



We got offered a lease, but I wasn't comfortable with it. A paralegal told me to contact Extension, and I got in contact with Steve Schumacher. He set the matter straight. As an outside person who doesn't have a stake in this game, his word had a lot of influence. It made all the difference in the world."

— Fred Schwarz, who is now forming a landowners group in Licking County

## THE ESSENTIALS

- OSU Extension formed the Shale Energy Education Work Group, bringing together faculty and staff from across the college and the university to examine financial, economic, development, family, environmental, and safety issues regarding shale energy.
- OSU Extension regularly updates public officials on community matters related to shale energy development, and organized a 2011 tour to Pennsylvania that helped shed light on issues the Keystone State has faced in its own shale energy development. In addition, Extension's Agricultural and Resource Law Program keeps the state's legal community up-to-date; more than 120 Ohio lawyers attended a symposium the program offered in June on shale energy legal issues.

## Extension Plays a Key Role in Providing Shale Energy Education, Information

"I've been with Extension for 27 years, and I've never seen anything like this," said Stephen Schumacher, an Ohio State University Extension educator in Belmont County.

The same could be said in much of the eastern half of the Buckeye State, where reserves of oil and natural gas in Marcellus and Utica shale wait to be drawn out from rock deep below the surface.

The development could mean thousands of Ohio jobs and potential riches for landowners contracting with oil and gas companies. But landowners also need to fully understand the potential financial, legal, and environmental ramifications of the highly complex leases that could last for generations, and public officials often need guidance on community implications as well.

Extension is providing such help. As of fall 2011, Schumacher and Extension colleagues had organized more than 40 meetings attracting nearly 5,300 Ohioans.

"OSU Extension takes a non-biased approach to this issue," said Schumacher. "We just try to provide education that people need so they can make good decisions."

More: <http://go.osu.edu/GwA>



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# OSU EXTENSION

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## ENHANCING AGRICULTURE AND THE ENVIRONMENT

Ohio's diverse agricultural, horticultural, and forestry industries contribute more than \$100 billion to the state's economy every year. Ohio State University Extension assists with technology, marketing, and educational support, protecting Ohio's position in the global marketplace. OSU Extension also works to enhance and sustain the environment and natural areas in the state, balancing economic advancement with environmental sustainability.

### AGBIOSCIENCES

We work with farmers to strengthen their businesses, adopt new technology, and improve efficiency while protecting the environment.

### HEALTH AND NUTRITION

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### HOME AND FAMILY

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Without OSU Extension's help, I wouldn't be experiencing the success that I am with no-till and cover cropping. The early results have been amazing. ... I'm confident that if most — better yet, all — farms were utilizing these practices, we could mitigate nutrient discharge into the watershed."

— Jeff Rasawehr, Mercer County, who farms nearly 3,000 acres less than 10 miles from Grand Lake St. Marys

## THE ESSENTIALS

- The potential economic benefit to Ohio of curing Grand Lake St. Marys' algae blooms could be \$60 million to \$80 million annually. That's based on the lake's pre-bloom annual impact of \$160 million to \$200 million and the losses seen since then, especially in tourism.
- ECO Farming stands for **E**ternal no-till (no plowing), **C**ontinuous living cover (cover crops), and **O**ther best management practices. "In other words," Jim Hoorman said, "absolutely trying to eliminate tillage as much as possible."
- By switching to ECO Farming, a single farmer growing 1,000 acres of corn could save \$75,000 a year in typical fertilizer costs alone, based on a fertilizer cost of \$150 an acre and a 50 percent reduction in use.

## ECO Farming: A Win for Both Grand Lake St. Marys and Farmers

Toxic algae blooms are plaguing Grand Lake St. Marys, costing the region's economy up to \$80 million a year.

But Ohio State University Extension's Jim Hoorman may have a solution — one that could clean up the lake, return its economic impact to previous healthy levels, and profit farmers too.

An educator in Mercer County, the lake's home, Hoorman and his team developed and introduced a new system called ECO Farming. Benefits include far less fertilizer use and nutrient runoff. Both are key, because nutrient runoff from excess fertilizer — in this case, not just from farms but from lawns — is a major cause of the algae blooms.

Dave Brandt, a collaborator and president of the Ohio No-Till Council, has seen the benefits himself. By using ECO Farming, Brandt said, "I've reduced my fertilizer inputs by 50–70 percent, cut herbicide costs by 50 percent, and reduced my fuel consumption, all while adding soil organic matter that has increased my crops' yields."

More: <http://go.osu.edu/GRn>



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In this business, a well-trained staff is what separates you from your competition. OSU Extension's training program is accessible, concise, affordable, timely, pertinent, and up-to-date. We can also point to this program to show that, as an industry, we are being proactive and doing the right thing to follow regulations."

— Kim Kellogg, owner,  
Grasshopper Property  
Maintenance,  
Millersburg, Ohio

## THE ESSENTIALS

OSU Extension's Pesticide Safety Education Program boosts business creation and retention by:

- Offering continuing education to Ohio's 28,000 licensed applicators so they can keep their licenses active and their businesses thriving.
- Training 9,000 applicators every year so they can meet requirements for their licenses.
- Providing research-based, non-biased education that reduces the applicator's liability while benefiting communities and the environment.
- Offering cost-effective, locally accessible, and efficient training that reduces travel and lost production costs.
- In 2011, 84% of participants said they had improved practices to protect the environment after attending this training, while 94% said the program is important for maintaining their businesses or jobs.

## Pesticide Training Supports Businesses, Jobs, Environment

When farmers, lawn-care and landscaping companies, pest-control businesses, and public-health agencies need training to comply with pesticide-licensing requirements, they turn to Ohio State University Extension.

In partnership with the Ohio Department of Agriculture, OSU Extension's Pesticide Safety Education Program is the primary training provider for licensed commercial and private pesticide applicators in Ohio. Offered at the local and regional levels by county educators and state specialists, the program relies on and is enriched by the wealth of expertise represented through the OSU Extension system.

"This is a vital job-retention program," says Joanne Kick-Raack, director of the program. "New applicators need this training to become employed, and existing applicators need to get recertified every three years to keep the licenses necessary for their jobs."

By emphasizing human health and environmental stewardship, the training also promotes research-based pest management guidelines for applicators as they conduct their work on farms, neighborhoods, green spaces, and homes.

More: <http://go.osu.edu/GSG>



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Without the homebuyer's program, we wouldn't have been able to get through the paperwork. Someone easily could have pulled a fast one on us. One thing we learned about was predatory lending; and even after we got the house, we'd get things in the mail that looked official, but they weren't. I could spot them because of what we learned from Extension."

— Crystal Amstutz, proud homeowner and happy in her Wooster, Ohio, home since February 2010 with husband Harold and three children

## THE ESSENTIALS

- Extension served more than 200 Ohioans in homebuyer education workshops and personal sessions with homeowners between June 2010, when OSU Extension programs became HUD-approved, and June 2011. Numbers have been increasing steadily, from about 20 people in the third quarter of 2010 to 96 in the second quarter of 2011.
- Between April and November 2011, Extension worked one-on-one with 94 families who were struggling with their mortgage payments. This effort was through the Restoring Stability program of the Ohio Housing Finance Agency. Extension also served 101 homeowners who contacted us through the statewide "Save the Dream Ohio" hotline. To continue its efforts in foreclosure mitigation, Extension has received a planning grant from the Ohio Commission on Service and Volunteerism to recruit 20 AmeriCorps members in 2012.

## Extension Homeownership Programs Light the Way

For many, the American dream of homeownership has shattered into a nightmare of dropping home values, missed mortgage payments, and too often, foreclosure. Between 2000 and 2010, Ohio's homeownership rate fell for the first time since the Great Depression; and the state's home vacancy rate became the fifth-worst in the nation. And Ohio's rural areas have experienced the biggest increases in foreclosure rates.

But Ohio State University Extension homeownership programs shine like a bright porch light on a dark neighborhood street.

Extension's programs, officially approved by the Department of Housing and Urban Development (HUD), include pre-purchase home-buying education; resolving or preventing mortgage delinquency or default; and post-purchase financial education.

Căzilia Loibl, an OSU Extension specialist, says it's gratifying work. "It's so much needed — there are way too few housing counseling programs in rural Ohio. It's good we're able to help."

More: <http://go.osu.edu/Gv9>



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In the past few years, more and more people in Ohio have become interested in buying local foods. As a result, our business has steadily increased. We also make sure we buy local cheese and other products for our business. Ohio has a plethora of foods that you can get your hands on.”

— Valerie Coolidge, co-owner,  
Wyandotte Winery,  
Columbus, Ohio

## THE ESSENTIALS

A 2010 study found that if northeast Ohio alone met 25% of its food demand with local food production, it would create 27,000 new jobs, increase annual regional output by \$4.2 billion, and boost the tax base by \$126 million. OSU Extension is helping make this shift happen by:

- Connecting more than 1,250 Ohio producers and buyers via MarketMaker.
- Assisting 225 producers to reach wholesale buyers since 2010 through MarketReady.
- Providing technical assistance to 22 food co-ops across the state.
- Helping Ohio's 278 farmers' markets reach more consumers by setting up systems to accept food stamps: going from 7 markets in 2008 to 55 in 2011.

## Local Foods Movement Can Mean an Economic Boon for Ohio

“Fight the recession. Buy local wine.” That’s the message Wyandotte Winery in Columbus wants Ohioans to sip on. But it’s not only wine — a boost in the consumption of any locally produced foods can spell increased economic opportunities for Ohio farmers and small businesses, in addition to health and environmental benefits. Ohio State University Extension is supporting this local foods resurgence with expertise and resources from the field all the way to the dining room table. One example is the MarketMaker program, which links producers and buyers online. Extension specialists and educators also teach food producers, including Wyandotte Winery, how to more effectively reach and interact with restaurants, grocery stores, and other wholesale buyers through the MarketReady initiative.

In other efforts, OSU Extension assists food co-ops with technical assistance and access to grants and incubation space; works with farmers’ market managers and vendors to help increase sales and reduce risk; provides training and leadership to community garden projects as well as nutrition and food-preservation education to families; and in 2011 took over leadership of the Farm to School Program, which benefits young people by boosting access to fresh foods and improving nutrition — as well as local food producers and distributors.

More: <http://go.osu.edu/GSH>



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By the end of the month, I was usually frantically trying to find a way to afford food. But during the Expanded Food and Nutrition Education Program (EFNEP) class, I did more budgeting and meal planning — and in the last week of the month, I still had over \$125 left. It was amazing!”

— Leslie Carlisle, Delaware County (not pictured)

## THE ESSENTIALS

- For the 2010–11 federal budget year, OSU Extension obtained \$5,859,388 in federal funding for FNP and EFNEP.
- Both EFNEP and FNP also offer programs for children. In all, 6,377 children participated in EFNEP programs, and as a result, reported eating a wider variety of healthy foods and increased knowledge of nutrition. FNP reached 11,713 children at Summer Food Service Program sites.
- The programs are often offered in low-income neighborhoods that lack a basic health-care infrastructure. “If we don’t offer these types of nutrition programs, these people have nowhere else to turn,” said Ana Claudia Zubieta, director of Ohio FNP.

## Nutrition Programs Improve Health and Well-Being of Ohio Communities

Ohio has climbed to sixth in the nation in food insecurity. One in six Ohio households experiences limited or uncertain access to safe, nutritious food.

To help Ohioans eat nutritiously on a tight budget, Ohio State University Extension works with two federally funded programs:

- The Family Nutrition Program (FNP) offers single lessons and a series of classes in 63 counties, targeting families who are eligible for food assistance. In 2010–2011, 63 staff members taught more than 45,200 individuals at sites including Job and Family Services, public housing, libraries, health fairs, senior centers, and food pantries.
- The Expanded Food and Nutrition Education Program (EFNEP) is a series of eight classes targeted to families below 185 percent of the poverty level with children at home. Last year, 60 EFNEP staff offered classes in 18 counties, reaching 5,593 adults; 90 percent of graduates reported improved nutrition practices, and 83 percent said they improved food resource management. Also, 64 percent reported improving food safety practices; and 34 percent reported positive changes in physical activity.

More: <http://go.osu.edu/GSJ> and <http://go.osu.edu/GSK>



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The research, expertise, and resources available through OSU Extension have been very advantageous to us, especially in a sector so new as wind energy. Nancy [Bowen-Ellzey] also came with me to the Statehouse to testify on behalf of SB 232, whose approval allowed us to create an alternative energy zone in the county; without it, I don't think we could have enticed these energy folks."

— Clair Dudgeon, Van Wert county commissioner

## THE ESSENTIALS

- The Timber Road II and Blue Creek wind energy farms will consist of 207 turbines producing up to 450 MW of electricity, enough to power 107,000 Ohio homes.
- The two projects created 495 construction jobs and will generate 30 permanent new jobs. They also spent \$21.3 million on local contracts, will pay \$2.6 million annually to landowners, and will generate \$3.6 million a year in local taxes.
- Turning Point Solar is a 49.9 MW, 250,000 solar-panel array on 750 acres of strip-mined land that can serve about 25,000 homes.
- The solar project is expected to create up to 600 temporary and permanent jobs in Ohio, including 330 positions at a proposed solar-panel plant in Napoleon.

## Powering Up a New Ohio: Extension Helps Development of Wind, Solar Energy

Ohio State University Extension doesn't make wind turbines or solar panels. But it is helping communities throughout the state capitalize on a growing number of alternative energy projects that bring much-needed investment and jobs to the state.

In Van Wert and Paulding counties, Ohio's first utility-scale wind energy farms (Horizon Wind Energy's Timber Road II and Iberdrola Renewables' Blue Creek) were completed in 2011. Nancy Bowen-Ellzey, an OSU Extension community development educator, worked with county commissioners, township trustees, and landowners to assist with the educational and fact-finding processes that helped bring these projects to fruition.

On the other side of the state, in Noble County, Isofoton is planning in 2012 to begin construction of the Midwest's largest solar energy farm, Turning Point Solar. There, Mike Lloyd, an OSU Extension community development educator, helped the county create an alternative energy zone (the first in Appalachian Ohio) to provide tax incentives; and he conducted research on behalf of local officials to develop language for the project's proposal.

More: <http://go.osu.edu/GSP> and <http://go.osu.edu/E2Z>



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### ADVANCING EMPLOYMENT AND INCOME OPPORTUNITIES

Innovation and entrepreneurship will drive Ohio's move to the new knowledge economy — and Ohio State University Extension is uniquely positioned to help. OSU Extension's economic, small business, and job development programs are tailored to local community needs in every county, whether metropolitan, rural, or a combination.

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Joe [Heimlich] has completely helped us change the way we do our work. We are more thoughtful about how we design exhibits now. He also brings valuable connections to Ohio State and many other institutions, as well as leverage for seeking out grant funding. I love having him here. It's been the best thing for us."

— Kim Kiehl, chief strategy and operations officer, COSI

## THE ESSENTIALS

- Joe Heimlich's nationally recognized expertise in people's behavioral outcomes has led to the redesign of several exhibits at COSI, to increase their effectiveness by focusing on the ways individuals learn in informal settings.
- This partnership has also led to the creation of a Center for Evaluation and Research at COSI, the only one of its kind in the United States. This unique asset is helping COSI attract contract work from across the country.
- Additionally, many other educational institutions throughout Ohio (including zoos, nature centers, and museums) benefit from Heimlich's work, through training, access to programming (provided in many cases by OSU Extension), and networking.

## Real Learning in Real Places: OSU Extension Helps Redesign COSI, Other Institutions

Attracting half a million visitors every year to Columbus, The Center of Science and Industry (COSI) has been voted the No. 1 science center in the United States by *Parents* magazine. Ohio State University Extension is hard at work helping to keep it that way.

Through a special community partnership that began in 2008, OSU Extension specialist Joe Heimlich is providing COSI with research and evaluation tools to improve educational programs and exhibits. Working with colleagues at COSI, Heimlich seeks to make lasting organizational changes — changes that will accomplish the ultimate goal of attracting more visitors and enhancing their learning experience in an enjoyable way.

"One of the most prevalent ways in which people engage in learning is through cultural and scientific institutions such as COSI," Heimlich explains. "This type of work is, then, crucial to the lives of Ohioans. And OSU Extension has resources that can inform and facilitate the work of these institutions to improve the benefits they bring to citizens."

More: <http://go.osu.edu/GSQ>



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## ADVANCING EMPLOYMENT AND INCOME OPPORTUNITIES

Innovation and entrepreneurship will drive Ohio's move to the new knowledge economy — and Ohio State University Extension is uniquely positioned to help. OSU Extension's economic, small business, and job development programs are tailored to local community needs in every county, whether metropolitan, rural, or a combination.

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Ohio Sea Grant is invaluable to us. ... They're the experts. They put together programs that educate us, keep us timely, and help us educate the public. We help get more people involved, which ultimately benefits the lake. Sea Grant is critical to that."

— Rick Unger, captain of the Chankanaab out of Marblehead, and president, Lake Erie Charter Boat Association

## THE ESSENTIALS

- Lake Erie tourism brings in \$11 billion a year to Ohio and provides nearly 120,000 jobs.
- Fishing in Ohio's waters of Lake Erie, enjoyed by 450,000 people a year, has a positive economic impact of \$680 million annually.
- More than 200 leaders have completed Toledo's Local Government Leadership Academy — which was the first to be offered, is the longest running, and is now in its 11th year.
- In 2011, participants in Sea Grant's Local Government Leadership Academies reported a 76 percent increase in their knowledge of Lake Erie issues.
- Headquartered at Ohio State, Ohio Sea Grant supports greater knowledge and stewardship of Lake Erie and all the Great Lakes through research, education, and outreach, with the outreach component administered through OSU Extension. Ohio Sea Grant is part of the National Oceanic and Atmospheric Administration's Sea Grant College Program.

## Growing Lake Erie's Economy: 'Ohio Sea Grant Is Vital to Us'

While Lake Erie is good for Ohio's economy, Ohio Sea Grant makes it even better.

Sea Grant's Tory Gabriel, an Ohio State University Extension educator in Ottawa County, coordinates the Ohio Charter Captains Conference. Now in its 30th year, it "gives us information that makes our businesses better," said Rick Unger, Lake Erie Charter Boat Association president.

In communities throughout the watershed, Joe Lucente, an Extension educator with Sea Grant in Lucas County, co-leads Local Government Leadership Academies. Their aim is helping local leaders grow healthy coastal economies.

Sea Grant's Frank Lichtkoppler, an Extension educator in Lake County, partnered in restoring Ashtabula Harbor. The result is one of the cleanest, deepest harbors on Lake Erie. The work, Lichtkoppler said, will "improve the local business climate and expand and retain jobs in local marine trades and tourism."

"This lake is vital to Ohio, and it's vital to our occupation," Unger said. Likewise, he said, "Sea Grant is vital to us."

More: <http://go.osu.edu/GSS> and <http://comdev.osu.edu/>



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With its combination of strong adult advisors and role models, 4-H projects, and public awards for academic performance, Ohio 4-H is the perfect model to blend academic achievement with leadership development for STEM careers. ... Acting locally but thinking globally, 4-H programming reaches every county in Ohio.”

— Lynn Eflner, CEO,  
Ohio Academy of Science

## THE ESSENTIALS

- In a recent study, youth who participated in 4-H, compared to youth who didn't, reported significantly higher participation in after-school and summer STEM programs and better performance in STEM classes.
- The same study also found significantly higher interest among 4-H youth in studying STEM after high school and in pursuing careers in STEM.
- STEM occupations are “critical engines of innovation and growth,” according to a recent U.S. Department of Labor report.
- “The broad consensus,” a National Science Foundation report says, “is that the long-term key to continued U.S. competitiveness ... is the adequacy of supply and the quality of the workforce in the STEM fields.”

## Ohio 4-H Ramps Up STEM Efforts — a ‘Critical Engine of Growth’

Scientific innovation has produced about half of America’s economic growth in the past 50 years, says the National Science Foundation. And Ohio State University Extension’s 4-H youth development program, with a strong new focus on STEM — science, technology, engineering, math — is planting seeds to spur it.

Ohio 4-H’s ChickQuest program, for example, in partnership with the Akron Public Schools, immerses third-graders in science while they monitor an incubating chicken egg — three weeks right through hatching. “It’s the only curriculum of its kind that targets specific Ohio third-grade science standards,” said OSU Extension 4-H Specialist Bob Horton.

4-H Science Saturdays feature fun firsthand activities with Ohio State scientists. “The key to 4-H is experiential learning,” said Sally McClaskey, a program coordinator with Ohio 4-H, “so presenters are asked to bring projects that allow youth to ‘learn by doing.’”

“We’re growing a generation of kids steeped in STEM,” said ChickQuest partner Katrina Halasa, Akron Public Schools’ science learning specialist, “and in the next few years those fields will be booming.”

More: <http://go.osu.edu/GSU>



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## PREPARING YOUTH FOR SUCCESS

As Ohio's economy shifts from an industrial to a knowledge base, its young people need advanced skills in innovation and application of new technologies. Ohio State University Extension's 4-H Youth Development programs are perfectly positioned to deliver skills in communications, math, science, and research. 4-H already touches 315,000+ young lives in Ohio and is extending that reach through special in-school, after-school, and summer programs.

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The best thing about 4-H is not just focusing on your hobby or your passion, but it gives you a way of learning responsibility and learning to be competitive.”

— David Vollette, Ohio 4-H alumnus and champion dog breeder, including the top-winning Labrador of all time, and two-time Best of Breed winner at Westminster

## THE ESSENTIALS

- Every year, about 2,500 Ohio teens act as 4-H camp counselors, undergoing 24 hours of training beforehand. From 2009 to 2011, 4-H piloted a modified curriculum designed to explicitly communicate the workforce skills the counselors gained through the training. Those who participated improved significantly in thinking skills, communication, teamwork and leadership, initiative, and professionalism.
- Adventure Central, an after-school and summer program offered by Ohio 4-H and the Five Rivers MetroPark in Dayton, developed the six-month Job Experience and Training (JET) program to give youths real work experience. “JET helps them learn what’s expected in the world of work,” said Nate Arnett, the program’s Extension educator.

## 4-H Helps Young People Develop Vital Work Skills

Ohio 4-H isn’t specifically designed to prepare young people for the workforce. But in many ways, it helps its more than 315,000 4-H members in Ohio develop exactly the skills employers desire.

“When 4-H members work on a project, they’re doing more than just delving into a specific topic,” said Tom Archer, Ohio State University Extension assistant director for 4-H youth development. “They’re learning how to take something from beginning to end and to share it with others along the way.”

Skills identified as vital to workplace success include professionalism and a strong work ethic; oral and written communications; teamwork and collaboration; critical thinking and problem-solving. In 4-H, children and teens practice such skills whenever they work on a project and present it to club members, take on leadership roles, and work with others.

“Employers tell us 4-H members are more independent workers, and they tend to care about their co-workers,” Archer said. “That’s no surprise to us.”

More: <http://go.osu.edu/4Hwrks>

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John's gone a lot during the year, and we call him a hero for our nation. But family camp gives us a time when he can be a hero for our kids."

— Deborah Durant, at an OMK family camp with husband John and children Elizabeth, 17, Jacob, 15, Dominick, 13, and Timothy, 7

## THE ESSENTIALS

In 2011, Ohio's OMK and Military Teen Adventure Camp program received \$78,500 in donations and \$307,500 in grants to help organize:

- Overnight camps, including three weekend family camps; a weeklong Military Kids camp at Kelleys Island; and two Military Teen Adventure Camps. In all, overnight camps hosted 575 military family members.
- One-day HERO Camps hosted by the Great Lakes Science Museum in March and The Ohio State University's Athletics Department in July.
- Youth programming during 51 Yellow Ribbon programs, both for mobilization (before military members are deployed) and reintegration (when they return).
- Seven military family appreciation events at local zoos, sporting events, and fairs.

## Giving Back: Supporting Our Troops, Their Families

The Durant family spent a weekend at Kelleys Island last summer — a whole weekend together, which doesn't happen often for this military family. They did so thanks to a family camp sponsored by Operation: Military Kids (OMK), a partnership of Ohio State University Extension 4-H youth development and the Ohio National Guard's family readiness program.

John Durant, a sergeant and safety officer in the Ohio National Guard, is thankful his day job is close to home at the Beightler Armory in Columbus. But mandatory weekend and summer training continually takes him away.

"It's common in the military to miss birthdays, anniversaries — important dates with your family," he said. "One year I even missed my brother's wedding. And I've never been deployed — that's far worse."

That's why Operation: Military Kids (OMK) offered three family camps in 2011, all filled to capacity. Said Theresa Ferrari, Ohio's 4-H military liaison: "It's the gift of time."

More: <http://go.osu.edu/GSa>

<http://www.facebook.com/OhioOperationMilitaryKids>

<http://www.youtube.com/OhioOpMilitaryKids>



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