

2014



National Association of Community  
Development Extension Professionals

# Awards

CELEBRATING THE IMPACT OF COMMUNITY  
AND ECONOMIC DEVELOPMENT EXTENSION  
PROGRAMS AND PROFESSIONALS

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Special thanks to all the NACDEP awards reviewers  
for their time and efforts.

Michael Dougherty, Chair

*West Virginia University Extension Service*

Daniel Eades

*West Virginia University Extension Service*

Susan Jakes

*North Carolina State University Cooperative Extension*

Rachel Welborn

*Southern Rural Development Center*

Joshua Clements

*Iowa State University Extension and Outreach*

Kevin Andrews

*Texas A&M Agrilife Extension*

Peter Metsker

*Professional Administrative Resources (PAR):*

*NACDEP Office*

Michael Wilcox, Emcee

*Purdue Cooperative Extension*

Alison Davis, President

*University of Kentucky Cooperative Extension*

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NACDEP:

10<sup>th</sup> ANNIVERSARY CONFERENCE:  
THE ART OF REINVENTION

## NACDEP Diversity Award: Individual and Team

This award recognizes outstanding efforts and accomplishments in achieving and sustaining diversity in the extension organization, community development programs, and audiences.

### **Individual Winner:**

*Latino Community Learning Center, Spanish Small Business Network, and Other Programming in Clinton County, Indiana*

Melinda Grismer, Purdue Cooperative Extension

Melinda Grismer places “access” at the core of her Extension programming by intentionally building capacity for minority audiences into her plan of work. Her 2013 programming focused on issues including English literacy/civics, community access, and Hispanic small business networking. Her work has increased Clinton County’s Hispanic immigrant population’s access to educational opportunities, increased ESL literacy and community integration, and improved the competitiveness of the county’s minority owned businesses.

### **Runner-up:**

*Research and Outreach Work with Latino Entrepreneurs, Families, and Youth*

Himar Hernandez, Iowa State University Extension and Outreach

## NACDEP Excellence in Teamwork Award

This award recognizes outstanding Extension programming or projects conducted by a team that demonstrates effective performance and significant results at the community, area, state, or multistate level.

### **Winner:**

*Marketing Hometown America*

Jodi Bruns<sup>1</sup>, Helen Volk-Schill<sup>1</sup>, Kathleen Tweeten<sup>1</sup>, David Olson<sup>2</sup>, Peggy Schlechter<sup>2</sup>, Kenneth Sherin<sup>2</sup>, Paul Thares<sup>2</sup>, Kari O’Neill<sup>2</sup>, Cheryl Buckhart-Kriese<sup>3</sup>, Randolph Cantrell<sup>3</sup>, Connie Hancock<sup>3</sup>, Rebecca Vogt<sup>3</sup>, and Charlotte Narjes<sup>4</sup>

<sup>1</sup>North Dakota State University Extension Service, <sup>2</sup>South Dakota State University Extension, <sup>3</sup>University of Nebraska-Lincoln Extension, and <sup>4</sup>University of Nebraska-Lincoln Extension, Center for Applied Rural Innovation

This cross-state team of community development professionals from South Dakota State University, North Dakota State University,

and University of Nebraska-Lincoln Extension formed a multistate collaboration in 2009 dedicated to helping rural communities market themselves to new residents. By working in individual communities with current residents, the process improves marketing efforts by focusing on assets and strengths; by working collaboratively, the team has strengthened relationships across the three institutions improving outreach and program delivery in the region.

**Runner-up:**

*2013 Leadership Alumni Series*

Eriks Dunens, Lori Rothstein, Denise Stromme, Jody Horntvedt, Catherine Rasmussen, and Mike Liepold  
University of Minnesota Extension

**NACDEP Educational Technology Awards:  
Individual and Team**

This award recognizes NACDEP members for the use of technology in delivering or managing educational programs, in expanding the use of technology in community development work, and/or the use of educational technology to promote logical, problem-solving techniques.

**Team Winner:**

*Cool Choices University of Wisconsin-Extension Challenge*

Sherrie Gruder, Diana Tscheschlok, Jessica Beckendorf, and Ingrid West  
University of Wisconsin Extension

The Cool Choices UW-Extension Challenge is designed to encourage the use of technology in an effort to better assist client groups and increase cost effectiveness, while supporting the wise use of natural resources within the organization. Since its implementation, the program has grown collegiality in local offices, provided a source of fun for colleagues, savings to the organization and its employees, and a reduction in greenhouse gas emissions in UW CES Cooperative Extension. The Cool Choices team has successfully infused both technology and sustainability into Extension educators' skills and programming through learning from best practices and social marketing, behavioral change, communication technology adoption, competitive "gaming," and team building.

**Team Runner-Up:**

*Penn State Extension Land Use Webinars*

Peter Wulfhorst, John Turack, Neal Fogle, and Jeff Himes  
Penn State Extension

## **NACDEP Excellence in Community Development Work: Individual and Team**

This award recognizes outstanding programs in any aspect of community development work or for program accomplishments relative to scholarly and creative activities, teaching and/or research effectiveness, and to show evidence or collaboration with others who help meet community development needs.

### **Individual Winner:**

*Point Place, Ohio Business Retention and Expansion Program*  
Joe Lucente, Ohio State University Extension

The Point Place Business Association partnered with the City of Toledo, Ohio State University Extension, and the Ohio Sea Grant College Program to establish a Business Retention and Expansion (BRE) Program to help its central business district achieve its growth objectives and improve the overall business environment in the Point Place neighborhood area of Toledo, Ohio. Volunteer BR&E Task Force members have contributed more than 1,000 hours of volunteer service to the program, and the area is expected to add between 35 and 44 new full-time equivalent jobs in the next 12 months, an increase of more than \$1 million in personal income to the metro Toledo economy.

### **Individual Runner-up:**

*Tools of the Trade*  
Lisa Wissert, Alabama Cooperative Extension Service

### **Individual Runner-up:**

*Family Fun Night: A Carnival to Change the Community*  
Katie Hoffman, University of Idaho Extension

### **Team Winner:**

*Post-Disaster Recovery and Community Capacity Building  
and Development*  
Mike Spranger and Randy Cantrell  
University of Florida, Institute for Food and Agricultural Sciences

On June 25, 2012, the rural community of Live Oak was devastated by tropical storm Debby, which caused more than \$5 million in damages. The city infrastructure was put to a major test as a result of this storm. Over the next 18 months, the University of Florida's Mike Spranger and Randy Cantrell brought resources and expertise to help build

local community capacity in downtown redevelopment through multiple efforts in the area. Elected officials stated that Extension provided the community with new direction and purpose. They had significant funds and technical assistance from federal and state agencies, but Extension helped bring the community together.

**Team Runner-Up:**

*National CRED Indicators Work Group*

Scott Chazdon<sup>1</sup>, Charlie French<sup>2</sup>, Susan Jakes<sup>3</sup>, Paul Lachapelle<sup>4</sup>, Mary Simon Leuci<sup>5</sup>, Allison Nichols<sup>6</sup>, Sandra Thompson<sup>7</sup>, Deborah Tootle<sup>8</sup>, Rachel Welborn<sup>9</sup>, and Walt Whitmer<sup>10</sup>

<sup>1</sup>University of Minnesota Extension, <sup>2</sup>University of New Hampshire Cooperative Extension, <sup>3</sup>North Carolina Cooperative Extension,

<sup>4</sup>Montana State University Extension, <sup>5</sup>University of Missouri Extension,

<sup>6</sup>West Virginia University Extension Service, <sup>7</sup>Florida A&M University Cooperative Extension Program, <sup>8</sup>Iowa State University Extension and Outreach, <sup>9</sup>Southern Rural Development Center, <sup>10</sup>Penn State Extension

**NACDEP Cross-Program Award: Individual and Team**

This award recognizes excellence in Extension work that combines or integrates Community Resources and Economic Development (CRED) activities with work in other program areas.

**Team Winner:**

*A Community-Designed Healthy Urban Food System*

Julie Fox, Susan Colbert, Mike Hogan, and Marilyn Rabe  
Ohio State University Extension

The Ohio State University Extension team collaborated with community, corporate, philanthropic, agency, church, and university partners to create an educational plan for the emerging Food District at Weinland Park, titled “Learning About Food in Urban Communities.” As a result of the planning process, the Columbus, Ohio community has initiated a capital campaign to fund a comprehensive plan that includes development and education for food production, processing, distribution, preparation, and celebration of food.

**Team Runner-up:**

*Adapting to Climate Change: Planning Tools for Michigan Communities*

Wayne Beyea and Claire Layman  
Michigan State University Extension

## **NACDEP Educational Package Awards: Individual and Team**

This award recognizes members who have developed an outstanding multipiece package that educates through accurate, concise information.

### **Individual Winner:**

*Introduction to Meaningful Involvement*

Jody Horntvedt, University of Minnesota Extension

“Introduction to Meaningful Involvement” is a learning package designed to help participants build competence in understanding key elements of public participation. The package has been used as pre-work for workshop sessions, “flipped,” online workshops, and as a supplementary video for face-to-face workshops. Audiences consistently rank the usefulness of the program as “high” and show improvement in core learning objectives.

### **Team Winner:**

*Website: Health Care Decision Making for Small Businesses*

Marilyn Schlake<sup>1</sup>, Caroll Welte<sup>1</sup>, Charlotte Narjes<sup>1</sup>, and Jim Crandall<sup>2</sup>

<sup>1</sup>University of Nebraska-Lincoln Extension and <sup>2</sup>Nebraska Cooperative Development Center

By the fall of 2012, Extension team members saw the lack of knowledge about the Affordable Care Act as a potential crisis for small business owners. Realizing the need for business owners to have accurate and unbiased information about the implementation of the Affordable Care Act, ACA team set out to create an informational website that business owners could turn to for answers. Since its launch in August 2013, the website has recorded 10,345 page views and been promoted in news outlets across the state and nation.

### **Team Runner-up:**

*Extension Training for Agritourism Development*

Lisa Chase<sup>1</sup> and Brian Schilling<sup>2</sup>

<sup>1</sup>University of Vermont Extension and <sup>2</sup>Rutgers Cooperative Extension

### **Honorable Mention:**

*Economic Emergency Program: International Falls Plant Shutdown*

Brigid Tuck, John Bennett, and Neil Linscheid

University of Minnesota Extension

## **NACDEP Educational Piece Awards: Individual and Team**

This award recognizes members who have developed an outstanding single piece that educates through accurate, concise information.

### **Individual Winner:**

*How Minnesota's Retail Economy Changed During the Recession*  
Bruce Schwartau, University of Minnesota Extension

Since 2005, Bruce Schwartau has created more than 200 detailed Retail Trade Analysis reports for 40 cities and 45 counties in Minnesota that show the sales trends of many retail and service sector businesses. Most retail and service businesses were affected by the recession that occurred during 2006 to 2010, and it is important for communities to put what has happened locally in the context of what has happened in the county, the region, and the state of Minnesota. This research-based video is an educational piece designed to assist local economic development entities, business owners, and building owners as they assess their local economies in light of broader economic trends.

### **Individual Runner-up:**

*Parliamentary Procedure Training Video*  
Bobby Hall, University of Arkansas Cooperative Extension Service

### **Team Winner:**

*Montana Public Lands Guide: 2013*  
Paul Lachapelle and Dan Clark  
Montana State University Extension

The 2013 Montana Public Land Guide is a 43-page resource of all public lands in Montana. The publication, which includes detailed county-by-county retail figures and maps, provides current political and economic information on public lands in Montana. The guide is used by public officials, citizens, academics, and students across the state.

### **Team Runner-up:**

*NELD Participant Guide (Session 2)*  
Tobias Spanier and Jody Horntvedt  
University of Minnesota Extension

## NACDEP Distinguished National Service Award

This award recognizes a member who is actively involved in service to NACDEP and who has contributed significantly to the organization for three or more years.

**Winner:**

Glenn Muske, North Dakota State University Extension Service

Glenn Muske is recognized as a leader for initiatives, projects, and organizational committees and teams at the state and national level. He is a charter member of NACDEP and currently serves as secretary on the national board. He has served on conference review panel, been a NACDEP conference presenter eight times, and participated in six national conferences. Glenn is CoPI for eXtension's entrepreneurial communities and co-author of three Zmags with Nebraska.

## NACDEP Distinguished Career Award

This award recognizes a NACDEP member who is actively engaged in Extension community development programs and who has served more than seven years in Extension community development programming.

**Winner:**

Mark Peterson, University of Arkansas Cooperative Extension Service

Mark Peterson was among the founding faculty at the University of Central Arkansas Community Development Institute (the first CDI), where he continues to serve on the advisory board. The complete CDI experience is a three-year training program, with one week of training per year. Participants move through the program curriculum in cohorts and are exposed to a comprehensive, applied approach to the field of community and economic development. The institute's faculty consists of development professionals from the corporate, academic, and government sectors from Arkansas and the South.

## JCEP Professional of the Year Award (NACDEP)

The Joint Council of Extension Professionals (JCEP) sponsors the Professional of the Year Award annually to encourage and recognize experienced and successful Extension professionals for their long-term commitment to developing outstanding interdisciplinary programs. The purpose of this award is to recognize individuals who demonstrate successful interdisciplinary partnerships across many program areas with colleagues and stakeholders for consistent programs of excellence for a significant part of their Extension career. Impact at the local, regional, state, or national level is essential. One award of \$1,000 and one plaque will be presented to an Extension professional from each JCEP organization.

**Winner:**

Melinda Grismer, Purdue Cooperative Extension

## **Regional Winners**

### **Northeast**

#### **Educational Technology: Individual and Team**

##### **Team Winner:**

*Strengthening Extension's Capacity to Support Food Entrepreneurship in the Northeast*

Winifred McGee<sup>1</sup>, Ginger Meyers<sup>2</sup>, Larry Grunden<sup>1</sup>, Litha Sivanandan<sup>3</sup>

<sup>1</sup>Penn State Extension, <sup>2</sup>University of Maryland Extension, and

<sup>3</sup>West Virginia University Extension

##### **Team Runner-up:**

*Penn State Extension Land Use Webinars*

Peter Wulfhorst, John Turack, Neal Fogle, and Jeff Himes

Penn State Extension

#### **Excellence in Community Development Work: Individual and Team**

##### **Team Winner:**

*Tourism First Impressions*

Doug Arbogast, Daniel Eades, and Kelly Nix

West Virginia University Extension Service

##### **Team Runner-up:**

*My Community: What's the Plan?*

Neal Fogle, John Turack, Peter Wulfhurst, and Jeff Himes

Penn State Extension

#### **Educational Package Awards: Individual and Team**

##### **Individual Winner:**

*How to Talk About Difficult Issues*

Judy Chambers, Penn State Extension

##### **Team Winner:**

*Extension Training for Agritourism Development*

Lisa Chase<sup>1</sup> and Brian Schilling<sup>2</sup>

<sup>1</sup>University of Vermont Extension and <sup>2</sup>Rutgers Cooperative Extension

## South

### Excellence in Teamwork

#### Winner:

*Polk County Fair and Rodeo Association Leadership Development*

Carla Vaught, Tom Riley, Stacey McCullough, Kim Magee, Joe Waldrum, Mark Peterson, Kristin Higgins, and Bobby Hall  
University of Arkansas Cooperative Extension Service

#### Runner-up:

*Texas South Plains Economic Crisis Response*

Gary Cross, Dena Sageser, Blayne Reed, Todd Beyers, Nancy Anderson, Mandi Seaton, John Villalba, Rebekka Dudensing, Jamie Rae Walker, and Stephen Amosson  
Texas A&M AgriLife Extension Service

### Excellence in Community Development Work: Individual and Team

#### Individual Winner:

*Tools of the Trade*

Lelia Wissert, Alabama Cooperative Extension Service

#### Team Winner:

*National CRED Indicators Work Group*

Scott Chazdon<sup>1</sup>, Charlie French<sup>2</sup>, Susan Jakes<sup>3</sup>, Paul Lachapelle<sup>4</sup>, Mary Simon Leuci<sup>5</sup>, Allison Nichols<sup>6</sup>, Sandra Thompson<sup>7</sup>, Deborah Tootle<sup>8</sup>, Rachel Welborn<sup>9</sup>, and Walt Whitmer<sup>10</sup>

<sup>1</sup>University of Minnesota Extension, <sup>2</sup>University of New Hampshire Cooperative Extension, <sup>3</sup>North Carolina Cooperative Extension, <sup>4</sup>Montana State University Extension, <sup>5</sup>University of Missouri Extension, <sup>6</sup>West Virginia University Extension Service, <sup>7</sup>Florida A&M University Cooperative Extension Program, <sup>8</sup>Iowa State University Extension and Outreach, <sup>9</sup>Southern Rural Development Center, <sup>10</sup>Penn State Extension

#### Team Runner-up:

*Post-Disaster Recovery and Community Capacity Building and Development*

Mike Spranger and Randy Cantrell  
University of Florida, Institute for Food and Agricultural Sciences

### **Team Honorable Mention:**

*Issues-Oriented Extension: The Healthy Communities Initiative in Pinellas County*

Mary Campbell and Theresa Badurek

University of Florida, Institute for Food and Agricultural Sciences

### **Cross-Program: Individual and Team**

#### **Team Winner:**

*Green Fields Initiative*

Susan Jakes, Becky Bowen, Susan Kelly, Paige Burns,  
and Taylor Williams

North Carolina Cooperative Extension Service

### **Educational Piece: Individual and Team**

#### **Individual Winner:**

*Parliamentary Procedure Training Video*

Bobby Hall, University of Arkansas Cooperative Extension Service

### **Distinguished Career**

#### **Winner:**

Mark Peterson, University of Arkansas Cooperative Extension Service

## **West**

### **Excellence in Community Development Work: Individual and Team**

#### **Individual Winner:**

*Resource Education and Agriculture Leadership (REAL) Montana*

Janelle Booth, Montana State University Extension

#### **Individual Runner-up:**

*Family Fun Night: A Carnival to Change the Community*

Katie Hoffman, University of Idaho Extension

**Team Winner:**

*Montana Community Foundation Education Program*

Rae Lynn Hays, Paul Lachapelle, Jennifer Anderson, Dave Bertelsen,  
Dan Clark, Jesse Fulbright, and Tara Mastel  
Montana State University Extension

**Educational Piece: Individual and Team****Team Winner:**

*Montana Public Lands Guide: 2013*

Paul Lachapelle and Dan Clark  
Montana State University Extension

**North Central****Diversity Award: Individual and Team****Individual Winner:**

*Research and Outreach Work with Latino Entrepreneurs, Families,  
and Youth*

Himar Hernandez, Iowa State University Extension and Outreach

**Individual Runner-up:**

*Latino Community Learning Center, Spanish Small Business Network,  
and Other Programming in Clinton County, Indiana*

Melinda Grismer, Purdue Cooperative Extension

**Excellence in Teamwork****Winner:**

*Marketing Hometown America*

Jodi Bruns<sup>1</sup>, Helen Volk-Schill<sup>1</sup>, Kathleen Tweeten<sup>1</sup>, David Olson<sup>2</sup>,  
Peggy Schlechter<sup>2</sup>, Kenneth Sherin<sup>2</sup>, Paul Thares<sup>2</sup>, Kari O'Neill<sup>2</sup>,  
Cheryl Buckhart-Kriese<sup>3</sup>, Randolph Cantrell<sup>3</sup>, Connie Hancock<sup>3</sup>,  
Rebecca Vogt<sup>3</sup>, and Charlotte Narjes<sup>4</sup>

<sup>1</sup>North Dakota State University Extension Service, <sup>2</sup>South Dakota State  
University Extension, <sup>3</sup>University of Nebraska-Lincoln Extension, and

<sup>4</sup>University of Nebraska-Lincoln Extension, Center for Applied Rural  
Innovation

**Runner-up:**

*2013 Leadership Alumni Series*

Eriks Dunens, Lori Rothstein, Denise Stromme, Jody Horntvedt,  
Catherine Rasmussen, and Mike Liepold  
University of Minnesota Extension

**Educational Technology: Individual and Team**

**Team Winner:**

*Cool Choices University of Wisconsin-Extension Challenge*

Sherrie Gruder, Diana Tscheschlok, Jessica Beckendorf,  
and Ingrid West  
University of Wisconsin Extension

**Team Runner-up:**

*Marketing Agritourism Online*

Connie Hancock<sup>1</sup>, Jay Jenkins<sup>1</sup>, Jennifer Nixon<sup>1</sup>, and Glenn Muske<sup>2</sup>  
<sup>1</sup>University of Nebraska-Lincoln Extension and <sup>2</sup>North Dakota State  
University Extension Service

**Excellence in Community Development Work:  
Individual and Team**

**Individual Winner:**

*Point Place, Ohio Business Retention and Expansion Program*

Joe Lucente, Ohio State University Extension

**Team Winner:**

*Business Retention and Expansion in Your Community*

Michael Darger, Brigid Tuck, John Bennett, Mary Vitcenda,  
and Kathi Schaff  
University of Minnesota Extension

**Team Runner-up:**

*On-Site Renewable Energy Development as a Business Retention  
and Expansion Strategy*

Eric Romich, Nancy Bowen, and Myra Moss  
Ohio State University Extension

## Cross-Program: Individual and Team

### Individual Winner:

*Establishing a Multi-Program Partnership for Conducting Business Retention and Expansion Programming for NY's Tourist Sector*  
Joe Lucente, Ohio State University Extension

### Team Winner (Tie):

*Adapting to Climate Change: Planning Tools for Michigan Communities*  
Wayne Beyea and Claire Layman  
Michigan State University Extension

### Team Winner (Tie):

*A Community-Designed Healthy Urban Food System*  
Julie Fox, Susan Colbert, Mike Hogan, and Marilyn Rabe  
Ohio State University Extension

## Educational Package: Individual and Team

### Individual Winner:

*Introduction to Meaningful Involvement*  
Jody Horntvedt, University of Minnesota Extension

### Team Winner:

*Website: Health Care Decision Making for Small Businesses*  
Marilyn Schlake<sup>1</sup>, Caroll Welte<sup>1</sup>, Charlotte Narjes<sup>1</sup>, and Jim Crandall<sup>2</sup>  
<sup>1</sup>University of Nebraska-Lincoln Extension and <sup>2</sup>Nebraska Cooperative Development Center

### Team Runner-up:

*Economic Emergency Program: International Falls Plant Shutdown*  
Brigid Tuck, John Bennett, and Neil Linscheid  
University of Minnesota Extension

## Educational Piece: Individual and Team

### Individual Winner:

*How Minnesota's Retail Economy Changed During the Recession*  
Bruce Schwartz, University of Minnesota Extension

**Team Winner:**

*Website: Health Care Decision Making for Small Businesses*

Marilyn Schlake<sup>1</sup>, Caroll Welte<sup>1</sup>, Charlotte Narjes<sup>1</sup>, and Jim Crandall<sup>2</sup>

<sup>1</sup>University of Nebraska-Lincoln Extension and <sup>2</sup>Nebraska Cooperative Development Center

**Team Runner-up:**

*NELD Participant Guide (Session 2)*

Tobias Spanier and Jody Horntvedt

University of Minnesota Extension

**Distinguished National Service**

Glenn Muske, North Dakota State University Extension Service

**Distinguished Career**

Thomas Blewett, University of Wisconsin-Extension

**Special Thanks**

WVU Extension Service Office of Communications

