“Connecting to the people actively doing the work in the facilities was really the driving force behind my success in management.”

Jeff Lansdell
The Road Back to Lubbock
I was 12 years old when Bob Dylan released his now famous song, *The Times They Are a-Changin*, the title track of the album by the same name. For his era, Dylan was correct, the times were changing, and doing so rapidly. When I was 12, we didn’t have a color television in my home, and nobody had even heard of a personal computer. Now we carry around better video and computing capabilities in our pockets than were available 10 years ago in high-end televisions and personal computers. And after slogging through 100+ e-mails every day, I often look back fondly to the days (less than 20 years ago) when mail came by means of the U.S. Postal Service instead of electronically. But the changes haven’t come only in the realm of technology. Everything seems to change faster than it did just a whisker of time ago. People used to live most of their lifetime in one community and spend their entire career with one company. Now, moving is the norm. According to the U.S. Census Bureau, the average citizen can be expected to move 11.7 times, with just about the same number of job changes in a lifetime.

University campuses are certainly not exempt from these trends. Attending retirement receptions for faculty members who have served their entire career at Texas Tech just doesn’t happen much these days. One exception is Dr. Rick Zartman, who we recently honored for 40 years of service in the Department of Plant and Soil Science. Although Rick’s personal career wasn’t marked by job changes, it is noteworthy that since 2012, as chair of PSS, he has overseen the hiring of more than one-third of the current faculty members in the department. Rick’s department is not unique. College-wide, we have hired 25 percent of our current faculty roster since 2012. Lots of new faces – lots of changes!

Despite all the changes in CASNR and at Texas Tech, some things remain constant. The cast of characters might be different than it was a few years ago, but we still come to work every day focused on our mission of providing a top-quality education for CASNR students and delivering first-rate, cutting-edge research information and technological advances for the agricultural and natural resources sectors. And you can count on us doing that for a long time to come.

I hope you enjoy this issue of Landmarks, and we look forward to seeing you on campus for upcoming events like the Homecoming Breakfast and Pig Roast.
Change. The stories in our magazine, in part, reflect changes – in education, in research, in how our alumni engage the world. Our beloved College and University are undergoing so many changes. This issue will cover a lot of them, from growth and expansion to new faculty, staff and administration.

What you might not realize is that our alumni base is also changing. By the time you read this, you'll be one of more than 15,000 CASNR alumni living around the globe. Because Tech's enrollment is so much larger than it used to be, with each new graduating class the alumni body grows younger and younger. Right now, the average alum graduated in the 1990's and is in their 40's. Amazingly, a full 9 percent of our alumni graduated since 2010. About 26 percent graduated since 2000. Our alumni are also growing more diverse. It is made up of about 18 percent women, and that number will change quickly now that more than a third of our current students are female.

Through all the changes, the College of Agricultural Sciences and Natural Resources and Texas Tech University is a much better place today because of you alumni who care about Tech long after you have ventured out into the real world. You are part of an amazing network of fellow alumni and friends of CASNR. It is an asset you can call on, no matter where your travels take you.

53rd Annual Homecoming Breakfast
Saturday, October 18, 2014 – 8:00 a.m.
Student Union Building, Red Raider Ballroom

87th Annual Pig Roast & Outstanding Agriculturalist Awards
Thursday, November 13, 2014 – 5:30 p.m.
Lubbock Memorial Civic Center – Banquet Hall

Distinguished Alumni & Outstanding Young Alumni Awards
Monday, February 16, 2015 – 6:00 p.m.
McKenzie-Merket Alumni Center

50th- Class Reunion
Thursday, May 7, 2015 – 11:00 a.m.
McKenzie-Merket Alumni Center

Campus is ever changing and growing fast, setting another record enrollment for Fall 2014. On the fourth day of classes, total enrollment was 35,190 students. That's an increase of more than 2,000 students, up 6.3 percent from Fall 2013. On the rise during the last decade with more than 27 percent growth, enrollment at the university is on course to reach an institutional goal of 40,000 by 2020. Annually since the fall semester in 2008, Texas Tech enrollment figures have risen, including record spring numbers each of the last three years.

To help accommodate such large student numbers, Texas Tech recently unveiled its newest dorm. The West Village student housing complex, located east of Knoxville Avenue in the triangle bounded by 19th Street and the Texas Tech Parkway, is a 234,501-square-foot complex offering a choice of 61 one-bedroom units, 47 two-bedroom units, and 75 four-bedroom units ideally structured for upperclassmen and graduate students.

Built on the land that once housed the sheep and goat facilities for the college, the new construction has been designed to frame the west gateway to campus while preserving history and tradition, keeping the elm tree grove, also known as Aggie Grove, in-tact.

"Many of you might not know that this alley of trees once framed the path to Texas Technological College's Sheep Farm, just to our west. In fact, Raleigh C. Middleton ('29 BS Dairy Management), Farm Superintendent in 1929, managed the planting of the trees," said Michael Molina, Texas Tech Vice Chancellor of Facilities Planning and Construction. "Even more interesting, I have heard personally from multiple Red Raider alumni, always with a smile, that this was a very special place to "go parking." As promised, I won't mention any names!"

The complex officially opened its doors for residents Aug. 16, and all 455 beds are occupied for this fall semester. The $54.8-million project was approved by the Texas Tech University System Board of Regents at the December 2012 meeting and features landscape enhancements as well as public art.
SOLVING COMPLEX PUBLIC HEALTH ISSUES STARTS WITH ASKING ENDURING QUESTIONS FOR AWARD-WINNING PUBLIC HEALTH SCHOLAR LU ANN ADAY, PH.D. ( ’68 BS, AGRICULTURAL ECONOMICS, WITH HONORS).

Some of the questions that have spurred her academic work include: How well is the health care system working? Who has access to care and who does not? Who is most vulnerable and why?

Lu Ann Aday’s PUBLIC HEALTH RESEARCH GROUNDED IN RURAL VALUES

SOLVING COMPLEX PUBLIC HEALTH ISSUES STARTS WITH ASKING ENDURING QUESTIONS FOR AWARD-WINNING PUBLIC HEALTH SCHOLAR LU ANN ADAY, PH.D. ( ’68 BS, AGRICULTURAL ECONOMICS, WITH HONORS).

Some of the questions that have spurred her academic work include: How well is the health care system working? Who has access to care and who does not? Who is most vulnerable and why?

Aday is a professor emerita at the University of Texas School of Public Health in Houston, which she joined in 1986, and the inaugural holder of the Lorne D. Bain Distinguished Professorship in Public Health and Medicine at the university. She has published 16 books, including second, third and fourth editions that became defining texts in public health research and study.

“I’ve always thought conceptually. There is no doubt that ideas can have a major impact on history,” Aday said. “A great part of my work has been on how to gather data and frame the thinking in analyzing and using the data.”

The concept of enduring questions was introduced to her by University of Chicago colleague Odin W. Anderson, Ph.D., who was director of the Center for Health Administration Studies where she worked from 1973 to 1985.

But Aday’s lifetime journey into asking questions to pinpoint public health problems and solutions began in the summer of 1966 while driving an older model Nash Rambler on the dusty farm roads of West Texas.

As an undergraduate student assistant for Hong Yong Lee, Ph.D., in the Texas Tech University College of Agricultural Sciences and Natural Resources, Aday interviewed farmers for a Dow Chemical research project. Of the eight student assistants who earned $10 for each interview, she was the only female. She recalls there being only a handful of women in the entire college at the time.

“He was a great mentor. He saw past the gender issues and just saw that I could do the work,” Aday said about Lee.

The statistics courses for the CASNR degree, working on Dr. Lee’s research project (including helping to process the data) and being on the Ag Econ Club Debate Team all benefited Aday’s career, she said.

A COUNTRY GIRL AT HEART

Growing up on a farm outside Waxahachie, Texas, Aday was comfortable talking with farmers and being in rural communities. She learned from her parents Mattie and Marvin Aday the value of education and hard work.

“I came to live in major urban areas, but my roots are in rural farm life,” Aday said.

After her parents passed away, she inherited farm and ranch properties in Cochran, Ellis, Jones, and Haskell counties, Texas, which she is actively engaged in overseeing.

Dr. Aday worked with the Cochran County Historical Commission to obtain a Texas Historical Marker for the ranch that she owns in Cochran County (“Old Surratt Territory”) and was invited and continues to serve as a member of that commission.

Aday’s public health research has included rural health issues.

“Studying rural health care in a place like Texas represents a microcosm of the macrocosm of challenges that confront modern society,” Aday said.

Those challenges include aging populations, poverty, minority access to health care and related services and the impact of economic development (or lack thereof).

While at UTSPH, Aday spent part of 2001 as a visiting professor at Texas Tech University Health Sciences Center in Lubbock to collaborate with others on researching rural health and health care access. The resulting projects included a special issue of the Texas Journal of Rural Health and research that eventually led to the book “Reinventing Public Health: Policies and Practices for a Healthy Nation” published in 2005 with other researchers at UTSPH.
SÝNTHESIZER

Collaboration with others – including people in other specialties – has been a hallmark of Aday’s career. It started when she was at Texas Tech, where she minored in Sociology. She later earned her MBA (1970) and Ph.D. (1973) in Sociology from Purdue University.

You may find some validating of ideas, or you may have an “ah-ha” moment when you see a solution from a different perspective,” Aday said.

She considers her book “At Risk in America: The Health and Health Care Needs of Vulnerable Populations in the United States” (published in 1993 and a second edition in 2001) the most notable example of her integrative process. Aday pulled together the research in disparate fields to identify and understand the issues related to the growing number of Americans especially vulnerable to poor physi-
cal, psychological or social health. The identified groups included high-risk mothers and infants, the chronically ill and disabled, people living with HIV/AIDS, mentally ill and disabled, alcohol and substance abusers, the suicide prone, abusing families, the homeless and immigrants and refugees.

The book was well received by many different fields outside public health.

“It took off in ways I did not expect,” Aday said. “It really has been adopted as a text by generations of researchers.“ The book caught the attention of Odin W. Anderson, Ph.D., and Ron Andersen, Ph.D., two “giants” in health care research, who recruited her as a research associate at the University of Chicago in 1973. By the time she left in 1985, she was associate director of the university’s Center for Health Administration Studies. With funding from the Robert Wood Johnson Foundation, Aday and Andersen conducted the first national survey on the subject of medical access and published their findings in the book “Development of Indices of Access to Medical Care” in 1975. The Aday-Andersen model has been cited often by subsequent generations of researchers.


OTHER GROUND-BREAKING RESEARCH

While earning her doctoral degree, Aday conducted comprehensive research of the literature in health services utilization. The result was her first book “The Utilization of Health Services: Indices and Correlates – a Research Bibliography” released in 1972.

“It was before computers. I literally had big sheets of paper on the walls,” Aday said.

The book caught the attention of Odin W. Anderson, Ph.D., and Ron Andersen, Ph.D., two “giants” in health care research, who recruited her as a research associate at the University of Chicago in 1973. By the time she left in 1985, she was associate director of the university’s Center for Health Administration Studies. With funding from the Robert Wood Johnson Foundation, Aday and Andersen conducted the first national survey on the subject of medical access and published their findings in the book “Development of Indices of Access to Medical Care” in 1975. The Aday-Andersen model has been cited often by subsequent generations of researchers.


Aday’s future plans are to develop the 145-acre homestead as a county historical and nature park. The project is Aday’s way of paying tribute to many important rural values.

“My rural roots are essentially deeply embedded in my heart,” Aday said.
High school trips to Lubbock for the National FFA Organization’s state meeting and career development activities, like meats judging competitions, first introduced Lansdell to Texas Tech University.

But after high school Lansdell enrolled at Eastern Oklahoma State College, where he was on the 1987 National Championship Meat Judging Team.

Gordon Davis, Ph.D., then a faculty member in the Department of Animal and Food Sciences in the College of Agricultural Sciences and Natural Resources, recruited Lansdell to be a part of the Texas Tech Meat Judging Team. He remembered Lansdell from his high school visits.

“He was focused, he was competitive, and he knew what he wanted to do,” Davis said about why he first reached out to Lansdell.

Lansdell was on the meat judging team that secured the national title for Texas Tech for the first time in 1989. (Texas Tech has since won 10 more times.) As a graduate student Lansdell coached the team in 1992.

Through meat judging activities, Lansdell connected with people in the meat industry. He also completed two summer internships, which prompted him to pursue his master’s degree to prepare for a career in research and development.

But Lansdell’s association with Davis would prove most beneficial in the long run.

While at CASNR, Davis founded CEV Multimedia in 1984 to produce, market and distribute educational videos in several subjects, including agricultural science and technology, business and marketing, trade and industry, and career orientation. When Lansdell was a senior undergraduate student, Davis hired him as a CEV Multimedia production coordinator.

“He has a terrific work ethic, which I saw in him on the meat judging team. I wanted people like that on my team. He also has a lot of integrity,” Davis said.

“He did everything he said he was going to do.”

From December 1989 to February 1991, Lansdell organized video shoots and scripts and assisted with the editing of more than 30 educational videos.

“It was fun. We worked a lot of hours on video shoots,” Lansdell said.

It was also innovative.

“We did a whole series on welding. I believe it was the first time it had been shot on video,” Lansdell said.

Lansdell left CEV to concentrate on his graduate studies, which led to meeting his future wife, Kendra Cook (’90 BS, Human Sciences; ’93 MS, RHIM).

“She was in the College of Human Sciences, and our master theses crossed both colleges,” Lansdell said. “Mine was on beef tenderness, and hers was on consumer perception of beef tenderness.”
Back then we were a supplemental educational video company for teachers to play videos in the classroom,” Lansdell said. “Now we have full course curriculum with assessments, testing and grading, and our videos are available online on demand.”

A major recent innovation is the iCEV online platform that allows students, particularly in grades 7 through 12, to access interactive educational material via a variety of devices, including computers, laptops and tablets. CEV’s products include more than 43,000 edited hours of video, 1,900 collaborators and a 40-person sales team serving clients across the country.

Lansdell’s experience in a corporate environment was an important factor in recruiting him to CEV, Davis said. But Davis also praised Lansdell for other important qualities: professionalism, ability to see the big picture, savvy and very effective working with a team.

“I had a five-year plan for him to become president, and he met the criteria in four years,” Davis said.

In addition to overseeing all of CEV’s primary functions, Lansdell handles the company’s lobbying activities. He often travels to Austin to stay abreast of Texas Education Agency and State Board of Education policies and initiatives. That allows CEV to continually update products to meet new mandates for the benefit of its clients.

“We’ve grown significantly in the last 10 years, but I think we can still double,” Lansdell said.

Lansdell and his wife are also active members in the Lubbock community. He graduated from Leadership Lubbock in 2009 and served on the South Plains Council of the Boy Scouts of America Executive Board from 2007 to 2010 and the Texas FFA Foundation Board from 2010 to 2012. Kendra was chair of the American Cancer Society’s Cattle Baron’s Ball committee in 2013. He is currently a member of the National Ranching Heritage Center Endowment Board and coaches his two daughters’ softball team.

“It’s fun to be living back in a university town and to being associated with the Red Raiders,” Lansdell said. He also talks with students about how to achieve their own success. His advice is pretty straightforward.

“Coursework is important, but you also have to build connections,” Lansdell said.

Lansdell’s professional career began at Doskocil Foods in Hutchinson, Kansas in December 1993, first as a food technologist and later as a senior food technologist. The company had pioneered the process of precooked pizza toppings, leading to the explosion of the pizza delivery industry, he said.

During his 14-month tenure, Lansdell worked mainly on developing cost-savings in the production of products. At that time, clients included CiCi’s Pizza, Domino’s, Godfather’s Pizza, Papa John’s and Pizza Hut, he said.

“It was a really cool job because you don’t know the science of pizza when you’re eating pizza in college,” Lansdell said.

In March 1995 Lansdell moved to Oklahoma City, Oklahoma, to become a corporate product manager for Continental Deli Foods. The company had $200 million in sales, produced 500 products and employed 800 people at five facilities.

He later was named a senior product manager and then director of product management for overall margin dollar achievement for Continental’s complete division of Tyson Foods.

Lansdell was involved in multiple business functions, including operations, production, finance, sales and marketing.

“Connecting to the people actively doing the work in the facilities was really the driving force behind my success in management,” Lansdell said.

With the encouragement of the company CEO, Lansdell also earned an MBA from the University of Phoenix in Oklahoma City in January 2002.

Lansdell said his greatest accomplishments at Continental Deli Foods were receiving the Most Valuable Person Award in 1995, 1997 and 1999.

“The award is voted on by people across the organization,” Lansdell said. “As I look back on it, that means the most because people valued what we did together.”

COMING FULL CIRCLE

Around 2001, Davis began considering how to transition CEV to another generation of managers.

I made a list of five people I knew who I wanted to be the next president. The one I wanted first happened to be Jeff,” Davis said. After several conversations between the two men, including about how CEV was evolving into an education technology and curriculum company, Lansdell returned to Lubbock in January 2003 as CEV’s general manager. 

“I looked at it as going from a big pond to an established company with a new product. It was a very enticing opportunity to revolutionize education technology,” Lansdell said.

A lot had changed since Lansdell first worked at CEV — more than just working in VHS tapes.

Jeff with his wife Kendra and daughters Claire and Ava Grace, receiving the 2014 Small Business Person of the Year award.
WHERE THEY ARE NOW

James E. Smith (’94 BS Agricultural Education) was a high school Agriculture teacher for six years before receiving his DVM from Texas A&M in 1974. He owned Pioneer Veterinary Clinic in Winters, Texas until 2006. He is now semi-retired and spends time with his wife Sherie.

Mark Mosely (’73 BS Wildlife Management) is working as an Ecological Site Specialist with the USDA-Natural Resources Conservation Services.

Bruce Baccus (’73 BS Animal Business) retired as General Manager from Rabobank Nederland, Canadian Branch, in June.

Jim Schwerterner (’74 BS Agricultural Economics) was named Director of the National Business Aviation Association in January. He is an air transport-rated pilot who flies helicopters and seaplanes, is type-rated in the Cessna Citation CE-523S, and holds a world speed record in a Piper Navajo. He is also currently the president and CEO of Schwerterner Farms, Inc. and Chairman of the Board at Schwerterner State Bank.

John D. Sistrunk III (’76 BS Park Administration) worked in the oil and gas industry as a Petroleum Landman for 35 years. He recently started his own environmental consultant service, Texas Hills Land Planning, providing information to land owners and potential land owners.

After a career with the U.S. Fish and Wildlife and Animal Plant Health Inspection Services, Gabrielle Durnich Gordon (’94 BS Wildlife Management) was recently elected to serve on the board for the American Livestock Breeds Conservancy. She continues her work with rare and heritage livestock breeds and, along with her family, promotes the Cleveland Bay horse.

Kevin Brinkley (’76 BS and ’39 MS Agricultural Economics) was named Chairman and CEO of The Seaml, global agricultural technology and exchange company. Currently the company’s Senior Vice President of Marketing and Business Development, Kevin has spearheaded their strategy for product and service delivery, most notably its online commodity and food trading platforms, commodity loan management and contract management. He will take on his new role in January 2015.

Thomas W. Strickland (’88 BS Wildlife Management) obtained his JD from the University of Houston Law Center in 1991. He has been practicing maritime law and general civil litigation along the Texas Gulf Coast for more than 20 years, and is currently the managing partner with the Fowler Rodriguez firm’s Houston office. He was named one of Texas’ Top Lawyers in both 2013 and 2014.

Tim Bargainer (’92 BS Landscape Architecture) is now Director of Planning and Landscape Architecture for Baker Acklen & Associates, Inc. in Round Rock, Texas.

He works with fellow departmental alumni Bryan Bihowski (’94 BS Landscape Architecture), who is the Assistant Director of Landscape Architect, and Brandon Hay (’07 BS Landscape Architecture and Urban Planning), who is a Project Manager.

John Foley (’66 BS Range Management) has been named Vice President of Operations and Chief Operating Officer for Grealsey, Colo.-based JBS Five Rivers Cattle Feeding, a massive cattle feeding operation with a capacity for more than 900,000 head of cattle with locations in Colorado, Kansas, Oklahoma, Texas, Arizona and Idaho.

Matthew Bultot (’97 BS Landscape Architecture) celebrated 17 years with Kimley-Horn and Associates as a Landscape Architect.

A wine producer by Texas Tech’s first graduate of the Viticulture and Enology Program was awarded Platinum for it bold taste at the San Diego International Wine Competition. Since graduating, Graydon Davics (’11 BS Horticulture and Turfgrass Sciences) has helped his family’s vineyard in Saint Jo, Texas grow into a full winery. He and his family were one of the first to start a vineyard and winery in North Texas, so they named their product Arché (AK-RAY), Greek for “in the beginning” or “leader”. Grayson’s Roxanne white wine was chosen out of about 3,000 wines entered into the competition for a platinum designation.

Earle V. “Buddy” Almy, Jr. (’52 BS Animal Husbandry) is owner of Almy & Company Realtors in Granbury, Texas, and has written a book entitled Almy’s Observations Over 50+ Years as a Realtor. In 2012, he was voted the Most Dedicated Realtor in the Granbury Association of Realtors.

Jack A. Moreman (’57 BS Animal Production) retired after 20 years as Director of the Clarendon College Ranch and Feedlot Program in 1994. He is now the president and 50 percent owner of Rolling Plains Ag Compost Inc. in Clarendon, Texas.

Where They Are Now

IN THE NEWS

The Meat Science Academic Quia Bowl Team won back-to-back national championships at the American Meat Science Association’s Reciprocal Meat Conference, this year in Madison, Wis. This year, the Red Raiders entered two teams winning first and third and against 27 other teams from 19 universities. Previously, the team won the same competition in ’03, ’05, ’07, ’09, ’10 and ’13.

Steve Prazar, chair of the Department of Agricultural Education and Communications, was selected as President-Elect of the American Association for Agricultural Education, a professional society dedicated to studying, applying and promoting the teaching and learning processes in agriculture.

For the first time, Texas Tech has been chosen to host the National Block & Bridle Convention. In October, several hundred collegiate Block & Bridle members from across the United States are expected to participate.

Following a first and second place win at the National Western Stock Show, the Livestock Judging Team brought home a first place win, with top honors, at the Southwestern Livestock Exposition’s Livestock Judging Contest. The team won the horse, sheep, swine and reasons divisions, and were second in beef.

The Ranch Horse Team was named 2014 Reserve National Champion Collegiate Stock Horse Team at the American Stock Horse Association Intercollegiate Championship Show. The team competed against 12 other colleges, coming in second only to Texas A&M.

The Department of Agricultural Education and Communications hosted a special education event for the Curriculum for Agricultural Science Education this June. A group of more than 35 high school instructors from across the nation participated in a course designed to enhance the rigor and relevance of agriculture, food and natural resources subject matter. Participant explored hands-on projects and activities to learn the characteristics of animal science, and work on major projects and problems similar to those that animal science specialists face in their careers.

Amy Petry, of Texas Tech’s Horse Judging Team, won overall high individual at the National Horse Judging Team Coach’s Association Spring Contest hosted by the North Central Texas College. The team won fifth place overall.
The Department of Plant and Soil Science held a groundbreaking ceremony for the $13.6 million renovation and expansion of the soon to be named ‘Bayer Plant Science Building.’ The project will add 21,122 square feet of new construction, and includes 2,440 square feet of renovation and exterior upgrades to the existing departmental space.

Upgrades are set to include new open labs with expanded support and graduate student spaces, as well as an instructional lab, departmental suite and space for research equipment. Renovations within the existing building will create new space for faculty, staff and graduate students and will provide a connection to the new wing. When completed, the new project will form a multi-functional outdoor courtyard that will serve as an instructional space for the department’s programs. Construction is set to be completed in Summer 2015.

Agricultural and Applied Economics major, Mackenzie White, was selected as Texas Tech University’s 53rd Masked Rider. She was already a member of the Masked Rider family, volunteering on the field safety team and as a Masked Rider assistant in the past two years. After she graduates in Spring 2015, Mackenzie says she plans to attend law school and pursue a career in agricultural law.

The Wool Judging Teams finished second and third at the National Western Stock Show. The team had the three top individuals in both the reasons and placing division, and had three members place in the Top 10 overall.

BRAD DABBERT, a professor in the Department of Natural Resources Management, was recently named the Burnett Foundation Endowed Professor in Quail Ecology. His research focuses on the Northern bobwhite and scaled quail and their habitat relationships with a goal of expanding the range of sustainable populations. Dr. Dabbert serves as the project director of the Quail-Tech Alliance, and is a member of the Texas Parks and Wildlife Upland Game Bird Advisory Committee.

CYNTHIA MCKENNEY, a nationally recognized professor of ornamental horticulture in the Department of Plant and Soil Science, was awarded the Rockwell Endowed Professorship in Horticulture. Over the years, her research has focused on the development and release of native plant varieties, and working with wildflower enhancement to increase drought tolerance, plant architecture, and length and intensity of floral display.

The Dr. Bill Bennet Student Success Center within the Dean’s Office has several new staff members. ELIZABETH BERTRAND, a master at advising students and organizing graduations. During her time at Tech she received numerous awards, including the Cardinal Key National Honor Society Recognition award in 1994, the Top Techsan award in ’97, the Quality Service award in ’00, and the Excellence in Academic Advising award in ’06.

A noted quantitative ecologist focusing on spatial ecology and conservation, RICHARD STEVENS, is a new associate professor in the Department of Natural Resources Management. One of his primary goals is to carry out research on the community ecology, biogeography and conservation of bats and small terrestrial mammals, particularly in American southwest and the Neotropics.

GUY LONERAGAN, a veterinary epidemiologist and professor of food safety and public health, was named a faculty fellow for faculty development in the Office of Vice President for Research in April. In this quarter-time appointment, he will help develop new international research opportunities and revenue streams for Texas Tech.

Another CASNR staple retired in May after more than two decades with the Dean’s Office. RAMPONI JOHNSON was the Coordinator of Student Programs since 1993, a master at advising students and organizing graduations. During her time at Tech she received numerous awards, including the Cardinal Key National Honor Society Recognition award in 1994, the Top Techsan award in ’97, the Quality Service award in ’00, and the Excellence in Academic Advising award in ’06.

The Department of Plant and Soil Science began the fall semester under new leadership. ERIC HICQUET, an internationally-recognized leader in cotton fiber research, began his duties as the Department’s new Chair September 1st. Dr. Hequet joined the PSS faculty in 1997, and has served in a number of roles, including Director of TTU’s Fibers and Biopolymer Research Institute.
Distinguished Alumni & Outstanding Young Alumni Awards

Distinguished Alumni Awards

ZACHARY STONE BRADY received a Bachelor of Science in Agricultural Communications, graduating magna cum laude, in 1995. He went on to gain a Juris Doctor, with honors, from the University Of Texas School Of Law in 1999. Zach currently practices law in Lubbock. He founded 25 Brady & Co. in May of 2006. In 2013, he partnered with Brent Hamilton to form Brady & Hamilton, LLP. The firm's attorneys concentrate on serving clients in agriculture, real estate, energy and related fields.

Zach primarily practices commercial litigation and agricultural law with a focus on real property litigation, including eminent domain, controversies related to nuisance law, and water rights. He has provided legal services to the Texas cotton industry since the beginning of his law practice. He has been active in both redevelopment efforts in Texas, first as a staffer for Sen. Robert Duncan from 1997 to 99, and then as an attorney for the Texas Boll Weevil Eradication Foundation since 1999.

Born and raised in Dorado, Puerto Rico, HUGO IRRAZARLIO-LOPEZ received a bachelor’s degree in Agronomy with emphasis in Animal Science from the University of Puerto Rico. He graduated in 1985 with a Master of Science in Meat Science from Texas Tech University, where he also managed the Tech University Meat Laboratory. Soon after completing his graduate studies, Hugo was hired by Excel Corporation (Cargill Inc.) as a General Management Supervisor where he focused on all aspects of the operations process at their Friona, Texas facility.

In 2004, he joined Swift & Company, where he was responsible for managing external manufacturers of further process items under the Swift label. Currently, Hugo is the Head of Fabrication and Ground Beef Operations for JBS USA LLC where he manages the US and Canada Ground Beef and Trim Division. JBS is the world’s largest processor of beef, pork, lamb and poultry products, currently operating 10 Beef Harvesting and Fabrication facilities in the U.S. and Canada with a capacity to process 25,000 head of cattle per day.

PAMELA HEPNER, graduated, cum laude, with a Bachelor of Landscape Architecture in 1983. She began her career in Landscape Architecture shortly after graduation as the Landscape Manager for Holland Gardens here in town. Pamela is Project Manager for the Economic Development Department of the City of Austin and currently represents the City in a public/private partnership to redevelop the 700-acre site of Austin’s former Robert Mueller Municipal Airport. Located in the heart of the city, this project will create a vibrant mixed-use community, with residential neighborhoods, retail centers and offices, and result in 13,000 new residents and employees upon completion. Since 1999, Pamela has been responsible for the master planning process, master developer selection, negotiations, and the ongoing implementation process.

Pamela had 13 years of experience in land planning and landscape architecture before joining the City of Austin in 1977. She is a registered landscape architect, and a member of the American Society of Landscape Architects, the Urban Land Institute, and the Congress for New Urbanism.

KENT FERGUSON graduated from Texas Tech in 1977 with a Bachelor of Science in Range Management. He began his career as a range conservationist for the Soil Conservation Service, shortly after graduation, in Boerne, Texas. He was transferred to Hood County in 1982 as a District Conservationist and was responsible for field office operations, developing conservation plans on ranches and farms in north central Texas. Almost twenty years later, Kent took a position as a Zone Rangeland Management Specialist with the present Natural Resources Conservation Service. He served 52 counties in north Texas working out of the Weatherford Zone Office providing leadership with range and wildlife related activities for approximately 5 years. In 2006, Kent became a State Rangeland Management Specialist, and now has over 36 years with the State Conservation Services of the Natural Resources Conservation Service as a range land management specialist.

DAVID WAYNE KIRBY received his Bachelor of Science in Horticulture in 1993, with a focus on Nursery Management from the Department of Plant and Soil Science. While attending Texas Tech University, he spent a summer working as an intern at Monrovia Nursery Co. in Azusa California. Soon after graduation, he began his career with the company in sales. Now, as Vice President of Sales for Monrovia, he is a key decision maker for the company and has the opportunity to work with garden centers and industry professionals around the world.

During his 22 years at Monrovia, he has presented to 1000's of gardening consumers, educating and inspiring them on the joys and benefits of gardening. In addition to leading the company’s national team of 75 sales representatives across the country, David works with growers and production teams in Oregon, Connecticut, Georgia and California to create sustainable and innovative methods of growing plants, as well as searching for new and improved plant varieties that perform better in the garden.

JOSH KROHIN (‘73 BS Dairy Management), associate professor in the Department of Animal and Food Sciences, was honored for his five decades of dedicated service to Texas Tech. He was presented the annual Length of Service Award in April. Dr. Miller finished his degree in dairy science in 1967 and went on to graduate with a Master’s degree from Michigan State University. He began teaching in 1969, took a break to get his doctorate back at Michigan State, and returned to Tech in 1971.

MAX MILLER (’56 BS Dairy Management), associate professor in the Department of Animal and Food Sciences, was honored for his five decades of dedicated service to Texas Tech. He was presented the annual Length of Service Award in April. Dr. Miller finished his degree in dairy science in 1967 and went on to graduate with a Master’s degree from Michigan State University. He began teaching in 1969, took a break to get his doctorate back at Michigan State, and returned to Tech in 1971.

The 2014 Outstanding Young Alumni was DREW DEBERRY. He graduated with a Bachelor of Science in Agricultural and Applied Economics in 2000. In early 2007, Commissioner Todd Staples appointed Drew as the Deputy Commissioner of the Texas Department of Agriculture. From Austin, Drew is involved in all phases of modern agriculture, agricultural businesses, rural communities and consumer protection.

He began his public service career during college when he participated in the College’s Government Internship Program and was selected as Student Fellow for Texas State Senator Robert Duncan, during the 76th Legislative Session. Following his internship, worked part-time as a special assistant for Senator Duncan. He went on to serve as the Natural Director of the Farm and Ranch Coalition for the 2000 Bush-Cheney presidential campaign. In 2001, Drew began working in Washington, D.C. as the White House liaison for the United States Department of Agriculture, managing the appointment process and contributing to policy decision and public outreach efforts. He was promoted to Deputy Chief of Staff for the agency in 2005.

Researchers involved in the Ogallala Aquifer Program were awarded the 2013 USDA Secretary’s Honor Award in the category of Water and Wetlands. The award is given for contributions to the quality of Life in Rural America. The research team includes members of the CASNR faculty teamed up with the U. S. Department of Agriculture’s Agricultural Research Service, as well as other universities including Kansas State, Texas A&M and West Texas A&M.

GUY LONERAGAN, a professor of food safety and public health and a veterinary epidemiologist, was awarded the 2014 L. Rudnick Outstanding Educator Award from the North American Meat Association.
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