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4-H New Year Enrollment

Master Composter Training

Leadership Academy

WSU Extension

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COWLITZ COUNTY EXTENSION

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4-H Study of Positive Youth Development

In January the National 4-H Council released a final summary report of the 4-H Study of Positive Youth Development. Compared to their peers, 4-H'ers are nearly four times more likely to contribute to their communities. This is one of several powerful statistics included in a new report -- *The Positive Development of Youth: Comprehensive Findings from the 4-H Study of Positive Youth Development*. [Page 2](#)

Best Business Practices presents...

WHAT ARE YOUR CUSTOMERS TELLING YOU? –

WHAT QUESTIONS ARE YOU ASKING THEM?

Do you want to find out how your business is doing?

Business Advisor, Jerry Petrick, shares some advice on how to put together a customer survey that will answer your question.

The one question, the 'Ultimate Question' is:

"How likely is it that you would recommend Company X [or Product X] to a friend or colleague?"

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What's new at the clinic



Tansy Ragwort
(*Senecio jacobaea*)

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Leafhoppers
(*Cicadellidae*)



Tomato Hornworms
(*Manduca quinquemaculata*)

WSU Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local WSU Extension office.

The Positive Development of Youth: Comprehensive Findings from the 4-H Study of Positive Youth Development.

For more than a decade, preeminent youth development scholars, Drs. Richard M. Lerner and Jacqueline V. Lerner and the team at the Institute for Applied Research in Youth Development at Tufts University, partnered with faculty at more than 20 land-grant universities and colleges to conduct this ground-breaking research.

This scientific research shows that the 4-H approach to high-quality positive youth development works. After 10-plus years of rigorous research and review, we now have a way to evaluate and show the effectiveness of the programs that are being implemented in every county in America and communities around the world.

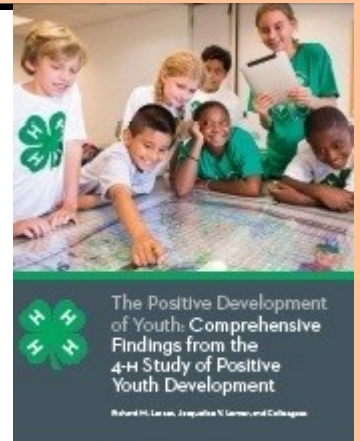
I am pleased and extremely proud to share this final report with the 4-H community. It's an extraordinary body of research that shows the vital role 4-H plays in helping young people achieve success.

[Positive-youth-development-study](#)

Pat BoyEs, Director

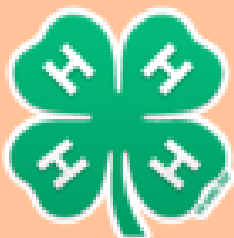
4-H Youth Development

Washington State University Extension



Tufts
UNIVERSITY

“ This report is proof of the good work that 4H Volunteers do with kids and why 4H makes a difference .”



Jennifer Leach

Extension Faculty

4-H Youth Development

Best Business Practices presents...

WHAT ARE YOUR CUSTOMERS TELLING YOU? – WHAT QUESTIONS ARE YOU ASKING THEM?



Recently, I was traveling for business and I noticed that I seemed to get surveys and questionnaires constantly - during my trip and subsequently via text and email. I usually don't bother to respond to surveys from large companies – those impersonal, automated, non-caring invasions of my email, text, or voicemail. I *do* tend to respond on those rare occasions that a small, local business cares to ask me what I think of my experience at their business. Perhaps I'm rare, (maybe it's an occupational hazard), I tend to notice what businesses do; I pay more attention to what they ***don't do!***

How many articles, ads, seminars, or workshops about customer service or increasing sales have you come across where the message encourages you to spend time and money to develop elaborate surveys to send to your customers to 'hear the voice of the customer'? Have you done it? What difference has it made in your business? Increased sales? Do you know...? What does it cost you?

There is a very powerful body of research done by the consulting firm, Bain & Company, over 10 years ago that attempted to find a *"simple, practical and actionable indicator of what customers were thinking and feeling about the companies they did business with."* They wanted to develop, *"a number that **reliably** linked these attitudes both to what customers actually did and to the growth of the company. We wanted, in short, to provide a basis for linking improvements in customer loyalty to business outcomes."* According to Bain.

Bain, along with their data partner Satmetrix Systems, tested questions with thousands of customers across multiple industries and found that the way customers responded to **one question consistently predicted behavior.**

The one question, the 'Ultimate Question' is: "How likely is it that you would recommend Company X [or Product X] to a friend or colleague?"

Researchers found that the answers to this question consistently predicted:

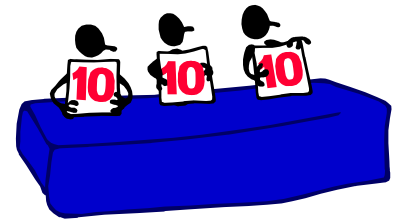


- customer retention
- repeat purchases
- referrals and other indicators of customer loyalty
- profit and passion.

Just as importantly, **this question is quick, respectful, and easy for both customers AND employees.** The preferred way to set up your process is to use the common 0-10 rating scale with the scale where 10 = Extremely Likely and; 0 = Not at All Likely to recommend you to a friend. The responses tend to cluster into three groups:

- Promoters (9 or 10) – These are your loyal, enthusiastic fans.
- Passives (7 or 8) – They are reasonably satisfied but are not nearly as likely to remain loyal or refer their friends.
- Detractors (0-6) – Detractors are unhappy customers and account for upwards of 80% of negative word-of-mouth.

A very simple way to use this input is to calculate (and pay attention to) what Bain calls a 'Net Promoter score' which is easy to calculate.



Calculate the percentage of responders that were Promoters and subtract the percentage of responders that were Detractors:

$$\text{Net Promoter score} = \% \text{ Promoters} - \% \text{ Detractors}$$

This single metric can serve as an easy, powerful customer scorecard for your business. The only follow-up question you need to learn to ask is... 'Why?' Then LISTEN!!!

So, the new and improved way to understand what your customers think goes something like this:

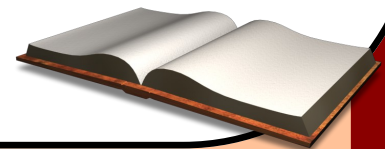


"Thank you for doing business with us, how likely is it that you would recommend ABC Company to your friends?"

Then...ask the key open ended question: "Why?"

This is easy, inexpensive, respectful and a true gift to and from your customers. I encourage you to step back from your business for a moment and ask yourself how loyal, happy, satisfied etc. are your customers? How do you know? What are you doing to improve your customer loyalty and likelihood to promote your business?

If you want to learn more about the Net Promoter system I suggest you read the book:
"The Ultimate Question 2.0" by Fred Reichheld.



This article was prepared by Jerry Petrick, MBA, CGBP, SPHR, PMP and Certified Business Advisor with the WSU Small Business Development Center (SBDC) in Longview, WA. Jerry provides no-cost, confidential business advisory services by appointment. He can be reached via email jerry.petrick@wsbdc.org

What's New at the Clinic

By Chuck Tadlock
WSU Master Gardener



The Tansie Ragwort (*Senecio jacobaea*) is back and thriving this year. Tansie Ragwort is also known by common names such as ragweed, ben weed, stinking willie, tansy butterweed, stinking daves, stinking ninny,

Dog Standard, cankerwort, stammerwort, mare's fart and cushag. In the Western United States it is generally referred to as Tansy Ragwort or "Tansy".

Tansy Ragwort is a biennial or short-lived perennial which blooms midsummer to fall.

Tansy is toxic to cattle and horses, causing irreversible liver damage. Sheep appear to be unaffected by Tansy's toxicity. Tansy seeds can lay dormant in the soil for 15 years.

We have had several reports of Cinnabar larvae showing up on Tansy this year. Cinnabar moths were introduced in North America to fight the Tansy proliferation. Cinnabar larvae only eat Tansy Ragwort.



Cinnabar moth (*Tyria jacobaeae*) (L) and larvae (R)

But when the Tansy is under control, the number of Cinnabar larvae and moths decrease as well. With the higher volume of Tansy being reported this year we are also receiving reports of more Cinnabar larvae being spotted.

For additional information regarding Tansy Ragwort and the Cinnabar larvae/moth, see the following links:

<http://extension.oregonstate.edu/douglas/sites/default/files/documents/tragwortupdate2011.pdf>

http://www.oregon.gov/ODA/PLANT/weeds/Pages/profile_tansyragwort.aspx

<http://oregonstate.edu/ua/ncs/archives/2011/aug/after-three-decades-control-invasive-tansy-ragwort-once-again-threatening-oregon>

http://oregonstate.edu/dept/nurspest/cinnabar_moth.html



What's New at the Clinic

Leafhoppers in your garden

We have had several cases of **Leafhoppers** (Cicadellidae) coming in to the Plant & Insect Clinic. Leafhoppers are very agile because they can jump a good distance from leaf to leaf and the adults can even fly. So they are very elusive. They lay their eggs on the under-side of leaves on a wide variety of plants and begin their chewing and eating of the leaves as soon as they hatch. Leafhoppers are often slender (torpedo-like) and rarely exceed ¼ inch in length. They secrete honeydew and when sufficient numbers are present there can be a

buildup of sooty mold fungus on the honeydew.

If leafhoppers become a problem, they can be managed by products at garden stores that list leaf-hoppers on the label and that are clearly labeled for use on the target plant. Follow label directions carefully if insecticides are used.

Tomato Pests

Well, it's that time of year. The tomato plants are blooming, the tomatoes are setting and those big ugly almost invisible (hard to spot under the canopy of the tomato plants) **tomato hornworms** (*Manduca quinquemaculata*) will soon be munching away on your beautiful tomato plants. So what should you look for? They are green to grey in color with eight V-shaped stripes running along the length of their bodies with a black horn on their rear end. They are very hard to spot on a tomato plant. They blend in very well.

The tomato hornworm can grow to three inches in length. They have one generation per year and overwinter in the soil as pupa. The hornworms emerge in the spring and become adults in late August to Early September. The adult hornworm is a large (3.5 to 5.25 inch wingspan) moth known as the five-spotted hawk due to the five pairs of orange spots on its abdomen. The adults are rarely seen as they tend to fly around dusk time.

Keep your eyes out for them on your vegetable plants. If you see nearly pencil eraser size frass on the ground under your plants, you might have hornworms eating your plants. The frass is easier to spot sometimes than the tomato hornworms. They primarily eat tomato plants but they will also munch on pepper, eggplant and potato plants. They can be managed by picking them off by hand or by spraying the plants with *Bacillus thuringiensis* (Bt) when the pests are spotted on the plants. Bt is a product that contains bacteria that parasitize caterpillars but is harmless to humans. It is widely available at garden centers.



[For More information visit the links located on page 9](#)

Recipes

Fruit Yogurt Pops

Makes 6 Pops

Ingredients:

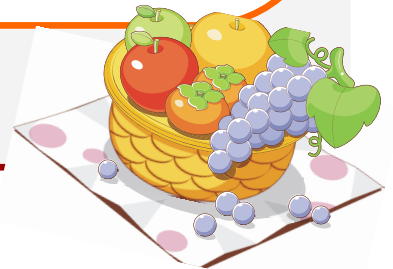
2 cups	orange juice
½ cup	vanilla yogurt, low-fat



Directions:

1. Pour orange juice into blender.
2. Measure yogurt and add to orange juice.
3. Blend at high speed for about 1 minute.
4. Pour mixture into 6 small paper cups. Put a plastic spoon or a Popsicle stick into each cup.
5. Freeze at least 4 hours.
6. Remove from freezer and peel off the paper cup to eat.

Cowlitz County
FAMILY NUTRITION EDUCATION PROGRAM



Creamy Fruit Salad

Ingredients:

1 cup	sliced strawberries
1 cup	diced cantaloupe or mango
½ cup (or a 6 ounce contain- er)	lemon or vanilla low-fat yogurt
Dash	ground cinnamon
2 tablespoons	chopped or sliced roast- ed almonds, optional

Directions:

1. Place fruit in a medium-size bowl.
2. Add yogurt and toss to mix well.
3. Sprinkle gourd cinnamon on top.
4. Sprinkle with chopped almonds, if desired.

Makes 2 servings

Per serving: 115 calories, 4 g protein, 24 g carbohydrate, 1.2 g fat (0.5 g saturated fat, 0.3 monounsaturated fat, 0.2 g polyunsaturated fat), 3 mg cholesterol, 2 g fiber, 44 mg sodium

Spaghetti with Zucchini Sauce

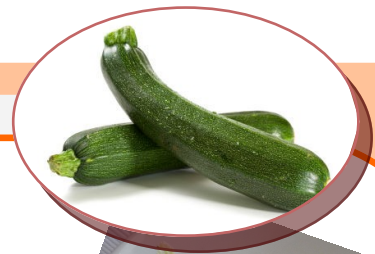
Serves 4 to 6

Ingredients:

¼ cup	oil
1 medium	onion, sliced
2 medium	zucchini, sliced (about 6 cups)
3 cups	diced fresh tomatoes
½ teaspoon	salt
1	bay leaf
¼ teaspoon	pepper
¼ teaspoon	basil leaves
¼ teaspoon	oregano leaves
8 ounces	spaghetti

Directions:

1. In large skillet, sauté onion in oil.
2. Add zucchini, tomatoes, salt, bay leaf, pepper, basil leaves, and oregano leaves.
3. Simmer covered for 15 minutes. Uncover and simmer for 10 minutes.
4. Cook spaghetti according to package directions.
5. Serve spaghetti topped with zucchini sauce and grated Parmesan cheese.



ZUCCHINI PIZZA

Ingredients:

4 cups	grated zucchini, drained and squeezed dried
1 cup	grated mozzarella cheese
1 cup	grated cheddar cheese
2	eggs, slightly beaten
¼ teaspoon	salt
¼ teaspoon	garlic salt
1 pound	ground beef
1 medium	onion, chopped
1 can (8 oz)	tomato sauce
2 teaspoon	oregano
1	green pepper, cut in strips
¼ pound	mushrooms sliced
1/3 cup	Parmesan cheese

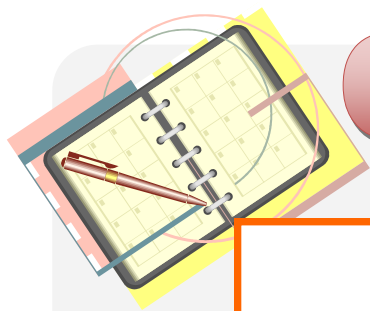
Directions:

1. Shred and squeeze out moisture of zucchini.
2. Mix zucchini with half of the cheeses and eggs.
3. Press mixture into greased jelly roll or pizza pan. Bake at 400 degrees for 10 minutes.
4. Meanwhile, brown meat. Add onion and cook until limp. Drain. Add salt, oregano and tomato sauce.
5. Spoon sauce mixture over top of baked crust.
6. Arrange green pepper and mushrooms over crust and sprinkle with remaining mozzarella, cheddar and Parmesan cheese.

Bake at 400 degrees for 30 minutes.



Note: This pizza is best eaten with a fork, as this "crust" is not as firm as a dough crust.



Coming Soon



4-H New Year Enrollment

The 4-H youth program is a partnership program with Washington State University Extension and Cowlitz County. Our 4-H year begins in October and ends in September. However, new clubs can start anytime between October and June. So... if you are interested in having your child or other children join 4-H... then please consider starting a 4-H club.

4-H teaches life skills that lead young people to become self-directing, positive, contributing members of our society.



WSU Master Composter Training

Beginning in the New Year 2015, Cowlitz County's WSU Extension Office will provide free Master Composter volunteer training classes to our community members. Supported by a grant with Cowlitz County Solid Waste and Washington Dept. of Ecology

WSU Leadership Academy

Do you aspire to a higher leadership potential, but recognize gaps in your skills. WSU Leadership Academy offers classes starting in designed to help you engage and inspire others. Topics include influencing public policy, media relations, strategic planning, economic development, meeting facilitation, conflict management, and team building. For more information, contact our office.



To find out more about any of the above programs visit us online at Cowlitz.wsu.edu or give us a call at 360-577-3014

ADDITIONAL LINKS FROM THE READINGS

Leafhoppers

- <http://pep.wsu.edu/hortsense/scripts/query/displayProblem.asp?tableName=Insect&categoryID=13&problemID=6036>
- http://puyallup.wsu.edu/plantclinic/resources/pdf/pls95leafhoppers_spittlebugs.pdf

Tomato Hornworm and management

- <http://pep.wsu.edu/hortsense/scripts/query/displayProblem.asp?tableName=plant&problemID=295&categoryID>
- <http://insect.pnwhandbooks.org/vegetable/vegetable-pests/hosts-and-pests/tomato-tomato-hornworm>

