

# YAVAPAI COUNTY MGA SPEAKERS' BUREAU TRAINING

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6/26/2019

Version 1.1



## Master Gardeners –

This Powerpoint presentation contains lots of detailed information, and is designed to be viewed individually by those who are interested in being speakers or who would like to improve their effectiveness as speakers. The Powerpoint format is used so it can easily be modified for a leader-lead presentation.

- The slides contain more text and smaller font than is good practice for actual presentations.
- The branding (logos on each page) is a demonstration of what is expected on all presentation materials.



# Speakers' Bureau Purpose

- To support the mission of the Master Gardener organization through public speaking engagements to clubs, community gardens and other groups seeking horticultural information
- To maintain a list of Master Gardeners who have signed-up to give talks, either on specific topics or on topics as they are requested
- To provide guidelines and support for speakers



# Speakers Bureau Interesting Info

- 25 Speakers in 2018 & 2019
- 72 Talks in 2018 reaching 1344 people
- Typical Organizations Requesting Talks:
  - Garden Clubs
  - HOA's
  - Libraries
  - Olli
  - Slow Foods
- Other Venues include:
  - Extension Office
  - Highlands Center
  - Head Start
  - VA
  - Ace Hardware



# Process

1. Speakers' Bureau Chair receives request for a talk, including date/time, location, topic, number of attendees, etc.
2. SB Chair e-mails the request to the speakers, who respond if they would like to give the talk
3. SB Chair notifies the requester of the speaker; communication after that is normally between the speaker and the requester
4. After the talk:
  - a) The speaker sends an e-mail to the SB Chair with the following information: date and location of talk , topic, name of group, number of attendees (adults vs children), gender, ethnic ID
  - b) The speaker sends the Events Presentation Sign-in form to the Extension Office
  - c) If you prepared a presentation on a new topic, submit your talk to the SB Chair so it can be added to the Speakers' Bureau webpage



Dear Tricia:

We have you scheduled to give a presentation, "Vegetable Gardening - Fall/Winter" at the Prescott Valley Public Library on Tuesday, July 9 from 5:30 - 6:45 p.m.

The contact person at the Library is Michele Hjorting - 928-759-6196 or [mhjorting@pvaz.net](mailto:mhjorting@pvaz.net). The address is 7401 E. Civic Circle, Prescott Valley. You will be in the Crystal Room. The Library furnishes all the AV equipment you may need - just check with Michele. If planning on using their Smart TV, please bring your flash drive with you.

If copies/handouts are needed, you should request that the contact person coordinate making them. If this is a burden on the coordinator/venue, the copies can be made (when kept to a minimum) at the Extension Office. Outside vendors should not be used and charged to the MGA.

After your talk, please report the following to me ([amb1@cableone.net](mailto:amb1@cableone.net)):

- Organization or group you presented to
- Date of presentation
- City where presentation was held
- Title of presentation
- Volunteer Hours

Also, fill out the attached form (with directions) and return it to the Prescott Cooperative Extension Office or email it to me. These counts are for federal reporting through the University.

If you have any questions, please feel free to contact me - 928-713-0446.

Thank you for volunteering to provide this presentation!

Ann Baugh  
MGA Speaker's Bureau

# Preparation

- Know your audience & venue – do your best to find out how much they know about the topic
  - ✓ How many people will be in attendance?
  - ✓ How much do they already know about the topic?
  - ✓ Where is talk to be held?
  - ✓ What time should you be there to set up?
  - ✓ What is available to you at venue for the presentation (screen, projector, electrical outlet, etc.)?
  - ✓ How much time do you have for your talk?
  - ✓ Will the requester make copies of the handouts?
- Prepare your materials
  - ✓ Review Speakers' Bureau Guidelines (document on website)
  - ✓ Do your research
  - ✓ Determine what handouts you will use



# Resources

- Speakers' Bureau webpage - see if there is a presentation on your topic
- Powerpoint Presentations

You do not need to use a Powerpoint presentation in your delivery, but you might find the information for your talk in an existing Powerpoint; feel free to modify a Powerpoint to meet your needs. Let the Speakers' Bureau Chair know if you would like assistance in creating a Powerpoint presentation.
- U of A materials, e.g. Backyard Gardener columns Yavapai County Bulletins, U of A bulletins, etc. – all are on website
- Extension office books
- Internet (a wealth of information)
  - ✓ Be prudent in choosing internet resources
  - ✓ Focus on .edu sites and those w/ info supported with scientific data
- Ask the Master Gardener Help Desk volunteer to help with determining sources for the information you need





# MGA Speakers Bureau Documents

THE UNIVERSITY OF ARIZONA

Cooperative Extension

EXPLORE LOCATIONS CALENDAR DIRECTORY PUBLICATIONS GIVE ABOUT

## Yavapai Master Gardener Volunteer Documents

The following documents are for the use of **Yavapai County Cooperative Extension Master Gardeners**. Contact the Volunteer Coordinator for editable versions of the following documents.

**Hours Reporting**

- Report Hours Electronically
- Report Hours Manually (PDF)
- Sample Mail-In Form (PDF)
- Guidelines for Reporting Hours (PDF)

**Calendar**

- 2019 MGA Calendar (PDF)

**Program Documents**

- Program Policy (PDF) - Guidelines established by Yavapai County Extension Director
- Terms of Agreement (PDF) - stipulations between MGA and U of A, based on the in Extension office
- Volunteer Information Sheet (PDF) - used on file in the Extension office
- Donation Form (PDF) - can be given to potential contributors to Extension programs
- Newsletter Card (PDF) - for U.S. Mailings or use on file
- 2019 Organization Chart (PDF) - Master Gardener Program
- Need Collecting Guidelines (PDF) - Guidelines for collecting, storing, and submitting specimens
- Unpublished Curricula for Yavapai Forward Change Instructions (PDF). To be issued
- 2020 Master Gardener Class Type (PDF)

**Master Gardener Association Documents**

- 2019 Officers and Committees (PDF) - names of officers and committee members
- By-Laws (PDF)
- Meeting Notes (PDF)
- Officers and Committee Responsibilities (PDF)
- Gifts in Kind (PDF) - Submit with Master Gardener form, not used when submitting for purchase materials
- Expense Reimbursement (PDF) - Expense Reimbursement (Table) (PDF) - Submit with receipts for reimbursement from MGA
- Extension Reimbursement (PDF) - Submit with receipts for reimbursement from Extension
- Speakers Bureau Sign-In Sheet (PDF) - Used for presentations (University of Arizona Affirmative Action)
- Non-Master Gardener Volunteer Agreement (PDF) - Required for non-program volunteers
- MGA Committees and Project Chair Training (PDF)
- Yavapai Gardens Newsletter Rules/Guidelines (PDF) - Guidelines for submitting articles

**Master Program Documents**




- Master Program (PDF) - Overview of MGA Master program
- Master Program Task List (PDF)
- Master Training Session Documents (PDF)
- Master Training Powerpoint (PDF)
- Master Program Certification Plan Workshop (PDF)
- Master Contact Log (PDF)


**Project Documents**

- Application for Grants by Projects (PDF)
- Application for Internal MGA Projects (PDF)
- Definition of a Project (PDF)
- Process for Handling New Projects (PDF)
- Feedback Form (PDF)
- Recruitment for Staffing Event Tables (PDF)
- 2-UP Instructions (PDF)

**MGA Executive Board Procedures**

- Procedures Table of Contents (PDF)
- Executive Board Timeline (PDF)
- Alternative Action Compliance
  - to be signed by MGA President in January
- MGA Meeting Dates/Locations (PDF)
- January Officer and Committee Meeting Agenda (PDF)
- Mid-year Officer and Committee Chair Meeting Agenda (PDF)
- Recognition Plan Task List (PDF)
- Recognition Plan Agenda (PDF)
- Class Welcome Task List and Agenda (PDF)



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## Yavapai Speakers' Bureau Documents

The following documents will aid Yavapai County Master Gardeners in preparing presentation materials.

**Speaker Training**

**Speakers' Bureau Training (PDF)** provides an overview of the Speakers Bureau and tips for delivering effective presentations. This document, along with the following Guidelines are on-line training for Yavapai County Master Gardener speakers. Contact the Speakers Bureau Chair if you have questions or need additional information.

**Guidelines for Speakers**

The **Guidelines (PDF)** include points to cover about your role and Extension, how to brand materials, handout template, reporting statistics after your presentations, etc.

**Donation Form (PDF)** can be given to potential contributors to Extension Programs.

**Presentation Sign-In Form (PDF)**

**Guidelines for Effective PowerPoint Slides**

**Presentations**

If you would like the Word or PowerPoint versions of the following, please contact Ann Saugh or Mary Barnes.

**Backyard Composting**

Backyard Composting (presentations) Composting (handout)

**Butterfly Gardening**

Climate of Yavapai County

**Common Insects and Their Management**

**Companion Planting**

**Container Gardening**

Container Gardening

Cover Crops Cool Season Cover Crop Slides Using Cover Crops and Green Manure

**Fall and Winter Gardening**

**Freshen Landscaping**

Garden Insects (presentations) Garden Insects (handout)

**Garden Soil Preparation**

**Garden Watering and Irrigation**

**Graywater**

**Home Orchard Care**

**Identifying Native Plants**

**Irrigation**

Microgreens (presentations) Microgreens (handout)

**Monarchs**

**Mulch Materials**

**Ornamental Plant Selection**

**Planning Your Vegetable Garden**

**Plants for Problem Areas**

**Preserving Your Harvest**

**Roses 2019**

**Saving Seeds**

**Science of Soil**

**Soils and Climate of Yavapai County**

**Soils and Soil Preparation**

**Sowing and Planting Seeds**

**Spring Vegetable Gardens Spring Vegetable Handout (Present)**

**Urban Wildlife**

**Vegetable Garden Insects**

**Vegetable Garden Maintenance**

**Weeds**

**Wildlife Damage Control**



# Available Presentations

**Backyard Composting**

**Backyard Composting** (presentation) **Composting** (handout)

**Butterfly Gardening**

**Climate of Yavapai County**

**Common Insects and Their Management**

**Companion Planting**

**Container Gardening**

**Container Gardening**

**Cover Crops** **Cool Season Cover Crop Slides** **Using Cover Crops and Green Manure**

**Fall and Winter Gardening**

**Firewise Landscaping**

**Garden Insects** (presentation) **Garden Insects** (handout)

**Garden Soil Preparation**

**Garden Watering and Irrigation**

**Graywater**

**Home Orchard Care**

**Identifying Native Plants**

**Irrigation**

**Microgreens** (presentation) **Microgreens** (handout)

**Monarchs**

**Mulch Materials**

**Ornamental Plant Selection**

**Planning Your Vegetable Garden**

**Plants for Problem Areas**

**Preserving Your Harvest**

**Roses 2019**

**Saving Seeds**

**Science of Soil**

**Soils and Climate of Yavapai County**

**Soils and Soil Preparation**

**Sowing and Planting Seeds**

**Spring Vegetable Gardens** **Spring Vegetable Handout** (Prescott)

**Urban Wildlife**

**Vegetable Garden Insects**

**Vegetable Garden Maintenance**

**Weeds**

**Wildlife Damage Control**



# Current Topics List

## SPECIALTY FLOWERS

Orchid Care
Rose Pruning
Pruning Hybrid Tea and Climbing Rose
An Old Garden Favorite: The Rose
Roses

## INSECTS/PESTS

Household Plants - Pests & Diseases
Garden insects
Insect Damage
IPM/Pesticide Use and Pest Control

## MISCELLANEOUS

All About Bees
Attracting Pollinators to your Garden
Christmas Cactus, etc
Common Mushrooms in the AZ Cen Highlands
Container Gardening
Disease and Pest Resistant Plants
Fairy Gardens
Fruit Tree Pruning
Gardening 101 in Arizona Highlands
Irrigation
Lichen ID in this area
Low Water Plants
Lower Pollen Producing Trees & Shrubs
Monarch Butterfly Plant Utilization in Prescott area
Prescott Monarch Butterfly: The Latest Story
Native Grasses
Native Plants and Ecosystems
Plants for problem areas
Propagating plants
Selecting Ornamental Plants
Succulents
Wildflowers in your Gardens
Xeriscaping

## SOIL

Backyard Composting: What, Why, How
Building Your Soil
Composting
Cover Crops

## VEGETABLE GARDENING

Early Spring Gardening and Seed Starting
Four Season Gardening
Growing and Using Herbs
Hydroponic Gardening
Preparing Your Veggie Bed for Winter
Preserving Your Harvest
Raised Gardens and Invasive Plants
Seed Starting
Soil Prep & Vegetable Gardening
Spring Gardening
Straw Bale Gardening
Vegetable Gardening
Waking up Your Garden



# Content / Materials

- Make sure your information is science-based
- Brand presentation materials and handouts; request image files or “snip” them from other documents



- Anything you prepare as a MG volunteer is considered the property of U of A & your presentation (all or part) may be used by others
- Visual aids should be easily seen from the back of the room; don't make them too busy; include pictures/graphics



# Tips for Effective Presentations

1. Personalize your presentation
2. Demonstrate knowledge of the subject
3. Use terminology your audience will understand
4. Motivate your audience to remember your message and to tell others about your message

Practice in front of a mirror; use a tape recorder. You may have idiosyncrasies your are not aware of, either in speech or actions (e.g. focus on one side of the room, don't look at the audience, rustle papers, etc.)



# Adult Learners

- Education ranges from school dropout to college educated
- Adults are most concerned with practicality and usefulness
- They need to be convinced something is important before they open their minds to learning it
- They all don't respond to the same presentation methods
- They may ask tough questions
- They will lose interest with a speaker who rambles, becomes repetitious, or is not prepared



# Site Prep

- Arrive early enough to set-up
- Dress professionally; wear your nametag; don't chew gum; turn your cellphone off
- Be prepared for the unexpected
  - ✓ Wind at outdoor presentation
  - ✓ Failure of AV equipment or power
  - ✓ More attendees than expected



# Introduction

- Introduce yourself as a Master Gardener – points to cover:
  - ✓ I am a Master Gardener volunteer for the Yavapai County Cooperative Extension, which is the outreach arm of the University of Arizona College of Agriculture and Life Sciences.
  - ✓ Master Gardeners are trained by the University of Arizona, and we provide science-based horticulture information to the public by staffing horticulture help desks in both the Camp Verde and Prescott Extension offices and by giving talks, as I am doing today.
- You should say a few words about Cooperative Extension either at the beginning or at the end of your talk. Resources:
  - ✓ Services Offered by Extension (See “Guidelines for Speakers’ Bureau Talks” on website)
  - ✓ Review the latest Yavapai County Extension Annual Report to become familiar with all of Extension’s programs (Yavapai County website, home page, and look under Publications).





- Sign-in (ex. Next page)

U of A requests that we have a record of attendees. Options:

  - ✓ Ask group for a copy of their sign-in sheet
  - ✓ Bring a sign-in form from our website
  - ✓ Do a headcount of attendees (appropriate for presentations to large groups in public places, like nurseries, community gardens, etc.
  - ✓ For presentations to children, only a headcount, no names
- Handouts
  - ✓ Bring Master Gardener business cards, bookmarks, and/or another handout with Extension contact information
  - ✓ Have a handout (1 or 2 sides) with some pertinent information about your talk to give the audience something to take notes on and to keep for future reference. See “Guidelines for Speakers’ Bureau Talks” for a template.
  - ✓ Ask the requesting organization if they can make the copies you need or you may bring them. Use copy code 154323 if you print them in the Extension Office.



# Sample Sign In Sheet

**YAVAPAI COUNTY COOPERATIVE EXTENSION  
EVENT (Presentation) SIGN IN**

EVENT NAME: \_\_\_\_\_ EVENT DATE: \_\_\_\_\_

PRESENTER: \_\_\_\_\_ EVENT LOCATION: \_\_\_\_\_

Name	City/Town	Gender	* Ethnic I.D.

- \*1. White
- 2. Black or African American
- 3. American Indian or Alaska Native
- 4. Hispanic or Latino
- 5. Not Hispanic or Latino
- 6. Native Hawaiian or Other Pacific Islander
- 7. Asian

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# Sample Handout

Sample Handout



THE UNIVERSITY OF ARIZONA

Cooperative Extension

Yavapai County - Master Gardeners

Date:

Name of group you are speaking to

Presented by: your name, Master Gardener

*Title of Your Talk*

*Examples of what you can enter here:*

- *an outline of your talk so they can take notes (distribute before the talk)*
- *summary points (distribute before or at the end of the talk)*
- *some tips the audience can take with them*
- *etc.*

#### Yavapai County Cooperative Extension

U of A and Yavapai County Publications: <https://extension.arizona.edu/yavapai-gardening>

**Prescott Master Gardener Help Desk:** (928) 445-6590, ext 222, e-mail: [prescottmq@gmail.com](mailto:prescottmq@gmail.com)  
840 Rodeo Drive, #C, Prescott, AZ 86305

**Camp Verde Master Gardener Help Desk:** (928) 554-8992, e-mail: [verdevalleymq@gmail.com](mailto:verdevalleymq@gmail.com)  
2830 N Commonwealth Drive, Ste 103, Camp Verde, AZ 86322



# Delivery

- Speak loudly enough to be heard, or use a sound system
- Watch your language
  - ✓ Make sure the terms you use are understood or easily explained
  - ✓ Refrain from any comments that can be construed as being political, religious, or extremely controversial
- Be observant
  - ✓ notice body language
  - ✓ are they paying attention
- Use humor - make jokes if appropriate; if you aren't good at telling jokes, don't!



- Encourage participation
  - ✓ Make the presentation interactive
  - ✓ Ask open ended questions
- Sound interesting; use expression in your voice so your audience will sense how strongly you believe in what you're saying
  - ✓ Emphasize or repeat key words that will help influence the overall meaning of your message
  - ✓ Be passionate about your topic
- Mistakes are all right - recovering from mistakes makes you appear human and a good recovery puts your audience at ease



# Handling Questions

- Anticipate questions - think of the 10 most likely questions and plan your answers
- Understand the question; paraphrase or repeat if needed
- Be honest, if you can't answer the questions say so. Examples of some responses
  - “I will do my best to find that out for you”
  - “That is a great question, but I don't know the answer; maybe someone else knows the answer”
  - “Thank you for asking; I don't know the answer but I'll check and get back to you”
  - If one person is monopolizing the discussion – “We've heard from Joe, let's hear from some others”
  - “That is a good question, but it is not something we are going to cover today”
  - “I'll give you the number and e-mail for the Master Gardener Help Desk, and they will research that for you”



# Uncomfortable Moments

## Pauses

Rather than saying: OK, You know, Um, Awe, etc. **pause** to give you a chance to look at your notes - it will make you seem more confident and relaxed

- ✓ It can reinforce something you just said
- ✓ It allows your audience to catch up
- ✓ It helps build drama
- ✓ It is a good technique if audience members are talking among themselves

## Offensive Remarks from the Audience

You can say something like “excuse me, but that is not appropriate”



# Closing

## End with a Bang

- There is no perfect formula for the ideal closing, but it should be INTERESTING
- Leave your audience thinking about something they learned
- Summarize, share your insight
- Ask people to do something and have them feel motivated to actually do it
- Leave them with information on how to contact the Master Gardener Help Desk, references for information presented, etc.

## Gratuities

You may be asked if we take contributions - we do not take personal gratuities, but they may make a donation to our program. Be prepared with a form from our website.





# Donation Form



THE UNIVERSITY OF ARIZONA  
**Cooperative Extension**  
Yavapai County

840 Rodeo Drive, Building C, Prescott AZ 86305 • 928-445-6590 • Fax: 928-445-6593 • extension.arizona.edu/yavapai  
2830 N. Commonwealth Dr, #103, Camp Verde AZ 86322 • 928-554-8999 • Fax: 928-554-8996 • extension.arizona.edu/yavapai

## DONATION FORM

Individual Name/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Total Donation Amount

\$25  \$50  \$100  \$250  \$500  Other: \$ \_\_\_\_\_

Select desired county program(s) to receive donation:

- 4-H Youth Development
- Agriculture & Natural Resources
- Family, Consumer, and Health Sciences
- Master Gardener
- Use where needed in Yavapai County Extension services
- Other: \_\_\_\_\_

Credit card payment can be made by calling 928-445-6590 x221. *\*Please do not fax or mail credit card information.*

Make checks payable to: THE UNIVERSITY OF ARIZONA

Mail to: University of Arizona Cooperative Extension  
Attn: Gifts  
840 Rodeo Drive, Bldg. C  
Prescott, AZ 86305

You will receive a confirmation of receipt directly from The University of Arizona.

Thank you for your contribution. We appreciate your support of Cooperative Extension programs and outreach.



# Not Ready for Solo?

- Co-Speaker
- Speaker in Training
- Speaker Assistant

## Other Opportunities

- Researcher
- Power Point Slide Creator
- Make Phone Calls

