2016 Award Winners

Annie’s Project – Education for Farm Women (APEFW) is pleased to announce that Adele Harty and Robin Salverson are the 2016 winners of the Annie’s Project Women In Ag Educator Award as presented in memory of Bob Wells. This is the third year this prestigious award has been presented. In the past this award has gone to one individual, but the amazing work these ladies do year after year, prompted the APEFW Board of Directors to unanimously agree that both should receive the award this year.

Robin Salverson, Annie’s Project State Co-coordinator for South Dakota, is the Extension cow/calf Field Specialist in Perkins County, SD. Robin’s passion for women’s programming is evidenced both by the growth of APEFW courses and also the impact she has had on program participants. She has been described as the “catalyst fueling the spread of Annie’s Project courses in South Dakota.”

Adele Harty, Annie’s Project State Co-coordinator for South Dakota, is the Extension cow/calf Field Specialist in Pennington County, SD. She lives the life of a woman in agriculture and uses her experience and personality to click with women from many backgrounds in the ag world. Adele makes participants in her programs feel at ease and encourages them to network and seek out resources.

The Bob Wells award was created following his untimely passing to memorialize his unselfish efforts to improve the lives of others. The award was established to honor an educator who exhibits Bob’s dedication and excellence in educational programming for farm and ranch women, his skill in teaching farm management, and his ability to provide leadership and vision.
Let’s face it—there’s a lot going on in Annie’s Project classes and the last thing on the facilitator’s mind is taking pictures, yet we know that great photographs will help grab the attention of our stakeholders and potential clientele.

You do not need a fancy camera to take great photos; you can snap attention-grabbing photos with a cell phone or tablet. No matter what equipment you use, here are some tips to help your photos stand out:

- **Closer, closer, closer!** When a class fills, there’s usually a strong desire to photograph the crowded room with the presenter in front. However, it really isn’t necessary to show the crowd in an Annie’s Project. Think about the Annie’s Project model and how one of the foundations of the program is connection. Try to capture those connections by getting closer with your camera! You can always crop out the blank spaces later.

- Try to avoid photographing a presenter in a semi-dark room in front of a PowerPoint. Instead, capture a presenter speaking one-on-one with a participant or a small group.

- Lighting is everything. While you may not be able to control the lighting in your classroom, keep in mind that large windows and outdoor light are the best for taking photos. Head outside for your class picture, or stand near a window so the light shines on the subjects from the side.

- **Class photo site selection.** The class photo is important! It could appear in newspapers, social media, and reports. In addition to adequate light, look for a wall with plenty of blank space or a nice outdoor location in the shade. Stay away from distracting backgrounds like fire extinguishers, bathroom signs, etc.

**Editor’s Note:**

*How many “infractions” can you find?* Think about how changing the angle by a few feet would improve this photograph. How about some cropping?

*Editing tools won’t help with closed eyes or faces frozen in speech.* Shoot many pictures—more than you think you need. Experienced photographers don’t expect to get more than one good photo out of 50 when shooting unposed pictures.

*Special thanks to the subject of this photo.*
Claudette’s Corner

Claudette Roper, Director of Administration, has worked for Annie’s Project—Education for Farm Women since 2013.

“What is an Annie’s Project – level II?” That question has come up several times lately, so let’s take a look at the answer.

Any course that meets the requirements below may be presented as an Annie’s Project – level II. Once approved, you may use the APEFW logo, have it posted on your webpage of the APEFW website and receive official APEFW certificates of completion.

1. It follows the Annie’s Project method:
   - Meet face-to-face
   - Use research-based information
   - Have trained facilitators and local practitioners present the program
   - Keep group sizes small to facilitate interaction among participants and instructors
   - Devote half the time to discussion
   - Maximize hands-on opportunities

2. The curriculum has been approved by the APEFW curriculum committee.

Some examples of level two programs are Women Managing Cattle, Equine Annie’s, Farm Business Management, Women Marketing Grain, Women Managing Crops, Human Resource Management, and Financial Literacy.

If you have a curriculum that you would like to use as a second level Annie’s Program, please submit it to me and I will begin the process. If you are using curriculum that hasn’t been through the process, now is a great time to submit it.

Christmas is around the corner. In the last few weeks many of you gave us at APEFW an early Christmas present. You took time out of your busy schedule to respond to our request for updates. It required answering three short questions. Only one required more than a “yes” or a “no.” That question asked what we at the National office could do to be helpful.

Ninety-three percent of respondents commented “good already, keep it up, can’t think of anything.” We’re happy to hear that and will work hard to make sure you continue to get the support you need.

Seven percent of respondents commented, “Keep reminding us about the details you need from us! (Workshop schedules, rosters, evaluations.) Keep sending update information and newsletters.” Here’s a great big thanks from me, personally. When you accept my reminders in the spirit they are intended, everyone benefits.

Last week I received a call from a state coordinator working on a report for a grant. A few months earlier I received an e-mail from a state coordinator publishing an article. Both were looking for essentially the same thing – quick and easy access to records for activity in their state, including participants’ names and contact information.

You already know what I’m going to say. The only reason I could provide what I did is because individual facilitators provided me with their rosters. Thank you to all of you who send them in promptly and to those of you who are patient with me when I remind you.

Let me encourage everyone else to consider getting on board. Your input helps us as we attempt to secure funding to support what we do for the benefit of Annie’s Project overall.

Best wishes to all as you celebrate the upcoming holidays and welcome in 2017!

Where Are They Now?

Mary Clancy and her husband, Larry Pote, live on a farm in Guthrie County, Iowa. Mary is retiring from ISU Extension and Outreach after 20 years of service. She has been in her current position of Boone County Extension Program Coordinator for seven years. She will, however, continue to serve as Iowa 4-H Foundation Scholarship Coordinator as a volunteer. While she will miss friends, she won’t miss the 1-hour commute every morning and evening!

She looks forward to enjoying the country life working on their 160-acre farm where they run some 25 head of cows at spring calving, rotate beans and corn on 40 acres and keep the balance in pasture and timber.

Larry works as an ag loan officer at a local bank and Mary is considering employment closer to home. Facilitators who are familiar with Mary’s work presenting REAL COLORS will be happy to know that she will continue to make this service available.

Her new e-mail address is Lmfarms1@gmail.com.

It sounds like she will be busier than ever.
South Carolina has developed a unique style of delivering Annie’s Project content by providing a “retreat” style program that takes place over the course of 3.5 days. Started in 2011, this style of delivery has proven to be very effective and has some distinct advantages over the traditional program model. During an Annie’s Project Retreat women participants receive more than 18 hours of required instruction, along with the opportunity for additional experiences and learning activities.

This approach was utilized due in large part to the statewide nature of our program. Drawing participants from across the state would require some participants to travel long distances to attend the program. This travel would become a barrier to participation, especially for one night a week for six weeks, the traditional schedule for the program.

One of the most positive long-term benefits of our retreat is the relationships that are formed. Spending days and nights together allows for bonding time and more robust connections. Our women stay connected well after the program is over.

South Carolina Annie’s Project has drawn women with a love of agriculture from a diverse mix of backgrounds and locations. As a statewide program, participation is diverse, providing a good mix of farming enterprises and levels of expertise. This diversity provides a rich learning environment with a cross pollination of philosophies and experiences. As such, the program attracts women who have been farming for some time either on their own or with their family to those who haven’t yet touched the land. The latter group consists of individuals such as teachers, attorneys, nurses, and others from all walks of life with the goal of re-inventing themselves with the development of their own farm enterprise. The program has historically attracted women between the ages of 18 to 80, including generations of women working together on family enterprises. These women come together with many different perspectives but come in with an open mind and a willingness to respect and learn from each other. Mentoring relationships have naturally developed with the experienced helping the less experienced.

Putting on a retreat-style program is much more expensive and labor intensive to deliver. We charge a nominal fee and count on a large Clemson University Extension investment along with sponsorships from partners including AgSouth Farm Credit, ArborOne Farm Credit, and South Carolina Farm Bureau to underwrite the majority of expenses. We provide all meals, lodging, program materials, tours and plenty of extras! We don’t want cost to prohibit anyone from attending and with each class several scholarships are offered.

The retreat-style delivery of Annie’s Project has proven to be a great success for South Carolina. Just a few comments from our women graduates: “I had a life changing weekend with an amazing group of women who want to know more about agriculture in South Carolina.” “Annie's Project was an amazing learning experience.” “I have made life long friends and mentors through Annie’s Project.”
Our Board members put in countless hours to insure the integrity of the organization and the quality of the products and services that are provided under the name Annie's Project. Each member brings different qualities, skills, and experience to provide well-rounded leadership and guidance.

Jason Johnson is an Associate Professor and Extension Economist with Texas A&M University and Texas A&M AgriLife Extension. Jason is also a Registered Investment Advisor (Texas State Securities Board CRD#141350) who received his B.S. (1991) in Agricultural Economics from Texas Tech University; his M.S. (1996) in Agricultural and Applied Economics from Louisiana State University; and his Ph.D. (1996) in Agricultural and Applied Economics with a minor in Family Financial Planning from Texas Tech University. His educational programming primarily focuses on blending traditional risk management strategies for agricultural businesses with more specific considerations for family financial planning. During his 18 years as an Extension educator, he has participated as the principal investigator on over 30 grants totaling over $3.2 million, 15 refereed journal articles, and over 60 Extension publications, published abstracts and proceedings. Jason has made over 180 presentations at the national, regional, and state levels and conducted over 650 multi-county and county level educational programs.

Jason is a fifth-generation rancher and owns the family’s 1,200 acre cattle operation (established 1887) in Jacksboro, Texas with his wife Leann and their three children (Maxi, 18; Justin, 13; and Garrison, 8). Jason assumed management of the ranch in 1997 after it had been operated for 70 years by his great-grandmother and grandmother. Their dedication, perseverance and integrity enabled the ranch to remain in continuous operation by the family for over 125 years; a recognition that was recently honored by the Texas Department of Agriculture through their Family Land Heritage Program. Jason’s acknowledgement that he and his children continue to benefit from the efforts of his family matriarchs naturally led to his interest and commitment to Annie's Project.

Jason began working with Annie’s Project in 2007 and currently serves on the Board of Directors Executive Committee as Treasurer for the Annie’s Project – Education for Farm Women 501 (c)(3) non-profit organization and as the Texas state coordinator. He assists in the development of curriculum for Annie’s Project Level 2 programs and training of facilitators nationwide. Jason has served on the Annie’s Project National Leadership Team and contributed to several national efforts aimed at empowering farm/ranch women with the resources and confidence to make better decisions for their business and family.

Thank You for Your Service!

The following Annie’s Project facilitators have retired or moved to new positions over the last few years. On behalf of all the farm and ranch women who benefitted from their hard work and dedication, we say thank you!

Ruth Brock, AL
Mary Clancy, IA
Katelyn Thompson, MI
Julie Sievert, MN
Bobbie Shaffett, MS
Heather DePra, NE
Mike Sciabarassi, NH
Anita Deming, NY
Tammie Jensen, WY

APEFW extends our sympathy to the family of Marilyn Holmes (NE) in the loss of their loved one.

Contact Us
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Director of Administration
573-719-7303
administrator@anniesproject.org
Updates

MANAGING FOR TODAY AND TOMORROW

All MTT materials have been reviewed and approved. The recommendations are currently being incorporated into both the manual and the PowerPoint presentations.

It is anticipated that the complete set of resources will be posted to the facilitator pages of the website by January 1, 2017.

BOB WELLS AWARD

Dubbed the “Bob Wells Award” this is the Annie’s Project Women in Ag Educator Award that is presented in memory of Bob Wells. Application guidelines are posted on the facilitator pages of the website. Look for the document under the heading Bob Wells Award. Applications are due no later than April 25, 2017.

NEXT QUARTERLY TELECONFERENCES

February 17 and May 19 from 1 PM – 2 PM Central time - Please e-mail discussion items for the next teleconference to administrator@anniesproject.org

November Quarterly Teleconference

On Friday, November 18. Board members Willie Huot and Jason Johnson joined Ruth Hambleton in the call.

Among topics discussed were:
• Annie’s Project After Training
• What qualifies for a second-level Annie’s Project program
• How states are responding to help farmers and ranchers experiencing declining revenues
• Sharing information and ideas between states

Annie’s Project “after training” is an innovative idea implemented in ND for newly-trained facilitators.

Numerous states have been presenting second-level Annie’s Project programs. Ruth discussed what qualifies them as such.

If you couldn’t clear your schedule to attend, the conference was recorded and is posted for review at the following link:
https://www.youtube.com/watch?v=7i8tU4uY4

The extra hours built into this retreat-style Annie’s Project allow for tours while still providing the required 18 hours of instruction.

Spending days and nights together allows for bonding time and more robust connections.

Read more about it on page 4.

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