



2014 *Awards*

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



The Art of Reinvention
June 22-25, 2014
Grand Rapids, Michigan

2014



National Association of Community
Development Extension Professionals

Awards

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

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

NACDEP:

10th 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 Bruns¹, Helen Volk-Schill¹, Kathleen Tweeten¹, David Olson², Peggy Schlechter², Kenneth Sherin², Paul Thares², Kari O’Neill², Cheryl Buckhart-Kriese³, Randolph Cantrell³, Connie Hancock³, Rebecca Vogt³, and Charlotte Narjes⁴

¹North Dakota State University Extension Service, ²South Dakota State University Extension, ³University of Nebraska-Lincoln Extension, and ⁴University 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 Chazdon¹, Charlie French², Susan Jakes³, Paul Lachapelle⁴, Mary Simon Leuci⁵, Allison Nichols⁶, Sandra Thompson⁷, Deborah Tootle⁸, Rachel Welborn⁹, and Walt Whitmer¹⁰

¹University of Minnesota Extension, ²University of New Hampshire Cooperative Extension, ³North Carolina Cooperative Extension,

⁴Montana State University Extension, ⁵University of Missouri Extension,

⁶West Virginia University Extension Service, ⁷Florida A&M University Cooperative Extension Program, ⁸Iowa State University Extension and Outreach, ⁹Southern Rural Development Center, ¹⁰Penn 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 Schlake¹, Caroll Welte¹, Charlotte Narjes¹, and Jim Crandall²

¹University of Nebraska-Lincoln Extension and ²Nebraska 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 Chase¹ and Brian Schilling²

¹University of Vermont Extension and ²Rutgers 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 McGee¹, Ginger Meyers², Larry Grunden¹, Litha Sivanandan³

¹Penn State Extension, ²University of Maryland Extension, and

³West Virginia University Extension

Team Runner-up:

Penn State Extension Land Use Webinars

Peter Wulforth, 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 Wulhurst, 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 Chase¹ and Brian Schilling²

¹University of Vermont Extension and ²Rutgers 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 Chazdon¹, Charlie French², Susan Jakes³, Paul Lachapelle⁴, Mary Simon Leuci⁵, Allison Nichols⁶, Sandra Thompson⁷, Deborah Tootle⁸, Rachel Welborn⁹, and Walt Whitmer¹⁰

¹University of Minnesota Extension, ²University of New Hampshire Cooperative Extension, ³North Carolina Cooperative Extension, ⁴Montana State University Extension, ⁵University of Missouri Extension, ⁶West Virginia University Extension Service, ⁷Florida A&M University Cooperative Extension Program, ⁸Iowa State University Extension and Outreach, ⁹Southern Rural Development Center, ¹⁰Penn 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 Bruns¹, Helen Volk-Schill¹, Kathleen Tweeten¹, David Olson², Peggy Schlechter², Kenneth Sherin², Paul Thares², Kari O'Neill², Cheryl Buckhart-Kriese³, Randolph Cantrell³, Connie Hancock³, Rebecca Vogt³, and Charlotte Narjes⁴

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⁴University 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 Hancock¹, Jay Jenkins¹, Jennifer Nixon¹, and Glenn Muske²
¹University of Nebraska-Lincoln Extension and ²North 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 Schlake¹, Caroll Welte¹, Charlotte Narjes¹, and Jim Crandall²
¹University of Nebraska-Lincoln Extension and ²Nebraska 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 Schlake¹, Caroll Welte¹, Charlotte Narjes¹, and Jim Crandall²

¹University of Nebraska-Lincoln Extension and ²Nebraska 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

