

FINAL REPORT  
2010 IFAS EXHIBITION AT THE SOUTHEASTERN FARM EXPO  
  
MOULTRIE, GEORGIA

1. The IFAS Interim Vice-President and Deans for Extension, Research and Teaching asked Wayne Smith to coordinate the 2010 IFAS presence at the 2010 Sun Belt Agricultural Expo at Moultrie, Georgia and then appointed the following to a Steering Committee to assist with the initial planning for the IFAS exhibition.
  - a. Charlotte Emerson, John Beuttenmueller, Pete Vergot, Judy Butterfield, Monica Brinkley, Renee Goodrich, Cliff Lamb, Heidi Radunovich and Scott Taylor.
  - b. The Steering Committee reviewed recommendations from the previous year and discussed the various options for a 2010 Theme. Sustainability—Growing Locally, Reaching Globally was proposed to the IFAS leadership who endorsed the theme. Afterwards others were added to assist the effort and the combined group was called the Implementation Committee. Those named to join the above were: Ben Beach, Clay Olson, Katherine Allen, Les Harrison, Henry Grant, and Steve Perry.
2. Other recommendations were reviewed and the following modifications were made to the building and to the selection and layout of exhibits.
  - a. Clean the floors
  - b. Add Gatorheads to both faces of the roof.
  - c. Arrange to remove the front panels of the fence for exhibit set-up on the porch (for example if it were needed to back a trailer onto the porch).
  - d. Accept fewer displays than previously.
  - e. Invite the IFAS Store to make “Gator apparel” and books available.
  - f. Develop consistent signage—wording and display. We chose vertical stands that accommodate 18" x 52" vinyl signs. The stands were kept for next year.
3. The Exhibitor Application Form was reviewed by the committee and placed on-line at the CALS website and Departments, RE Centers and County District Directors were notified of the theme and the availability to apply online at the CALS website. To assure that the information got to all faculty with possible interest, the information was also sent to the IFAS-All distribution list. By closing date we had 11 Exhibitors apply while two others indicated intent and had their application in a few days later. With these we had 13 displays and with the addition of the IFAS Store space was provided for 14. We had some applications come in later which we could not accommodate because we had decided to have fewer and space assignments had been made.

4. IFAS Exhibitors at the 2010 Sun Belt Expo and key Display Attendants.
  - a. Managing Insects Using Sustainable Methods. NFREC. Russ Mizell.
  - b. Sustaining Citrus through Control of Greening. CREC. Jamie Yates.
  - c. Good-bye Sodium, Hello Herbs. NW FCS Agents. Monica Brinkley.
  - d. Sustainability: Local Practices, Global Impact .AEC (PIE). Becky Raulerson
  - e. Educating worldly-wise Students. College of Agricultural and Life Sciences. Charlotte Emerson.
  - f. Harvesting and Use of Rainwater in Residential Landscapes.NWH & NRPIT. Scott Jackson.
  - g. Sustaining Natural Ecosystems through Land Management. RCREC-ONA, Reyna Speckmann.
  - h. Feedstocks for Florida Bio-refineries. CRCaF & BT and Buckeye Demonstration project. Sheila Gomez and Michelle Curtiss (Buckeye).
  - i. Growing Green with 4-H .4-H. Heather Kent.
  - j. Tall Grasses for biomass in Florida. AY & RREC, Joe Vendramini.
  - k. Food Waste is not Waste until it is Wasted. S & WS Ann C. Wilkie,
  - l. Renewable Energy from wood by pyrolysis. NR REC Pat Minogue.
  - m. Clean it Green—Make Laundry Soap. Suwannee Extension, Cathy Rogers.
  - n. IFAS Extension Store. IFAS Store, Jenny Mooney.
5. Exhibition Arrangement and Staffing.
  - a. The exhibits were generally arranged along the outside wall with a center island with the renewable energy exhibits forming a center island.
  - b. Resource Faculty and Staff assisted with displays or were available to greet and answer questions from visitors, and provided other support as needed.
  - c. In advance of the Expo, Pete Vergot prepared a model news release for county faculty to use with their newsletters and other clientele contacts.
  - d. Charlotte Emerson arranged for Tyler Jones the IFAS photographer to come on opening day to do professional quality photographs of the IFAS exhibition.
  - e. Henry Grant obtained Name Tags (Exhibitor Gate Passes) and parking permits for set-up day and VIP tickets and passes.
  - f. Ben Beach set up video cams to show on-line activities in the building. We discontinued computer stations for public use but had one set up behind the scenes for EDIS or other access for other IFAS resources
  - g. About 90 persons with UF/IFAS participated in some way with the IFAS Exhibition.
  - h. Monrovia Nursery, with the help of Charlotte Emerson and the hard work of Clay Olson, gifted the trees and shrubs for “dressing up” the building.
6. Promotional Items. Fifteen thousand Gator Head Fans were purchased to restore depleted stocks. In addition plastic tote bags from previous years were distributed. We do not recommend purchasing more since many other exhibitors give away bags. The fans are unique to us and an excellent vehicle for sending our contact information away with visitors.

7. Results of the Evaluation Data obtained from exhibitors and other faculty participating with the IFAS Sun Belt Exhibition are summarized below.
- a. Most responses were from county faculty with about 20 % from state level faculty. Similarly about half had participated before in the Sun Belt Expo.
  - b. While some Extension agents believe their time would have been better spent if they were provided a “job description”. Most answered yes to the question did they know what was expected and was their time use effective? Eighty –six percent of the respondents said their time was well spent and worth the effort.
  - c. The IFAS Building. Half said the IFAS building was superior to other similar exhibit halls. Two of 34 respondents said it could be improved.
  - d. The exhibits were arrayed around the outside wall with a center island. Two of 28 responders to this question preferred a linear array while all others like the arrangement used.
  - e. The survey asked respondents to list the positive and negative features relative to their time and effort expended at the Sun Belt expo. Some items below were mentioned several times.
    - i. Public not interested in topic.
    - ii. Positive, wide range of displays.
    - iii. Not only did we reach a lot of people but got valuable feedback for future efforts.
    - iv. Able to reach multi-state clients, but it was time away from locals.
    - v. Long drive for brief participation.
    - vi. Exhibit was not what should have been, but eager for next year.
    - vii. Difficult to measure contacts and impacts.
    - viii. Need fewer exhibits with larger staffs
    - ix. Really liked seeing Teaching, Research and Extension in one arena.
    - x. Large crowd, small space limited contact with visitors.
    - xi. Definite positive experience but time is a concern.
  - f. Regarding traffic to specific displays, Sixty six percent said they were pleased while forty percent said the numbers were just okay, two exhibitors were disappointed. Two said their display was prepared for a different audience and others said unspecified problems.
  - g. Participants were asked what was best about the IFAS exhibit.
    - i. Good arrangement of exhibits.
    - ii. Wide variety of displays showing many aspects of IFAS.
    - iii. Open, welcoming and well-lit.
    - iv. Interactive Dynamic displays—especially making soap and herbs, rain harvesting, insects.
    - v. Showcased many areas of research.
    - vi. Common signage.
    - vii. People were not crowded next to each other, enthusiasm of participants.
    - viii. Theme—could be addressed by all program areas.
    - ix. Having the IFAS Bookstore
    - x. Attractive, the rocking chairs were homey and inviting and provide a place for resting.
    - xi. Well organized.

- xii. Food waste not waste until wasted. Interactive and informative but signs too small to read.
  - xiii. Attractive building.
  - xiv. Good to see teaching, research and extension represented together.
- h. Participants were also asked what needs to be improved about the UF/IFAS exhibit.
- i. Neither commercial displays nor handouts for commercial products.
  - ii. No Static displays. One or two fewer displays.
  - iii. Need more displays showing exciting research developments—this reflects the paucity of departmental and/or state level faculty—need more “WOW”.
  - iv. Need highly interactive displays on porch as an attractants—like the live clams and other aquatic animals that have been there before.
  - v. Financial support for handouts and promotional material.
  - vi. Not a thing x 5
  - vii. More engaging people
  - viii. Recycle bins and more waste cans
  - ix. Outside signage on what is inside.
  - x. Welcome party on porch with a photo-spot
  - xi. Invitation to visitors outside the building.
  - xii. Some displays detracted—poorly staffed, too small for the scale and crowd size, not interactive.
- i. Participants were asked to indicate whether they Strongly Agreed, Agreed, Somewhat Disagree or Disagreed that the following improved the IFAS building.
- i. Landscaping. 18 strongly agreed, 17 agreed.
  - ii. Gator Head on Roof. 22 Strongly agreed, 7 Agreed
  - iii. Fence. 16 Strongly agreed, 7 Agreed, 4 Somewhat Disagreed. 2 Disagreed.
  - iv. Common Signs. 18 Strongly Agreed, 9 agreed, 2 Somewhat disagreed, 1 Disagreed.
  - v. Fewer Exhibits. 18 Strongly Agreed, 9 Agreed, 1 Disagreed
- j. When participants were asked if they are willing to participate next year 31 out of 34 respondents said yes.
- k. When asked if they participated again what would they change, these are the answers.
- i. Better interactive exhibits.
  - ii. Have more space to engage visitors.
  - iii. Engage State Specialists.
  - iv. Have more informational handouts.
  - v. Need a draw, perhaps a recipe station
  - vi. Not a thing.
- l. Participants were asked to suggest themes for next year. Those are:
- i. Education through 4-H.

- ii. Swamp thing: Touch tank, live alligators, wetland plants, Invasives, Everglades or wetlands restoration.
  - iii. UF/IFAS
    - A World of Possibilities
    - What can we do for you?
    - Healthier Living through Science, Engineering and Technology.
  - iv. Bioenergy
  - v. Water Supply and Conservation
  - vi. Urban Gardens/ Urban Animals
  - vii. Invasives-plants, animals and microbes
  - viii. Farm to the Table
  - ix. Steps to Health and Wealth
  - x. Healthy Life Styles
  - xi. Biodiversity
  - xii. Food Supply
  - xiii. Food, Fiber, and Fuel with limited resources
  - xiv. Sustainability: This is our story or Something New for You
- m. Finally participants were asked to provide comments that would not be captured in the earlier questions. These responses are below.
- i. Good committee, worked well.
  - ii. I liked the on-line cameras.
  - iii. Fewer and better displays—too many leads to mediocre displays
  - iv. Make agent responsibilities clearer
  - v. Did not show full array of IFAS capabilities—could funding be a problem?
  - vi. Have better and more appropriate for sell items in the store. More gator stuff and fewer books and trinkets of low interest.
  - vii. Get rid of the dog-gone fence
  - viii. Recognize that as many enter the back as front and plan accordingly.
  - ix. There were some displays that were kind of unprofessional looking, and some without faculty members attending, they should not be allowed, also there should not be any "commercial exhibitors" allowed to be there "selling" their product, require a "picture" of display in the application" and require a minimum of two people to "man" the display as they do need to take breaks. The IFAS store does not need "books" more Blue hats with a Gator on it; fun things like Frisbee's, items under \$10. Shirts with a Gator; Gator items. Keep the space in the isles open. Do not let displays from departments come back that were not set up by 2pm deadline on Monday. Exhibitors need to be prepared to take down their display with appropriate people and help in cleaning up.

- x. Work schedules for agents in too short time units and done so far in advance, it is not realistic to expect no changes. Revise near show date.
- xi. I believe the exhibit was set up to best represent each group involved in IFAS that wished to participate. I would like to see more departments involved as we have a great University that has much to offer the public that they may not be aware of and the limited displays did not help
- xii. The Gatorhead fans are sought out by visitors. There is a lot of white space that should be used and better organized to add specific IFAS program info.
- xiii. Need a common look. Provide a shirt for all to wear.
- xiv. Food and Beverage “give away” like other states.
- xv. Event Sign in front and back.
- xvi. Need more departments involved.
- xvii. A highly interactive display to slow down traffic.
- xviii. Post a list of exhibits at front and rear door.

8. Recommended Timeline for Next Year

- a. March. Appoint Chair and Steering Committee
- b. April. Committee meets, determines theme and identifies additional members for Implementation.
- c. April (late). Committee meets revises Exhibitor Application Form and gets it out—first to Department Chairs, Center Directors and District Directors.
- d. May. Send notice to Faculty All Distribution List with URL for Application Form.
- e. May-June. Visit with administrators and faculty to recruit key exhibits relative to theme.
- f. July. Review exhibitor applications and make selections by August 1.
- g. August. Meet with exhibitors as possible to learn details of their planned display and assist where possible.
- h. September. Do exhibit layout
- i. October. Sept up and participate
- j. November. Follow-up thank you's and prepare Final Report.

9. Clientele Survey. Judith Ludlow did an exploratory survey of visitors to the IFAS building. She interviewed 83 persons by randomly choosing guests of which 45 were males and 38 females. The major age groups were: 8-18; 19-30; 49-60 and over 60 years. Twenty four of the visitors were from 24 Florida Counties with most were: Alachua, Jackson and Marion. Thirty were first time attendees, while another 20 had attended 2-5 times. Seventy said they learned something from the IFAS displays. The display that caught the most attention of this group was the Insect display of Dr. Mizell. The displays featuring hydroponics, citrus greening and making soap were the next most popular displays. Interestingly these were all interactive displays which reinforce lessons learned in earlier exhibitions. Fifty one of the interviewees said they use email. Of the nonusers most were over 40 years old. Fifty-four of the visitors said they would seek UF/IFAS Extension information as a result of their visit. This survey confirmed that we reach a very diverse audience with respect to

gender, age and residency. The EXPO allowed multi-state contacts while a significant number of the visitors were from Florida counties (generally in the northern portion of the state).

10. General Recommendation.

- a. Job descriptions for county resource faculty need exploring as does timing of the work schedules.
- b. Remove fence or continue the retrofit to allow trailer access.
- c. Make effort to involve more departments or state level faculty.
- d. A “live act” draw on the porch like the clam exhibit from earlier years to attract people to the building
- e. A “stopper” exhibit inside to slow the traffic.
- f. An “events” sign at the front and back to let people know what’s inside.
- g. Have IFAS store back but with more appropriate merchandise.
- h. Continue common signage
- i. Screen out passive displays and do not allow displays that are not attended at all times
- j. Formalize the Clientele Survey with a special sub-committee to carry out multiple tasks beginning with simply doing sample counts of visitors and then doing interviews of visitors to learn who they are, what they learned and if they might use services after the Expo.

APPENDIX A. PROPOSED SUNBELT 20010 BUDGET (approved)

**Budget for IFAS Exhibition Development at Sunbelt—2010**

1. Banner redo for 2010 theme.....	\$150
2. Gator Head Fans—minimum order, 15,000.....	\$5500
3. Plants for decoration and outdoor completion/replacement.....	\$500
4. Common Signage 1x4 feed foam core.....	\$500
5. Miscellaneous supplies—table covering, skirting, plant saucers, etc.....	\$1000
6. Travel for staffing displays.....	\$6000
	COMMITTEE REQUESTS.....
	\$13,650

Building O &M. Steve Perry, IFAS O&FM

- a) Power Washing the floor
1. Purchase and Install plastic fence around exterior plantings
2. Painting Gator Heads on two sides of roof
3. Retrofitting the fence for trailer access(only one side done)

Grounds Maintenance. Nick Comerford. NFREC staff

Year around care for exterior plantings..... \$1250

Several adjustments were made in the budget and some of our cost estimations were less than precise. For example, the plants were given to us; the Gatorhead fans costs were higher than expected as were some other items. Most important we chose to use banner stands and common vinyl signs for all displays. For this we additional budget authority of \$1000. However as the actual expenditures in the next table shows, we were under budget by about \$1300 so we did not need the additional budget.

APPENDIX B.

**SUNBELT BUDGET AND EXPENDITURES-2010\***

ITEM	BUDGET	SPENT	DIFFERENCE
Banner Redo	\$150	\$85.	+\$65.
Common Signs	500	100.	
Banner stands, Dr.	1000	124.45	
Joyce supplement		74.26	
		2348.50	-1145.21
Plants	500	0	+500.
Gatorhead Fans	5500	6691.44	-1191.44
Supplies, etc.	1000	120.	
		434.95	
		75.56	
		129.34	
		14.50	+225-65
Travel	6000	153.97	
		218.94	
		193.69	
		44.50	
		193.46	
		41.00	
		100.57	
		83.99	
		358.38	
		179.19	
		557.65	
		135.28	
		335.38	
		482.00	+2922.
<b>TOTALS</b>	<b>\$14,650</b>	<b>\$13,274</b>	<b>+\$1376</b>

\*DOES NOT INCLUDE THE EXPENDITURES BY FACILITIES OPERATIONS FOR: PAINTING OF THE GATORHEAD LOGO ON BUILDING, POWER WASHING THE FLOOR, PEST CONTROL, INSTALLING PLASTIC FENCE AROUND LANDSCAPED AREA, RETROFITTING THE FENCE FOR TRAILOR ACCESS. NOR DOES IT INCLUDE COMPENSATION TO WAYNE SMITH FOR COORDINATION AND THE NORTH FLORIDA RESEARCH AND EDUCATION CENTER FOR LANDSCAPE MAINTENANCE, or FUNDS FROM SHARE FOR THE PURCHASE OF OUT OF TOWN MEALS AND WATER FOR WORK CREWS.