



Serving Douglas County, WI

Douglas County
Extension Education &
Recycling Committee:

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UW-EXTENSION NEWSLETTER ~ JANUARY 2018

We teach, learn, lead and serve, connecting people with the University of Wisconsin,
and engaging with them in transforming lives and communities.

4-H & Youth Development

The school year is chugging along, and so is 4-H! Our afterschool clubs are going very well at Northwestern, Bryant, Great Lakes and Four Corners elementary schools. Cathedral and Maranatha schools enjoyed participating in National 4-H Science Week by building Incredible Wearables, basic fitness monitors. And this year’s 7th graders from Solon Springs followed in the footsteps of last year’s class by using Digital Observation Technology Skills kits to study the same section of their school forest. I also led a short-term 4-H STEM Club at Maranatha Academy based on LittleBits. Twelve students attended the 6 sessions and are hoping for another round in the spring.

Superior Days

At the high school level, Superior Days 2018 is well under way. Over 30 youth from Douglas, Ashland, Bayfield, and Iron counties have learned about the history of the event and how it works. On December 4th they held their Youth Delegation Issues meeting. The youths were well prepared this year to discuss issues and generated a variety to choose from. The top three youth issues are being researched and refined by teams from various schools. Northwestern High School

students are writing about the top vote-getter: Providing more resources for people with mental health issues, focusing on those seeking help for drug addiction and/or homelessness. Meanwhile youth from Bayfield and Ashland are studying ways to increase protection for water quality around Lake Superior; and students from Mercer and Hurley high schools are working on support for trail development, both non and motorized. The final choice for the youth issue will be one not duplicated by the adult delegation. Other youth issues considered were: Better broadband; increased awareness of mental issues in schools; maintaining funding for UWS with a focus on the Art Therapy program; the Excel power line and renewable energy; Wisconsin Point improvements; raising reimbursements for foster care because it’s a big drain on local budgets; and increasing the amount of money counties receive per acre of state forest. The most exciting thing about this meeting was to see how many youth issues echoed those of the adult delegation.

Cont’d on page 2

Upcoming Events

4-H Youth Development

- January - Project Night and Volunteer Certification
- January - Family fun day
- January/February - Superior Days Youth Training
- February - 33rd Superior Days Youth Delegates in Madison

Community & Natural Resource Development

- January 8 - Superior Entrepreneurs On Tap, UW-Superior and Small Businesses at Belknap Lounge, 6:30 PM in GC270)
- January 15 - Superior Days Planning Meeting (noon @ Brule Town Hall, 6 PM
- January 30 - Superior Days Lobby Leader Training and Orientation with Mayor Paine, 5 PM in GC270
- February 8 - Superior Days Delegate Training, 5 PM at Yellow Jacket Union
- February 12 - Superior Entrepreneurs On Tap, discoverPC.net on small business technology security. Belknap Lounge, 6:30 PM
- February 20 – 21 - 33rd Superior Days, Madison Concourse Hotel and state capitol building
- TBA - Harassment Free Workplace, training for managers and employees. Fee, dates, and locations to be announced in January

Agriculture/Horticulture

- January 13 - Gichi Manidoo Giizis , Pow Wow, Fon du lac
- January 25 - Garden Talks, Fairlawn Museum
- Jan./Feb/March - Renewable Energy Workshop Series
- February - Youth for the Quality Care of Animals, Amnicon Hall
- February 27, 2018 - , Wisconsin Cover Crop Conference, Stevens Point, WI
- March 2018 - Pesticide Applicator Training, Superior, TBA

FoodWise

- January - 5th grade Nutrition classes
- Jan.-Feb. - Strong Bodies exercise, Monday and Thursdays 5-6:30pm
- Jan 18 - Head Start Parent meeting

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Douglas County Courthouse

1313 Belknap Street, Room 107

Superior WI 54880

Phone: 715-395-1363

Our students are paying attention! And they are ready to engage and lend their voices to the lobbying effort in Madison. Many have participated in Superior Days before and it’s easy to see the impact this program has had on their knowledge of local and regional issues.

During the December 4th meeting youth also chose their Keynote Speaker for the youth banquet. 2017 was the first year using UW-Madison’s Speakers Bureau, and the students are eager to hear from one of the professors again. Last year Michael Wagner spoke about the political divide in our country. His presentation was one of the youths’ favorite parts of Superior Days, and they are hoping he will be available. If not, their other choices include faculty who focus on social media & political engagement, mental health issues, and journalism.

New for Superior Days 2018, a recent alumnus is going to talk about his experience working as an intern for Senator Janet Bewley. Nathan Lindahl, a sophomore at UW-Madison who represented Northwestern High School on the Douglas County Board of Supervisors in 2016, started working for Senator Bewley as a freshman. He will discuss how he obtained his position, his role in the senator’s office, and what he has learned about state government. He’s an excellent example of the impact Superior Days can have on tomorrow’s leaders, and the students are looking forward to learning from someone just a little bit older.

4-H National Conference

Youth are not the only people learning! In November I attended my first national conference for the National Association of Extension 4-H Agents, which was held in Indianapolis. I attended some seminars and am especially excited to try Fluid Power, a STEM program that helps middle and high school students learn about hydraulics. Participants build machines that move objects using only fluid power generated by syringes, water and tubing. There are no electronics involved, just the hydraulics, wood, and paper. This challenge was created to help draw students into the field of hydraulics, which is widely used in many industries but has an aging workforce.

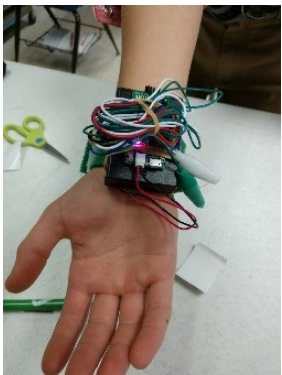
While at the conference I also made some contributions. I co-presented a seminar, Technology and Science: Taking your Natural Resources Programming to the Next Level. We talked about the Digital Observation and Technology Skills (D.O.T.S.) program run by Upham Woods, focusing on its effectiveness and how to use the technology tools. The seminar was well attended by agents from around the country and most of them were interested in creating tool kits of their own, which was very gratifying.

While at the conference I also became a member of the Camping & Environmental Education task force. One of the group’s goals is to present national webinars and archive them on the NAE4-HA website. Since the task force met after our seminar, guess who was nominated to help create a webinar about the D.O.T.S. program for 2018?!

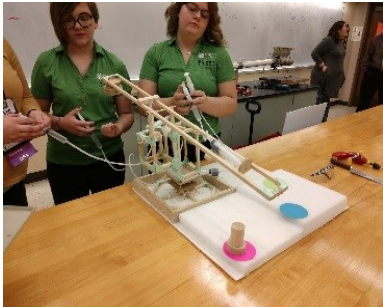
Winter Camp & Project Night

Martin Luther King weekend is always busy for us. First, our annual Winter Camp is held Friday – Sunday. This is a fun, educational weekend for students in grades 8-12. This year’s activities will include snowshoeing through the woods to find tracks and other signs of wildlife; creative fun with LittleBits electronic building blocks; and a real rescue of someone from the lake! Usually I help

teach an outdoor activity, but fortunately I will not be the one going through the ice! Even in a dry suit, I think I would be way too cold! I’m going to be very content staying indoors with the LittleBits. After the weekend, Douglas County 4-H has its annual Project Night at Northwestern High School from 6:15 – 8:00 pm. This is a great opportunity for families to sample 4-H by attending short project sessions led by volunteers and older youth. There will also be training for new volunteers. If you know anyone interested in becoming a member or volunteer for 4-H, please encourage them to come!



Left: Incredible Wearable fitness tracker and photo below shows LittleBits SPIN club members test their Art Machines



Left: Middle school students operate a crane using only fluid power and below Four Corners students making edible color wheels



Great Lakes students making edible color wheels



Sharon Krause
4-H & Youth Development Educator



James Anderson, III
Community & Economic Development

Retail and Service Sectors Show Opportunity and Challenges in Douglas County

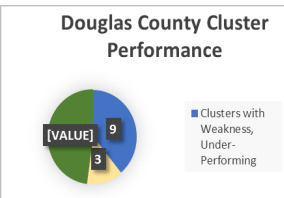
In August 2017, Dr. Steve Deller with the UW-Extension Center for Community and Economic Development updated his Trade Area Analysis study. Trade Area Analysis (TAA) is a method of analyzing the economy of geographic areas, through the analysis of secondary data. In this case TAA is completed for 62 of 72 Wisconsin counties that opt to collect a county-wide ½% sales tax.

James Anderson, Douglas County Community and Economic Development Educator, used the 2016 and 2005 data developed by Dr. Deller to analyze how the Douglas County retail and services economy is currently performing, and how it has shifted from 2005 to 2016.

TAA uses the following data in its analysis:

- Sales tax data from 62 of 72 Wisconsin counties that collect the ½% local sales tax
- Per capita income, indexed to account for variations, Douglas County is .867
- Per capita taxable sales by sector

From this data, the *Pull Factor* for a county can be calculated.



Pull factor quantifies how well a sector is performing, based on predictive modeling from the data. *Pull Factors* between .9 and 1.10 are typically average performing sectors. When a *Pull Factor* is significantly higher than 1.0, an economy is performing at a surplus in that sector, meaning it is selling more goods or services than its anticipated potential based on population and area income. When it is performing less than .90, this is often an indication that there is significant leakage to other areas.

In Douglas County, 11 clusters of our services and retail economy are performing strong, with high pull factors. Three clusters are performing as predicted. Only nine or 39% of the measurable clusters are performing below their modeled performance levels.

Deller (2017) describes how using trends in TAA over time,

you can classify sectors into four quadrants: strong and growing, weak but growing, strong but declining, and weak and declining. Sectors are analyzed using their current *Pull Factor*, and the *Change in Pull Factor*.

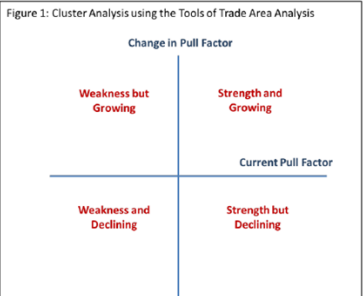
For Douglas County, data from Deller’s 2005 and 2016 TAA was analyzed to identify clusters that fit within these four quadrants. This analysis shows that Douglas County has four sectors that are strong and growing over this period and include: nondurable goods wholesale, food and beverage stores, banking or credit intermediation, and professional and technical services. However, compared to 2005, the 2016 data shows that two sectors are still performing well, but have declined significantly: gasoline stations, and food and drinking establishments. Growing sectors include: business to business or business to consumer leasing, non store retailers (which includes Internet sales that collect sales tax), and sporting good stores. Sectors that are performing weak (less sales than predicted) and are declining from 2005 include: health and personal care, amusement businesses, and administrative services.

Table 1
Douglas County Trade Area, Strong and Weak Clusters

	2016 Pull	2005 Pull	Change in Pull Factor 2005 to 2016	2016 Potential Sales (Thousands)
Strength and Growing				
Merchant Wholesalers, Nondurable Goods	1.515	0.9	0.615	\$ 8,453.95
Food and Beverage Stores	1.126	0.87	0.256	\$ 24,145.59
Credit Intermediation and Related Activities	1.091	0.49	0.601	\$ 3,237.12
Professional, Scientific, and Technical Services	1.038	0.55	0.488	\$ 15,131.02
Strength and Declining				
Gasoline Stations	1.757	2.13	-0.373	\$ 26,235.17
Food Services and Drinking Places	1.259	1.78	-0.521	\$ 69,953.20
Weakness and Growing				
Rental and Leasing Services	0.974	0.61	0.364	\$ 13,154.65
Nonstore Retailers	0.806	0.66	0.146	\$ 11,348.01
Sporting Goods, Hobby, Book, and Music Stores	0.800	0.57	0.230	\$ 6,509.65
Weakness and Declining				
Health and Personal Care Stores	0.773	1.21	-0.437	\$ 5,079.98
Amusement, Gambling, and Recreation Industries	0.719	1.32	-0.601	\$ 3,399.47
Administrative and Support Services	0.618	1.46	-0.842	\$ 3,137.13

What does this mean? First, there has been a perception that Superior and Douglas County is not a competitive place to do business for retail and services. Part of this image comes from the loss of two large big-box retailers in 2016. However, the TAA data shows that Douglas County has a net *Pull Factor* of 1.12. Our taxable retail and services businesses are performing better than expected overall. Factors that likely contribute towards this include: inbound workplace commuters from Minnesota and surrounding Wisconsin counties, our strategic location in terms of transportation, and tourism. Finally, this analysis potentially helps the economic development community focus on business clusters that are performing well, and helps to identify clusters at risk or performing below expectations.

Deller, S. C. (2017). *Trade area analysis of Wisconsin retail and service markets: Updated for 2016*. Retrieved from University of Wisconsin – Extension, Center for Community & Economic Development blog: <https://blogs.ces.uwex.edu/cced/files/2017/09/A-Trade-Area-Analysis-of-Wisconsin-Retail-Markets-and-update-for-2016.pdf>





Jane Anklaam
Ag/Horticulture Educator

Agriculture

Did you know we have a roadmap for agriculture in Douglas County? The Douglas County Board approved the Douglas County Farmland Preservation Plan in December. This will inform the focus of how UW-Extension, Agriculture and Natural Resource Education is implemented in Douglas County. The theme of achieving the Plan's goals rests on sustainable farming; environmental, economic, and social. Examples of areas of action include:

- Encourage emerging agriculture enterprises on those Douglas County prime farmlands.
- Provide assistance to beginning and re-locating farmers
- Encourage the use of local agriculture products by local markets.
- Clarify meat marketing regulations for our region.
- Assist farmers with transition strategies as they prepare for changing climate.
- Offer area schools encouragement to incorporate Agriculture Education into the curriculum.
- Promote manure management strategies on our farmland.
- Help farmers implement the newly developed manure storage ordinance.
-

Develop pilot project to for using the Wisconsin Phosphorus Index as a planning and assessment tool in Douglas County. Much of the plan calls for stimulating



Sustainable farming begins with a soil test!

markets for local products. Currently, most of our farmers do not rely on local markets to sell their products, as the local customer does not demand local products. UW – Extension will continue to evaluate the current demand for local products along with the infrastructure needed to support as well as the change in farm management to become part of a local market system.

Pest Management- Those who would like to become certified pesticide applicators are invited to take part in the State of Wisconsin Private Pesticide Applicator Training for General Farming. Farmers who would like to become more

knowledgeable about integrated pest management are encouraged to take the course as a management objective. It will be offered free to those not applying for certification. Contact Jane to sign up for the March Workshop.

Food Safety, Animal Well-being, and Life Skills are the focus of the new Youth for the Quality Care of Animals training being offered by UW –Extension in February. All people who raise livestock, including poultry, rabbits, goats, sheep, swine, beef and dairy are encouraged to take the class. Youth can become certified as having passed the class and therefore will be eligible to participate with their animal at the Wisconsin State Fair and other national and regional fairs. Douglas County Fair is considering requiring the course for entry into the Fair. Please contact Jane for more details.

Horticulture

UW Extension Horticulture Educator has recently joined the City of Superior Tree Board. The board exists as an advisory body to the City Parks, Recreation and Forestry Department. This will expand the Universities horticultural outreach to include selection of tree species appropriate for our region, evaluation of pest and management impacts and outbreaks, and encouraging proper planting and care. Our



Local homeowners learn the value of proper pruning at back yard workshop.



Locally Grown Food Right in your neighborhood!

heavy clay soils and cool climates limit us on horticultural tree choices. A city infrastructure does not always mimic the needs of our native trees. Our urban forest in Superior is a quality of life and environmental commodity that pays back for years and years.

Local Foods

The Superior Community Garden Association has been incorporated and registered as a non-for profit. This is the very first step in developing an important leg of a local food system. An interim board is developing the rules for the community gardens with guidelines offered by UW – Extension. The city is considering a site location, and is excited by the opportunity. Many details are being addressed by a committed group of gardeners. Local, healthy food access is a key component to both our UW FoodWise and Community Food Team outreach programs.

During the grant year (October 2016 through September 2017) FoodWise Douglas County collaborated with eight community partners in eleven diverse settings providing nutrition and obesity prevention education. FoodWise made 5809 direct teaching contacts with 1735 unduplicated learners. 1013 (59%) were female and 722 (42%) male. Unduplicated learners identified as 1338 (78%) White, 106 (.07%) Black/African American, 62 (.04%) American Indian/Native American, 12 (.02%) Native Hawaiian/Other Pacific Islander, 21(.02%) no race reported, 13 (.01%) Asian/Asian American. Of the unduplicated learners 1394 (81%) were Non-Hispanic/Latino and 29 (.02%) were Hispanic/Latino.

Of 5809 direct teaching contacts 4,543 (79%) were with youth 5-17 years of age, 807 (14%) were with adults 18-59 years and 459 contacts (.08 %) were with adults 60 years or older. Research shows that an ongoing series of lessons over time has the greatest impact for change. Forty-nine series education programs occurred with the same participants. Thirty- one (63%) were 5 to 9 lessons. Sixteen (33%) were 2-4 lessons and two series (.04%) included ten or more lessons. In addition, forty- seven single group lessons were provided. Douglas County taught from four content areas: 1,617 (61%) General Nutrition, 815 (31%) Food Resource Management, 241(.09%) General Physical Activity, 15 (.01%) Food Safety.

8291 indirect contacts that were made through newsletters emailed electronically to partners for distribution. Newsletters were provided to the Superior School District, Family Forum, Inc. -Project Head Start, Northwest Community Services Agency, Senior Connections and WIC. FoodWise displayed educational materials at Superior School District, Mariner Clinic-United Health Care Farmers Market and UW-Superior's "Yellowjacketfest" Student Services event promoting their new food pantry. Displays promoting Cooking Matters grocery tours and Strong Bones Strength Training are ongoing at the courthouse and partnering agencies.

Policy System and Environmental Change:
FoodWise worked on two policy system and environmental (PSE) change efforts.

Bike Paths:

The former Healthier Douglas County Coalition began the bike path effort in 2012 to promote physical activity. Obesity and poverty rates higher than the state average led our coalition work to provide bike paths promoting physical activity and reduced sedentary behavior by providing safe transportation routes for residents. The bike paths initiative began following healthy routes to school studies and our school district bussing change from one mile to two. Youth in school direct education promotes sixty minutes of physical exercise for youth and adult direct education promotes 30 minutes of exercise daily.

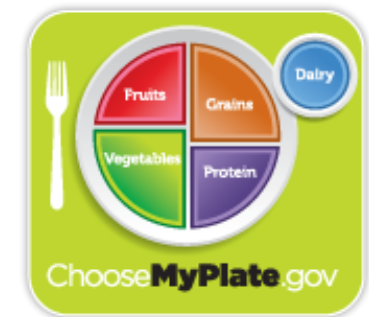
Twelve partners were involved in this multiple year initiative which produced an environmental change that did not turn out as originally planned. Bike pathways were not possible due to

lack of space in the new street plan. This project partnership with the Metropolitan Interstate Council resulted in stenciled bike pictures reminding travelers that bikes and cars share the road.

Summer Meal Program:

To increase healthy food access during the summer months the Superior School District brought the summer meal program to families in low income housing and trailer parks. Previous years food service dropped off food at neighborhood parks served by Parks & Recreation staff. There was concern for young children going without due to the need to travel to parks outside of their neighborhood. FoodWise partnered with the district to provide nutrition education and promote physical activity onsite with children and families who are low income.

Together we changed the environment of the summer meal service serving youth eighteen and under where they live! Additional picnic tables were provided by Parks & Rec Dept. FoodWise brought hula hoops to encourage families to be active together. Parents and kids enjoyed hula hoop competitions. As a result, casual nutrition education and activity promotion took place with 27 parents/families where they live provided by FoodWise Educator, Tarah Nichols!



Julie Montgomery
FoodWise Coordinator



Tarah Nichols
FoodWise Educator

