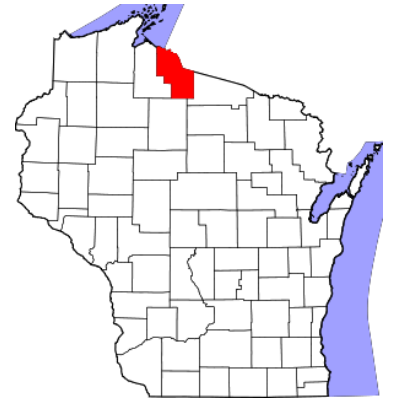


# 2023



## ANNUAL REPORT TO THE IRON COUNTY BOARD OF SUPERVISORS

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



*Pictured above: 2023 Iron County Outpost Campers participated an exciting challenge activity that included white water rafting on the Menominee River with Kosir's Whitewater Rafting, LLC.*



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

*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*





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



## WELCOME LETTER

**January 1, 2023 - December 31, 2023**

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

In this 2023 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 community members of Iron County to meet community challenges, protect natural resources, strengthen families and support young people. Despite challenges including some staff turnover, 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 4-H Youth Development, Horticulture/Agriculture, Community Development, and Nutrition Education. 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 throughout 2023. 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)

## 2023 Agriculture-Extension-Education Committee Members

William Thomas  
Karen Lauer  
Karl Krall  
Tanner Hiller  
Kurt Wolff  
Joseph Pinardi - *County Board Chair*  
*\*Opal Roberts served January-July 2023, with Karen Lauer taking over the seat in August.*

## 2023 Administration and Staff

Mary Pardee  
*Area Extension Director, Area 1*  
Neil Klemme  
*4-H Youth Development Educator*  
Joseph Miller  
*Community Development Educator*  
Deborah Leonard  
*FoodWise Nutrition Educator*  
Stephanie Bakker  
*FoodWise Nutrition Coordinator*  
Bruce Spangenberg  
*Horticulture Educator*  
Rebecca Holm  
*Office Manager*  
Jackie Bradley  
Emaleah Niemi  
*Summer Assistants*

*\*Darrin Kimbler served as Horticulture/Agriculture Educator, January-July 2024.*

## 4-H YOUTH DEVELOPMENT



Neil Klemme (middle) served as 4-H Youth Development Educator in 2023. Also pictured are Neil's children, Kasey and Braeden, who served as camp staff members in 2023.

### IRON COUNTY SUMMER YOUTH CAMP

Iron County Summer Youth Camp once again provided Iron County youth, grades 3-5, the opportunity to enjoy the outdoors with friends and provided the opportunity for youth, grades 8-12, to practice valuable leadership skills and serve as role models in their position as camp staff. Iron County 4-H Youth Development Educator, Neil Klemme worked with his Summer Assistants, Jackie Bradley and Emaleah Niemi, to develop a positive learning environment for all youth who attended.

Campers participated in sessions that allowed them to explore things they love to do in the summer, like swim and play Gaga Ball, but also discover things that they don't always get the chance to do, like shoot archery, play unique camp recreation games, and work with their hands during arts and crafts. All of these sessions are designed to allow campers to explore their sparks. **Sparks** are a component of the Thrive Model of Positive Youth Development, and serve as part of the groundwork for creating a program that develops thriving young adults into adults. Summer camp is a setting ripe with opportunities to lay the groundwork for building the developmental context for positive thriving outcomes. Camp staff are trained in how to create an environment where youth feel they **belong** by developing a cabin environment where campers feel welcomed and included, for example. The staff are also trained to make sure campers are **engaged** in the

activities throughout the day. When they see a camper sitting out to the side they are taught how to get them to engage and often times that is through role modeling. This meets the last component of Thriving Youth Development programming, **relationships**. Camp staff and campers build a bond that lasts a lifetime.

### IRON COUNTY OUTPOST CAMP

Outpost Camp was designed in 2015 to fill the gap after Iron County Summer Youth Camp ended and to begin to develop the skills middle school youth need to become great camp counselors. Outpost Camp once again provided the opportunity for youth, grades 6-8, to discover their strengths and explore their leadership styles. These are skills that they will use throughout their lives and will make them more confident and successful camp staff when they are old enough to apply to be counselors.

Part of the keys to the Outpost Camp program is the level of independence that campers are given to "choose their adventure" during the week of camp. Neil and his staff set a schedule that allows the campers to select from a few options of activities during each session. This creates an environment where the youth have a say in their experience, which allows them to **engage** in activities they have an interest in and explore new **sparks** that they may have never tried before. The camp works together to build **belonging** through daily challenges (whitewater rafting was the 2023 challenge activity) and meal preparation. The camp staff are there to offer guidance and support through the challenges and build **relationships** as mentors.

Pictured right: 2023 Summer Assistants, Emaleah Niemi and Jackie Bradley at Iron County Summer Youth Camp, July 2023.

Their presence in the office will be missed, as 2023 was their last year working with Neil and the 4-H summer youth program.

Their creativity and support over the past 2-3 years has helped make the summer youth programs impactful and fun for the youth of Iron County. Best wishes to you both!



# 4-H YOUTH DEVELOPMENT

## DAY CAMPS ADD VARIETY TO SUMMER PROGRAMMING

### BABYSITTER TRAINING

11 youth participants learned new topics that would prepare them for their roles as babysitter and caregiver, including:

- **Child development, safety, and discipline**
- **CPR and first aid**
- **True Colors Training**
- **How to properly change a diaper**
- **Handling the business matters that come with babysitting**
- **Making healthy snack choices**

Participants were sent home with a babysitting kit and first aid kit. They also received certificates of completion, business cards, and their CPR certification.

### STEM DAY CAMP

8 youth participants learned about the areas of their lives where science plays a role every day.

- **Day One: Chemistry**  
Lessons about chemical reactions that occur in everyday life, as well as conducting experiments about bacteria and the importance of hand washing.
- **Day Two: Science and Plants**  
Lessons included art projects and plant propagation.
- **Day Three: Stuff and Things**  
This included building a device that would allow for an egg to be dropped from the playground equipment without breaking the egg.
- **Day Four: Food Science**  
Tested pH levels, made slime, and shared the results of the bacteria test and culture that was collected earlier in the week.

"Jackie and Emmie did a great job planning lessons that expanded the participants understanding of the world around them", Neil shared. "Science is a spark for both of them and they were excited to share that spark with the youth participants."

## SISU ENDURANCE TEAM

2023 was a great year for snow and winter sports in Iron County. The SISU Endurance Team had a full season of 8 sessions of cross country ski lessons and fun with the other kids and coaches in the program.

The team also expanded to include a race team that would enter races and explore the competitive side of skiing. The Hurley School District began partnering with the ski program in 2023, recognizing the Hurley students on the team with a sports letter. The Hurley schoolboard also approved an eight hundred dollar stipend to members of the race team to purchase more appropriate racing equipment.

The program also included opportunities for youth to join the running club in the summer months. Coaches and youth ran trails in the area, such as Miners Memorial Park, Wolverine Ski Trails, and the Iron Belle Trail.

## 4-H PROGRAM DEVELOPS PROJECT MEETING SCHEDULE

Neil worked to establish project meetings in 2022 and this continued in 2023. Multiple projects, including woodworking, foods and nutrition, pyrography, and sewing were continued into this second year of programming. According to Neil, "The project meetings offer an opportunity for Iron County 4-H members to explore a new interest or spark, as well as gain a deeper understanding of a spark that they may have already had. These sparks could grow to be a career or something that entertains and challenges our 4-H members for the rest of their life."

The adults who have stepped up to serve as project leaders have been trained to be 4-H leaders and all have a deep knowledge of the subjects that they are sharing with the youth. "We hope to continue to grow these opportunities and to include more and more projects each year that offer new experiences for our 4-H members."

# 4-H YOUTH DEVELOPMENT

## DAY CAMP PROGRAMS

STEM Day Camp—June 20-23, 2023

- 8 youth participants
- 2 Summer Assistants

Babysitter Training—August 22-25, 2023

- 11 youth participants
- 2 Summer Assistants
- 4 guest speakers

## CAMP PROGRAMS

Iron County Summer Youth Camp—July 18-21, 2023

- 59 youth campers, grades 3-5
- 29 youth camp staff, grades 8-12
- 6 enrolled adult leaders, 3 adult volunteers

Outpost Camp—July 11-14, 2023

- 16 youth campers, grades 6-8
- 3 adult volunteers, 2 Summer Assistants

## PROJECT MEETINGS

The following specialized project meetings were offered to Iron County 4-H'ers in 2023:

- CloverBuds
- Pyrography
- Photography
- Horse & Pony
- Foods & Nutrition
- Sewing

- Woodworking
- Game Night

*\*43 youth participated in these meetings with 3 youth leaders stepping up to help the 8 leaders who led the meetings.*

## SISU ENDURANCE TEAM

SET XC Ski Club—January 15-March 5, 2023

- 43 youth participants, grades K-12
- 4 enrolled adult leaders
- 3 youth leaders
- 20 parent skiers

SET Running Club—June 12-31, 2023

- 9 youth participants
- 1 enrolled adult leader, 3 adult volunteers



## CHARTERED CLUBS

Iron County 4-H Green Team—Year-round

- 24 youth participants, 6 adult leaders

Penokee Range Livestock Club—Year-round

- 20 youth participants, 18 adult leaders

Adventurers of the North 4-H Club—Year-round

- 17 youth participants, 4 adult leaders

## COMMUNITY SUPPORT

Approximately **\$22,655\*** was raised for youth programming in 2023

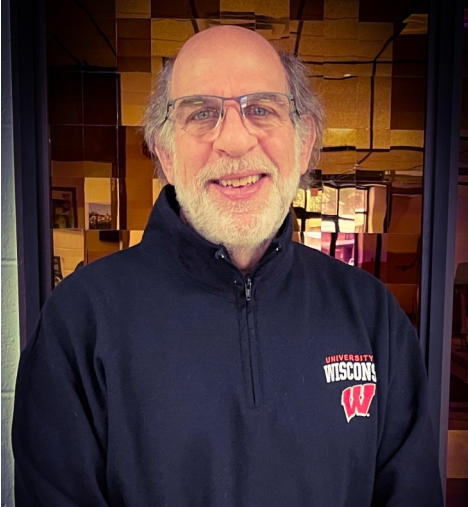
The total above includes funds donated to the Iron County 4-H program by generous individuals, businesses and organizations in our community! This also includes grants and fundraising efforts by our camp staff and SET XC Ski Club Race Team.

These programs would not be possible without community support. THANK YOU to our amazing donors for supporting the Iron County 4-H program.

*\*Total doesn't include funds raised by 4-H Leaders Association.*



# HORTICULTURE



*Bruce Spangenberg served as Horticulture Educator starting in December 2023.*

The Iron County Horticulture program provided educational and technical programming throughout Iron County in 2023. Darrin Kimbler served as the 50% part-time Agriculture/Horticulture Educator through mid-July, with Bruce Spangenberg starting his new role as 50% Horticulture Educator in December.

During the first half of 2023, Darrin Kimbler's programming included:

- 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.
- Adapted an Iron County Fair standards book for the field and crops exhibits at the Iron County Fair.
- Facilitated a 4-week Landscaping with Native Plants series at the Mercer and Hurley Libraries.
- Participated in Bayfield in Bloom Garden Talk on Wisconsin Public Radio.
- Answered walk-in gardening and soil test questions.

## NEW BEGINNINGS

Planning began for Spring 2024 Horticulture Seminars to be held in Iron County. Topics planned include:

- **Planning a Successful Vegetable Garden**  
Topics of discussion include site preparation, choosing cultivars, raised beds, space saving ideas, mulching, row covers, and other guidelines for successful harvests.
- **Ornamental Grasses for Northwoods Landscapes**  
There are several species, both native and non-native, that make good choices for landscape use in northern Wisconsin. This seminar will cover how to select and grow them to enhance your landscape.
- **Keeping Your Trees Healthy**  
Celebrate Arbor Day week by learning about how trees grow and function, including ways to avoid damage to assure good tree health. Discussion also includes how to successfully plant trees and pointers on pruning.

These seminars will be taught by Bruce and each will be offered in both Mercer and Hurley locations. Home gardeners and individuals working with landscape and garden plants are the target audience.

## Ask Your Gardening Question Online

Citizens around the state can contact UW-Extension Horticulture staff with yard and garden questions through the Ask Your Gardening Question online program. Photos of plants, pests, and plant problems

can be posted along with questions. As part of orientation of new employees, Bruce has been trained to use the system coordinated by the Statewide Horticulture Program. Iron County area resident questions will be routed directly to Bruce online.

As always, residents can also call or top in the Iron County Extension Office with their yard and garden questions and plant samples.

A graphic for the 'Northwoods Yard & Garden' weekly column. It features the University of Wisconsin-Extension Iron County logo, a photo of purple flowers, and contact information for Bruce Spangenberg, Horticulture Educator. The text includes the website URL, phone number, email, and a QR code. A small photo of Bruce is also included in the graphic.

Extension  
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IRON COUNTY

## NORTHWOODS YARD & GARDEN

Weekly Column

**Interested in learning more about Horticulture in Iron County?**  
Check out Extension Iron County Horticulture Educator, Bruce Spangenberg's weekly column, Northwoods Yard & Garden!

Visit our website for details:  
<https://iron.extension.wisc.edu/>

**Bruce Spangenberg**  
Horticulture Educator  
Extension Iron County  
300 Taconite Street, Suite 118  
Hurley, WI 54534

Phone: 715-561-2695  
Email: [bruce.spangenberg@wisc.edu](mailto:bruce.spangenberg@wisc.edu)

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*Pictured above: Bruce hit the ground running in his new role as 50% Horticulture Educator, creating a weekly column, Northwoods Yard & Garden. The column has a wide spread reach and is available on the Extension Iron County website, Facebook page and is published in the Iron County Miner and Lakeland Times newspapers serving the Iron County area.*

# COMMUNITY DEVELOPMENT



*Joseph Miller served as Community Development Educator starting in September, 2023.*

## WHAT WAS DONE IN 2023

Joseph Miller, Community Development Educator, spent the bulk of 2023 serving the patrons of the Hurley Public Library through projects such as:

- A full inventory of library collections
- Establishing a Friends of the Library 501(c)3 in the state of Wisconsin
- Maintaining a monthly Cookbook Club
- Booking a local author for a speaking engagement
- Wondering, “How long must I wait for a responsible adult to arrive?”

The last is a joke, of course—as Director, the responsible adult turned out to be him! So, he did what he could to manage the library’s day-to-day tasks along with the long-term projects required to ensure a positive patron experience.

By the time Joseph arrived at Extension in September 2023, he knew all those experiences would assist his transition, but wasn’t quite sure how. He spent his first hundred days trying to give shape to the shapeless (turns out, Extension work is shaped like Wisconsin!), attempting to wrap his head around the intricacies of Community Development, and plugging into the statewide Extension resource network. He did this by:

- Reading books recommended by Iron County colleagues
- Attending local meetings
- Attending statewide Extension conferences
- Participating in training webinars offered through external organizations
- Participating in Extension research team meetings
- Distributing food for the Iron County Mobile Food Pantry
- Submitting a Division of Extension grant proposal
- Talking to folks in Iron County and throughout Extension



*Pictured left: Extension staff posed for a photo during the 2024 All Colleague Conference, November 2024. Pictured above: Community Development Educator, Joseph Miller assisting at the Iron County Mobile Food Pantry, December 2023.*



# COMMUNITY DEVELOPMENT

## THE WISCONSIN IDEA(S)

The **Wisconsin Idea** is Joseph's favorite piece of the Extension puzzle. As a foundational principle for the University, the Wisconsin Idea guarantees that the "beneficent influence of the University reaches every family of the state." He's always been a science fiction nerd and idealist, so the Wisconsin Idea touches the same nerve tickled by Roddenberry's original *Star Trek* and the 2016 film *Arrival*. Like the quasi-utopic vision of those works, it's a promise of a better world through the combined efforts of science, knowledge transfer, and hard work. Here's where the Wisconsin Idea led him in his first hundred days:

The Wisconsin Energy Institute is working on a **scalable source of biofuel** produced through hearty fast-growing crops like switchgrass and sorghum. Biofuels could be used to:

- Heat a home
- Fuel a vehicle or generator
- Produce vital non-gasoline petroleum products like asphalt
- Generate revenue through agribusiness sales

**Broadband Equity, Access, and Deployment (BEAD)** is a federal program in the early rollout stages aimed at improving internet infrastructure nationally with an emphasis on rural areas. Wisconsin-based research shows broadband internet is:

- Becoming increasingly important to community and economic well-being
- Linked to better business performance
- Linked to higher home values
- Even associated with improved health outcomes for individuals

The UW is also exploring **hazelnut production** as a viable (and valuable) Wisconsin crop. As a native plant with excellent nutrient density and flavor, hazelnuts could be well-suited as a Wisconsin agricultural staple. As a trail mix connoisseur, Joseph says, "sign me up!"

## PLANS FOR 2024

With no shortage of available projects, 2024 will be a year for learning and prioritization. For instance:

- **Mercer's Comprehensive Plan** is due for renewal and Joseph will be working with members of the town Planning Commission and public to develop a new one that addresses the next twenty years.
- The **Iron County Memorial Building** has a dedicated group of folks who would love to see a full calendar of events, so he'll work with the Memorial Building Committee to tackle the various challenges that present themselves on the way to achieving that goal.
- He hopes to bring a **Military and Veterans Ball** to Iron County in November to raise money for the mental health needs of our veteran population.
- Working with local and statewide entrepreneurs to bring a 13-week **Entrepreneurship Boot Camp Course** to Iron County that will walk learners through the business development process from ideation to establishment.

Throughout 2024, Joseph plans to keep what he's learned at the center of his work: the value of Extension is its adaptability.

## FOODWISE

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

Stephanie Bakker, FoodWise Coordinator for Ashland, Bayfield and Iron Counties, and Educators, Deb Leonard and Marisa Perlberg provided many educational opportunities to the Iron, Ashland and Bayfield County communities in 2023.



*The 2023 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

In 2023, FoodWise supported the Iron County Health Department and the Maternal and Child Health (MCH) grant that they received. This grant aims to increase the percentage of children ages 6-11 who are physically active at least 60 minutes each day. It also encourages healthy eating and social connection.

FoodWise and the Health Department partnered to use these funds to enhance the Hurley School Garden space in the following ways:

- Distributing grow bags that youth took home, as well as their own kits
- Adding plants
- Building bench/table conversion units
- Increasing watering supplies
- Expanding food preparation resources for youth, such as potato bags and produce scrubbers

Through this partnership, funds were also used for the Hurley School Kid's Club program. Youth participated in an education series to learn more about taking care of a garden, engaged in a physical activity challenge, and sampled healthy foods.



# FOODWISE

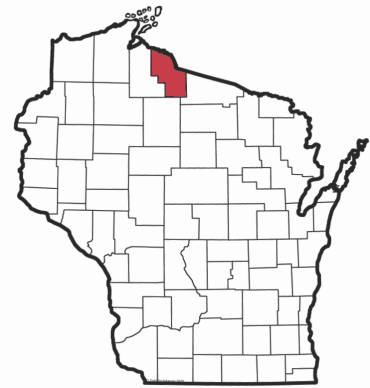
## PARTNERS & PARTICIPANTS

Partners for 2023 included Mercer and Hurley Schools, five senior dining sites, Hurley Head Start, Iron County Health Department, and Iron County Mobile Food Pantry.

FoodWise Educator, Deb Leonard continues to provide impactful nutrition education lessons to local schools. Deb's unique teaching style often includes costumes, wigs, props, and games, which makes trying new foods seem exciting and fun!



*Pictured above: A group of students pose with some fun props during the Hurley School Health Fair, April 2023. Pictured top right: FoodWise Educator, Deb Leonard provided nutrition education lessons to Hurley Head Start students during Wacky Day, March 2023.*



## IRON COUNTY LANDSCAPE

Whether people are healthy or not is affected by systems, policies, and environmental factors.

**3%**

of county residents experience limited income and low access to a grocery store.\*

**13%**

of county residents use SNAP benefits to purchase food for themselves and their families.\*\*

\*County health rankings.

\*\*WI Department of Administration and WI Department of Health Services.

## INSPIRING COLLABORATIONS

The partnership among Extension Iron County, FoodWise, Iron County programs, community volunteers, and Second Harvest Northland make the Iron County Mobile Food Pantry successful.

Together, the partnership addresses needs of Iron County residents. Work continues toward building a community where everyone has access to healthy, nutritious foods.

Mobile Food Pantry partners take pride in their work and show up, whether rain, shine or snow, on the last Monday of each month.

FoodWise supports this effort by providing participants with a monthly newsletter that includes information about food security resources, recipes and more! The FoodWise Team volunteers when able on distribution days.

# OFFICE MANAGER



*Rebecca Holm served as Office Manager in 2023.*

Rebecca Holm provided support to all Extension Iron County Educators and Summer Assistants in 2023.

## INTERACTION WITH PUBLIC

Serving as the first point of contact with the public, Rebecca 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 **92,972** pounds of food were distributed to Iron County residents in 2023.
- Maintained and distributed community snowshoe inventory. **63** pairs were checked out by organizations and individuals in 2023.
- Coordinated reservation of the Iron County Action TrackChair.

## EDUCATIONAL OUTREACH

- Distributed monthly "Just in Time Parenting" newsletters to **29** parents of new babies born in Iron County in 2023.
- Organized a healthy living resource bag distribution at the Iron County Mobile Food Pantry that included resources from area partners.

## PROGRAM SUPPORT

- Coordinated enrollment and documentation of all 4-H programming in 2023, including the SISU Endurance Team (SET) and summer camp programs.
- Maintained and distributed SET Ski Club equipment. **39** sets of equipment were checked out for the 2023 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.
- 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.
- Researched methods and means for office equipment upgrades.
- Maintained the Iron County 4-H database, 4HOnline.

## OFFICE OPERATIONS

- Maintained and ordered proper

level of supplies and resources as needed for office operations and equipment.

- Designed 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.

## ADDITIONAL SUPPORT

- Assisted courthouse staff with using the boardroom AQUOS Smart Board.
- Signed on to lead new monthly project meetings through the Iron County 4-H program, teaching youth members about the art of pyrography.
- Attended the FoodWise North Region Meeting to discuss her part in creating the monthly FoodWise Newsletter. Holm also created a sharable newsletter template for other counties to use.
- Created and maintained a new Facebook page for the Iron County Courthouse.
- Planned two courthouse staff luncheons. A chili cook off planned as part of UW-Extension's Wisconsin Chili Lunch and an apple social planned as part of the Great Apple Crunch.



*Rebecca celebrated International Women's Day with FoodWise Educator, Deb Leonard and Environmental Outreach Specialist, Cathy Techtmann on March 8, 2023.*

# AREA EXTENSION DIRECTOR AREA 1

This Annual Report highlights some of the programming efforts of our educators and staff members. In 2023, we experienced some staff turnover and consequently, position vacancies that lasted several months. Our remaining full-time and part-time educator, full-time office manager, and two summer assistants continued their great work and we are happy to report that by the end of 2023, we were back up to full staff, adding one additional full-time and one additional part-time educator.

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 educator and seasonal assistants for the extensive summer youth programs. In addition, county funds help to outfit Extension with office supplies, technology, program funds and travel costs, as well as an excellent office manager to provide support.

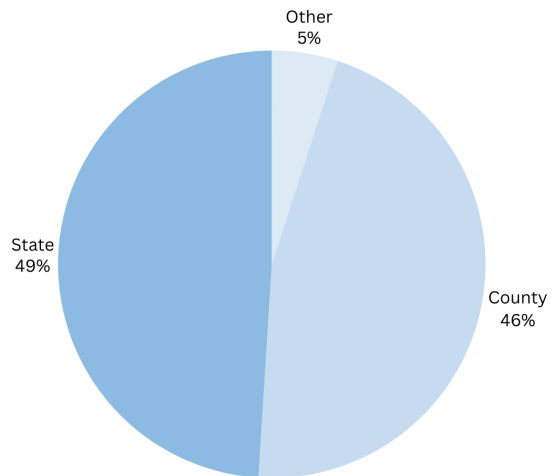
FoodWise, our nutrition education program, is fully funded by federal SNAP-Ed (Supplemental Nutrition Assistance Program Education) funds that come through UW-Madison Division of Extension. Iron County FoodWise is part of a three-county project which also includes Ashland and Bayfield Counties. County 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.

	Co-Funded Staff Fee	\$	47,360
	County Funded Staff Fee	\$	25,622
	Support Staff	\$	66,578
<b>County</b>	County Educational Staff	\$	13,936
	Office & Technology Educational Program Support	\$	5,014
	Committee Expense	\$	700
	<b>TOTAL COUNTY</b>	<b>\$</b>	<b>171,532</b>
	Co-Funded Staff Salary/Fringe	\$	74,678
<b>State</b>	FoodWise Staff & Program Support	\$	63,178
	Office & Technology Professional Development	\$	1,200
	Director Salary/Fringe	\$	7,525
	<b>TOTAL STATE</b>	<b>\$</b>	<b>36,933</b>
	Donations, Grants, Fees	\$	39,537
<b>Other</b>	<b>TOTAL OTHER</b>	<b>\$</b>	<b>39,537</b>
	<b>TOTAL EXTENSION BUDGET</b>	<b>\$</b>	<b>394,583</b>



*Mary Pardee served as the Area Extension Director for Area 1 in 2023 (Area 1 includes Iron, Ashland, Bayfield and Douglas Counties).*



## VOLUNTEERS

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

Extension's programming success relies on volunteers! In Iron County, we value our 4-H and other youth program volunteers and those who volunteer their time each month at the Mobile Food Pantry. Hours given by volunteers total about 2600! Using the standard Independent Sector rate\* for volunteerism, this equates to \$82,680.

\*2023 Independent Sector rate = \$31.80/hr.

# Iron County Agriculture-Extension-Education Committee

The 2023, Iron County Agriculture-Extension-Education Committee was comprised of William Thomas as Chair and committee members, Karl Krall, Tanner Hiller, Kurt Wolff, and Karen Lauer.

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 by University of Wisconsin Division of Extension, <https://extension.wisc.edu/about-us/>



## **WILLIAM THOMAS**

Committee Chair

Extension Committee Years Served:  
*2005-present*

Supervisory District: *Gile*

Other Committee Appointments:

- *Land & Water Conservation, Forestry, Memorial Building, Highway*

## **KAREN LAUER**

Committee Vice-Chair

Extension Committee Years Served:  
*2023-present*

Supervisory District: *Mercer*

Other Committee Appointments:

- *Finance, Human Services, Aging Advisory, Library, Zoning*



## **KARL KRALL**

Committee Member

Extension Committee Years Served:  
*2014-2020, 2022-present*

Supervisory District: *Saxon*

Other Committee Appointments:

- *Highway, Land & Water Conservation, Saxon Harbor Commission, Law Enforcement, Fair Board*

## **TANNER HILLER**

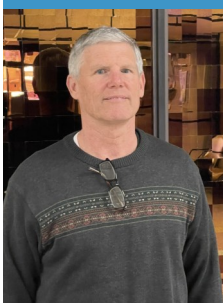
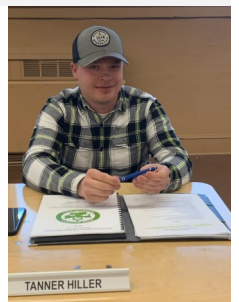
Committee Member

Extension Committee Years Served:  
*2022-present*

Supervisory District: *Mercer*

Other Committee Appointments:

- *Board of Health, Recycling, Economic Development, Saxon Harbor Commission, Transportation, IT, Forestry*



## **KURT WOLFF**

Committee Member

Extension Committee Years Served:  
*2023-present*

Supervisory District: *Springstead*

Other Committee Appointments:

- *Land & Water Conservation, Zoning, Human Services*

## **JOE PINARDI**

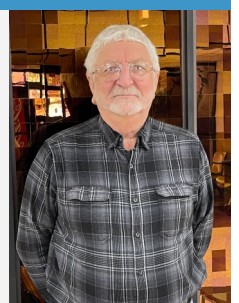
County Board Chair

Years Served as County Board Chair: *2013-present*

Supervisory District: *Hurley*

Other Appointments:

- *NWRPC, Northern Railway, Northwest CEP, WITC Board*



# EXTENSION IRON COUNTY WEB ANALYTICS

## 2023 YEARLY INSIGHTS FOR IRON.EXTENSION.WISC.EDU & SOCIAL MEDIA ACCOUNTS

### Total Users:

3,565 ↑ 8.023% \*2022 Users: 3,290

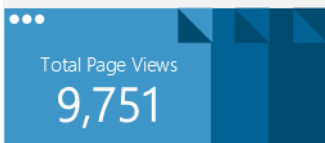


### New VS. Returning:

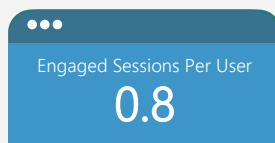
● New visitors Total: 3.4K  
● Returning Total: 455



### Total Page Views:



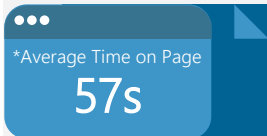
### Sessions:



### Sources of Traffic:



How did visitors find the website?



Direct Traffic	1,101
Google	1,017
m.Facebook.com/referral	613
l.Facebook.com/referral	132
lm.Facebook.com/referral (not set)	186
Bing	113
Duckduckgo	36

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

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

Extension Iron County Home.....	2,679
Iron County Food Security Resources.....	508
Staff Directory.....	463
4-H Home Page.....	363
Agriculture/Horticulture Home.....	308
4-H Online Enrollment.....	291
Iron County Summer Youth Camp Registration is OPEN.....	271
Iron County Action TrackChair.....	246
Iron County Summer Youth Camp Programs.....	212
Iron County 4-H to Offer Day Camps in June.....	183

Extension Iron County's Facebook account continues to be a useful tool in sharing program information and resources to target audiences. Currently there are 994 likes/follows. Below are analytics for 2023.



New Page Likes	72	↓ 13.3%
Women	76.9%	-
Men	23.1%	-
Reach	21,300	↑ 6.6%
Page Visits	3,492	↑ 264.1%

Extension Iron County's Instagram account was created in March 2021 to expand outreach to a younger target audience. Currently there are 243 followers on Extension's Instagram page. Below are the demographics for 2022.



New Followers	23	-
Women	83.2%	-
Men	16.8%	-
Reach	271	↓ 12.4%
Profile Visits	140	↓ 36.1%



IT'S NOT REALLY WORK IF YOU ARE HAVING FUN

*Pictured: Extension staff gathered for a surprise bridal shower for FoodWise Educator, Deb Leonard and her husband, Bill Greiter, June 2023.*

**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:**

Mary Pardee  
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**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
IRON COUNTY

UW-Madison Division of Extension - Iron County  
Iron County Courthouse - 300 Taconite Street, Suite 118  
Hurley, Wisconsin 54534  
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,

A handwritten signature in black ink that reads "Mary Pardee".

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



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
IRON COUNTY