

'Strawberry fields forever'

Strawberry season is here! My green thumb husband could not raise strawberries in spite of trying pyramids, box gardens, straw bales and every new idea that came along. It was his only gardening failure. He was amazed when in Anaheim, California, he saw field after field of strawberries growing under smoggy skies. "Guess they just don't like good Kansas sunshine," he grumbled. Mama, however, had a large strawberry patch so I am an experienced picker. I guarantee there is no better way to eat strawberries than sun-warmed, right out of sticky fingers, while kneeling in the patch with a bounty of berries spreading around you.

Dozens of desserts have been devised to use fresh or frozen berries, but nothing beat my mother's strawberry shortcake. No angel food cake or those funny spongy cups from the grocery store for us. Mama used biscuit dough, slightly sweetened, patted it into a round flat cake, baked it, split it and buttered the inside. She spread a generous amount of sliced, sugared berries over the cut crust, set the top on, slathered it with whipped cream, arranged the prettiest of the whole berries on top and glazed them with a little bit of powdered sugar mixed with orange juice. My mouth waters when I think about it.

My daughter has happy memories of being taken to a Florida Strawberry Festival when she was working in that state. You paid \$3 for a soup bowl sized paper dish and could eat all the cake, berries and whipped cream you could pile into it, one time around. I believe I'd skip

Cook's Corner

Liza Deines



cake and go for all fruit!

With newer taste treats that combine salty and sweet tastes, a unique strawberry pie made with a pretzel crust has become popular. I never miss that one if I find it at a potluck dinner, believe me! Another new technique with berries is to macerate them in fruity balsamic vinegar and serve them on butter brickle or butter pecan ice cream. Very different and delicious. Here's an idea from a 1940's cookbook for strawberry sauce that sounds yummy. Ripe mashed berries are sprinkled with powdered sugar, angel flake coconut, and a snort of Grand Marnier or any orange-flavored liqueur. Refrigerate for half an hour, then spoon onto white cake with a few sliced bananas mixed into whipped cream on top. Add a macadamia nut or two and I'll bet you can hear a tropical breeze in the palms.

Some years back LeRoy and I were fortunate enough to be in Bangkok during mountain strawberry harvest. The berries are tiny and intensely sweet compared to our varieties. They were featured on the dessert menu at our hotel. My choice was Strawberry Charlotte, consisting of twenty layers of super thin pastry, put together with strawberry puree, topped with whipped cream and a tiny chocolate medallion. Labor intensive and expensive, it was

barely two inches tall, cut in an oval the size of an egg but worth every delightful bite. My companion struggled to finish her Strawberries Chantilly, which was served in a large brandy snifter overflowing with wee red berries in cream whipped with champagne. Our tradition-bound husbands chose strawberry shortcake, which looked "purty good", although not nearly as elegant as the treats we ladies had.

I can't close without giving you Mama's recipe for what Dad persisted in calling Strawberry Jam:

STRAWBERRY/RHUBARB JAM

One pound red rhubarb, cut fine and cooked to make a cup and a half

Two quarts very ripe strawberries crushed to make two and a half cups

Six and a half cups sugar

Half a bottle liquid pectin

Measure prepared rhubarb and mashed strawberries into enamel kettle. Stir sugar in well and, stirring constantly, bring to a full, rolling, bubbling boil. Continue stirring vigorously, boil one minute. Remove from heat, stir in pectin. Continue to stir for five more minutes, skimming off any foam. Hot seal in sterilized jars, using flats and rings. Makes nine 6-ounce jars.

As the Beatles once sang, "May there be strawberry fields forever"!

Liza Deines
1098 NE Independence Ave. #230
Lee's Summit, MO 64086
childofthe40s@gmail.com
816-554-0398

Hold the anchovies



As a monthly field trip to the facility, the children and staff of Good Beginnings Daycare in Norton visited the Andbe Home last Tuesday afternoon to create homemade pizzas. The students often work with Farm Bureau and Andbe Home residents for activities that involve agriculture education and hands-on learning activities. Through making pizza, the students got to learn about the sources of certain foods, like bread, cheese and vegetables. The pizza program was partially funded through the Kansas Farm Bureau Foundation for Agriculture. Pictured, Good Beginnings student Eli Leiker, son of Troy and Kelly Leiker, thinks about what ingredients he would like to add to his very own pizza.

-Telegram photo by Carleen Bell

Utilizing social media to draw a crowd

By Ron Wilson,
Huck Boyd Institute

How does a person generate a large turnout at a community meeting? Door prizes? Free food? Maybe a suggestion of a proposed toxic waste dump in your backyard? Today we'll learn about an initiative which successfully utilized social media to stimulate a large turnout to help with a community project, thanks to a technology communications consultant in rural Kansas.

Cody Heitschmidt is a digital communications consultant who helps clients with 21st century communications. He is a native of Hutchinson, Kansas. After a stint at Hutchinson Community College, Cody joined the Marines, was stationed in California, and was deployed all over Asia. He married his high school sweetheart, Tamara, and she moved to California as well.

When their daughter was born, Cody and Tamara moved back to Kansas. They settled near Hutchinson at the rural community of Nickerson, population 1,187 people. Now, that's rural.

"It was the greatest move I ever made," Cody said. "I'm big on family. We came back to where all my new daughter's family were located."

Having grandparents around proved to be a blessing in many ways. "Now I have a 15-year-old girl and a 12-year-old boy, and I've never paid a babysitter," he said.

Cody started a hunting and outfitting service while Tamara was learning web design. When they applied their ideas about web design to his outfitting business, the response was remarkable. Their pioneering work on search engine optimization brought calls from all over. But after their son was born, Cody decided to sell the outfitting service and concentrate on his wife's website business. She had founded an information technology company known as LogicMaze.

"Her business had grown to the point that it needed about one-and-a-half employees," Cody said. "She was the one and I was the half." They built the business to seven employees and sold it in 2008.

Others were interested in Cody's experience in information technology, so he became a digital communications consultant. "I do all the way from big corporations to very, very small businesses," Cody said. He assists with what is re-

ferred to as 21st century marketing. In practice, this means helping individuals, schools, and businesses understand how to use Facebook, Twitter, Google Plus, and more. With his help, Cody has seen clients build their business ten-fold with the assistance of social media.

In 2009, he was brought in to help the Educational Services and Staff Development Association of Central Kansas. When the staff recognized that schools themselves could benefit from Cody's expertise, they started offering sessions about 21st century marketing to the schools. A school superintendent from Erie was one of the participants. He decided to hire Cody to come work directly with his school.

When Cody went to Erie to talk about 21st century marketing, among the listeners were the school's project-based learning teachers and the local economic development staff. They were eager to pick up on these ideas. Meanwhile, the city parks department had received a small grant for park renovation but was having a hard time finding people to work on it. Cody suggested creating a Facebook group of people to be notified of the project.

City staff scheduled a work day at the park and posted on Facebook that volunteers were invited to come help. To the surprise of the community, more than 90 people showed up with tools and heavy equipment. That would represent more than ten percent of the working population of the community, which demonstrates the power of social media and 21st century marketing.

Meanwhile, the project-based learning teachers found ways that kids could learn from working on this initiative.

"I had been preaching and contending that it would work," Cody said. "They put it to use and rekindled that volunteer spirit, like the way America used to be. It was exciting. Now they're constantly contacting me to see what they can do next." For more information, see www.codytalks.com.

How does one stimulate a big turnout at a community meeting? Social media can help. Cody Heitschmidt is making a difference by helping people benefit their communities by using these tools of technology.

Kansas Wheat Day planned for May 30 in Hays

Kansas State University's Agricultural Research Center-Hays will hold Kansas Wheat Day on May 30. The program will take a look at the present and future, as well as honor the past, including recognition of Joe Martin, who retired after 32 years as K-State's wheat breeder at Hays.

Wheat Day, which will be held at the center, located at 1232 240 Ave. in Hays, begins with registration at 9 a.m. and the program at 9:30 a.m. The rest of the schedule includes:

10 a.m. - Field Plot Tour
11 a.m. - Recognition of Dr. Joe Martin, KSU wheat breeder

11:30 a.m. - Washington, D.C. Wheat Update - Jane DeMarchi, director of government affairs for research and technology, National Association of Wheat Growers

Noon - Lunch - Sponsored by Kansas Wheat Commission - Kansas Wheat Innovation Center Update - Aaron Harries, Kansas Wheat Commission

1 p.m. - Market Demand for Wheat Quality and Hard White Wheat - Matt Overturf, grain merchandiser, Skyland Grain Co., LLC

Wheat Day will end at 2 p.m. More information is available

by calling the K-State Western Kansas Agricultural Research Center-Hays at 785-625-3425.

For help with your advertising needs give Dana a call. 877-3361
dpaxton@nwkansas.com

HANSEN MUSEUM

The Dane G. Hansen Memorial Museum presents "Grass Roots: African Origins of an American Art." This exhibition has been made possible through NEH on the Road, a special initiative of the National Endowment for the Humanities. It is brought to you by Mid-American Arts Alliance and organized by the Museum for African Art in New York City. This exhibit opened April 20 and will run through May 27.

Africans who arrived in Charleston brought with them a wide variety of basketry traditions. People around the globe have been making baskets for thousands of years, coiling, weaving or twining a multitude of different materials-grasses, roots, animal hair, tree bark, palmetto leaves, and other natural fibers-into useful containers. Why did coiling survive as the dominant Lowcountry technique? One major factor was that it proved the most adaptable to the natural resources of the region. Africans who landed in Carolina saw a vast sea of marsh grasses all around them. These materials proved ideal for making coiled baskets, and in turn, certain basket forms proved ideal for the needs of the plantation.

From the late 1600s until the

end of commercial rice production in the early 1900s, fanners and storage baskets were made in huge quantities at the end of every growing season. Coiled basketry became established all along the southeast Atlantic coast wherever rice was grown. Even after mechanized pounding and threshing mills took over some of the rice processing work, coiled basketry remained an important part of the plantation culture.

June 2-3, Joy of Painting Class. The class starts at 9 a.m. and runs until 3 p.m. There will be an hour taken for lunch. Sat-

urday, June 2 the painting will be "Dock for Two" and Sunday, June 3 the painting will be "Birds and Grapes." If interested call 785.689.4846 or go to the website, www.hansenmuseum.org and get the information.

Water Aerobics will be starting Tuesday, June 5. Shari Buss, Logan, will be the instructor. If interested call in or go to our website for information.

Our May Artist of the Month is Theresa Eschliman from Indianola, Neb. Theresa has crocheted Christmas decorations and spiders on display and for sale.

NOTICE
Need A Clock Repaired?
A Swiss trained clock and watch repairer will be giving free repair estimates at Russ' Jewelry, 101 W. Main in Norton on Wednesday, May 23 from 2:00-5:00 p.m. Clocks can be left off at Russ' before this date and you will be contacted with an estimate on Wednesday or Thursday morning. Modern to antique, grandfather to cuckoo clocks. Find out what your clock is worth or if it can be repaired.
Visit Our Website: www.Timekeeperwatchclockrepair.com

Dedication Ceremony
for the
Norton Veteran's Memorial
SATURDAY, MAY 26, 2012
11:00 A.M.
Roadside Park
W. Hwy. 36, Norton, KS
South of Pamida

Memorial benefit ride is on June 2

Developmental Services of Northwest Kansas will be holding a benefit ride on June 2 in memory of former employee Jim Duffy. This special benefit ride will begin in two locations (Hays and Atwood) with both groups traveling to Hill City where lunch will be provided, and then to Hays. Riders will have the opportunity to purchase poker hands and raffle tickets with proceeds going to the organization. Registration in Hays is from 9-10 a.m. with departure from the Administrative Offices at 10 a.m. Registration in Atwood is from 8:30-9:30 a.m. with departure from Prairie Developmental Center at 9:30 a.m. All types of vehicles are welcome to participate.

May 18- May 23
Showing at the
NORTON THEATRE
The Avengers
(PG-13) 2 Hours, 30 Minutes - Presented in Digital Sound
Friday and Saturday: 7:00 and 9:35 p.m.
Sunday: 2:00 and 5:00 p.m.
Monday, Tuesday, Wednesday: 7:00 p.m.
Dark Shadows
2 Hours, 1 Minutes (PG-13)
Only premiere passes accepted for The Avengers; Non-premiere passes accepted for Dark Shadows
The Avengers is Premiere Admission Price of \$7.00 and \$6.00 - No Sunday Discount
Dark Shadows is General Admission Price of \$6.00 and \$5.00 - \$3.00 on Sunday
COMING SOON
PREMIERING IN NORTON FRIDAY, MAY 25 - MEN IN BLACK 3 (PG-13)
This ad is brought to you by The Norton Telegram