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The Ohio State University South Centers include:

- Endeavor Center for Business Incubation
- Enterprise Center
- Manufacturing Small Business Development Center
- Ohio Cooperative Development Center
- OSU Extension South District
- OSU Learning Center South
- Piketon Research & Extension Center
- Small Business Development Center

Contact us at:

OSU South Centers at Piketon
1864 Shyville Road
Piketon, OH 45661
Phone: 740-289-2071, 1-800-860-7232 or 1-800-297-2072

—Or—

Visit our web site at:
<http://southcenters.osu.edu>



Extension Award of Merit Recognizes Ohio Cooperative Development Center Collaborator

David E. Hahn, Professor, Department of Agricultural, Environmental, and Development Economics at OSU, was recognized by The Ohio State Chapter of Gamma Sigma Delta (GSD), the Honor Society of Agriculture and Natural Resources, at ceremonies held February 5, 2004. Dr. Hahn was awarded GSD's Extension

Award of Merit and, as such, is described as a dedicated professional who performs exemplary Extension work focused on cooperative development throughout Ohio and much of the United States. Dr. Hahn's Extension work is centered upon education and development in the area of cooperative business principles. He especially focuses upon director and management training for cooperatives.

Dr. Hahn has worked throughout his tenure of over thirty years at Ohio State in the cooperative development arena. In recent years he has been a co-investigator on four consecutive successful grant proposals to USDA's Rural Cooperative



Dave Hahn is recognized with the Gamma Sigma Delta Extension award from Alan Randall, Chair of the OSU Department of Agricultural, Environmental and Development Economics as Becky Hoffman representing Farm Credit Services of Mid America, sponsor of the award looks on.

Development Grants Program, totaling over one million dollars. These federal grant awards have provided funding to organize, staff and operate the Ohio Cooperative Development Center (OCDC) located at the OSU South Centers in Piketon, Ohio. During the past four years, Dr. Hahn and other OCDC staff members have assisted 35 different groups across the state with technical assistance activities to help them explore the cooperative business model, develop leadership and legally incorporate as a cooperative.

Economic Shifts, Trends and Impacts:

An Appalachian Agenda

Economic Shifts, Trends and Impacts: An Appalachian Agenda, a day-long conference was held March 11 at OSU South Centers in Piketon. The conference was attended by nearly 70 economic development professionals, community leaders, government officials and producers from across the region. The agenda included presentations on: the changing demographics that create new food markets and challenges for rural Ohio; challenges faced by retailers and the outlook for changes in the consumer good sectors; addressing the supply and demand for retail goods within a local market area; and understanding the existing and potential impact of retail sales on local economies. Tim Woods, Professor University of Kentucky, addressed the growth opportunities for producers without relying on tobacco. This included utilizing non-traditional agriculture enterprises and examining successful examples from Kentucky. The conference provided a valuable opportunity for the participants to meet and interact with professionals from across the region. The knowledge provided by the speakers at the conference will be a valuable enhancement to the participants' information set for decision making as they work within the Appalachian communities. Travis West can be contacted for further information about the conference at west.222@osu.edu.

Endeavor Center Construction Under Way

Steve Shepherd, OSU South Centers, left and Don Branson, right, Executive Director of Southern Ohio Agriculture and Community Development Foundation at the construction site.

Construction is now underway on The Endeavor Center for business incubation and training at OSU South Centers. This new 27,000 square foot facility is situated in close proximity to the existing office and laboratory building and is scheduled to be in use by early 2005. As construction progresses, operating guidelines and services are being developed with the goal of assisting entrepreneurs to get new businesses up and running successfully. "This center will provide expanded facilities to train workers and develop new businesses while promoting the growth of existing ones," said Greg Simonton, Executive Director of the Southern Ohio Diversification Initiative, a partner in the project.

Recently the Southern Ohio Agricultural and Community Development Foundation, (SOACDF) approved proposals to participate in funding construction of the Endeavor Center facility. SOACDF was one of several foundations formed by the Ohio legislature to administer funds coming to Ohio as a result of the master settlement with the major U.S. tobacco companies. SOACDF uses these funds to make strategic investments in communities throughout southern Ohio that are being impacted by changes in tobacco policies and marketing. For additional information about the Endeavor Center please contact Steve Shepherd <shepherd.156@osu.edu>.



Southern Ohio Participants in LEAD Program

Four Southern Ohio residents are currently participating in the Ohio Leadership Education and Development (LEAD) program. This Ohio State University program selects emerging leaders on a competitive basis from across Ohio. The participants from southern Ohio include:

- David Boulay, Management Specialist, OSU South Centers at Piketon
- Jennifer Deaton, Urban Specialist, Butler County Soil & Water Conservation District
- Jay McElroy, Soil Conservationist, USDA Fayette County
- Tim Wilson, Operations Manager, Circleville Oil, Pickaway County

The primary goal of the LEAD program is to enhance leadership in rural communities through a two-year training program. Over 250 participants have graduated from LEAD since the program's creation in 1985. It is the vision of LEAD to train better board members, legislators, and civic leaders, which will serve rural communities directly. The program emphasizes the development of hands-on leadership skills and education through site visits, guest speakers, and interactive learning opportunities. Participants learn through 12 study institutes about issues relevant to food, agriculture, the environment, as well as, state and national legislative and political processes. To learn more about LEAD, visit <http://ohioline.osu.edu/~ohiolead/index.html>.

“Working Landscapes”

Another Tool for Farm Business Planning for Ohio



Jay Healy, left, visits with Steve Hudkins, Columbiana County Extension Agent during a break in the workshop.

Ohio State University South Centers at Piketon, Innovative Farmers of Ohio, and the Small Farm Institute for Appalachia, and Ohio Ecological Food and Farm Association with funding from the North Central Sustainable Agriculture Research and Education program, hosted the “Working Landscapes” workshop on March 29-30 at Stratford Ecological Center in Delaware, Ohio. The purpose of this training is to increase the capacity of Extension agents, business counselors, and support associations in assisting farmers getting started or transitioning into new enterprises, value added opportunities, and/or retail agriculture. The workshop was attended by fifteen participants from Ohio.

“Working Landscapes” was presented by Jay Healy, former Agriculture Commissioner for Massachusetts and farmer, and Mike Lehan, co-founder of the Berkshire Management Group, on work done over the last ten years to enhance the viability of family farms in the northeast United States. Their efforts have played a key role in increasing the number of farms in Massachusetts by 28% in the last eight years.

Attendees included farmers, business owners, business counselors, and Extension educators. Participating in the training provided critical thinking and planning tools to refine business enterprises - helping to ensure that their choices and choices of clients today reap solid results tomorrow.

The “Working Landscapes” concept demystifies business planning, presenting it with a common sense, hands-on approach so that participants can take the concepts from

the kitchen table to the field without feeling overwhelmed by the planning process.

“Working Landscapes” training is tailored to family-owned agricultural enterprises. Farms today are threatened by growing land development pressures, shrinking commodity prices, rising operating costs, and reduced availability of technical resources. The

training focuses on integrating the knowledge a farm or forest owner already possesses with critical analytical tools that he or she will use in everyday decision-making and in long-term planning.

This training will also be useful to assist farmers and stewards of the land who have a firm grip on their operations and understand that they need to advance their business skills to better translate that knowledge into dollars and sense. These farmers may be interested in finding ways to explore alternative markets for increasing profit margins while engaging in as little risk as possible. Other prospective beneficiaries might simply want to confirm, or expand, what they already know about their business.

Working Landscapes training helps farmers examine:

- The hidden values in their farms,
- emerging markets, and
- potential value-added opportunities.

This approach has proven successful. Both of the instructors, Jay Healy, former Agriculture Commissioner, and Mike Lehan have worked with farms that that are contributing to the rise in the number of farms in Massachusetts — +28% in the last eight years. These farmers have figured out how to produce and sell value-added goods that provide a higher profit margin. Trained “Working Landscapes” specialists can help experienced farmers examine their business models and decide which new strategies hold the greatest potential for you. Contact John Ellerman <ellerman.5@osu.edu> for more information.

Out on a Limb Award goes to Hamilton County EFNEP Agent

The Ohio Extension Urban Program Conversation was held January 15, 2004 for Urban Extension professionals from across Ohio. The purpose of the conversation was to create an environment where colleagues could learn about each others’ programs and collaborate on new projects to support urban communities. During the lunch hour the “Out on a Limb Award” was presented to four worthy individuals that work in one of the Extension Districts. Nan Jones, EFNEP Agent for Hamilton and Montgomery counties was selected from the South District. The award was created to recognize individuals in OSU Extension who are challenged by re-occurring obstacles in the urban setting. They take risk and go up against the odds planning and implementing programs to bring about positive change.

Nan goes about her work in a very consistent and conscientious fashion, with very little notoriety. She supervises the day-to-day activities of eight EFNEP educators in these two urban counties. Given the geographic distance, and the differences in population, employment base, culture, etc., this is a significant undertaking in itself. Nan continues to challenge the educators to stay abreast of the latest

developments in nutrition and information delivery. One area where Nan has really ventured “out on a limb” is with her recent, and on-going, efforts to utilize TV cable access programming to present EFNEP and other nutrition information. Nan sees a tremendous opportunity to use this medium to educate far greater numbers. At this time in her career when others are perhaps “throttling back” toward retirement, Nan continues to challenge herself, the EFNEP educators, and the system itself to be more relevant and innovative. Karen Williams <williams.22@osu.edu> can provide further information about the awards program and the Urban Conversation Workshop.



Nan Jones being presented an Out on a Limb Award by Karen Williams when Don McFeeters looking on.

Our Mission

We enhance southern Ohio by assisting people with informed decision-making through responsive research, education, entrepreneurial application and collaborative partnerships. We are a leading, respected contributor to the land grant mission of The Ohio State University.

Our Vision

We create an environment where our research based educational resources unite to inspire confident decision-making, by:

- ◆ Fostering objectivity in research and programming
- ◆ Interacting with the public and responding respectfully to their needs and opportunities
- ◆ Utilizing a holistic approach to problem solving and program delivery to strengthen youth, individuals, families and communities
- ◆ Facilitating technology advancement
- ◆ Demonstrating and developing leadership
- ◆ Educating volunteers for community service
- ◆ Helping people achieve excellence

New Freshwater Shrimp Web Site

New information on freshwater production, management and marketing of shrimp in Ohio ponds has been added to the OSU South Centers' Aquaculture Program web page. At this site you will find information about the 2003 shrimp production latitude study and the outcomes. Results of production from each farmer's pond are posted including how they marketed their product and their experiences. The soil and water analysis results have not been posted yet but please check back often as new information is posted as it becomes available.

This web site also includes general information on aquaculture factors including water quality, soil quality, links to other web sites, news and announcements, and more. If you go to the OSU South Centers Aquaculture web site you can also access information and pictures of ponds with external drains. The web site address is <http://southcenters.osu.edu/aqua/shrimp2003.htm> and please feel free to contact Christina Leighfield, Aquaculture Research Aide, at leighfield.1@osu.edu for further information.



All educational programs conducted by The Ohio State University South Centers are available to clientele on a nondiscriminatory basis without regard to race, color, creed, religion, sexual orientation, national origin, gender, age, disability or Vietnam-era veteran status.

THE OHIO STATE UNIVERSITY
South Centers
1864 Shyville Road
Piketon, Ohio 45661

