

# COUNTY ANNUAL REPORT 2024-2025

## Charlevoix County

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Tasha Furgeson

Leah LaVanway

Jane Sherry

Eliza Hensel

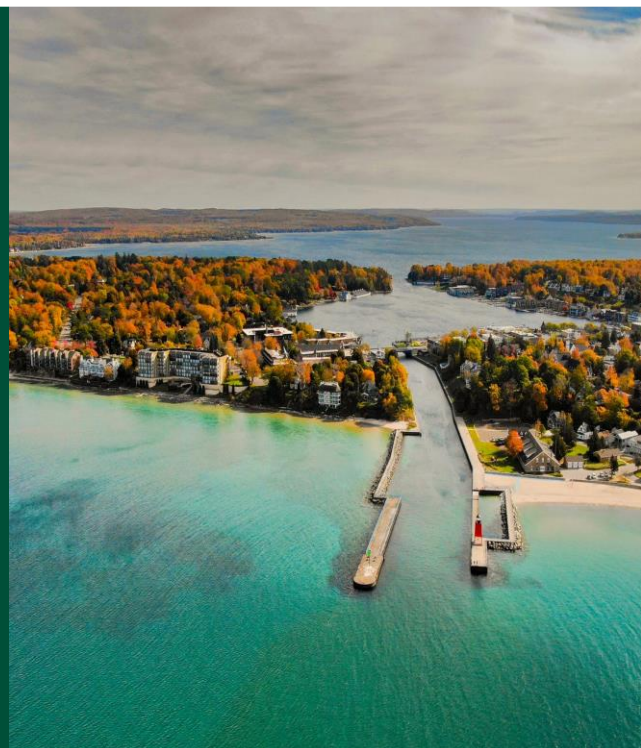
District Director

Office Manager

4-H Program Coordinator

Community Nutrition Instructor

Compost Systems Educator



### Message from the District Director

I'm happy to share highlights from another successful year of partnership between Charlevoix County and MSU Extension. Thanks to your continued support, we've helped residents lead healthier lives, supported local businesses and farms, and created meaningful opportunities for youth development. Our programs—offered in-person, online, and hybrid—make MSU Extension resources more accessible than ever. Our staff live and work in the community, building strong relationships and responding to local needs. Thank you for your ongoing support. We look forward to another impactful year and hope to see you at an upcoming program.

- Adam Koivisto, District 14 Director

### Impact



217

Programs accessed by residents



56,003

Reached by social media



2125

Reached through programming

4-H PROGRAM



Exploration Days



Take A Day On at the Antique Flywheelers



Boyne Area 4-H Fall Soccer



2025 Senior Scholarship Winner  
Ellie Clausen



2025 Shooting Sports Team at State  
Finales



Lake Swim participants from Swim  
School

It's been a fun-filled year for Charlevoix County 4-H, celebrating the achievements of our youth members and the dedication of the adult volunteers. At our Annual Banquet, we honored Abigail Potter and Lenor Senter as our Volunteers of the Year.

Our council had strong volunteer participation at the "Take A Day On" event with the Antique Flywheelers in Walloon, where members learned about the history of the Flywheelers Club and helped with clean-up efforts following ice storm damage.

We honored our graduating 4-H seniors and awarded Ellie Clausen a \$2,500 scholarship in recognition of her hard work and commitment!

Our sports programs kept youth active and engaged throughout the year. Between spring and fall soccer, the Tennis Clinic, and Swim School, we had an incredible 440 youth participants! In addition, we had 15 participants swim the lake this year. And 9 youth attended the Shooting Sports State Shoot.

To close out the year, we wrapped up with a successful County Fair!

- 80 youth participants brought animals to showcase.
- 101 animals were sold at the Annual Auction, raising \$278,606.
- The remaining animals were proudly shown in our Animal Husbandry classes.
- The Charlevoix County Silent Auction raised \$3,500.00, which will help fund scholarships for youth to attend sports programs, clinics, 4-H Exploration Days, and more in the coming year.

We cannot wait to see what next year has to offer for our 4-H youth and volunteers!



2024 Volunteers of the Year:  
Youth: Abigail Potter Adult: Lenor  
Senter



533 youth enrolled



10 for this program



76 adult volunteers



# 2025 Emmet – Charlevoix County Fair

## 4-H PROGRAM







MSU Extension Educator Jane Sherry with a Commission on Aging participant during her Healthy Holidays presentation (program flyer pictured right)



### Youth programs:

In the fall of 2024, two classes of Show Me Nutrition were taught at the Early Learners Program in Boyne City. This was a six-week series that reached two preschool classrooms (29 students total). Students learned about the five food groups on the MyPlate educational diagram and the importance of physical activity.

### Adult programs:

MSU Extension gave three Healthy Holidays one-time presentations (OTPs) at the senior centers in Charlevoix County. Our staff visited the Charlevoix Senior Center, the East Jordan Senior Center, and the Boyne Area Senior Center in the fall of 2024. These OTPs reached 15 senior citizens in total. Seniors learned tips and tricks for eating healthy during the holidays and how to “makeover” classic holiday recipes to be healthier. The seniors also participated in a food tasting. They tried mashed sweet potatoes and an apple crisp.

In August and September 2025, our educator had previously planned to teach a six-week series at the Charlevoix Senior Center. This will be the Healthy Choices for Every Body series. Seniors will learn about eating healthy on a budget, reading nutrition labels, the importance of fruits and vegetables, physical activity tips and more.

*"We had one child [in our classroom] who would never eat anything! Mom has reported changes in his eating since he started the MSU [Extension] program." - Ruthie, Early Learners Teacher*

In 2024...

**115,483**

Individuals were reached through nutrition and physical activity promotion, education, and PSE (policy, systems, and environmental) efforts.



*Michigan Department of Treasury's Dr. Jeffrey Guilfoyle presents on the current state of and outlook for the local economy at the 2025 Economic Symposium.*



*Sam Bailey moderates a panel of outdoor recreation industry leaders at the February Catalyst Conversations event.*

## PROGRAMMING

In 2023, Michigan's outdoor industry generated \$13.9 billion in GDP, spanning beyond tourism to include manufacturers, service providers and access facilitators. A panel, to be convened, will discuss challenges and opportunities for the industry in Northern Lower Michigan. Sam Bailey, an MSU Extension educator embedded at the Northern Lakes Economic Alliance, will moderate.

Michigan's Great Lakes and coasts support diverse wildlife, fisheries, and recreation, but face challenges from fluctuating water levels, development and use. Michigan Sea Grant—a collaboration between MSU, University of Michigan, and the National Oceanic and Atmospheric Administration (NOAA)—works to protect these resources through research, education and outreach.

### 2024 Regional Small Business Outlook

- Co-hosted by Northern Lakes Economic Alliance (NLEA), Petoskey & Charlevoix Chambers of Commerce
- Focus: Industry leaders discussed 2025 outlook—trends, opportunities and challenges
- Featured Charlevoix leaders: Wine Guys Restaurant Group, Bloom Floral Design

### Leadership Charlevoix County

- Presentation: Economic development strategies & local economic data
- Program: 9-month leadership program through Charlevoix & East Jordan Chambers
- Delivered *Economic Development 101* training for Charlevoix County officials (definitions, NLEA role, policy tools, local data).
- Guest on YouTube LIVE with Geno D'Angelo Group (local economic & housing data, post-secondary education opportunities).
- Interviewed by 7&4 News at Economic Symposium (topics: aging business owners, March ice storm impacts).
- Developed *first biannual Economic Pulse Report* (surveys, local data, major projects, ice storm impacts).
- Presented on outdoor recreation's economic impact at Michigan Trails & Greenways Alliance Summit (Grayling).





*MSU Educator Eliza Hensel  
partnered with Charlevoix County  
Farm Bureau putting on a workshop  
for On-Farm Composting*



## AG PROGRAMMING

Michigan is agriculturally diverse both in what we produce and who produces it. MSU Extension goes beyond traditional methods of working with farmers with a strategy to reach farms at every level and size of production. We understand that some farmers may not be able to meet in person due to distance or timing of an educational offering, so we incorporate a vast array of online learning and digital outreach. We meet people where they are at, so they have the tools at the appropriate time, which is integral to farming success. In the past year, we have reached audiences in a variety of ways. 70% were in-person events, 19% were webinars, 6% were hybrid, and the remaining 5% were online courses.

Key programs this year were:

- Pesticide Safety Training
- Soil Testing
- Managing Farm Stress
- Ask Extension
- Lawn and Garden Hotline

## ON-FARM COMPOSTING WORKSHOP

JOIN US TO LEARN HOW TO  
CREATE YOUR OWN COMPOST  
MANAGEMENT PLAN FOR YOUR  
AGRICULTURAL OPERATION,  
TAUGHT BY MSU EXTENSION  
COMPOST EDUCATOR ELIZA  
HENSEL.

**WHERE:**  
BOYNE CITY HALL  
319 N. LAKE STREET  
BOYNE CITY, MI 49712

**WHEN:**  
JANUARY 21ST, 2025  
12:00 PM - 1:00 PM

YOU WILL LEARN HOW TO DESIGN  
A COMPOSTING SITE ON YOUR  
FARM, UNDERSTAND  
COMPOSTING METHODS, AND PILE  
MANAGEMENT TIPS TO MANAGE  
YOUR OWN AGRICULTURAL  
ORGANIC WASTE.

LUNCH PROVIDED COURTESY OF THE  
CHARLEVOIX FARM BUREAU

PLEASE RSVP TO CONFIRM YOUR SPOT BY  
EMAILING [HENSELE1@MSU.EDU](mailto:HENSELE1@MSU.EDU)

**59,018** of participants

**711** news articles

**992** for this program

**170,000** subscribers

**6,179**

Ask Extension questions  
answered from residents in  
82 counties

**1,540**

Michigan Lawn and Garden  
Hotline calls received from  
residents in 80 counties

# COUNTY MSU EXTENSION

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Boyne City, Michigan 49712

Phone: 231-582-6232

Email: [msue.charlevoix@county.msu.edu](mailto:msue.charlevoix@county.msu.edu)

Website: <https://www.canr.msu.edu/charlevoix>

Facebook: <https://www.facebook.com/charlevoixcountymsueextension>

This past year Charlevoix County MSU Extension has helped community members through phone, email, Facebook and office walk-ins

As MSU Extension continues to bring research and education to citizens across the state, three wonderful resources help reach every community member in our county:

## **MSU Extension Lawn and Garden Hotline (888) 678-3464**

Calls answered by Extension Master Gardeners with the knowledge and resources to help with gardening and lawn questions. Call us today!

## **Ask Extension [canr.msu.edu/outreach/ask-an-expert](https://canr.msu.edu/outreach/ask-an-expert)**

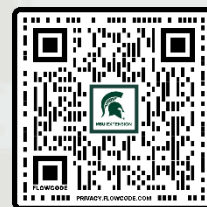
One-to-one answers from MSU Extension experts on topics such as lawns, agriculture, food preservation, natural resources, and more! Have a question? Ask Extension!

## **Soil Testing [homesoiltest.msu.edu](https://homesoiltest.msu.edu)**

Don't guess - soil test! Learn what vital nutrient your soil is missing for healthy growth in gardens, lawns, and crops. Purchase soil tests in our office or online.

## **Stay Connected!**

Scan the QR code to sign up for monthly emails highlighting local MSU Extension events and information you can use



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