

LET'S COMMUNICATE
Agriculture Communication Newsletter
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Calendars Need Your Info

The NDSU online calendar soon will be more prominently displayed at www.ndsu.edu, and the home page will feature an event or two each day. Send detailed information about events for the entire university and/or community to linda.mccaw@ndsu.edu for possible inclusion.

More events are included in the Agriculture and University Extension calendar for statewide marketing, sharing among staff and attempts to avoid conflicts. Please enter field days, multicounty/regional meetings, in-service trainings, fairs, public educational events and more by logging in to the Ag Info Center at <http://www.ext.nodak.edu:3000/home/signin>.

Marketing Resources and Ideas for Your Use

The Ag Communication department has a variety of marketing resources available for sale and checkout. These include Agriculture and University Extension pocket folders, note cards, posters and decals for sale, plus banners and table runners for checkout. See them at <http://www.ag.ndsu.edu/agcomm/resources.htm>.

Also on that website are PowerPoint templates and NDSU, N.D. Agricultural Experiment Station and NDSU Extension Service logos. Start your PowerPoint with a logo, place it on nearly all printed materials and websites, have it up in your office. Logos are an easy and effective way to market NDSU.

Purchase Your Own Custom Retractable Banner

Ag Com now has retractable banner stands you can purchase for your own office. Why pay more through sign shops and over the Internet when you can purchase durable metal canister retractable banner stands through Ag Communication? A retractable banner stand with custom-made vinyl banner and nylon carry case is \$200. Banner design and set-up labor time is extra. Also available are vinyl table runners, which can be ordered with Extension, AES or NDSU logos as well as personalized with your county, REC, department or other name for \$60. Set-up time is extra.

John Grindahl, (701) 231-7898, john.grindahl@ndsu.edu

Write the Right Word

“Then” and “than” don’t mean the same thing and can’t be used interchangeably.

“Then” refers to a specific time. For example, “I can’t go on vacation then” or “He didn’t leave then.”

It also can mean immediately or soon after: “The rain stopped, then started again;” in next order of time: “We ate supper, then dessert;” in next order of place: “On her right is her dad, then her sister;” and in that case or under the circumstances: “If you are sick, then you should stay home.”

“Than” usually indicates comparison. For example, “The producer chose to plant corn rather than wheat.” It also may indicate choice or diversity: “I had no choice other than to leave immediately.” “We’d rather walk than drive.”

Ellen Crawford, (701) 231-5391, ellen.crawford@ndsu.edu

Publications Update from the Distribution Center

New Publications

A1172 Revised Soybean Production Field Guide for ND and Northwestern MN by Hans Kandel

Published with the cooperation and support of the ND Soybean Council and MN Soybean Research and Promotional Council, this 172-page handbook helps producers make timely management decisions regarding tillage systems, fertility management, variety selection, seedbed preparation, weed control strategies, crop rotations, water management and pest management practices. The publication sells for \$2.50 wholesale to NDSU Ag/\$2.75 retail.

AS1484 Harvesting, Storing and Feeding High-moisture Corn by Greg Lardy and Vern Anderson

For beef and dairy producers, harvesting corn as high-moisture grain offers many advantages. This four-page publication lists the advantages and disadvantages of high-moisture corn as well as information on harvesting, processing and storage.

WQ1486 Oil and Fuel Spill Prevention, Control, and Countermeasure (SPCC) Program by Roxanne Johnson

The goal of the SPCC program is the prevention of oil spills into U.S. waters and adjoining shorelines. If a farm or facility meets the definition of this regulation, it must have a plan. This publication explains who must comply, deadlines, information needed to prepare and plan, and examples of spill prevention measures that should be implemented and included in your plan.

NM1487 On-farm Turkey Carcass Composting and Management Issues Under ND Climatic Conditions by Shafiqur Rahman and Charles Stoltenow

Turkey mortality is part of a turkey production system. This publication focuses on typical on-farm turkey carcass composting under ND climatic conditions and management practices.

Publications Review

We have been working with specialists on updating publications both in print and on the Web. Options are:

Discontinue - delete online and paper versions

Review - content OK, just update year and any changes in authors. In most cases, this is done on the Web version and the paper copies will be updated with a label containing the new logo and “reviewed 2010.” We can provide offices with labels to update your publications.

Revise - remove paper copies or use up the inventory of paper copies on hand

This has been a large project for everyone involved, but it will help us provide the most updated information.

Discontinued Publications

These have been removed from the Web and the Distribution Center shelves. Copies in the field should be destroyed.

AS1023 Water Quality: The Animal Component

AS1053 Bulk Tank Milk Culture Interpreting the Results

FS282 Farming/Ranching Stressful Occupations

FS283 Stress Symptoms

FS284 Stress Management for Farmers/Ranchers

FS285 Stress Management for Couples

FS286 When Generations Farm/Ranch Together

FS287 Farm/Ranch Stress Management Plan

HE488 Talking to Kids About AIDS

FS514 Balancing Work and Family: Working with Your Employer

FS518 Family-Supportive Workplace Environments: Employer’s Role

HF519 Painted Finishes for Special Effects

FS550 Working It Out: Learning to Negotiate with Your Teenager

FS563 Not My Child

FS564 It Begins With the Family

FS571 Benefits and Challenges Facing ND Youth

FS576 Talking with Young Children About Alcohol

FS598 No Child Left Behind An Overview

FS599 Adequate Yearly Progress (AYP) and No Child Left Behind

EC1215 Taking Charge of Your Community’s Future is being pulled from the shelves. A revised version will be a Web-only publication.

FN574 Questions and Answers about Dietary Supplements is being revised. Copies should be pulled.

FN578 Walk This Way is being revised. Copies should be pulled.

FN580 Jerky Making: Then and Now is being revised. Copies should be pulled.

Sharon Lane, (701) 231-7883, sharon.lane@ndsu.edu

August eXtension Professional Development Opportunities

30-minute Sessions

1 p.m. Central Time, Aug. 11 -- Writing for Online Audiences by Jennifer Jahedkar Texas AgriLife Extension

1 p.m. Central Time, Aug. 26 -- Using eXtension's Custom Search to Locate Extension Educational Materials

1 p.m. Central Time, Aug. 31 -- Getting Started in Second Life

60-minute Session

1 p.m. Central Time, Aug. 19 -- Beginning with the Ask an Expert Widget by Aaron Hundley and Ask-an-Expert Discussion Double Header by Aaron Hundley and Beth Raney

Second Life

Several Second Life trainings will be held throughout the month.

Learn details about all these opportunities at

http://about.extension.org/wiki/Schedule_of_Professional_Development_Opportunities, and

watch recordings of past trainings at

http://about.extension.org/wiki/Recordings_of_eXtension_Professional_Development_Sessions.

Let's Communicate

Past issues of Let's Communicate are at www.ag.ndsu.edu/agcomm/letscomm/letscomm.htm. If you have questions or comments, or would like to submit information or make a suggestion for Let's Communicate, please contact me.

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