

Penn State **Extension**

# 2012 Annual Report

Chester County



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*Celebrating 100 Years of 4-H!*

**PENNSTATE**



Cooperative Extension  
College of Agricultural Sciences

# Chester County Cooperative Extension

## *Mission Statement*

*The mission of the Chester County Cooperative Extension is to deliver outstanding and timely educational programs that benefit our agricultural producers, businesses and the quality of life among families and communities in our county. To do this, we will work with reciprocating agencies in the Southeast Region, in the State of Pennsylvania, and other bona fide entities.*



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An **OUTREACH** program of the College of Agricultural Sciences

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## *A Message from Chester County Extension District Director and Board President*

*Dear Friends,*

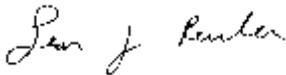
It is with great pleasure I present to you the 2012 annual report. As the local office of the College Of Agricultural Sciences at Penn State our programs provide research based impartial and practical solutions to challenges faced by our citizens. Our programs enable clientele to develop skills to build a better future and empower Chester County residents to improve their lives. We extend our thanks to the Chester County Commissioners for their support without which our programs described in this report would not be possible. We also thank our state and federal legislators whose support is also crucial. Please take the time to thank our elected representatives for their continued support.

I am pleased to inform you 2012 has been another productive year with many achievements for Chester County Cooperative Extension. This report gives a glimpse of the many programs conducted by our staff to meet the needs of the citizens of Chester County. Our educational efforts provide research based impartial and practical solutions to challenges faced by our citizens. Our Penn State Cooperative Extension Office provides a local link to the resources of one of the world's leading research universities.

Cooperative Extension Programs are enhanced and in some cases made possible with strong volunteer support and I would like to thank our many volunteers. These friends of extension serve as Association Board members, advisory committee members, on the Creating Community Networks Board, as 4-H volunteers and as master gardeners.

This has been a transition year for Extension with administrative responsibilities shifting to District Directors serving multiple counties and our educators focusing their efforts as a part of state-wide teams. I would like to thank Cheryl Fairbairn for her years of service as County Extension Director. Additionally I would like to also thank her for the gracious support she has provided me in my transition to my new responsibilities. It has been a pleasure getting to know our staff, our communities and our elected leadership here. I look forward to working with you to continue to meet the needs of the citizens in Chester County.

*Sincerely*



*Leon Ressler  
District Director*



*Dear Friends,*

This Annual Report of the programs and activities of Penn State Extension in Chester County comes to you after a year of significant change in the Extension Program throughout the Commonwealth of Pennsylvania. In the face of declining budgets, Penn State and county extension staff throughout the state have been confronted with the difficult task of maintaining an outstanding level of service to the many constituents they serve, while reducing costs and staffing. With the many changes implemented in 2012, we are beginning to reach a “new normal” for the delivery of extension programs throughout Pennsylvania and Chester County.

One such change was the shift from county level administration to regional administration of extension services. With this change, our long time County Director Cheryl Fairbairn has shifted her focus exclusively to livestock programming. I would like to thank Cheryl for her years of service as Director, and for her efforts to help ensure a smooth transition. I would also like to welcome Leon Ressler as our new Regional Director as he takes on the daunting task of overseeing three large agricultural counties: Lancaster, Chester, and Lebanon.

On the county level, I would like to thank the Chester County Commissioners for their ongoing support of Extension. Without their solid support, most of the extension programs that are specifically targeted to the unique issues of our county would not be possible. And speaking of programming, please take a minute to review the attached reports of our many programs and activities. As you will see, we have an outstanding team of educators that continue to have a positive daily impact on the lives of the citizens of Chester County. We look forward to the coming year with continued commitment to outstanding service to our community.

*Scott Welsh,*

*President, Chester County Extension Board*

# Chester County Extension

## Staff

### District Director

Leon Ressler

### Extension Educators

Cheryl Fairbairn/Animal Science

Keith Dickinson/Ag Business Management

Katie Poppiti/Mushroom/Youth

Toni Stuetz/4-H Coordinator

Laurie Szoke/4-H Resource Management

Brenda Williams/Workforce Development

### Staff Assistants

Lisa Caldwell/Staff Assistant

Sue McCray/Staff Assistant

Tracy Murdaugh/4-H Program Assistant

Pat Taws/Staff Assistant

### Nutrition Links

Delmy Orellana-Baires/EFNEP Nutrition  
Advisor

Carol Willis/EFNEP Nutrition Advisor

Cindy Seigafuse/EFNEP Nutrition Advisor

### Master Gardeners

Liz Alakszay/Master Gardener Coordinator

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For information on Chester County Extension programs and events call 610-696-3500. Visit us at Chester County Government Services Center 601 Westtown Rd. Suite 370 West Chester PA. 19380 or at our website [www.extension.psu.edu/chester](http://www.extension.psu.edu/chester)



# From Rural Beginnings to Global Success

Toni Stuetz 4-H Educator/Coordinator

From Rural Beginnings to Global Success, the Pennsylvania 4-H Program celebrated 100 years in 2012. Few organizations or companies ever reach their centennial year. Pennsylvania 4-H has grown into the largest youth development program in the state. Today's 4-H program encompasses all demographic populations in Pennsylvania between the ages of 5 and 18.

The 4-H idea is simple: help young people and their families gain the skills they need to be proactive forces in their communities' and develop ideas for a more innovative economy. That idea was the catalyst to begin the 4-H movement, and those values continue today.

In Chester County we celebrate our past success and position the 4-H program for the future. Program opportunities range from the more traditional community based animal science and textile programs to in-school, afterschool, and short term outreach programs. The program attempts to reach all youth with interest in the 4-H program and often goes to isolated communities to ensure access.

The animal science program remains strong in Chester County. 4-H members learn about the agriculture industry and gain a broader understanding of our complex food and fiber systems. The 4-H Livestock project provides education in the practical aspects of raising farm animals. Youth are also taught how to market their animals, keep financial records, and profitably raise their animals. The 4-H Dairy program offers young people the opportunity to be part of this thriving segment of Pennsylvania agriculture. From learning about production, to understanding management to learning to evaluate dairy cattle, 4-H'ers with dairy projects have access to a wide range of learning activities which gives them a broad view of the industry and its contributions.

The 4-H horse program is strong with over 100 youth participating in our club program.

The Creating Community Networks (CCN) Program took production agriculture as their theme for summer programming and taught over 260 youth at 15 sites about where their food comes from.

Leadership development is a key component of the 4-H program. In Chester County young people participate in programs specifically geared to improve communication, career development, leadership skills, and enhance civic participation. Young people then share these skills in their communities by developing school and public exhibits and presentations, taking leadership roles in 4-H and civic clubs and getting involved with local media. Citizenship skills are enhanced by meeting with legislators at the local, state, and national levels through programs such as Capital Days. Two teens represented Pennsylvania at National 4-H Congress in Atlanta and at Capital Days in Harrisburg. One of those teens is currently serving in a National 4-H Leadership position on the National Congress Design team. Twenty two Chester County 4-H teens participated in advanced leadership programs at the 4-H State Leadership Conference at Penn State. 100% of the youth reported they would use the skills learned in their personal lives and 91% of them reported they would use the skills in their 4-H club in the next six months. Twelve 4-H teens participated in 20 hours of leadership training in preparation to be 4-H camp counselors. They have volunteered their time and talents as camp counselors and used their leadership skills. Priority initiatives for 2013 will focus on expanding community based clubs, particularly programs that focus on science.

*In 2012 Chester County Extension 4-H reached 3,197 4-H members and had a total of 3,902 youth served by the 4-H program. In addition there were 82 4-H volunteers.*





# Learning by Doing in 4-H

## Laurie Szoke 4-H Educator/Resource Development

4-H Creating Community Networks is a young branch on a tree deeply rooted in the tradition of non-formal education that started in 1912 in the agricultural, animal science and home sciences. The 4-H program bridges university research to community level “learning by doing” for children and youth.

In the late 1980s and early 1990s, Penn State Extension Chester County 4-H staff engaged university and Federal program resources, interagency staff, advisory groups and investors in resource development that expanded 4-H and youth development programs for isolated, low income, at risk and underserved children, youth and families who lived in urban and rural “unseen” locations. One of the first programs served the Coatesville Community Center in 1985. The seed for 4-H Creating Community Networks was planted.

In 27 years, the 4-H program has expanded in Chester County to serve individuals and families living in mobile home parks, section 8 housing, and in rural pockets off of the main roads. Traditional programs and services may be inaccessible to families due to financial limitations, cultural barriers, transportation challenges and restrictive family circumstances. *4-H Creating Community Networks provides enrichment programs to low-income and underserved youth to help fill that void.*

4-H Creating Community Networks is supported by the 4-H Resource Development Committee and the COSECHA network of service providers in Chester County. 4-H CCN is unique to Penn State Extension Chester County as a model of relationship and resource development. The outcome is the “out-reach” of Penn State Extension non-formal education and youth development programs to children, youth and families where they live, attend school and gather in their community.

Animal science, robotics, nutrition, yoga/fitness, watershed science, rocketry, job readiness, the science of growing mushrooms, learning about ponies and farm animals, arts & crafts, gardening and community service were 4-H programs

delivered through after school, out of school, community and neighborhood sites.

Program highlights include:

- ◆ 862 children and youth were served in 31 after school, community and neighborhood sites.
- ◆ 7 programs served Chester County Migrant Education Program elementary, middle and high school students.
- ◆ 3 programs involved West Chester University Department of Geography and Planning faculty and students in activities with youth in building temperature sensors.
- ◆ 5 programs involved girls, moms and dads of the Brandywine Valley Service Unit of Girl Scouts of Eastern Pennsylvania in community leadership, service learning, community gardening, health and wellness programs.
- ◆ 4-H Summer mini camps and 4-H special interest programs were held in 15 locations in Avon Grove, Kennett Township, Kennett Square, South Coatesville, Coatesville, Spring City, Honey Brook, Pocopson, West Grove, Oxford and Toughkenamon
- ◆ 5 college students and 2 teachers in the arts and sciences worked with Penn State Extension Chester County 4-H staff in 2012 through internships, inter-agency collaborations and summer 4-H staff assignments.
- ◆ \$21,669.00 in-kind support and \$50,865.00 in awarded funds was received in 2012.

During the past year, 4-H Pony Partners has reached 130 students including 4-H club members at Park Springs apartments in Spring City and Regency Park in Coatesville. Short term programs were offered to youth participants in partnership with Girl Scouts of Eastern Pennsylvania and the Chester County Youth Evening Reporting Center. This unique “mobile” horse program, intended for students with no large animal experience, introduces students to topics in equine science and allows for safe interaction with large animals, in this case miniature horses and ponies. Pony Partners is an example of equine facilitated learning, meaning that students are learning approved curriculum and subject matter while also developing life skills through working with horses. Students increase their leadership, confidence, communication, and self awareness.





# Livestock and Horses in Chester County

## Cheryl Fairbairn Educator/Animal Science

Livestock and Horse operations continue to thrive in Chester County. As people continue to see farming on a small scale basis as a way of life especially after retirement, we continually get requests for information to help them realize their dream. Most of these people are interested not in doing this for fun but for some way of breaking even or making a few dollars. Located in Chester County are full time producers who are making a living farming and continue to need up to date research information so that they can remain current with the industry in order to remain viable. With the change in Cooperative Extension we all have been asked to work beyond the boundaries of our individual counties and to assist producers across the state.

An Equine Parasite meeting was held by the Equine Team in Lancaster. Forty-five producers attended this all day Saturday session and were brought up to date on current parasite control programs for horses. An Equine Pasture Field Day was held at Ryers Farm for Aged Equines in Pottstown. Fifty-five producers attended this meeting and were given information on all segments of pasture management, weed control, and manure management. Another Equine Stewardship program will be held this January with a focus on manure management and writing manure plans. Phone calls continue to come in from the many horse producers in Chester County wanting information on pastures and manure management.

A presentation was given to 16 ag department employees and others interested in learning more about the equine industry in Chester County. Sponsored by the Ag Development Council, the purpose of the meeting was to help other departments understand the importance of the Equine Industry in Chester County and what role it plays in our economy.

A pasture meeting for sheep producers was held in Berks County with 20 producers participating. A wool pool was

held at the Romano 4-H Center in Chester County which gives local producers a place to market their wool. Over 15 producers participated this year with close to 8,000lbs of wool marketed. A FAMACHA Parasite training will be held in 2013.

Several beef educational opportunities were offered this year. A program entitled Utilizing Grass in a Cow/Calf operation was given at Barkeyville and again in New Stanton. Seventy-five producers attended that meeting.

A presentation on Using Phenotype as a Selection Criteria for Bulls was given at the State Cattlemen's College where 145 producers, many from Chester County were in attendance.



A Fall Cow/Calf Management Workshop was held in York County which attracted 55 producers from across the southeast. Spring Management Workshops will be held in 2013. With the increased interest in grass fed beef and cow/calf operations, 23 on farm visits were conducted in Chester County throughout the course of 2012.

As a state wide educator I am also charged with the task of participating on several state boards. Through participation with the Center for Beef Excellence, the PA Livestock Association, the PA Cattlemen's Association and the PA Angus Association, I am kept abreast of issues and concerns facing all producers across the state and am able to bring the information home to the Chester County producers.



## A Growing Partnership

### Katie Poppiti Educator Mushroom/Youth

In an effort to promote greater awareness and understanding about the mushroom farming community, Chester County 4-H Creating Community Networks, the American Mushroom Institute, and Mushroom Farmers of Pennsylvania have developed a 4-H Mushroom Growing Project and growing kit. This partnership is very important to incorporate youth education about the industry, essentially a missing piece from local 4-H programming as well as the mushroom industry which traditionally supports adult consumer education and promotion. The twenty page document includes lessons on the history of mushroom farming in the county, the science behind mushroom growing, as well as activities in art, math, geography, nutrition, and cooking, while all including a mushroom theme within each lesson. The curriculum is structured for students in 3<sup>rd</sup>-5<sup>th</sup> grade and can potentially meet multiple PA Education Standards in food science/nutrition, biological sciences, economics, environment, and ecology. The workbook also includes instructions for maintaining a growing kit, so students can see the entire growth process of the mushroom without traveling to a farm. Two pilot projects have been completed since fall 2011 serving 40 youth in the Oxford and Kennett School Districts. Chester County 4-H is also offering teacher/volunteer trainings for school and afterschool clubs interested in participating. Ideally, this project is designed for teachers to take the Mushroom Project book and use as supplemental material for current lessons in specific subject matter areas. The mushroom farming community and industry provides multiple direct examples of how an agricultural system supports the environment, the economy, and local society.

#### **Mushroom Extension Update**

The 2011-2012 mushroom crop sales totaled 900 million pounds at a value of \$1.1 billion dollars up 8% from last year. Pennsylvania accounted for 62% of *Agaricus* mushroom production. The 61 growers of *Agaricus* mushrooms in Chester County produced 399 million pounds.

For the second year in a row, the mushroom industry has

broken the billion dollar value mark. For many mushroom farms that are still family owned and operated, this would have been a feat never imaginable only a few generations ago.

For residents who do not live in southern Chester County or have just moved to the area, there is little understanding and knowledge of the mushroom industry, its role in the local economy, and the significant relationship with other farmers and non agricultural businesses.

As a result of the above, and other industry needs, Penn State Extension created a new extension educator position in Chester County. In May 2012, Katie Poppiti transitioned from 4-H Program Assistant to Mushroom and Youth Educator.

Chester County Extension will now have a representative at multiple annual regional and local events including the Mushroom Festival, Unionville Fair, PA Farm Show, USDA Harvest Festival, and PSU Mushroom Short Course.

As part of the Penn State's Extension's re-organization, local extension meetings for the mushroom industry are now planned jointly between Berks and Chester Extension. The meetings (two per year) then take place back to back in each county. The first of these took place in September 2012. The meeting offered two category and two core credits for pesticide license holders. Speakers included Penn State's Dave Beyer (Plant Pathology), Maria Gorgo-Gourovitch (Integrated Pest Management), and Kerry Richards (Pesticide Education). The fall meeting will be repeated in spring 2013 for Spanish speaking mushroom growers and farm owners. Also in the spring will be the next extension meeting, "A Mushroom Review," to offer more credits.

Future projects with the industry and extension include IPM programming, OSHA trainings, new pesticide education worksheets in Spanish and English, as well as resource development for Spanish speaking employees including presentations on other local service providers such as transportation, health care, banking, and continuing education.



# Making a Difference in Chester County

Liz Alakszay/Master Gardener Coordinator

This past year was a very busy one for the Penn State Extension Master Gardeners of Chester County. In addition to the ongoing support of the Horticulture Hotline, Speakers Bureau, area senior centers in West Chester, Tel Hai, and Barclay Friends, educational exhibits at local farmers' markets, the Mushroom Festival and Unionville Fair, several new programs were launched.

A team of Master Gardeners working in partnership with the Penn State Cooperative Extension, Chester County 4H, Springton Manor Farm and the Chester County Food Bank launched The Chester County Junior Master Gardener program. This program serves youths in grades 3 through 5 and is one of the first JMG programs in Pennsylvania. The curriculum is built around concepts essential to understanding gardening and includes over 400 tested activities that encompass and extend almost all the subject matter areas a child might encounter in school. The program enabled children to gain important knowledge regarding nature and sustainability. Students also worked in the greenhouse and garden and were assigned individual homework assignments to be supervised by parents. To date, the students have grown and donated over 116 pounds of produce for the Chester County Food Bank.

The demonstration gardens at the Chester County Government Services Building received a makeover and are continuing to be redesigned as a pollinator garden with the goal of achieving pollinator certification in 2013. For 2013 more detailed signage and information will be posted for the gardens. Members of the 2011 Master Gardener class initiated the Bournelyf Butterfly Garden project. Working with seasoned Master Gardeners they developed a 40' x 20' butterfly garden that was installed by special needs campers of the Bournelyf Special Needs Camp on the campus of Church of the Loving Shepherd. The plan was to involve adult special needs individuals in developing gardening skills to help with life skills in general. The campers learned about tool safety, soil amendment, planting of annuals, perennials, and shrubs, irrigation, the life cycle of the butterfly and ended with building their own straw bale compost pile.

Interest in community gardens continued to expand throughout the county. Master Gardeners continued their support of the Nancy Hollywood Garden in Frazer and the gardens at Oakbourne Park. A series of 14 classes was offered at the Nancy Hollywood garden to educate gardeners on how to grow vegetables for maximum yield. As a result over 500 pounds of food was grown for the Chester County Food Bank. Master Gardeners also expanded their participation in community garden education by partnering with a 'Food for All' – a program run by the Triskeles Foundation. The goal of the program is to teach people how to grow food and donate food to the Chester County Food Bank. Community garden outreach will continue to be a major focus for 2013, with Master Gardeners already setting the foundation for partnering with residents for community gardens in the Coatesville area.

At the end of the summer Liz Alakszay was named Coordinator of the Chester County Master Gardener Program. Liz takes the reins from Nancy Sakaduski, who coordinated the program for over 4 years. She brings a multi-faceted background to her new position including not only a lifelong passion for gardening, especially edible landscapes, but also a BS and MS in Chemical Engineering and an MS in Business from Penn State.

For 2013 the Penn State Extension Master Gardeners of Chester County goals are to expand the reach of the Master Gardener program with greater visibility and relationships with more community groups and to bring a reliable, unbiased source of gardening information to as many county residents as possible. This will include the ongoing expansion of the programs for community gardens, the Junior Master Gardener program, use of native plants, the state wide pollinator certification, fairs and festivals participation, and use of Facebook, blogs, web pages and electronic communications. In fall of 2013 the Master Gardeners will offer training for the next set of new members and bring the number of active Master Gardeners serving the county close to 150.



# Healthy Food Creates Healthy Families

## Frances Alloway Educator/Nutrition Links

In 2012, our two EFNEP Nutrition Education Advisors (NEAs), Delmy Orellana Baires and Carol Willis worked with 277 program families which included 1,045 family members. Participants learned how to prepare healthy foods, budget their food money, plan menus and handle food safely through a series of nine lessons. EFNEP partnered with agencies in Chester Co. including Salvation Army – Coatesville, CCIU Head Start, Gaudenzia, Catholic Social Services, Family Literacy, Migrant Education, various churches, Healthy Start and public housing sites. Carol and Delmy taught 997 lessons to low income parents, encouraging them to provide healthy food for themselves and their children. Partnering agencies supported the EFNEP programming with \$4,614 of in kind donations including 268 hours of space, \$2,314 in food and \$300 in gifts and the help of 44 volunteers. Through beginning and end of program food records, 100% of program participants were shown to improve their food choices,

most of which included more fruits and vegetables and switching to whole grain foods. One participant from the YMCA said that the EFNEP program had helped her greatly because now she is more careful about what she cooks for her family, and that she is saving more money since she's now using coupons to purchase her food, making a grocery list before going to the store and comparing prices when she buys food.

The NEAs also taught nutrition and healthy eating to 345 children in 11 youth groups, primarily in summer camps and as part of 4-H programming. Our Latina NEA taught 53% of these lessons in Spanish and 100% of children gained nutrition knowledge, while about half improved their food selections.

In July, Cindy Seigafuse was hired to teach nutrition education in the northern portion of Chester Co. Carol Willis has moved to Delaware County.

## Success Stories

### Delmy Orellana Baires/Nutrition Education Advisor

“Last year I had two participants referred by the CCIU Migrant Education Program. They started receiving the lessons and they seemed very interested in making healthy changes in their lives. One of the participants and her two daughters were overweight. When they graduated from the program, the person having problems with her weight told me that she was going to walk with her daughters everyday and that she has changed her eating habits because of what she learned with us. She also said she was reading the labels to watch for fats, cholesterol and sodium. The other participant enrolled in the YMCA and she's still going to do exercises with her children. Last month I met the participant at the YMCA and she said that our program helped her greatly because now she is more careful about what she cooks for her family.

I worked presenting lessons in nutrition in several locations in Chester County in the summer with youth and adults, in home visits, groups and 4-H programs in low income communities, agencies, apartments and churches in

Kennett Square, Avondale, West Grove, Oxford, Coatesville and West Chester, Anson B. Nixon Park in Kennett Square.”

Some of the sites where EFNEP programming was offered are The CYWA Samara House, The Salvation Army - Food Cupboard, The Family Literacy Center in Coatesville, the Maternal and Child Health Consortium - Healthy Start Program, the Kennett Family Center in Kennett Square, Saint Agnes Church “Day Room” and Friends Meeting Assoc. in West Chester.

Delmy and Carol worked in the CYWA Samara House Drug Rehabilitation Program and Gaudenzia. These programs for residents develop life skills that promote healthy life style choices. These women work very hard to rebuild their lives and the Penn State Nutrition Links Program teaches women food preparation, food safety, and consumer buying to gain knowledge and to learn how to feed their families.



# Agricultural Business Management Program

## Keith Dickinson Educator/Ag Business Management

*The primary goal of the Agricultural Business Management Program in Chester County is to improve the business management skills of farm managers and agribusiness professionals in Chester County and the surrounding area. The program accomplishes this goal through a variety of educational strategies, including small group workshops, providing presentations at larger agricultural meetings, and individual consultation. All of these educational strategies were implemented during the 2012 program year, a few of which will be highlighted below. Much of the work conducted within this program occurs through the statewide Farm Business Management Extension Program. During the 2012 program year, Keith Dickinson delivered 35 presentations to 681 participants through state and local programs. Additional indirect contacts were made through telephone, email, published articles and online social media.*

### **Farm Business Succession Program**

The succession of a farm business and assets from one generation or owner to the next is one of the most challenging issues farm owners face. Issues related to family communication, estate planning, retirement planning, tax planning and overall business planning are all relevant to the development of a farm succession plan. Given the complexity of these issues, many farm owners find it challenging and even intimidating to create a succession plan. Many farm businesses are broken up each year due to a failure to create a viable succession plan. During the program year, Keith Dickinson met personally with several farm families in the region to discuss various concerns and questions related to the development of their farm business succession or estate plans. Keith also contributed material and guidance to an online course in Succession Planning for Farm and Forest owners which is currently under development.

### **Grain Marketing Discussion Group**

Agricultural commodity markets, just as other financial markets, have experienced significant volatility over the

past several years. As the volatility of markets increase the relative risk for the producers of commodities also increases. Penn State Extension provides leadership and facilitation to a group of farmers in the area who have an interest in learning more about grain marketing. The group met monthly during the winter months, and discussed current activities in the commodity markets, as well as strategies to manage their grain sales or purchases.

### **Farm Financial Management and Recordkeeping**

Farming is a business, and in order to manage any business effectively, managers need a certain set of financial knowledge and skills. In an effort to increase these skills within the agricultural community, Keith Dickinson worked closely with the Farm Business Management Extension Team to develop and deliver educational programs in the area of Farm Financial Management and Recordkeeping. A series of workshops were delivered throughout Pennsylvania titled “Using QuickBooks to Manage Your Farm Business”. These workshops taught farmers who are already using QuickBooks for farm financial recordkeeping how to use that program more effectively in the management of their businesses.

The other primary financial and farm management program conducted during the past year was the Farm Financial Analysis and Production Management Analysis Training programs. The primary audiences for these programs are farmers who have borrowed money through the Farm Service Agency loan programs. Subject matters covered include: Financial Management, Budgeting, Recordkeeping, Financial Analysis, and Risk Management.

### **Individual Assistance to Clientele**

One of the most important functions of the Agricultural Business Management Educator continues to be the offering of individual consultation and assistance to clientele. Individual assistance is delivered via telephone conversations, email correspondence and face to face on-farm visits.



# Vibrant Economies

Brenda Williams Educator/Workforce & Career Development

*Skills for Taking Control of Your Future – Life Skills, Job Readiness and Financial Management  
 Pennsylvania Career Guide Commonwealth of Pennsylvania /Department of Labor – Career Awareness  
 National Retail Federation Customer Service Training – Certification*

Penn State Extension delivers life skills, job readiness, a technical course (National Retail Federation Customer Service ) of Basic Customer Service and Career Awareness to customers participating as part of its training and support of job placement programs for Adults and Youth. The populations include: Dislocated workers, minority groups, out of school youth, adjudicated youth ex-offenders, low income bracket, low-skilled, low-educational level and limited prior work experience. Additionally, with Pennsylvania’s unemployment rate, participants with formal educations are included in the quest to identify and secure gainful employment.



In cooperation with PathStone Corporation, vendor for the Chester County EARN Program (Adults), The House of Original Dreams (Youth); Chester County, vendor for the Chester County Youth Center (Youth); Penn State Extension contractually supports participants to assess their personal

strengths, gain or improve job readiness, financial management, life skills, become certified in Customer Service and develop skills are needed to find the right job for them to achieve successful and lasting employment.

**EARN-Employment and Retention Network**

Number Served – (164)  
 Number of Educational Contacts – (1296)  
 National Retail Federation Customer Service Cert. – (12)  
 Jobs Obtained: (36) Working Full-time and (28) Part-time (45% employed)  
 Wage: \$4.55/Hr. - \$14.00/Hr.  
 Revenue Generation for Extension Program: \$18,000

**House of Original Dreams**

Number Served: (32)  
 Number of Educational Contacts – (432)

Participated in Youth Entrepreneurship Training – (10)  
 \*\*\*Special Training by Extension’s Ag Entrepreneurship Program

National Retail Federation Customer Service Cert. – (28)  
 Jobs Obtained: 32 Working Full-time or Part-time  
 Wage: \$2.85+tips/Hr. - \$11.00/Hr.  
 Revenue Generation for Extension: \$18,000

**Chester County Youth Center**

Number Served – 17  
 Number of Educational Contacts - 136  
 Revenue Generation for Extension: \$4,640