees

### Board of Directors

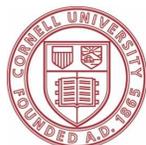
Jessica Burch, Cazenovia  
Johanna Fox Bossard, Erieville  
Phil Hofmeyer, Munnsville  
Lynda Lehr, Canastota  
Paul O'Mara, Canastota  
Vicki Migonis, Hamilton  
Priscilla Suits, Morrisville  
Megan Wilcox, West Edmeston  
Linda Wimmer, Canastota

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Gaynell Dorrance, Cazenovia  
Joanne Getchonis, Bridgeport  
Sue Groetz, Cazenovia  
Ann Janson, Chittenango  
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Pam Locke, Morrisville  
Jessica Omans, New Woodstock  
Deb Saroff, Manlius  
Bob Sturdevant, Canastota  
Tara Truett, Hamilton

### Ag Advisory Committee

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Kate Fisher, Munnsville  
Griffin Henry, Chittenango  
Paul O'Mara, Canastota  
Craig Pollock, Cazenovia  
Bruce Rivington, Hamilton  
David Rogers, Morrisville  
Eve Ann Schwartz, Hamilton  
Matthew Volz, Chittenango  
David Williams, Hubbardsville



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# Dear Friends & Supporters,

2013 was a great year of rebuilding, program development, and visioning for the future for Cornell Cooperative Extension of Madison County (CCE). Here are a few highlights:

- ◆ New partnerships such as the one with the NYS Center for Equine Business Development at Cazenovia College helped us to expand programs for equine business owners, recognizing the value of this industry in Madison County.
- ◆ The NYS Hops Specialist, housed here at CCE, continues to play a key role in the growing hops industry, both in NYS and here locally.
- ◆ The 4-H Youth Development Program continues to offer young people opportunities to explore and prepare for careers, to learn about government and civic engagement, and to develop leadership skills.
- ◆ Our Head Start program is focusing on family support and on school-readiness for young children, ensuring that all of our children enter school ready to learn.
- ◆ Programs such as Bone Builders, Eat Smart NY and Long Term Care Ombudsman promote good health and impact quality of life for many Madison County residents.
- ◆ CCE's signature event, Open Farm Day, helped almost 40 farms across the county to bring new customers to their farms and to increase awareness of their farm products for ongoing sales.
- ◆ And last but certainly not least, on the administrative front, financial issues were successfully addressed and we head into 2014 with a strong financial foundation.

We hope you will enjoy reading our program success stories. Thank you to all who have helped us build strong and vibrant communities in 2013 and we look forward to an exciting 2014!

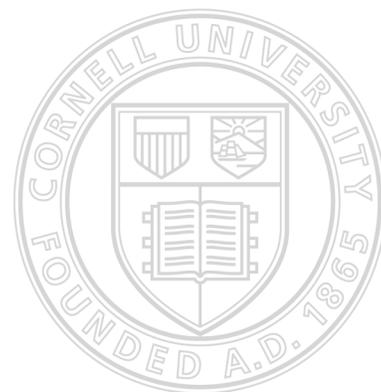
Sincerely,



Paul O'Mara  
President Board  
of Directors



Ron Bunce  
Executive Director



## Mission Statement

**“The Cornell Cooperative Extension educational system enables people to improve their lives and communities through partnerships that put experience and research knowledge to work.”**

# Agriculture

## Follow the Ag Plastic Recycling Leader

~ Karen Baase, Association Issue Leader



Students in the Ag Engineering Club at Morrisville State College unravel, spread out, flip, and shake off a 4-year old pile of plastic at De-Best Farm in DeRuyter. Close to 2 tons of 5' x 5' x 4' stacks of ag plastic will be delivered to the Madison County Landfill.

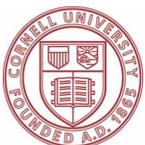
Madison County Solid Waste Department is – and always has been – a statewide leader in organizing, promoting and performing recycling tasks and functions on behalf of county businesses and residents. In 2013, the department launched a new program that targets the farm community: the Agricultural Plastics Recycling Pilot Program.

For some time, Cornell University has been an important partner with the Madison County Solid Waste Department in a project called Recycling Ag Plastic Project (RAPP) which involved sourcing quantities of plastics for particular buyers and educating farmers on best practices for disposal of ag plastics. Cornell staff have also served as consultants, helping the county develop long range ag plastic strategies that save money, are environmentally sound, reduce the amount of ag plastic going into the landfill, and endorse current laws that prohibit open burning of waste plastic.

With Madison County's new ag plastic pilot, local staff from CCE of Madison County conducted more one-on-one promotions in the farm community, demonstrated best management practices for plastic recovery and assembly, and encouraged area farmers to collect and deliver ag plastic to either the main landfill or any of the three transfer stations tip-free.

The CCE staff also organized an Ag Plastics Community Service Project conducted by the Ag Engineering Club at Morrisville State College. The students provided the manpower to unravel, spread out, flip, and shake off a four year old pile of plastic that had accumulated on De-Best Farm in DeRuyter. In the end, the students collected, folded, and piled close to two tons of plastic that will be delivered to the landfill this year.

In the end, the collaboration between CCE of Madison County, the Madison County Solid Waste Department, and staff with the Recycling Ag Plastic Project at Cornell University is laying the groundwork that will make Madison County the regional hub for recycling agricultural plastics.



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## Equine Business Receives Boost with New Partnership

~ April Winslow, Resource Educator

CCE of Madison County partners with the New York State Center for Equine Business Development™ at Cazenovia College to promote and expand Central New York's equine industry business development resources.

According to a survey of Madison County equine business owners performed by Danielle Pidgeon, CCE intern from Cazenovia College in 2013, 55% of equine owners were not satisfied with the equine clinics and seminars offered locally. Only two out of fifteen equine businesses report a profit range greater than their expense range, twelve out of fifteen businesses report a profit range equal to their expense range.

CCE of Madison County is partnering with the New York State Center for Equine Business Development™ at Cazenovia College to increase the quantity and quality of adult-focused equine education programming in Central NY, with a focus on business management and marketing. Quick Books for the Equine Business Owner, the first of a three workshops on business management topics, was held on December 2, at Cazenovia College's Equine Education Center with 21 participants. With presenters Amy Sherrick-von Schiller, Associate Professor of Equine Business Management, Cazenovia College and Bonnie S. Collins, Farm Business Management Resource Educator, Cornell Cooperative Extension of Oneida County, participants learned the importance of keeping accurate records for tax keeping purposes and to provide information to compare for benchmarking. The second workshop in the series focused on business planning and was held January 29 with 23 participants.

This collaboration has provided two equine business development workshops for local business owners, a newly created website to support equine business development in the region, and expanded research utilizing surveys to collect local equine data. In the future we also plan to provide a platform to engage the regional equine industry and increase communication between equine institutional resources at Cazenovia College and Morrisville State College, associations and groups, equine businesses and private horse owners, utilizing the workshops, website, electronic newsletter and a regional stakeholder meeting.



## Robust, Aromatic Hops Strike a Balance in New York State

~ Steve Miller, NYS Hops Specialist

The growing thirst for local foods and beverages has increased brewing with local hops. As a result, there is an increase in planting more hop fields. Hops provide bitterness to balance the sweetness of malt sugars in beer. The hop cone can contain floral and citrus flavors that really captures the aromas that craft brewers look for.

This consumer driven 'local' movement has hop farmers trying to meet the demand by erecting 18 foot trellises and planting more hops. In 2011 there were about 15 acres of hops in New York State. The hop industry is now over 150 acres and is expected to be over 250 acres by spring 2014. That is still far from the 40,000 acres of hops that were cultivated in the 1890s. Today's planting, growing, and harvesting methods require more investment than the 1890s. There are now farmers planting three, five, ten acres or more at a time, with an average investment of \$15,000 per acre to establish hops on a commercial basis. This means over two million dollars invested not including equipment and buildings. As of January 2014, there are now 31 new farm breweries in the state including two in Madison County: Good Nature Brewing Inc in Hamilton and Erie Canal Brewing Company LLC in Canastota.

Cooperative Extension is providing support to the growers through web resources, field meetings, monthly newsletters, individual consultations and an annual conference. This support has been made possible by grants from USDA/NYS Ag & Markets Specialty Crops Block Grant, New York Farm Viability Institute Grant, and Brewery Ommegang. Our annual hops conference was held in December 2013 at Morrisville State College and the Colgate Inn. This two-day event brings significant business to Madison County. There was a trade show with 21 vendors from around the state selling plants, poles, irrigation equipment, malt, harvesters, and processing services. Over 350 growers from the northeast came to Madison County to improve their skills.

The grants we have been able to secure will allow Madison County to continue the hops program and to expand the knowledge of growing hops commercially in New York. There is no shortage of farmers interested in growing hops.



# 4-H Youth Development



## C.C.E. & Morrisville State College

CCE of Madison County and Morrisville State College have always had a great connection. Over the years they have worked together to further the education of youth and young adults so they are able to reach their future goals. Having Morrisville State College's Equine Rehabilitation Center open their doors for youth was another wonderful example. To become more involved in CCE of Madison County or the Madison County 4-H program, contact the office at (315) 684-3001, ext. 111. Or to learn more about Morrisville State College and what they offer, contact their Admissions Office at (315) 684-6046.

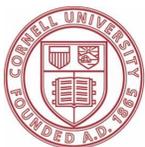
## 4-H LGI Program Develops Future Government Leaders

~ April Winslow, Resource Educator

High School Students learn about government through hands on 4-H Local Government Intern (LGI) Program. Adults, as well as young people, feel alienated from government when they do not understand how our government operates. Having citizens who actively participate in our government insures that the interests of the people are represented by our elected officials. The 4-H Youth Development Program encourages youth to be active citizens in their community as youth and later as adults. Youth who understand government are more likely to be active citizens.

Partnering with Youth Bureau, educators provide eight sessions for the interns to learn about local government by: interacting with county supervisors and staff in various county departments; exploring environmental issues through a field trip to the landfill; spending time observing court procedures and interacting with court officials; participating in "Public Adventures" an active citizenship curriculum for youth; discussing current events, creating committees and writing resolutions, practicing parliamentary procedures and conducting their own "mock board meeting"; journaling and reflecting on experiences gained from the program and job shadowing with a county government agency. Local Government Intern Program was started in 1978 with 12 students. As of 2013, 1225 students have completed the program. 4-H creates supportive learning environments in which diverse youth and adults reach their fullest potential as capable, competent, and caring citizens. What Local Government Interns say about the program:

- ◆ "I will participate in government because I know that I can make a difference."
- ◆ "I plan to register to vote and be an informed voter."
- ◆ "I am seriously considering a profession in government and political science."
- ◆ "LGI, you never cease to impress. The Landfill was perhaps the single most interesting location. The irony that a place where we send all of our waste is so efficient still confounds me."



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## 4-H's Explore Possible Careers in Equine Rehabilitation

~ Katrina McAllister, 4-H & AED Intern

On February 18, Morrisville State College's Equine Rehabilitation Center allowed youth from several counties tour their facility and witness the numerous modalities and techniques the center uses to rehabilitate and condition equine athletes. The tour was guided by Katrina McAllister, a Morrisville State College Equine Rehabilitation student. Currently, McAllister is interning at Cornell Cooperative Extension's Madison County office under the guidance of April Winslow, County Educator. The Morrisville State College Equine Rehabilitation Center strives to not only help recovering horses from injury, pre- or post-surgery, but also conditions healthy horses.



With over 50 people in attendance, McAllister instructed youth and adults on the different modalities used for Equine Rehabilitation. Youth learned the benefits of Therapeutic Ultrasound, Therapeutic Laser, and Game Ready Systems. The Center was also willing to allow the youth to see a horse swim in the 14 foot deep pool and a horse work in the Underwater Treadmill. After the tour, McAllister let the youth ask any questions they had about the Center and several expressed interest in Equine Rehabilitation as a future career. One parent commented, "It was very well put together and explained at a level the youth, and I, could understand without making the other adults feel childish." Overall, the experience proved to be both educational and fun for youth and adults.

## Safety Certification Program Helps Keep Youth Safe on the Farm

~ April Winslow, Resource Educator

In New York State, if you are under 16 years old, you cannot be hired to operate farm equipment or machinery unless you have completed a Tractor Safety Certification Program and received a certificate from the Department of Labor. This course, coordinated by CCE is offered to teens, ages 14-15, to help reduce the

number of deaths and injuries incurred while operating equipment, working with animals and performing tasks on the farm. Students attend seven sessions, receiving over 21 hours of instruction from experienced volunteers at various locations throughout the county. Collaborators include: Morrisville State College, White's Farm Supply, New York Center for Agricultural Medicine and Health, Monanfran Farm, Cazenovia Equipment, Gold Star Feed and Grain, and Ag Teachers from Madison, Hamilton, Stockbridge, Cazenovia, and DeRuyter. Over 14 instructors with diverse backgrounds and expertise in agricultural safety contribute to the success of this program. This year's class was the largest in the program's 30+ year history, with 26 students slated to receive their certification in March 2014.



# Family, Health, & Nutrition

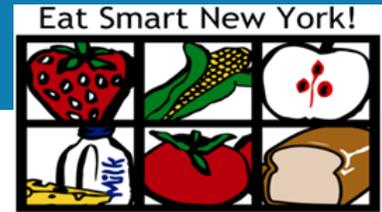
## Learning More than Job Readiness at the Madison County Career Center

~ Carol Ash, Nutrition Program Educator

This year Eat Smart New York (ESNY) partnered with “Working Solutions”, the Madison County Employment and Training Center, helping more than 75 participants learn new life skills to balance work and home. The Job Club program helps community residents who are receiving assistance from the Department of Social Services to develop job readiness skills and to seek employment. This partnership allows ESNY to provide education to assist families in making healthier food choices on a limited food budget. Through group lessons, participants learn to read and compare food labels, to prepare simple and nutritious meals, and to make healthy choices at the grocery store. Participants learn that a healthy diet and regular exercise can lead to better health and reduce the need for taking sick days from work. As a result, it can make them a more marketable employee. Here are a few of the positive things people said after participating in the ESNY program.

- ◆ “I have learned how to be more conscious of my sugar intake.”
- ◆ “I love the recipes, even the black beans!”
- ◆ “I now shop with a grocery list.”
- ◆ “I try to use my leftovers instead of tossing them away.”

I encourage participants to take small steps, as developing new eating habits take time and effort. But even small steps can make a difference.



Eat Better For Less!



## Teens Leading the Way to Healthier Schools

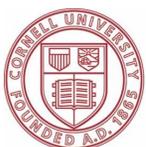
~ Debbie SeGuin, Issue Leader

Teens can make a difference in creating healthier schools and leading the fight against childhood obesity. That’s clear when you see the Eat4-Health program in action. In this program, nutrition staff trained teens to teach a series of interactive nutrition lessons to small groups of 3<sup>rd</sup> through 5<sup>th</sup> graders in school and after-school programs. The teens have fun working with children while they themselves learn about healthy eating, leadership and presentation skills.

A collaboration between 4-H, Eat Smart NY and United Healthcare supported this project in Madison and Oneida counties in 2013. In Madison County, CCE partnered with the North Broad Street School in Oneida and the Edward R. Andrews Elementary School in Morrisville to engage close to 30 students. Activities focused on eating more fruits and vegetables, reducing sweetened beverages, reading and understanding nutrition labels, healthier fast food choices and eating a healthy breakfast. Lots of active games and recipe tasting added to the learning. Whether it’s the enthusiastic way the children respond to the teen role models, or watching children eat and enjoy healthy foods they “knew” they didn’t like, or meeting one of the children in the grocery store with her parents buying ingredients to make a recipe at home, it’s exciting to see how the program is impacting the young participants. And they aren’t the only ones being affected by Eat4-Health. The teen leaders made the following comments about their experience:

- ◆ “I loved getting to know the kids and growing as a ‘teacher’.”
- ◆ “I learned public speaking skills and I feel more confident in front of others.”
- ◆ “I developed the ability to speak better with children and also how to praise my team members for their successes.”

Teen leaders will also be using their skills to lead nutrition activities at events throughout the county, reaching many more children with health messages. By enthusiastically modeling healthy behaviors and by helping children develop life skills, they are an important part of creating healthier communities.



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# Family, Health, & Nutrition



## Head Start Helping Children Succeed in School

~ Liz Crofut, Head Start Director

Madison County Head Start is a comprehensive preschool program providing educational services in all aspects of healthy development including physical, cognitive, social and emotional development. The Madison County Head Start program serves 173 children and their families in three program options, five centers and one childcare partnership site. The overall goal of our Head Start program is that children will enter school ready to learn. Head Start views school readiness as children possessing the skills, knowledge, and attitudes necessary for success in school and for later learning and life.

Our Head Start program is not just a program for children, but a program for the whole family. We recognize that the parents are the first and most important teachers of their child. For parents and families, school readiness means they are engaged in the long-term, life-long success of their child.

Because parents are an essential part of Head Start, it is important that parents are involved in all aspects of the program, from volunteering in the classroom to sharing decisions that shape the program by serving on Policy Council. Parents learn about child development and discipline, nutrition and healthy lifestyles, and other topics designed to meet the needs of families. Head Start parents may also address issues in the communities where they live. In 2014, Head Start parents organized a non-food drive for local food pantries.



Brandy Rutkowski and her son Jeremiah are enjoying an activity during the Morrisville Class' "Just You and Me Day".



The Canastota Combination Class pictured with items donated for the non-food drive.



# Family, Health, & Nutrition

## Bone Builders Volunteers keep Adults Active & Healthy

~ Eileen Augustyn, Program Coordinator

The Bone Builders Exercise Program helps to “promote and facilitate extended good health, quality of life, and aging in place” which the Madison County Community 2013 Health Assessment recognizes as a primary goal. Falls prevention is one specific issue the program addresses through the practice of balance exercises. In Madison County, fall related injuries combined to be the leading cause of emergency hospital visits for older adults.

Bone Builders is a research-based exercise program that was supported by 22 dedicated CCE volunteers this year. They lead five weekly exercise groups in Madison County with a total of over 130 participants. Some comments from Bone Builders regarding the results of their participation:

- “I feel my balance is better when walking”
- “I notice particular decrease in back pain.”
- “My doctor has told me that my bone density has improved.”
- “I have seen improvement from Osteoporosis to osteopenia.”
- “This class is very helpful and I enjoy the camaraderie.”
- “Attending this group helps me get started moving each week.”
- “I drive my golf balls further.”

Volunteer commitment and enthusiasm continues for this long-standing and well attended program that is making a positive impact on the health of Madison County residents.

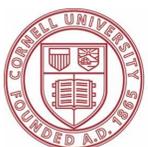


## Ombudsmen are Problem Solvers

~ Eileen Augustyn, Program Coordinator

Six dedicated CCE volunteers served as Ombudsmen/advocates at the six long-term care facilities in Madison County through 2013. The Ombudsman mission is to help residents to understand and exercise their rights to quality care and quality of life. These volunteers have all completed a 36-hour NYS Certification training and attend numerous in-service meetings and regional update trainings.

They advocate for residents at both the individual and systems levels. The variety of concerns they address can include: quality of care, dietary issues, rights violations, discharge or termination of services, or abuse and neglect. In addition, they often assist residents in becoming their own best advocate. These long-term care Ombudsmen provided over 500 hours of informed and caring direct service to our community neighbors in 2013.

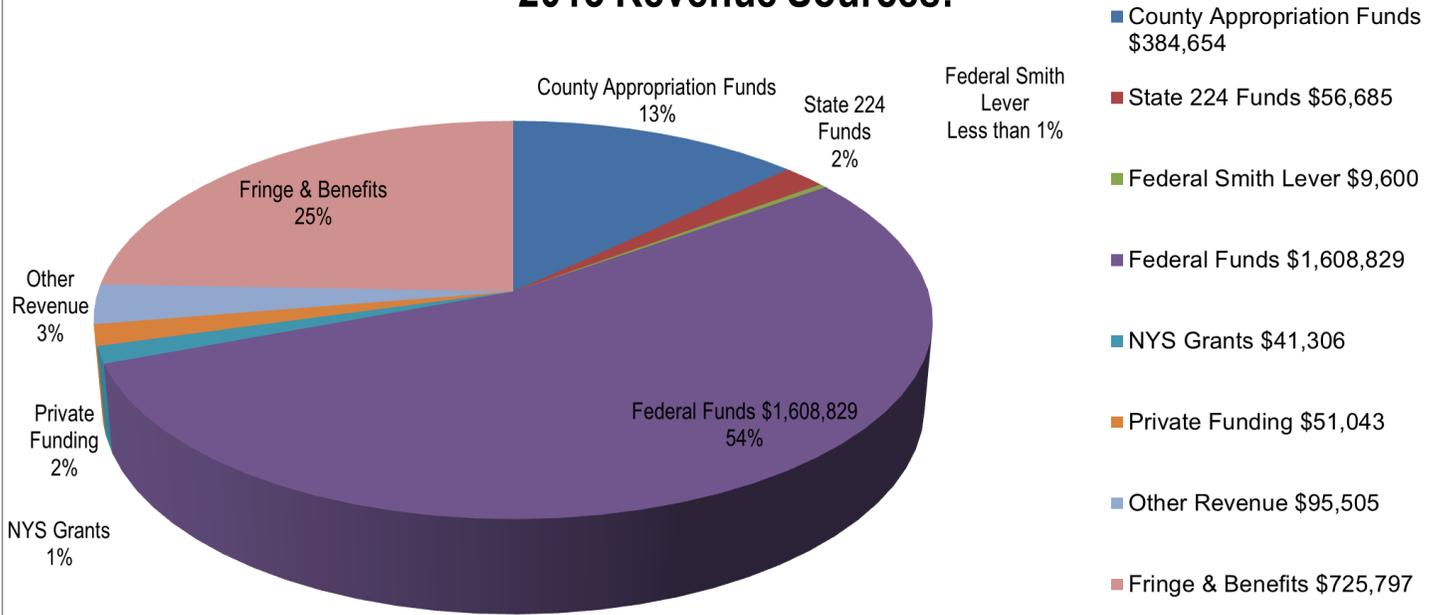


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# 2013 Financial Summary

## 2013 Revenue Sources:



*Detailed accounting is available for all Cornell Cooperative Extension programs. If you are interested in detailed financial reports contact us at 684-3001.*

*The figures above include all CCE managed programs in Madison County, including the Madison County Agricultural Economic Development Program.*



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4-H Youth Development  
April Winslow

Agriculture  
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Nathan Forster

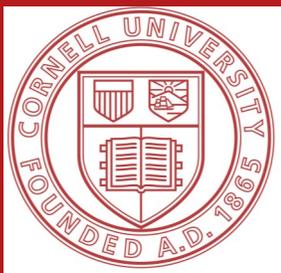
Eat Smart New York  
Carol Ash  
Debbie SeGuin

Finance  
Teri Curtis

Head Start  
Liz Crofut  
Holly Burgess  
Chris Selinsky

Hops Program  
Steve Miller  
Alycia Schick

Senior Volunteer Programs  
Eileen Augustyn



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