

# 2021



## ANNUAL REPORT TO THE IRON COUNTY BOARD OF SUPERVISORS



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



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON  
IRON COUNTY

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**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
IRON COUNTY



## Welcome Letter

### January 1, 2021 - December 31, 2021

Dear Iron County Board of Supervisors, Community Partners & Interested Readers,

In this 2021 Annual Report, you'll find that at the UW-Madison Division of Extension Iron County, our resourceful and resilient educators and staff are focused on helping the residents of Iron County to meet community challenges, protect natural resources, strengthen families and support young people. Despite the challenges posed by the worldwide pandemic, we had another year of great Extension programming in Iron County and all of Wisconsin! We worked to continue connecting local people with the knowledge and research of the University of Wisconsin. We utilized our local, regional and statewide networks to support communities in responding to emerging issues and we brought new ideas and great resources to Iron County.

In these pages, we highlight outcomes from our major educational programs in Community Development, 4-H Youth Development, Nutrition Education, and Horticulture/Agriculture. Our staff strives to address high priority local needs through our educational programming and valuable collaborations with community groups, volunteers, and program partners. Strong partnerships are at the heart of our programs -- we can achieve more together!

THANK YOU to the Iron County Board of Supervisors and the Agriculture-Extension-Education Committee for your continued support of Extension Iron County during 2021. We appreciate the opportunity to serve Iron County residents and local efforts to strengthen our people, our communities, and our economy.

On behalf of the Extension Iron County staff,

Mary Pardee

Area Extension Director  
Area 1 (Iron, Ashland, Bayfield, Douglas Counties)

### 2021 Agriculture- Extension-Education Committee Members

William Thomas  
Opal Roberts  
Jamey Francis  
Larry Youngs  
Ken Saari  
Joseph Pinardi - *County Board Chair*

### 2021 Administration and Staff

Mary Pardee  
*Area Extension Director, Area 1*

Neil Klemme  
*4-H Youth Development Educator*

Amy Nosal  
*Community Development Educator*

Deborah Leonard  
*FoodWise Nutrition Educator*

Stephanie Bakker  
*FoodWise Nutrition Coordinator*

Darrin Kimbler  
*Agriculture/Horticulture Educator*

Rebecca Holm  
*Support Staff/Office Manager*

Jackie Bradley  
Riley Kangas  
*Summer Assistants*



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
IRON COUNTY



## 4-H YOUTH DEVELOPMENT

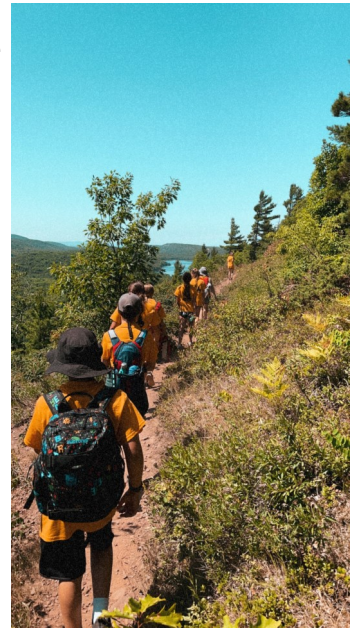


Neil Klemme served as 4-H Youth Development Educator in 2021. Riley Kangas (left) and Jackie Bradley (right) served as summer assistants in 2021.



### Outpost Camp

The Outpost Camp program was started in 2015 to bridge the age gap between Iron County Summer Youth Camp program campers and counselors. The program builds leadership skills to prepare youth to be camp counselors. Youth who attend Outpost Camp set up tents and cook their own food. 15 Iron County youth participate in daily leadership trainings focusing on critical thinking skills, decision making skills, and teamwork. "My favorite part of the program is that we have built in a challenge activity each year that really pushes the youth past their comfort zone, and we get to see how they react to difficult situations," says Klemme. In 2021, the challenge was an 8-mile hike in the Porcupine Mountains, led by Fox Hill Adventures.



"I am seeing the impact of this program as more and more youth who have attended Outpost Camp are enrolled 4-H members and I am seeing them take on leadership roles in their clubs as well as step up to serve and be youth leaders in other capacities within the 4-H program," Klemme points out.

### Iron County Summer Youth Camp

For two decades the Iron County Summer Camp program has provided an opportunity for kids in grades 3-5 to get outside, learn, and have fun with their friends. The program also provides high school students the opportunity to serve as camp counselors. These camp counselors are role models and leaders that the campers look up to and want to be like some day. We were only able to offer this experience to about 45 campers this year, but those who attended had a great time and we look forward to a full camp in 2022.



Campers participated in arts and crafts, recreation, and waterfront activities planned and led by high school students who served in program director positions. They also learned to shoot archery and how to play gaga ball. Lots and lots of gaga ball. Some of the high school staff served as cabin counselors. They were with the kids throughout camp and are trained to address issues that might arise such as homesickness, bullying, and other things that pop up when kids are away from home. Youth Development Educator, Neil Klemme states, "Our staff of 19 teenagers did an amazing job and I am always proud of the effort they put into their role as counselors."

"This is a lot of fun," Klemme adds, "and at the same time, the staff and the campers are learning skills that will last a lifetime." Along with the leadership skills the staff learn, they are also exploring careers and developing a positive work ethic. Klemme is always fine tuning the training he provides to help young people develop skills to help them become stronger leaders, specifically focusing on problem solving, decision making, teamwork and communication skills.

### Iron County Youth Leadership Council

The Youth Leadership Council saw new life and even growth after returning from a short time off in 2021. Klemme recruited 11 excited youth to step into the seats that were vacant due to graduations over the past two years. Not only was Klemme able to fill the seats that youth serve on the County Board of Supervisors and NICER (Northern Iron County Engaged Residents) Board of Directors, he was also able to expand leadership roles for the Youth Leadership Council members to the Gogebic Range Health Foundation (GRHF). Klemme encouraged the GRHF to include youth voice in how the board distributes its grants in the fall. Klemme will follow up with additional trainings for youth and adults on youth-adult partnerships as shared leadership can be difficult.



## 4-H YOUTH DEVELOPMENT

### Day Camps Provide New Options Each Week for Iron County Youth

Iron County 4-H Youth Development Educator, Neil Klemme and two Summer Assistants, Riley Kangas and Jackie Bradley, provided youth in the county with many options for their summer. Day camps consist of a four-day program with a specific learning theme. The Youth Development team chose three programs in 2021.

**Theme 1—TrailBlazers/Outdoor Adventure Camp:** Each day participants would meet at a different location and ride their bikes to a new site. Each day's ride was a bit longer. Once the participants got to the planned destination, they would hike, swim, and explore the chosen site. This place-based programming introduces youth to the natural assets of Iron County. While registration numbers were down this year, the 6 young people who joined biked over 50 miles and saw some beautiful sites in our region.

**Theme 2—STEM Camp:** STEM stands for Science Technology Engineering and Math. "Jackie did a great job of connecting the lessons to things that youth see every day," Klemme shared. 14 day-campers designed and built devices to protect an egg from breaking when it was dropped. They learned about wind power and saw exciting chemical reactions while making elephant toothpaste. A youth leadership position was offered this year for a middle school student that had participated when he was younger. Klemme expects to see this leadership development opportunity expanded to other youth leaders in 2022.

**Theme 3—Babysitter Training:** Offered for youth ages 11 and up, with topics including care of infants (changing diapers, proper discipline of youth, what questions to ask the parents), CPR and first aid and how to stay safe while babysitting. "This has become a program that needs to be offered each summer as the demand for new babysitters in the community seems to be endless," Klemme says, "It's also a ton of fun and we get to connect middle school youth to their first job." 12 youth graduated in 2021 and we are looking forward to offering this again in 2022.



### Superior Days Impact Paper

Iron County youth have participated in the Superior Days legislative visits to Madison for more than 20 years. Participants discuss local issues with Wisconsin legislators and see real results from their efforts over the years. While the impact on the region can be seen in the legislation passed, the impact of the experience on the development of youth is important. Klemme partnered with the Ashland and Bayfield Counties Youth Development Educators to study the program's impacts. Klemme conducted focus group interviews and gathered survey data from 5 youth who had participated in Superior Days in the previous 2 years.

Results of the study showed that youth who participated in Superior Days increased civic skills. Interviews were transcribed and responses were coded with the following themes emerging: 1) Understanding governing processes (how the system works) 2) Understanding our role as citizens 3) Engagement in the democratic process 4) Inspired to create change 5) Questioning the processes and identifying challenges.

These themes demonstrate that participation in Superior Days has a tremendous impact on the development of knowledge about government and civic education beyond formal schooling. The program is offering an opportunity for youth to see how government directly affects them and how they can become involved and make a difference.

The paper outlines the impact of the Superior Days experience on youth and their development of social capital. Social capital can best be described as the networks and the relationships one has that helps them get ahead. It is a level of trust and a connection to the systems and people in one's community that links youth to influence. Participants in Superior Days reported new connections to local leaders, other area youth and a feeling that their opinions mattered.

Lastly, the paper shows that youth who had participated have built trusting relationships with adults in their community after participating in Superior Days. They reported feeling comfortable talking to the adult delegates and the youth inclusion in the program helped young people see their place in our political process. One of the findings that Klemme found interesting was that youth delegates began to see their legislators and local leaders as regular/real people. Some commented on seeing their county board members in the grocery store and feeling comfortable talking to them.



## COMMUNITY DEVELOPMENT



*Amy Nosal served as Community Development Educator in 2021.*

### Compassion Resilience in Community

"Resilience is the ability to recover and continue in the face of adversity without being overwhelmed or acting in dysfunctional ways. Compassion is the combination of the consciousness of others' distress and a desire to alleviate it, and is a basic quality needed to be able to meet clients' needs. Compassion resilience, then, is the ability to maintain our physical, emotional, and mental wellbeing while responding compassionately to people who are suffering."<sup>1</sup>

The second year of the COVID-19 pandemic continued with simultaneous energies of distress and hope, of action and reflection. When everyone is facing their own unique blend of such energies, it becomes even more meaningful to ask ourselves how we care for ourselves while caring for others and our communities. In 2021, Amy Nosal worked with partners to reinforce means of connection that bring people together to address needs and celebrate strengths. The research indicates that the practice of doing so - of making frequent and positive connections with others - tends to result in better health outcomes.<sup>2</sup>

### Trained and Training

The purpose of the University of Wisconsin - Madison Division of Extension is to teach, learn, lead, serve and connect in order to transform lives and communities.<sup>3</sup> Over the last 2 years, Nosal has engaged in a variety of trainings that develop understandings and practices involving inclusion, wellness and compassion, and then she made efforts to apply and share with community partners.

One such training in 2021 was a facilitation training in the WeCOPE: Connecting to Our Positive Emotions curriculum, an evidence-based program that helps adults cope with life stress. Nosal practiced delivering this training to statewide groups, and moved forward to create a unique educational series for 19 small business entrepreneurs utilizing support services from 3P Insights, a business consulting firm based out of Hurley. Nosal developed a presentation that shared a systemic perspective on patterns that either build or erode resiliency, and then followed-up with specific WeCOPE trainings as requested. These presentations were all virtual, so Nosal provided copies of the slides with references as well as a transcript of the presentations to help participants reference back to key points.



1. *Compassion Resilience Toolkit* by WISE Initiative for Stigma Elimination and Rogers Behavioral Health  
<https://compassionresiliencetoolkit.org/>

2. *Building social support and connections 2020 flyer* by the University of Minnesota Extension  
<https://extension.umn.edu/stress-and-change/building-social-support-connections>

3. *University of Wisconsin-Madison Division of Extension Purpose, Vision and Values*; <https://counties.extension.wisc.edu/purpose/>

## COMMUNITY DEVELOPMENT

### Trail Progress Slow and Sure

After partnering with the City of Hurley and the non-profit ICORE - Iron County Outdoor Recreation Enthusiasts - to write a successful Wisconsin DNR grant to secure trail property between Hurley and Montreal from Canadian National railroad company, the funding award was retracted in 2021 while negotiations with Canadian National continue.

Still, an important Hurley trailhead amenity was installed in the summer, a double-sided information kiosk created by the Hurley School's Northwoods Manufacturing program (photo on right). ICORE and the City of Hurley assisted with the installation. This project has been in development since a 2015 grant project co-led with the Iron County Health Department.




In the Mercer area, partnerships are evolving to allow for maintenance, improvements and expansions of trails connecting downtown Mercer and the Heart of Vilas County Bike Trail System. In 2021, Nosal contributed historical knowledge and network facilitation for involved organizations like ICORE, the Wisconsin DNR, and the Mercer Area Chamber of Commerce, and participated in the primary awareness and fundraising events, Lupine Junefest and the Fall Color Classic Bicycle Tour.

### Iron County Online

Digital technology is valuable to help us stay connected. In 2021, Nosal continued to utilize her skills in facilitating virtual events to support groups including the Gogebic Range Broadband Committee and non-profit Fe University. Programs like Iron County Online encouraged 19 remote workers and broadband partners to consider the needs and strengths of Iron County's telecommuting community, and co-facilitating Fe University's "Economics of Everyday Living" online class ensured that another 19 participants could interact with guest lecturer, Dr. Richard Ray Shreve.

Nosal also leveraged her leadership with the FeLiveLife.org online community calendar to create the Get Connected in September 2021 campaign that highlighted the many local events and resources to support mental health in recognition of National Recovery and Suicide Prevention Month. The project helped strengthen partnerships across key organizations, including a new funding partnership between the Range Suicide Prevention Council and the Gogebic Range Health Foundation.



**Making Place with Remote Work**

**IRON COUNTY ONLINE**

Iron County partners invite area remote workers to chime in for an hour of virtual conversation on

**WEDNESDAY, JUNE 23**  
**NOON-1PM CST**

**JOIN US**  
We'll give a brief overview of Iron County's broadband development, then consider how remote work can support making Iron County a great place to live, work and play!

**APPEAL**

- Meet other remote workers
- Learn about the area
- Let us know what can build a better community

**VIRTUAL HOSTS**  
IRON COUNTY DEVELOPMENT ZONE  
MERCER PUBLIC LIBRARY  
UW-MADISON EXTENSION IRON COUNTY

**Get Connected in September 2021**  
It's National Recovery & Suicide Prevention Month & we believe no one has to struggle alone.




The Gogebic Iron Range is a fun & healthy place to live!

**Local Event Details on FeLiveLife.org!**

Earthlings who make frequent & positive contact with others tend to have better health. It's not a far-out idea, but sometimes we may need encouragement or support to rocket into new social spaces & activities.

Seeking resources about suicide prevention or addiction recovery?  
Check out the **Resource Listing** document under the **Info** tab at [gccmh.org](http://gccmh.org).

Interested in giving to area mental health programs?  
Please donate to the **Jonathan A. Erickson Fund** at [GogebicRangeHF.org](http://GogebicRangeHF.org).



## FOODWISE

FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). FoodWise advances healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.

Stephanie Bakker, FoodWise Coordinator for Ashland, Bayfield and Iron Counties, and Deb Leonard, 50% part-time Iron County FoodWise Educator, provided many educational opportunities to the Iron, Ashland and Bayfield County communities in 2021. FoodWise Educator, Marisa Perlberg joined the team in August 2021, with her main focus area being Bayfield and Ashland Counties. Perlberg spent a lot of time in Iron County shadowing Leonard during programming in the Hurley School Garden, senior dining sites, Hurley Head Start, Mercer School, and Hurley School.



*The 2021 Ashland, Bayfield, Iron County FoodWise team consists of (left to right) Nutrition Educator Deb Leonard, Coordinator, Stephanie Bakker, and Nutrition Educator, Marisa Perlberg.*

### Hurley School Garden

The FoodWise team provided a number of educational opportunities in the Hurley School Garden. These education events were put together and led by Deb Leonard, who has provided education in the school garden for many years and has plans to continue to do so in the future.

In addition to Kid's Club summer school class, Leonard put together some fun, informative, and innovative one-day events in 2021. Some examples include a school planting day, Cucumber Crunch/ Summer Meals day, and harvesting day, where students were able to take home fresh produce.

The Ashland, Bayfield and Iron County FoodWise program purchased supplies to support the Hurley School Garden efforts. This included items such as plants, seeds, hand spades, harvesting bins, and watering pails.



*Ashland, Bayfield, Iron County FoodWise created a Facebook page in December 2021, in order to expand their outreach. Follow the page to learn about nutrition, recipes and events at: [www.facebook.com/FoodWiseUWEX.North](https://www.facebook.com/FoodWiseUWEX.North)*

### Healthy Choices, Healthy Lives





## FOODWISE

### Partners & Participants

Partners for 2021 included Mercer and Hurley Schools, five senior dining sites, Hurley Head Start, and the Iron County Mobile Food Pantry.

FoodWise also continues to share nutrition education, local information on food resources, recipes, and wellness topics in the monthly newsletter that is shared to various partners via email, on the Extension Iron County website and social media pages. It is also distributed each month at the Iron County Mobile Food Pantry.

Extension Iron County Office Manager, Rebecca Holm, who organizes the Iron County Food Pantry states:

*"Iron County Mobile Food Pantry participants really enjoy receiving the FoodWise Newsletter each month. We have a handful of participants who always comment on how they really enjoy the recipe section."*



*Marisa Perlberg and Stephanie Bakker volunteering at the Iron County Mobile Food Pantry, August 2021.*

**Iron County continued to deliver nutrition education, reaching 779 PARTICIPANTS through use of electronic and hard copy materials, such as the monthly newsletters.**



### Nutrition Education at 4-H Babysitter Training

In August 2021, Deb Leonard and Marisa Perlberg partnered with 4-H Youth Development Educator, Neil Klemme, by teaching nutrition education topics at the four-day Babysitter Training program.

Introductions were made using an icebreaker game planned by Perlberg. The group also learned about the four food safety rules to fight bacteria (clean, separate, cook, chill). Yogurt parfait snacks and a spaghetti lunch were served, all prepared by the participants, with guidance from Leonard and Perlberg.



### StrongBodies

The Ashland, Bayfield and Iron County FoodWise team initiated its first StrongBodies series in January 2021. Since then, the team has provided three additional series over the course of the year.

This program is in collaboration with the Douglas County FoodWise team. It has been great to have their many years of experience and expertise with this program to start implementing it across the three county area.

With limited opportunities to participate in strength training programs in rural counties, StrongBodies helps to fill part of that need.



# AGRICULTURE/HORTICULTURE



*Darrin Kimbler served as Agriculture/Horticulture Educator in 2021.*

The Iron County Agriculture/Horticulture program provided educational and technical programming throughout Iron County in 2021. Darrin Kimbler is the 50% part-time Agriculture/Horticulture Educator.

## Master Gardener Program

Kimbler and UW-Madison Extension Iron County Master Gardener Volunteers provided over 750 volunteer hours of community education and area beautification in our communities. The Iron County Horticulture Program greatly increased its reach in 2021 by training four new Master Gardener volunteers over the winter months. The new volunteers participated in 40 hours of education on a wide range of horticultural topics.

The Master Gardener activities include:

- Silver Street Planters in Hurley with Hurley School 3<sup>rd</sup> grade students.
- Montreal Historic District Planters with Hurley School 4<sup>th</sup> grade students.
- Planted and maintained the Iron County Courthouse planter.
- Mercer Library rain garden.
- Iron Horse Trailhead beautification.

## Community Education

Four presentations at the Mercer Library throughout the year on topics:

- Planning for a seed saving garden.
- Growing tomatoes in cool climates.
- Growing fruit trees in climate zones 3 & 4.
- Protecting trees and shrubs from animal damage in the winter.

These presentations are recorded and are available to the residents of Iron County on Extension Iron County's YouTube channel and website.

- Created a monthly maple syrup newsletter to provide Iron County producers with the latest information and news about maple syrup opportunities in Wisconsin.
- Planned and created beginner videos for maple syrup producers to be released in 2022.
- Developed an online tool for maple syrup producers to discover which food safety regulations apply to their operations.

- Prepared the local Master Gardener Volunteers for changes in organization at the state level.
- Taught Master Gardener classes which resulted in four new Master Gardeners for our region.
- Collaborated with Iron County Land and Water Conservation Department to alert and educate county residents about the potential destructive implications of the discovery of Emerald Ash Borer in the county.

## Technical Assistance

Kimbler provided direct technical assistance to community clients via in-person contacts and virtually by personal cellphone and email:

- Assisted and interpreted 20 soil tests for farmers and gardeners.
- Provided research based answers to approximately 60 horticulture and agriculture questions from insect identification to disease management.
- Answered gardening questions on Garden Talk WJRS, every other Thursday, May through September.
- Providing agricultural assistance to farmers.
- Worked with maple syrup producers to increase production at their sugarbush in Gurney and several other producers on navigating state regulations to retail their products.
- Master Gardener Volunteers helped with the Iron County Fair crops and horticulture division and answered gardening questions from the public.

## Professional Development

- Completed two four-week online courses from the University of Vermont on maple business planning and maple financial planning.
- Attended Wisconsin Maple Syrup Producers Winter Institute.

## Statewide Work

- Part of a statewide team that secured a \$470,000 federal grant for maple syrup education and outreach to landowners and foresters in Wisconsin and Iron County.
- Development and Implementation team member for a statewide online gardening course called "Foundations in Horticulture," that gives Iron County residents access to state horticulture specialists.
- Team member for a monthly webinar series on horticulture and gardening topics that is accessible to Iron County residents. Kimbler will be hosting several webinars and highlighting Iron County.
- Presented work to Extension colleagues at the All Colleague Extension Conference in December. Kimbler's presentation demonstrated the need, how to build and how to evaluate an active multimodal marketing campaign to increase audiences for Extension programs.

## SUPPORT STAFF/OFFICE MANAGER



*Rebecca Holm (right) served as Support Staff/Office Manager in 2021. Pictured with Holm is Iron County Mobile Food Pantry volunteer, Samantha Ratkowski.*

Rebecca Holm provided support to all Extension Iron County Educators and Summer Assistants. In addition to being a 4-H leader for the Iron County Green Team and SISU Endurance Team, Holm also volunteered as President of the Iron County 4-H Parent Leader Association.

### Interaction with Public

Serving as the first point of contact with the public, Holm provided assistance with requests in person and over the phone for information and resources including:

- Research of UW-based information and response or referral to client.
- Submission of soil samples, plant samples, and insect identification samples to University laboratories.
- Iron County Mobile Food Pantry registration, documentation, and newsletters. Approximately 108,890 meals were distributed to Iron County residents in 2021.
- Maintained and distributed community snowshoe inventory. 145 pairs were checked out by organizations and individuals in 2021.

### Educational Outreach

- Distributed monthly "Just in Time Parenting" newsletters to 25 parents of new babies born in Iron County in 2021.

### Program Support

- Coordinated enrollment and documentation of all 4-H programming in 2021, including the SISU Endurance Team (SET) and summer camps.
- Maintained and distributed SET Ski Club equipment. 25 members were able to check out equipment during the 2021 season.

### Financial Operations

- Maintained financial records and documentation for Extension and 4-H and Youth Club budgets.
- Maintained office accounting including spreadsheets, vouchers, invoices, accounting and record keeping for grant funded programming.
- Served as liaison to Iron County auditors.
- Processed all receipt collections, deposits, invoices and bill paying.
- Created financial reports for Extension Iron County Committee and, as requested, for the Iron County Finance Committee.

### Office Technology

- Served as liaison for office to local computer repair services and to UW-Technology Services.
- Served as office website and social media coordinator.
- Coordinated internet connections with local and Extension servers.
- Upgraded skills with trainings related to new software programs to create more efficient management of office functions.
- Secured and maintained contracts for leased equipment, maintenance agreements, repairs and supplies needed to run office equipment.
- Assisted courthouse staff with using the boardroom AQUOS Smart Board.
- Researched methods and means for office equipment upgrades.

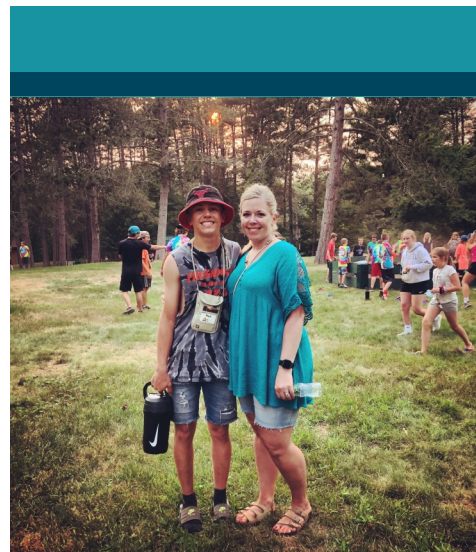
- Maintained the 4-H database.

### Office Operations

- Maintained and ordered proper level of supplies and resources as needed for office operations and equipment.
- Served as designer of program materials, such as brochures, newsletters, flyers, logos.
- Maintained office documentation to demonstrate compliance with federal civil rights law.
- Maintained postage accounts, equipment records and reports.
- Served as designer and coordinator of the Extension Iron County Annual Report to the Board of Supervisors.
- Coordinated, attended and recorded minutes at Extension Committee meetings.
- Coordinated, attended and participated in Extension Department staff meetings.

### Additional Support

- Assisted Extension Ashland County with website posts and other design projects prior to hiring their new office manager.



*One of Holm's favorite work weeks is the time she gets to spend working from camp. Pictured above is Holm with her son, Riley, who volunteered as camp staff for the first time, July 2021.*



## AREA EXTENSION DIRECTOR AREA 1

This Annual Report highlights some of the programming efforts of our educators and staff members. In 2021, two full-time and two part-time educators, one full-time office manager, and two summer assistants made up the relatively small office staff that gets all this work done! How do we do it?

The success of Iron County Extension programming relies on 4 aspects:

### COUNTY FUNDING STATE FUNDING

### DONATIONS, GRANTS & FEES VOLUNTEERS

In Extension, most educators are co-funded by the county and state. Iron County also supplies funding for a horticulture/agriculture educator and assistance with the extensive summer youth programs. In addition, county funds help to outfit Extension with office supplies, technology, and program and travel costs, as well as an excellent office manager to hold it all together.

FoodWise, our nutrition education program, is fully funded by federal SNAP-Ed (Supplemental Nutrition Assistance Program Education) funds that come through UW-Madison Division of Extension. Iron County FoodWise is part of a three-county project which also includes Ashland and Bayfield Counties. County funds are not involved in the salaries of the FoodWise Coordinator, FoodWise Educator, or Area Extension Director.

The charts show the basics of where our funding comes from. Due to travel and programming restrictions resulting from the COVID-19 pandemic, the 2021 budget is atypical.



*Mary Pardee served as the Area Extension Director for Area 1 in 2021 (Area 1 includes Iron, Ashland, Bayfield and Douglas Counties).*

	Co-Funded Staff Fee	\$	73,090
	County Funded Staff Fee	\$	32,310
	Support Staff	\$	64,863
County	County Educational Staff	\$	13,408
	Office & Technology Educational Program Support	\$	7,608
		\$	11,802
	Committee Expense	\$	760
	<b>TOTAL COUNTY</b>	<b>\$</b>	<b>203,841</b>

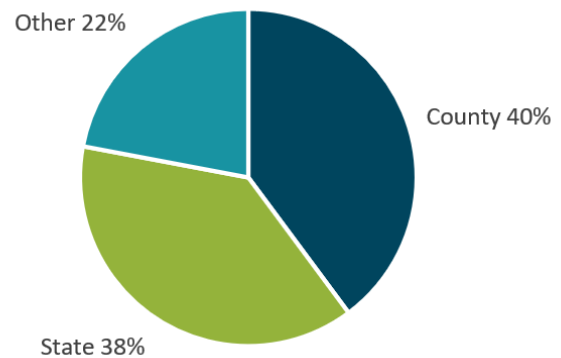
	Co-Funded Staff Salary/Fringe	\$	107,175
State	FoodWise Staff & Program Support	\$	55,565
	Office & Technology Professional Development	\$	1,200
		\$	534
	Director Salary/Fringe	\$	30,678
	<b>TOTAL STATE</b>	<b>\$</b>	<b>195,152</b>

Other	Donations, Grants, Fees	\$	16,231
	Volunteer Value*	\$	96,522
	<b>TOTAL OTHER</b>	<b>\$</b>	<b>112,753</b>

**TOTAL EXTENSION BUDGET \$ 511,746**

\*Using the standard "Independent Sector" rate of \$28.54 (2021 rate).

### EXTENSION BUDGET 2021



### VOLUNTEERS

Extension's programming success relies on volunteers! 2021 volunteer hours include:

- Community projects by Master Gardener Volunteers – 750 hours
- 4-H Clubs and activities by 4-H Volunteers – 2297 hours
- Iron County Mobile Food Pantry Volunteers – 300 hours
- ICORE project Volunteers – 35 hours

**THANK YOU, EXTENSION VOLUNTEERS!** We could not do all this work without you!

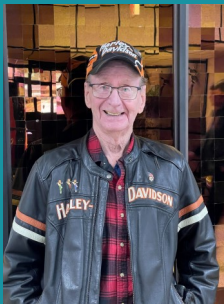
# Iron County Agriculture-Extension-Education Committee

The 2021 Iron County Agriculture-Extension-Education Committee was comprised of William Thomas as Chair, Opal Roberts as Vice-Chair, and committee members, Jamey Francis, Ken Saari, and Larry Youngs.

We would like to thank our committee members and County Board Chair, Joe Pinardi, for their continued support of Extension programming.

Both UW-Madison Division of Extension and Wisconsin counties have benefited from the strong partnership to provide an array of educational programs that continue to serve the people of Wisconsin wherever they live and work. Fundamental to Extension's mission to fulfill the promise of the Wisconsin Idea, we extend the boundaries of the university to the boundaries of the state. Together we can achieve more!<sup>1</sup>

1. *Division of Extension – County Partnership Guidance*, published August 1, 2021 by University of Wisconsin Division of Extension, <https://extension.wisc.edu/about-us/>



## WILLIAM THOMAS

Committee Chair

*Extension Committee*

*Years Served: 16*

*Supervisory District: Gile*

*Other Committee Appointments:*

- Finance, Land Conservation, Forestry, Memorial Building, Highway.

## Ken Saari

Committee Member

*Extension Committee*

*Years Served: 1*

*Supervisory District: Montreal*

*Other Committee Appointments:*

- Finance, Land Conservation, Economic Development, IT.



## Opal Roberts

Committee Vice-Chair

*Extension Committee*

*Years Served: 13*

*Supervisory District: Mercer*

*Other Committee Appointments:*

- Finance, Human Services, Aging Advisory, Housing, Library, Nicolet Board Appointment.

## Larry Youngs

Committee Member

*Extension Committee*

*Years Served: 1*

*Supervisory District: Hurley*

*Other Committee Appointments:*

- Law Enforcement, Economic Development, Human Services, Highway.



## Jamey Francis

Committee Member

*Extension Committee*

*Years Served: 3*

*Supervisory District: Hurley*

*Other Committee Appointments:*

- Human Services, Memorial Building, Saxon Harbor, Aging Advisory.

## Joe Pinardi

County Board Chair

*Years Served as County Board Chair: 9*

*Supervisory District: Hurley*

*Other Appointments:*

- NWRPC, Northern Railway, Northwest CEP, and WITC Board.





## A Natural Asset for the Economy & Community



Since late 2018, Extension Iron County has engaged in collaborative efforts to bolster local economic development and community identity by encouraging maple syrup production. Iron County contains some of Wisconsin's densest distributions of sugar maple, and Wisconsin ranks as the 4th largest maple syrup producing state.

2021 welcomed the return of the Iron Maple Festival in April! The purpose of the festival is to bring attention to our maple trees and local syrup making - an important part of our Northwoods ecosystems and lifestyles. The 2021 Iron Maple Festival again featured a maple syrup recipe competition as well as a new addition of an online art showcase and auction.

Six Iron County businesses, including Beaver's Resort of the Mercer area, competed over the weekend of April 16-18 for best maple syrup entrée and drink, and four Iron County artists contributed maple-themed pieces to raise \$400 for maple programming and the Hurley and Mercer Schools art programs. There was also an educational display in the Mercer Public Library during the week up to the festival. Festival sponsors included the Mercer and Hurley Area Chambers and Iron County Economic Development Zone.



*Online voting for the 2022 Iron Maple Festival included the opportunity for folks to submit pictures! Some ordered out, like the voter who took their Burgers Bar & Grill's Maple Bacon Peanut Butter Burger to Gile Park. Others dined-in, like our voters who shared the outstanding presentation of Iron Nugget's Maple Rosemary Pork Ribeye.*

*The final tallies, however, put Whitecap Mountains Resort and Luoma's Saxon Pub as the 2021 Iron Maple Festival winners!*



### Whitecap, Saxon Pub claim maple fest honors

By RICHARD JENKINS  
rjenkins@yourdailyglobe.com

**HURLEY** – After taking a year off due to the coronavirus pandemic, the Iron Maple Festival was back and better than ever last weekend.

From April 16-19, patrons could sample special dishes and drinks at various restaurants around the county and vote online for their favorites.

Six county businesses took part in the competition, offering up their best food and drink specials that featured maple syrup as an ingredient.

"I'm thrilled by the participation of our six Iron County businesses. While it is a slow time of the year, some businesses reported they had folks come in specifically for the recipe competition," said Amy Nosal, the community development extension educator for the University of Wisconsin-Madison Extension Iron County, and one of the festival's organizers. "Increasing publicity and revenue for our local businesses is a major goal of the Iron Maple Festival."

Ultimately, it was Whitecap Mountain Resort that took home the award for best entrée with its maple



Submitted photo

**DAVID DZIUBAN** shows off the award Whitecap Mountain Resort's maple salmon flatbread won for best entrée in the 2021 Iron Maple Fest.

salmon flatbread. The maple cinnamon whiskey sour at Luoma's Saxon Pub was selected as the best drink.

Along with the food and drink competitions, this year's festival also featured an art showcase auction where participants could use Facebook to bid on several maple-themed art pieces made by local

artists.

A total of \$400 was raised through the auction, according to organizers, with the proceeds to be split between next year's event and the Mercer and Hurley school art programs.

"I was also thrilled by the art showcase and auction that was introduced this year. We featured four



Submitted photo

**ALENA LUOMA** displays the award Luoma's Saxon Pub received for its maple cinnamon whiskey sour, which was named the best drink in the 2021 Iron Maple Fest.

Iron County artists in raising some funds for next year and our local art programs," Nosal said.

The festival was hosted in partnership by the UW-Madison Extension Iron County, the Mercer Area Chamber of Commerce, the Hurley Area Chamber of Commerce and the Iron County Development Zone.



# A Natural Asset for the Economy & Community

*Pictured right: The Spirit of Maple Tree was displayed in the Mercer Public Library the week up to the Iron Maple Festival and invited folks to consider how they connected to the maple.*

*Pictured below: Iron County artists offered their twists on maple for the 2021 Iron Maple Festival Showcase and Auction, held online during the weekend of the maple recipe competition.*



## Extension Iron County Maple Newsletter

In November, Kimbler started a maple newsletter to inform Iron county maple syrup producers about maple news locally and further abroad. This newsletter has a subscriber list of over 125 people interested in maple syrup production in Iron County.

## Decision Tree for Maple Syrup and Sap Producers for Wisconsin Food Safety Regulations

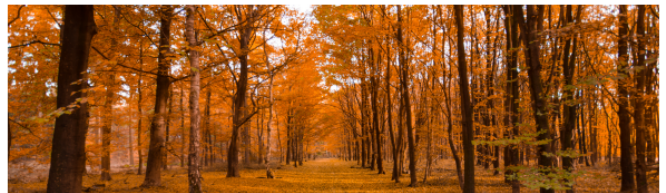
Kimbler also created an online tool to help Iron County maple syrup producers determine what state food-safety regulations and licenses are applicable to their maple syrup operation.

To sell maple syrup products in the state, producers must adhere to various food safety regulations set forth by the legislature and Department of Agriculture, Trade and Consumer Protection (DATCP). These regulations apply differently to different sizes and types of maple syrup producers.

The online tool uses a series of questions about to whom the producer sells their products and the size of their operation to guide them to the appropriate regulations and licensing authority applicable to their enterprise.

## NOVEMBER 2021 OUR MAPLE IDENTITY

UW-MADISON EXTENSION IRON COUNTY MAPLE NEWLETTER



### WINTER MAPLE OPPORTUNITIES

#### Wisconsin Maple Syrup Producers' Association Winter Institute

WMSPA's 2022 Winter Institute is January 14-15 in Marshfield, WI. This is an opportunity to meet and learn from those in the maple syrup business. This is also a time to see all of the latest maple syrup production equipment out there from some of the industry leaders in maple syrup equipment. There is something for everyone no matter your experience level.

For more information and to register visit:  
<https://wismaple.org/winter-institute-2022>

#### University of Vermont Maple Business Planning Tools

As winter sets in, now is the time to do some planning. The University of Vermont Maple Management program has several online tools that are designed to help new maple tappers build a business plan and veteran sugarers to improve their business operations.

Visit here to get started:  
<https://www.uvm.edu/extension/agriculture/maple/bizmodules/node/1>

#### USDA Farm Service Agency (FSA) Wisconsin Producer Survey

The Wisconsin Maple Syrup Producers Association is looking for all producers, no matter how small or big, to fill out this short survey in partnership with the FSA & WI Maple Equipment Dealers. Your input is needed and will help our entire industry to show the impact how much syrup is made and what it means to the state of Wisconsin. This is completely confidential, but will help create a baseline for future grants, insurance and programs for all maple producers in Wisconsin.  
Visit here to contribute: [www.surveymonkey.com/r/CKDS8B6](https://www.surveymonkey.com/r/CKDS8B6)



#### Contact us:

UW-Madison Extension Iron County  
300 Taconite Street, Suite 118  
Hurley, WI 54534  
(715) 561-2695  
<https://iron.extension.wisc.edu/>  
[darrin.kimbler@wisc.edu](mailto:darrin.kimbler@wisc.edu)

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.



## BACKYARD ADVENTURE MONTH

### Explore Northern Iron County Backyard Adventure Month

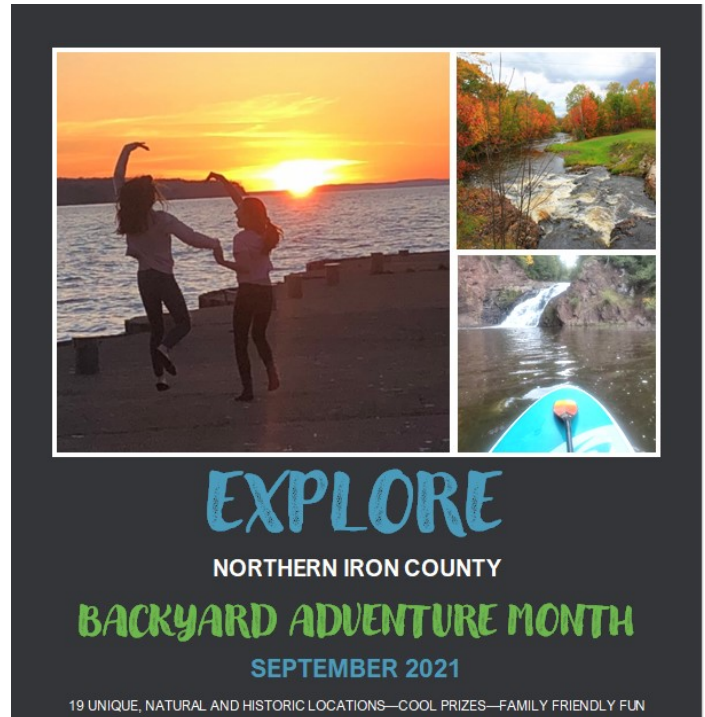
Explore Northern Iron County Backyard Adventure Month (BYAM), planned in partnership with NICER (Northern Iron County Engaged Residents) and organized by Extension Iron County Office Manager, Rebecca Holm, once again encouraged participants to visit unique, natural and historic locations in the Northern Iron County community.

The 2nd annual, family friendly event included nineteen locations to explore during the whole month of September, such as Interstate Falls, two locations on the Historic Montreal Ski Trails, the B-47 Memorial site, Corrigan's Lookout and much more!

Using the 2021 program booklet as a guide, participants were encouraged to visit as many locations as they could for a chance win four adventure themed prize packages. In order to qualify for prizes, participants were required to submit completed checklists to the Extension Iron County office or via email at [benicer@nicer715.com](mailto:benicer@nicer715.com). There was also a chance to earn extra credit points for anyone wanting to share photos of their adventures with organizers via email and by sharing on their personal social media pages, using the hashtag: [#ironcountybackyardadventure2021](https://twitter.com/ironcountybackyardadventure2021).

The prize packages were made possible thanks in part to the following sponsors: NICER, Iron County Economic Development Zone, Edward Jones (Ken Saari, Jr., Financial Advisor), Whitecap Mountains Resort, White Cross Pharmacy, Iron County Forestry Department, Copper Peak and the Gogebic Range Health Foundation.

54 participants turned in checklists (36 adults, 18 youth) and over 75 people participated. Out of all 54 participants who turned in checklists, 23 had visited all 19 locations and collected bonus points for a total of 50 points each. Congratulations to this year's winners, Anna Dahlbacka, Ariana Lund, Gavyn Koski and Tina Romosz.



*Pictured above: The 2021 Explore Northern Iron County Backyard Adventure Month booklet included photos from 2020 participants (clockwise from left) Leah Simonich, Diane Giardina and Deb Leonard.*

Holm sent a post event survey to participants for feedback about the event with the favorite location overall being Corrigan's Lookout. Checkout some of the other feedback received:

*"This was a great event to get folks young and old out exploring our beautiful county."*

*"I absolutely loved it and loved to see all the people out exploring our wonderful county. I would love to see a winter version of this!"*



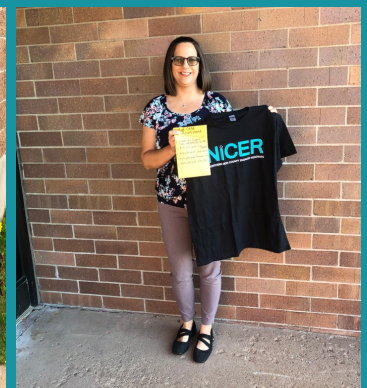
**Adult Adventure Prize**  
*Anna Dahlbacka*



**Youth Adventure Prize**  
*Ariana Lund*



**Random Drawing #1**  
*Gavyn Koski*



**Random Drawing #2**  
*Tina Romosz*

## Extension Iron County Web Analytics

### YEARLY INSIGHTS FOR IRON.EXTENSION.WISC.EDU

Total Users:

**3389**    ↑ 17.3%    Last year: 2888

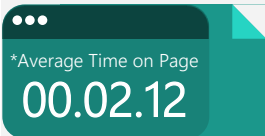
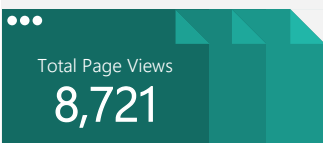


New VS. Returning:

● New visitors    Total: 3370  
● Returning        Total: 19

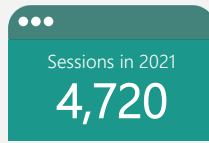


Total Page Views:



\*Average amount of time users spent viewing webpage content.

Sessions:



\*Average length of a session per user.

Sources of Traffic:



How did visitors find the website?

Google	1274
Direct Traffic	866
m.Facebook.com/referral	626
Bing	102
Facebook.com/referral	72
Co.iron.wi.gov	63
Counties.extension.wisc.edu	56
FeLiveLife.org	45

### Top 10 Page/Post Views (posts listed in blue):

Extension Iron County Home.....	1972
Community Development/Iron Maple Festival April 16-18, 2021.....	512
Extension Iron County Presents: Early Landscape Diseases.....	466
Community Development/Maple .....	368
Staff Directory.....	289
4-H/Home Page .....	258
FoodWise/Iron County Food Security Resources.....	243
SET XC Ski Club Early Registration.....	161
4-H/Iron County Summer Youth Camp.....	135
Community Development/Next Generation Attracting and Retaining Youth People .....	125

Extension Iron County's social media accounts continue to be a useful tool in sharing program information and resources to target audiences. Below are analytics for 2021.



Page Likes	686	↑ 13.8%
Women	76.4%	-
Men	23.6%	-
Reach	14,945	↑ 80.7%
Page Visits	1,016	↑ 26.8%

An Instagram account was created in March 2021 to expand outreach to a younger target audience. Below are demographics from March-December 2021.



Followers	121	N/A
Women	84.6%	-
Men	15.7%	-
Reach	454	100%
Profile Visits	219	↑ 26.8%

Agriculture Educator, Darrin Kimbler created a variety of virtual programs and educational videos in 2021. His most popular video was Growing Fruit Trees in Hardiness Zones 3 & 4, which had 315 views.



Subscribers	30
Watch Time (hours)	72.5
Total Views	638
Comments Received	5





IT'S NOT REALLY WORK IF YOU ARE HAVING FUN

### **CONTACT INFORMATION:**

Extension Iron County  
300 Taconite Street, Suite 118  
Hurley WI 54534

Phone: 715-561-2695

Toll Free: 1-888-561-2695

Fax: 715-561-2704

<https://linktr.ee/ExtensionIronCounty>

### **OFFICE HOURS:**

Monday - Friday  
8:00 am - 4:00 pm



### **STAFF EMAIL ADDRESSES:**

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**Extension**

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715 561-2695  
715 561-2704 (fax)  
888-561-2695 (Toll free from Mercer and Springstead)

Dear Iron County Residents, Agencies and Local Officials,

UW-Madison Division of Extension - Iron County is committed to providing equal access to educational opportunities for all Iron County residents. Extension provides affirmative action and equal opportunity in education, programming and employment for all qualified persons regardless of race, color, gender/sex, creed, disability, religion, national origin, ancestry, age, sexual orientation, pregnancy, marital or parental, arrest or conviction record or veteran status.

In addition, we are committed to providing equal access to educational opportunities for persons with disabilities in compliance with the Americans With Disabilities Act of 1990. We realize that individuals with disabilities may need accommodations to participate in or benefit from educational programs, activities or services. Reasonable accommodations for a disability will be made to allow individuals to fully participate in our programs by contacting the Extension Iron County office in advance. [ (715) 561-2695, toll-free 1-888-561-2695, 711 For Wisconsin Relay (TDD) ]

Persons with disabilities who require alternative means for communication of program information (braille, large print, audiotape, etc.) should contact the Extension Iron County office.

Extension Iron County is interested in reaching Iron County and area residents with information about our upcoming programs. Our intent is to provide programs that target the diverse interests and needs of area residents. We identify interests and needs for programs by exploring specific requests and by examining issues identified in our strategic planning efforts. We want to be effective in our efforts to communicate about our programs.

We release news of upcoming programs to the following news sources: Iron County Miner, Ironwood Daily Globe, Lac du Flambeau News, Lakeland Times, North Country Sun, Park Falls Herald, WJMS/WIMI Radio, and WUPM/WHRY Radio. Please notify us of other sources you use for getting news about local events.

Thank you for your support of Extension Iron County programs. Please feel free to contact me with questions or concerns you have about the above information.

Regards,

Mary Pardee  
Area Extension Director  
Area 1 (Iron Ashland, Bayfield, Douglas Counties)