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# **Realizing Your Potential as an Agricultural Economist in Extension :**

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USING EXTENSION WORKSHOPS AS A MEANS  
FOR COLLECTING FARM LEVEL DATA

presented by

Richard A. Schoney, University of Saskatchewan  
Richard M. Klemme, University of Wisconsin-Madison

The popular press in recognizing the data richness of today's society has labelled the 1980s as the "information age." With new generations of computers and computer software, our ability to assemble, store, retrieve and process information is reaching new dimensions. Unlike most agricultural innovations which have altered technical and cost relationships, microcomputer technologies have directly enhanced the coordination and control functions of management.

The ability to maintain and process large quantities of information is reducing the basic unit of management control from the herd to the individual animal, and from the farm to the field level. The relatively simple budgeting techniques of the 1960s have given way to cash flow, income tax, and net worth analysis. Likewise, extension programs are evolving, becoming more complex, incorporating more data, and requiring higher levels of farmer involvement. Extension clientele are better educated and business-minded.

The thesis of this exhibit is that many extension programs can be used to collect farm level data for both research and extension purposes. This exhibit also reports on the evolution of the workshops and presents 1983 Saskatchewan workshop results.

PREPARING FOR TOURISM DEVELOPMENT

presented by

George F. Smith  
University of Tennessee

The Corps of Engineers and National Park Service are developing the Big South Fork National River and Recreation Area in north central Tennessee and southeast Kentucky. The 123,000 acre National Area is expected to attract about one million visitors within five years of its completion and grow to 2.5 million visitors within 20 years. Substantial preparation is needed to realize the potential benefits of tourism in this rural area and to deal with the impacts visitors will create.

Extension educational programs for the public sector have focused on predicting the impacts of tourism on services and facilities and investigating alternative responses to these impacts. Approaches have included public meetings, tours, and workshops. Private sector programs have included income tax seminars on involuntary conversion for landowners selling their holdings, workshops on developing tourist related businesses, and providing assistance to individual entrepreneurs. Extension has also provided leadership in organizing a regional development association.

Future plans include developing programs on methods of fostering visitation and increased efforts with the private sector.