



Cass County 2018 Annual Report

Reliable, Responsive and Relevant to Today's Needs



Extension

University of Missouri

Public Value of MU Extension’s Business Development Programming Efforts:

By supporting business development programming efforts, enterprising Missourians receive information and training to successfully start, run and expand businesses. This increased business activity creates jobs, increases consumer demand, promotes economic development and generates tax revenue for the public’s welfare.



MU EXTENSION, MO SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTERS (MO SBTDC), MO PROCUREMENT TECHNICAL ASSISTANCE CENTERS (MO PTAC), MO ENVIRONMENTAL PROGRAM, MO CAREER OPTIONS PROJECT, AND THE MO MARKET DEVELOPMENT PROGRAM. Served 436 people and their companies with business start-up and management counseling, training and other assistance.

Entrepreneurs and business owners in Cass County reported the following economic impact and activity as a result of the services provided by the MU Extension Business Development Program:

Cass County Business Impact	
New Jobs Created/Jobs Retained	11/16
Increase in Sales	\$1,622,202.00
Government Contracts (#Awards)	\$6,184,107.00 (17)
Loans and Investments in Business	\$1,031,500.00
Acquired Assets	\$280,000.00

As entrepreneurs and innovators, Missouri’s small businesses are becoming a more diverse group that continues to make our state’s economy productive and vibrant. There are 500,000 small businesses in Missouri, with over 1000 in Cass County. Nearly 98 percent of all businesses with employees are categorized as small businesses.

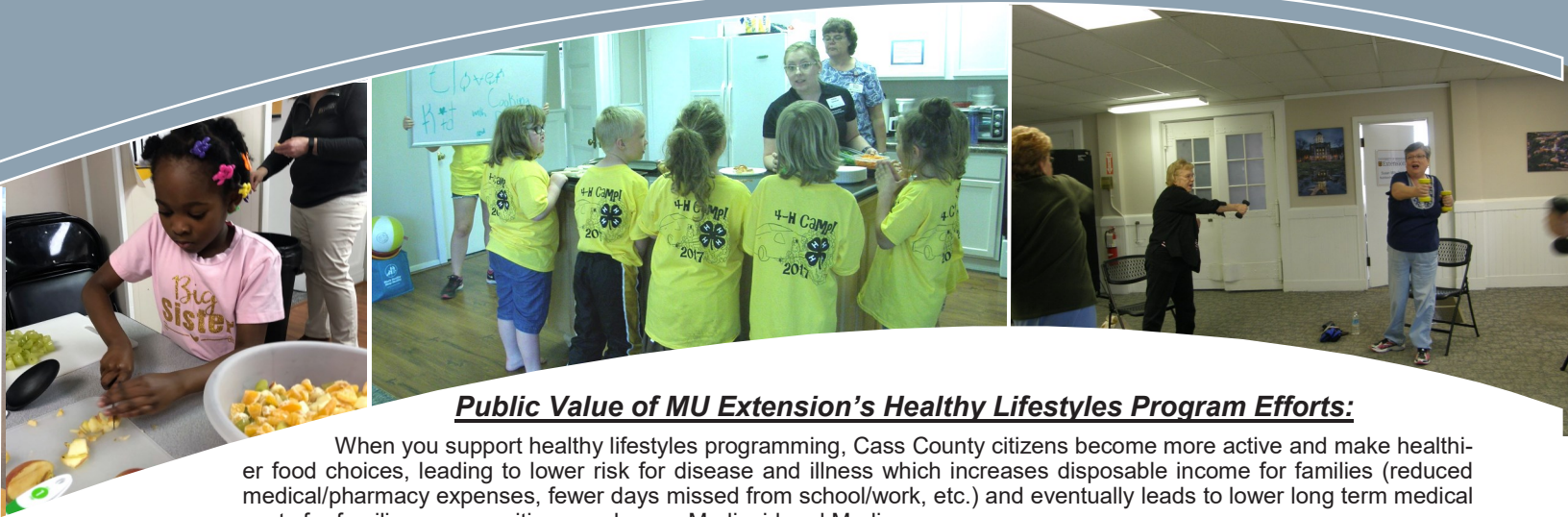
COMMUNITY INVOLVEMENT: MU Extension faculty and staff are actively involved with numerous community groups and organizations: Harrisonville Kiwanis Club, Harrisonville Chamber of Commerce and many others. The office serves as an educational resource and meeting location for many not-for-profit groups and organizations.

*A unique partnership exists between University of Missouri Extension and local government. In Cass County, we’re proud of the many ways our partnerships with local government, organizations and coalitions have worked to improve lives of our residents. This annual report is intended to be a snapshot of our program highlights. This past year MU Extension had **16,600** direct and **49,800** indirect educational contacts within our county! Over 14,000 hours, valued at \$304,000.00, were contributed by volunteers. We are committed to changing lives through local strengths.*

Jeff Cox
Monty Kisner
Jimmy Odom
 2018 Cass County Commission

Kathee Glodowski
 Extension Council Chair

Melissa Cotton
 County Engagement Specialist
David Hoffman
 County Program Director



Public Value of MU Extension’s Healthy Lifestyles Program Efforts:

When you support healthy lifestyles programming, Cass County citizens become more active and make healthier food choices, leading to lower risk for disease and illness which increases disposable income for families (reduced medical/pharmacy expenses, fewer days missed from school/work, etc.) and eventually leads to lower long term medical costs for families, communities, employers, Medicaid and Medicare.

FAMILY NUTRITION EDUCATION PROGRAM Youth nutrition education was provided in kid-friendly terms with hands-on activities like taste-testing healthy foods and practicing healthy skills; Adult education included nutrition, food safety, physical activity, and food resource management. **Results:** 2,212 youth and 1,767 adults were served through schools, community groups and agencies. Participating schools/agencies: Archie High, Sherwood Elementary, Cass Co. Elementary, East Lynne Elementary, Gladden Elementary, Heritage Preschool, Belton High- Freshman Center, Belton-Ozanam Southland Corp., Drexel Elementary, Drexel High, Harrisonville Elementary, Sherwood Middle School, Peculiar Elementary, Scott Elementary, Cass County Health Department, Cass County WCMCAA, Shepard’s Staff Food Pantry, Shepard’s Staff Food Pantry, Cass Counties Libraries, Harrisonville Early Childhood Center, Harrisonville Head Start, Belton Head Start, Learning Castle, Inc., Creative World Day Care, Kids First Preschool and Daycare, Drexel Preschool, Casco Area Workshop, Cass Co Food Stamp Office, Kids Kountry Day Care, A Kid’s Place, LLC, Little Folks Daycare, Inc., Thunderbird Apartments, Phoenix Family Housing-Ridgewood Hills Apartments, Fishes and Loaves Beacon of Hope, First Baptist Church-Food Pantry, and Heart-n-Hand Ministries.

FOCUS ON KIDS Is a parenting education class for those who are raising their children in separated/divorced households. The class is designed to help parents understand what their children are going through in order to best support them during this transition and to see how their co-parenting behaviors, good and bad, impact their children. **Results:** Twelve classes of Focus on Kids were taught in Cass County in 2018 for a total of 97 participants. 50% of participants reported they would criticize their child’s other parent, in front of the child, less in the future. **Quotes:** What was the most helpful part of the FOK program? "Seeing there are people out there like me." Cass County December 2018

CHRONIC DISEASE SELF-MANAGEMENT Individuals and families affected by chronic disease regularly struggle with physical and psychological effects of chronic diseases. As a part of a partnership with Missouri Arthritis and Osteoporosis Program (MAOP), the CDSMP teaches participants how to manage their chronic disease through increasing their confidence in using skills learned in the educational programming. **Results:** In 2018, the Chronic Disease Self-Management program reached 10 people living in Cass County. MU Extension partnered with the Harrisonville Senior Center to offer this program.

STAY STRONG STAY HEALTHY When you support MU Extension’s Stay Strong, Stay Healthy program, participants will increase their physical activity and may improve strength, balance and flexibility, resulting in reduced risk for falls, better overall health and greater independence. These health benefits can prolong the need for long-term care, which costs on average \$51,000 per year in Missouri. The money saved benefits the community by keeping more discretionary income in circulation locally. It also keeps people actively, independently contributing to society longer. **Results:** Stay Strong Stay Healthy classes reached 25 participants. 100% of participants indicated they feel physically stronger after completing the program. 100% of first time participants also feel their overall health is better as a result of the program. **Quotes:** "These classes are so extremely important. I have increased my core strength and helped my back pain to lessen because of my participation in these classes." Another participant reported, "My balance is better. I feel better about myself and have met new friends."

A MATTER OF BALANCE Missouri is highest in the nation for injuries resulting from falls, the independence of older adults is threatened and often proves costly, as well. Annual Medicare costs for older adult falls have been estimated at \$31.3 billion. Participants learn to safely incorporate physical activity and reduce their fear of falling. Reducing falls can result in decreased medical care costs and can keep people actively, independently contributing to society longer. The 8 week program incorporates discussion, resources, and activities to help participants engage in strength and balance exercises and change their environments to limit fall risk factors. **Results:** In Cass County, 13 people participated in A Matter of Balance. University of Missouri Extension Collaborated with the St. Sabina Wellness Center to offer this program.

Almost 2 out of every 3 Missouri adults are considered overweight or obese. Cass County ranks 10th of all Missouri counties with a 33% adult and 14.9% adolescent obesity rate. Childhood obesity is a strong predictor of adult obesity; it increases risk of chronic diseases such as diabetes. It is estimated to decrease a person’s lifespan by an average of 2-5 years. \$190.2 billion is spent annually on obesity-attributed medical expenses. Obesity impacts state economics by contributing to loss of productivity by employees due to absenteeism, disability and early death. And obesity is associated with an increased risk of chronic health conditions. MU Extension is a county leader in preventive nutrition and health programming, by partnering with hospitals, schools, agencies and private businesses.

Missouri agriculture means 378,232 jobs.

In 2016, agriculture, forestry and related industries in Missouri contributed \$88.4 billion economic impact.

Public Value of MU Extension’s Agricultural Programming Efforts:

By supporting agricultural programming efforts, farmers and producers gain knowledge and skills that lead to improved efficiencies of production, profitability and sustainability in their farming operations. This benefits the citizens of Cass County and Missouri by improving farm businesses and agricultural economy, along with rural community viability; protects and enhances natural resources and water quality and assures a plentiful production of a safe and wholesome meat and food product, feed and fuel.



“SHOW-ME-SELECT” REPLACEMENT BRED HEIFER PROGRAM. Proven heifer development and management to minimize calving difficulty with producers selling 237 head of heifers for an average of \$1832 per head, grossing \$434,160.00 in direct sales.

CATTLE ARTIFICIAL INSEMINATION SCHOOL. A hands-on training for cattle producers (14) that provides knowledge and skills related to artificial insemination of cattle, allowing producers to use proven genetics in their operation to improve production and profit.

LIVESTOCK PRODUCTIVITY. Cattle, equine, sheep, goat and poultry producers received assistance with nutrition, health, genetics, economics, animal welfare and management issues to improve productivity, profitability and sustainability.

SOILS AND CROPS CONFERENCE. The 94th annual conference focused on agricultural commodity market outlook, grazing for quail, dicamba application update for crop and livestock producers.

INTEGRATED CROP MANAGEMENT. Crop producers gained knowledge regarding advances in crops production, soil fertility and nutrient management. Soil fertility analysis and private pesticide applicator training enhance integrated crop management.

MANAGEMENT INTENSIVE GRAZING SCHOOL. Livestock producers (18) completed training in grazing management, forage quality, soil fertility, paddock design, water distribution and weed control to implement a grazing system in their livestock operation.

CATTLE REPRODUCTIVE MANAGEMENT. Cattle producers (15) implemented advances in reproductive management strategies; including estrous synchronization, artificial insemination (AI) and timed-AI on more than 1000 cows and heifers.

SMALL FARM VALUE-ADDED MARKETING. Assistance provided to area farmers and growers on marketing fresh, locally-grown products through local farmers markets and/or direct marketing to consumers.

HOME HORTICULTURE. 300+ citizens received assistance/guidance on fruit and vegetable production, lawn and landscape management through the Cass County Master Gardener hotline and weekly help clinics. Master Gardeners maintain the gardens at Cass Regional Medical Center, assist with Harrisonville Community Gardens and several other projects.

FARM AND AGRICULTURAL SERVICES. Provide soil testing, nutrient testing, water testing, forage testing and forage nitrate testing services to Cass County farmers, landowners and home owners .

Cass County’s Agriculture Supporting Data:

In 2016, agricultural, forestry and related industries support 3,646 jobs in Cass County. Additionally, these industries contribute \$342.1 million in sales, which translates to \$148.4 million in added value to the area after \$193.7 million worth of inputs are purchased. Of this \$148.4 million, \$90.9 million is comprised of labor income. Tax revenues generated by agricultural, forestry, and related industries in Cass County are \$24.7 million.

	Sales (\$M)	Employment
Ag Inputs & Services	\$74.5	1,057
Crops, Livestock, Forestry, Fisheries	\$151.1	2,222
Food & Kindred Product Manufacturing	\$94.5	293
Forestry Products Man.	\$22.0	74



Cass County Learners

A community of 274 4-H members building life skills, engaging in science and connecting to community

Members are supported by 143 trained youth and adult volunteers

Regional and State 4-H Attendance:
 4-H Camp: 25
 Camp Counselor Training: 1
 Clover Kids' Day Camp: 12
 State Shooting Sport Contests: 20
 Regional Energizer: 54
 State Fair Exhibitors: 124 exhibits
 State Demonstrations: 3
 State Public Speaking Contest: 5
 State Fashion Revue: 2
 State Photo Corps: 1
 State Show Me Wares: 1
 State Fair Ambassadors: 2
 State Livestock Judging: 3
 State Move Across Missouri: 17
 State Teen Conference: 13
 State Youth Civic Leaders Summit: 7
 Hatching Chicks Program: 1010
 Total Cass County Involvement: 1,659

What Did they Learn?

Cass County 4-H clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others.

Members learn by doing under the guidance of adult volunteers, who teach projects ranging from aerospace and arts to veterinary science and sport fishing. Clubs also involve children and teens in community service, camping and educational trips

What Action Did they Take?

Missouri 4-H members are twice more likely to have been on a college campus than their non-4-H peers. MU is by far the campus most frequently visited and 4-H is the second most reported reason to be on the MU Campus (Lerner, 2008). MU Extension 4-H connected 8,700 young people age 8 to 18 to University of Missouri campuses and faculty. Being on a campus is a predictor of youth going on to higher education (Hoover, 2006)

These students are more likely to go to college and enjoy:

- increased financial success for themselves and their offspring
- being better consumers
- improved quality of life through more opportunities for leisure and hobbies
- improved health for themselves and their children (Porter, 2003)
- being more likely to vote as adults
- being more likely to contribute to their community (Lerner, 2009; Zaff et al, 2003)

How does this make Cass County and Missouri Better?

Youth, who earn their bachelor's degree, increase annual earnings by \$2 million over their lifetime (NACUBO, 2012). If 50% of the members participating in 4-H events on the MU Campus go on to obtain their Bachelors, 4-H would help young people earn \$17.08 million more in their lifetime.

Missouri 4-H volunteers report they contribute on average 100 hours per year. Valuing their time at \$21.30 per hour, based on average Missouri incomes, the contribution of Cass County 4-H volunteers was worth more than \$304,000.00 in 2018! These adults serve as mentors for our youth, which is priceless.

Missouri 4-H members learn to use their talents to engage in their communities. Young people in 4-H are engaged in twice as many leadership roles than their non-4-H peers. This provides them with the experience in problem-solving to step up and lead in a complex, changing world. In Cass County ninety-eight percent of the 4-H club membership was engaged in leadership and service experiences in their communities.

4-H Spin Club

In Cass County, 13 youth participated in the Dining Around the World 4-H SPIN Club. 4-H youth met 6 times at the Cass County Extension Center with MU Extension staff. After a brief 4-H club meeting, youth explored country specific learning facts, prepared a cultural dish, participated in a cultural activity and then tasted their cuisine. The 4-H youth also prepared cultural dishes for their families to taste at the SPIN Club finale.





2018 CASS COUNTY FINANCIAL SUMMARY

Faculty Wages / Benefits

County Funds \$0
 State/Federal Funds.....\$205,400.00

Assistant Wages/ Benefits

County Funds\$46,500.00
 State/Federal Funds..... \$0

Travel

County Funds\$7,500.00
 State/Federal Funds.....\$4,900.00

Office Supplies / Equipment

County Funds\$7,800.00
 State/Federal Funds.....\$4,900.00

Marketing / Postage

County Funds \$0
 State/Federal Funds.....\$1,800.00

Office Operations (in-kind support of office space, phone, custodial service, maintenance)

County Funds\$82,300.00
 State/Federal Funds..... \$0

Total

County Funds\$144,100.00
 State/Federal Funds.....\$217,000.00



FIRE AND RESCUE TRAINING INSTITUTE. Provided professional training to 170 county firefighters and emergency response personnel.

LAW ENFORCEMENT TRAINING INSTITUTE. Trained 1 county and city officers in basic to advanced skills.

NURSING OUTREACH. Provided continuing educational resources via face-to-face, web-based and online delivery to 26 nurses in Cass County.

INDEPENDENT STUDY/DISTANCE LEARNING. High school and university credit/non-credit courses were provided through the internet, interactive television and independent study to 14 students.

2018 CASS COUNTY EXTENSION COUNCIL The Extension Council serves as an advocate for University of Missouri Extension in Cass County. Elected and appointed members provide assistance in setting and accomplishing education program goals and objectives, managing center operations, and determining program priorities.

Kathee Glodowski, Chairman, *Garden City*
Glenn Yoakum, Vice Chairman, *Raymore*
Amy Endecott, Secretary, *Cleveland*
Diane Bolinger, Treasurer, *Farm Bureau*

Kristie Fisher, *Harrisonville*
Ken Hatten, *Drexel*
Patti' Klaus-Schreihofner, *City of Belton*
John Seimears, *Raymore*
Randy Steckly, *Garden City*

John Vic Grice, *City of Raymore*
Monty Kisner, *County Commission*
Kristen Schmalzried, *Raymore*
Don Snyder, *Pleasant Hill*
Tiffany Yoder, *Harrisonville*

CASS COUNTY FACULTY and SUPPORT STAFF

AGRICULTURE/ NATURAL RESOURCES

James Crawford, *Natural Resource Engineer Specialist*, 660.744.6231
Travis Harper, *Agronomy/Horticulture Specialist*, 660.885.5556
David Hoffman, *Livestock Specialist*, 816.380.8460

BUSINESS & COMMUNITY DEVELOPMENT

Kelly Asbury, *Business Development*, 660.596.7350
Daniel Cash, *Community Development Specialist*, 816.482.5850
Korie Faulconer, *Business Development*, 660.557.3343
Emily Westermier, *Business Development*, 660.530.5822

FAMILIES & COMMUNITIES

Melissa Cotton, *County Engagement Specialist/Nutrition & Health*
 816.380.8460
Dallas Gutshall, *Family Nutrition Program Associate*, 816.380.8460
Kim Hall, *4-H Youth Specialist*, 660.747.3193
Rhonda Kasper, *Family Nutrition Program Associate*, 816.380.8460
Janice Parris, *4-H Youth Program Associate*, 816.380.8460
Kyleigh Sullivan, *Human Development Specialist*, 816.380.8460
Dedra Thomas, *Family Financial Education Specialist*, 816.747.3193

SUPPORT STAFF

Jennifer Merriman, *Cass Co. Center Office Specialist III*, 816.380.8460
Wayne Prewitt, *West Central Regional Director*, 660.890.0857
Peggy Divine, *West Central Regional Administrative Assistant*, 660.890.0857

Visit our web site:

EXTENSION.MISSOURI.EDU/CASS



Extension
University of Missouri

CASS COUNTY EXTENSION

201 W. Wall St., Harrisonville, MO 64701
 Office: 816.380.8460 Fax: 816.380.8465
 E-mail: cassco@missouri.edu