

**Summer  
2015**



# E xtension Educator

Cowlitz County

## Over Mulching a National Plague

There's almost nothing that improves the appearance of the residential landscape more than a fresh application of bark mulch.

### But does the landscape really need mulch added each year?

The answer is a resounding no! Over mulching is a waste of both time and money and is quickly becoming recognized as the number one cause of death of many ornamental trees and shrubs.

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Summer without Salmonella

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## Burundi 4-H Sister Schools

Children arrive at school hungry, don't receive any nourishment during their five-hour school days, and can't afford to bring food from home, according to teachers and school staff in Burundi. That was the overwhelming response to questions posed by Washington State University Extension faculty during an exploratory trip in 2013.

Mary Katherine Deen and Kevin Wright hope to start reversing that hunger issue during another trip to the East African country in 2015. They are developing a 4-H program where a team of Washington 4-H and Extension faculty and volunteers will travel to Burundi and work with staff and students to develop school gardens and in-school meal programs. <http://cahnrs.wsu.edu/alumni/tag/burundi/>

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## Best Business Practices presents...

### The Revolution in Business is Social Media Marketing

*Google knows everything...Facebook knows everyone!*

*How do I increase sales?*

### Your Word-of-Mouth Marketing Just Got a Megaphone

There are three ways your customers eventually find you online:

Search engines  
Browsing  
Recommendation

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# Over Mulching a National Plague

There's almost nothing that improves the appearance of the residential landscape more than a fresh application of bark mulch. In addition to increasing the aesthetic appeal of the landscape, home gardeners have long recognized mulching as an accepted cultural practice to prevent weed growth, conserve moisture in the soil, reduce soil erosion on slopes, reduce the soil temperature during warm summer days and adding organic matter to the soil. In fact, research by the Weyerhaeuser Company indicated that two inches of bark reduced soil moisture loss in summer by 21 percent, reduced soil temperature in the summer in the upper four inches of soil by 10 degrees F. and delayed soil temperature in winter from reaching the freezing temperature by two days compared to un-mulched soil. It's little wonder that gardeners often herald Spring's arrival with an application of bark mulch, but does the landscape really need mulch added each year?

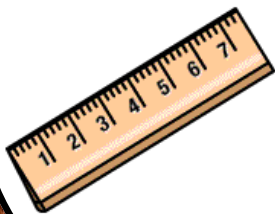
The answer is a resounding no! Over mulching is a waste of both time and money and is quickly becoming recognized as the number one cause of death of many ornamental trees and shrubs. Repeated applications of mulch can cause heavy, clay soils to become water-logged resulting in root death due to the lack of oxygen. Mulch that is piled up around tree trunks and shrubs decreases gas exchange resulting in the death of inner bark tissue. When the inner bark dies, roots no longer receive the energy produced by the leaves and the plant dies.



Another problem associated with the application of mulch next to stem tissue involves fungus and bacterial "canker" diseases. When bark is piled deeply around woody plant stems or tree trunks, it creates the ideal moist environment for disease organisms to gain entry into the stressed, decaying bark tissue. Once established, these disease cankers will eventually encircle the tree, killing the inner bark, starving the roots and ultimately killing the plant.

The problem of over mulching is even worse in our coastal area where most landscapes are dominated by ericaceous plants including rhododendrons, azaleas and heathers. These plants have a large portion of shallow roots at the soil surface which get easily smothered and die with annual mulch applications.

Finally, bark as well as other organic mulches, may cause nitrogen deficiencies in young trees, shrubs and flowers. The microorganisms including fungi and bacteria that break down the mulch, feed on nitrogen to do their job. Since bark mulch has very little nitrogen, these microorganisms can rapidly deplete available nitrogen in the soil thus robbing plants of this important nutrient. The result is plants with smaller than normal and yellowish colored leaves.



The best way to determine if you have a mulch problem is to simply dig through the mulch layer to see how thick it really is. If you have shallow rooted plants, growing on poorly drained soils mulch depths should not exceed 2 inches. Deeply rooted plants growing on better drained soils will benefit from 3 to 4 inches of mulch.



As a general rule of thumb, keep mulches a minimum of 3 to 5 inches away from the trunks of young trees and shrubs and 8-12 inches away from mature tree trunks. Keeping mulch layers outside the drip line of ericaceous plants with shallow roots will help to eliminate problems from over mulching.

The problems that arise from yearly over mulching are not immediate. The symptoms may take three to five years to appear. Unfortunately, by the time you recognize the symptoms of off-color foliage, abnormally small leaves, poor growth and die-back of older branches, it is generally too late to correct the problem. When roots decline and die, so does the plant.



Sometimes you need only to lightly rake or "fluff up" an existing mulch to give it the appearance of newly applied material. There are many benefits to using mulch, but remember, that too much of a good thing can be detrimental.

By Don Tapio, WSU Extension

**JULY  
22<sup>ND</sup> - 25<sup>TH</sup>  
2015**

# **COWLITZ COUNTY FAIR**

**"YOU MAKE IT, GROW IT & SHOW IT!"**

Looking for a fun time for your family and the opportunity to pick up some great ideas or a new hobby. Consider attending one of the community fairs in Kalama, Castle Rock or the Cowlitz County fair. See the achievements of others as they put their talents on display. Whether it be growing produce, raising animals or showcasing a hobby, there is lots to see and learn. Talk to the youth or adults that are exhibiting a project and ask them questions. They have a great deal of experience and knowledge that they would love to pass along. Your family will have fun and memorable experience.

# BURUNDI 4-H SISTER SCHOOLS

## Sponsorship Benefits and Opportunities



One hundred years ago Washington 4-H built neighborhoods of support for young people from Ritzville to Raymond. Today we are bringing that same solution-building work to Burundi. How can we work with Burundi youth and volunteers to be solution builders?

In January 2013, 4-H faculty traveled to Burundi to work with a local non-profit organization that is sponsoring nine afterschool programs—each with 50-100 youth ages 6-12. They took soccer balls that were generously donated by 4-H groups to the schools. The youth were thrilled.

We are looking for 4-H groups in Washington who want to partner with us to continue working with Burundi schools and communities to build solutions. How do we begin such a large and seemingly overwhelming task? In consultation with the Burundi staff we have developed our plan for being solution builders:

- Bring Burundi staff to Washington State in summer 2014 to share the Burundi story with us and to learn about Washington 4-H
- Conduct a summer camp for Burundi youth and a professional development education for Burundian staff in Burundi summer of 2015
- Develop 4-H school gardens in the nine schools to assist in feeding the children as well as teaching livelihood and life skills to youth and families.

Why should we care?

Helping Burundi with their youth programs will benefit everyone. Youth in Burundi benefit directly and the youth in Washington develop empathy while helping others, expanding their global competence and learning cultural knowledge.

How can YOU be a solution builder?

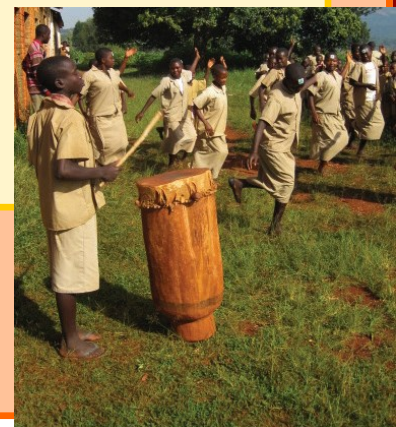
- Find Burundi on a map. Help others find Burundi on a map. Read about Burundi
- Do you have a county, regional or state event coming up? Need a speaker? Invite us to share the story of 4-H in Burundi at an event in your county or area
- Engage 4-H youth in international awareness and action. Invest in the 4-H in Burundi program through the Washington State 4-H Foundation
- Sponsor a fundraiser to support 4-H in Burundi

Would you like to [READ](#) more or Donate?

[Sponsor Pledge Form](#)

[Donation Brochure 1](#)

[Donation Brochure 2](#)



# THE REVOLUTION IN BUSINESS IS SOCIAL MEDIA MARKETING

*Google knows everything...Facebook knows everyone! How do I increase sales?*

The Goal of Social Media is to Increase Sales. Really?

Social media provides the tools that enable us to have online conversations. I know, the standard advice out there today about social media is "...don't try to sell anything to anyone." The idea of social media is to be an active part of the conversation; to build relationships over time. Of course, our goal in business is to sell more stuff/services to more people!

The big revolution in business is social media marketing. If done right, it can be your key to radically improving sales. The question is how do you increase sales by using social media? Sun Tzu in *The Art of War* explains that strategy is determined by the terrain. Let's take a look at the social media terrain.



## ***Your Word-of-Mouth Marketing Just Got a Megaphone***

There are three ways your customers eventually find you online:

- Search engines
- Browsing
- Recommendation

Here is an example: Susan Boyle, chances are you have heard of her, the Britain's Got Talent superstar who had just under 40,000,000 views on YouTube in just 11 days (now she has more than 168,746,938 views)! She is listed on the second page of most viewed videos of all time for YouTube. (<https://www.youtube.com/watch?v=RxPZh4AnWyk>)

***Most of us heard about her because her performance was recommended to us.*** The idea is you want your business, your products and your services to be recommended as well.

Social media gives your word-of-mouth marketing a megaphone. You have a good business, your customers love you. You just need more customers. Here is an important rule of social media marketing . . .

## **YOU MUST BE PRESENT TO WIN**

Out of sight is out of mind.

There is a saying in business, "You must win mindshare before you can win market share." Social media is where conversations and recommendations are happening. By joining the conversation you become visible and good things can happen from there – but not until you join in.

Here are some ways to be present to win:

- Listening to the conversations you are interested in
- Participating in those conversations
- Publishing information
- Facilitating a conversation



### Listening

Ask your customers which social media they use. Twitter, Facebook, forums, YouTube, Yelp, others? You can also search topics that relate to your business to find where relevant conversations are occurring online. You can use Google alerts (<https://www.google.com/alerts>) and Twitter search (<https://support.twitter.com/articles/71577-using-advanced-search#>) to find articles, blogs, newsletters, and other online content that will help you gain insights into your customers, your industry, and discover a whole new world of ideas.

### Participating

By participating on social media websites like Biznik.com, LinkedIn.com, Twitter.com and hundreds more just like them you can create a profile that will show up on the front page of search engines. (I was surprised today to find I was on the front page of Google when I searched my name.) Participating in social media increases the likelihood that you will show up on the front page of search engines when customers are looking for you.

Here are some interesting ways to participate. You can start a blog, comment on other people's blogs, comment on relevant news articles, comment on published online articles, and link to interesting information on your website/Facebook page and other people's websites on Twitter.

### Publishing



You can publish (for free) pictures, videos, articles and announcements. Your prospects and new customers will find your published materials and those materials will link back to your website. There are hundreds of places to publish your information. Seek to add value as much as possible with the contributions you make to the conversation – you will be seen more favorably by the people who see them.

### Facilitating

Websites like Biznik.com, LinkedIn.com, Facebook, Ning.com (<http://www.ning.com/what-is-ning/>), and others like them allow you to create social networking groups for free, for your customers. You can facilitate your own conversations that will meet the specific needs of your existing and new customers.

*TIP: Think of **Social Media** more like **Customer Service** than sales and marketing*

There is a buying process customers go through when they are deciding to do business with you:

**Awareness**

**Consideration**

**Purchase**

**Loyalty**



Social media helps with the awareness, consideration, and loyalty aspects of the buying process. Think of social media marketing as a customer service outreach. Chances are,

you are already good (if you are not sure now would be the time to find out/confirm what you think is true) at customer service and social media gives you exposure to new people very quickly.

### **"Give 'em Something to Talk About"**

You know what I mean. Believe me; we are all learning how to use and how to win customers with social media. I've talked to several social media experts and they admit they are still learning and discovering. No one has all of the answers. So don't feel bad as you feel your way through this new terrain. The best advice I have heard about social media marketing is to ***spend no more than 1 hour per day working on it!*** You are already busy enough. What you put online stays online and works for you 24/7. So giving it an hour a day allows you to build slowly and get better as you go. You may not get results over night; however momentum will build as you give them something to talk about.

### **Radical Self-Promotion - Crawl, Walk, Run**

People do business with people they know, trust, and like. Social media gets you out there. You are the face of your company. As you participate and publish you build credibility and trust. That's why we call it "*radical self-promotion*." We want to get know you. Start small.

Crawl, then walk, and then run. Do one social networking site at a time and then add more as you go. The good news is, as you become more visible, your search engine rankings improve, you...

- encourage raving fans
- get recommendations
- get to know your customers better
- get to meet new people
- will get more sales

I highly recommend it. "Try it...you'll like it!"

### **Social Media Action Plan:**

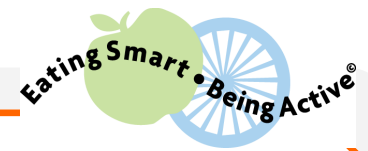
- Search online for information about your industry or line of business
- Join and check out several online communities as you have time
- Pick one social media website at a time and learn how to use it
- Spend 1 hour a day listening, participating, publishing, and/or facilitating
- Track website/Facebook traffic, search page rank, and increased sales for effectiveness

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](mailto:jerry.petrick@wsbdc.org)



# Cowboy Caviar



## Ingredients:

1 (15-ounce) can kidney beans, drained  
1 (15-ounce) can black beans, drained  
1 (15-ounce) can corn, drained  
1 (15-ounce) can crushed tomatoes  
1 (4-ounce) can chopped green chiles, drained  
¼ cup onion, finely chopped  
3 limes juiced (optional)  
1 tablespoon vegetable oil  
Salt and pepper to taste

## Directions:

1. Mix kidney beans, black beans, corn, tomatoes, chilies, and onion in a large bowl.
2. Add lime juice, oil, salt, and pepper; toss gently to combine.
3. Serve alone or with tortilla chips.



Makes: 16 (½ cup) servings  
Preparation Time: 10 minutes

## Be Creative!

Substitute any kind of beans you have.

# Stir-Fried Vegetables with Beef, Chicken, or Tofu

## Ingredients:

1 cup beef, chicken, or vegetable broth  
2 tablespoons soy sauce  
1 tablespoon corn starch  
1 teaspoon garlic powder  
Pinch of pepper  
1 tablespoon vegetable oil  
5 cups sliced vegetables, fresh or frozen  
(celery, broccoli, zucchini, onions, green beans, carrots, peppers)  
2 cups uncooked chicken or beef or 4 ounce firm tofu in bite size pieces  
6 cups cooked brown rice

## Directions:

1. Mix together broth, soy sauce, cornstarch, garlic powder and pepper. Set aside.
2. Heat oil in a skillet and add vegetables.
3. Cook 5 minutes over high heat; shake pan often.
4. Remove vegetables from pan.
5. Place beef, chicken or tofu in the skillet. Stir and cook uncovered over high heat until cooked thoroughly.
6. Lower heat. Return vegetables to skillet.
7. Pour broth mix over vegetable and tofu/meat. Stirring constantly, cook 2 minutes or until liquid thickens.
8. Serve immediately over cooked rice.
9. Refrigerate leftovers.

Makes: 6 servings (1 cup stir-fry, 1 cup rice)  
Preparation Time: 10 minutes  
Cooking Time: 10-15 minutes



# Recipes



Hello Parents! Are you aware that illnesses from *Salmonella* spike in the summer? And that the **overwhelming majority** of hospitalizations from *Salmonellosis* occur in children under 5 years of age? Be ready this summer to **TAKE ACTION** and reduce the risk of infection in your family!

We're getting you ready for a  
**SUMMER WITHOUT SALMONELLA**  
with these  
*Quick Tips!*



**DON'T RINSE  
RAW CHICKEN**

This spreads germs around the kitchen and is not a food safety step.



**COOK CHICKEN  
TO 165°F**

Always use a food thermometer.



**WASH YOUR  
HANDS**

Before all meal preparations.



**ALWAYS USE  
SOAP**

For effective hand washing.



**RECOGNIZE THE  
SYMPTOMS**

- Abdominal Cramps & Tenderness
- Fever
- Diarrhea

A child might show these symptoms of gastroenteritis in a range from 12 to 72 hours.

**Kids under 4 are  
4.5 times more likely  
to acquire bacterial  
infections from food  
compared to adults.**

***Salmonella is common***  
& can be found in many types of foods.

**FOOD**

**PREVENTION**

Raw or undercooked eggs, poultry and meat

Cook to safe internal temperature

Raw or unpasteurized milk or other dairy products

Buy and consume only pasteurized milk and dairy products

Raw produce

Rinse all fresh raw fruits and vegetables just before eating

- WASH HANDS, kitchen work surfaces, and utensils with soap and water immediately after they have been in contact with raw meat or poultry.
- WASH HANDS with soap after handling reptiles, birds, or baby chicks, and after contact with pet feces.



# Summer Camps

## Camp Luqal Luqal



**Aug 3 - 7th, 2015 \$25**

**1st, 2nd and 3rd graders 9:00—12:00**

**Exploring soil, bugs, birds, plants & pollinators**

**3rd, 4th & 5th graders 1:00 - 4:00p.m.**

**Advanced exploring of the science world**

Looking for a fun and education experience for your kids this summer. WSU Master Gardeners will be hosting Camp Luqal Luqal in the morning for youth in grades 1-3 at 8:00 – 11:30 am. Camp will be held for youth in grades 3-5 in the afternoon at 1:00 – 4:00 pm. The week-long camp provides a hands-on experience for youth to explore the world of bugs, plants, and weather. Cost of the class is \$25.00 and is limited to 25 children. The class will be held in the Floral Building located at the Cowlitz County Fairgrounds in Longview and is sponsored by Washington State University Extension Master Gardeners.

**Registration is due by July 24th**

For more information about the above camps please contact Jessica Bischoff by email at [bischoffi@co.cowlitz.wa.us](mailto:bischoffi@co.cowlitz.wa.us) or by phone at 360-577-3014

## 4-H Day Camp **wsu Extension office**

**June 15th—19th, 2015 9:00am—11:30**

**Grades Kinder—2nd Cost \$30**

**June 22nd—25th, 2015 9:00am—12:00pm**

**Grades 3rd and Up Cost \$35**

**July 6th—9th Rocketry 9:00—12:00pm**

**Grades 4th and Up Cost \$45**



For more information on the 4-H Day Camps or to register please contact Barb Berg by email at [bergb@co.cowlitz.wa.us](mailto:bergb@co.cowlitz.wa.us) or by phone at 360-577-3014