



Extension

UNIVERSITY OF WISCONSIN-MADISON
OZAUKEE COUNTY

Agriculture

Stephanie Plaster



and strengthen a relationship by deepening the personal connection between the speaker and the listener.

Participants were asked to role play various listening scenarios to recognize and demonstrate nonverbal listening and skills. They also participated in a group activity where they practiced developing reflective and summary statements to common scenarios facing farm succession professionals.

Deepening Connection Through Reflective Listening

Over the course of the last year, Stephanie and another area colleague have been developing the “Making the Connection” series which focuses on listening and communication skills for agriculture professionals working with clients experiencing stress.

Participants commented “great information”, “this is harder than it seems”, “seems really useful”, and “will be practicing more”. One hundred percent of participants (n=11) found it a useful professional development experience.

At the Wisconsin Farm Succession Professionals Network Meetings this fall, Stephanie presented “Making the Connection: Deepening the Connection through Reflective Listening” which focuses on a key communication strategy to help build rapport

The “Making the Connection” resource guide for ag professionals and “Making the Connection” mental health resource for farmers will be launched in January.



4-H Youth Development

Jayna Hintz

December is a month that requires time for reflection and recording on what we have done and planning for the New Year. Reporting is a process that the University of Wisconsin-Madison Division of Extension uses to determine who we serve and if we are meeting our outcomes. The Ozaukee County 4-H program serves 595 youth and 243 adults members. Members actively volunteer and self-reported as giving 37,246 volunteer hours this past year while participating in community service, and 4-H programs, projects, and activities. The number of volunteer hours logged is only a percentage of the hours members spend participating in the 4-H program.

participate in 4-H, which makes building and sustaining participation an important goal for the 4-H program.

Youth volunteering and participating in the 4-H program experience positive youth-adult partnerships, explore new interests, receive academic support, develop a sense of belonging in the community, develop new friendships with their peers, have a voice in the organization, take on challenging leadership roles, and raise their self-esteem. These benefits accrue only to youth who

We leave 2019 with positive movement in the direction of building and sustaining participation. Entering the New Year as the Older Youth Crew is revitalized, the Communications Festival committee is co-chaired by two youth and is set to take place on January 30, and a charter development committee is co-chaired by a youth and an adult and their committee is close to a 50/50 split in youth-adult representation. Each offer an example of current and future work to build youth leadership opportunities, increase adult-youth partnerships and youth voice in the 4-H program and community.



Monthly Report December 2019





We Teach, Learn, Lead And Serve, Connecting People With The University of Wisconsin, And Engaging With Them In Transforming Lives And Communities.



Community Development

Karina Ward

Karina organized a workgroup on retail programming and summarized the findings in the latest edition of Downtown Economics, a publication from Extension's Center of Community and Economic Development. What follows is a brief excerpt of the article, "Current Trends in Retail: Looking Ahead to 2020 and Beyond." The full article is available on the Extension Ozaukee County website at <https://ozaukee.extension.wisc.edu/community-development/reports-resources/>

Consumer behavior has changed. Amazon's rapid growth has challenged the traditional model of having to go to the store to make a purchase. While there have been alternatives like catalog shopping, retail stores have always played a large role in most transactions. Today, the decision to go to the store is the decision to go shopping. When customers do buy in-store, they typically select two or three stores, make their purchase, and leave. Their goal is to be efficient. Many successful small downtown retailers utilize both online and brick and mortar sales, with 10-30 percent or more of their revenues coming from online sales.



Some customers use shopping as an opportunity to look for products they later buy online. As a result, brick and mortar retailers need to encourage customers to come in and stay by providing them with a unique in-store experience that accentuates the experience of shopping itself over the product. New retailers who invest in store design and in-store experiences, particularly layout and lighting, are thriving while existing stores are closing, often because they did not invest in the in-store experience.

Many small retailers are recognizing the importance of teaching and learning opportunities for their customers. They may offer in-store sampling, demonstrations, and other personalized experiences. Meeting the owner and others behind the counter help strengthen the tie with the customer.

Upcoming Events

January 7, 2020

- [4-H Resume Writing Workshop](#), Ozaukee County Admin Building, Auditorium, 6:00pm

January 16, 2019

- 4-H Leaders Association Board Meeting, Ozaukee County Admin Building, Rm 118, 6:00pm.
- 4-H Leaders Association Meeting, Ozaukee County Admin Building, Auditorium, 7:30pm.

January 20, 2020

- [Robotic Milking Seminar](#), Elkhart Lake, 10:00am.

January 22, 2020

- [Farm Pulse Webinar Workshop](#), Online, 6:30pm.
- 4-H New Volunteer Orientation, Ozaukee County Admin Building, Auditorium, 9:30am OR 2:30pm OR 6:30pm.

January 23, 2020

- Ozaukee Master Gardener Member Meeting

January 26, 2020

- [4-H Foundation Bowl-a-Thon](#), Circle B

January 28, 2020

- Farm Succession Planning Seminar, Kewaskum, Location & Time TBA.

January 29, 2020

- [Pesticide Applicator Training](#), Washington County, Public Agency Center, West Bend, 9:00am

January 30, 2020

- [4-H Communication Festival](#), Ozaukee County Admin Building, 5:30pm.

February 1, 2020

- 4-H Spring Educational Travel Funding Application Deadline

February 1, 2020

- 4-H Pinewood Derby Build Day, Ozaukee County Fairgrounds, Pavilion, 9:00am.

February 4, 2020

- [4-H Interview Workshop](#), Admin Center, 6pm

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