

# Landmarks

FALL 2015

The College of Agricultural Sciences and Natural Resources



*“Sitting in my wildlife management classes, I was constantly thinking, ‘How could I implement those things if I did end up on the farm?’”*

*Dane Swinburn  
Hunting Guide Business Takes Flight*



# Landmarks

Volume 30 | Issue 2



Sons Harvest New Bounty in the McPherson Wine Legacy

Hunting Guide Business Takes Flight



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## Landmarks

Vol. 30 Issue 2

*Landmarks is the official alumni news magazine of the College of Agricultural Sciences and Natural Resources at Texas Tech University. It is published biannually and sent to alumni and friends of the college.*

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Michael Galyean  
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When it comes to risk-taking, I tend to get pretty squeamish. Whether it's finances (low-risk, but low-reward options seem to be my favorites), fashion (a white shirt and khaki pants are just fine), or politics (certainly to the right of center), I will generally favor the safe and simple choices in life. Arguably, that approach might not be very exciting but at least most nights, I can sleep pretty well.

I suppose my own propensity for taking the conservative approach has resulted in an admiration of those who chose a somewhat different lifestyle. The entrepreneurs among us – those who are willing to step out on the edge and risk falling into the abyss – are an interesting group of people. I admire their willingness to dream and then act on that dream and to pick themselves up from failures and move on. When one starts listing people who have left (or are still leaving) a significant mark on history, the entrepreneurs invariably rise to the top of the list in a variety of areas – Henry Ford, Thomas Edison, Walt Disney, Bill Gates, and Steve Jobs just to name a few. Indeed, one could argue that the United States is a product of the entrepreneurial spirit demonstrated in the lives of the Founding Fathers and the early pioneers who were willing to take enormous risks on the belief that their actions would create something bigger

and better for themselves and others.

As I meet with alumni from College of Agricultural Sciences and Natural Resources, it's clear to me that we have our own fair share of entrepreneurs. We have introduced you to many of them in previous issues of Landmarks. In this issue, you will meet three more – Jon and Kim McPherson, who've developed unique winery businesses in California and Lubbock, and Dane Swinburn, whose love for the outdoors and hunting led him to take the leap of faith and start his business, Tule Creek Outfitters. I hope their stories will inspire those of us who tend to be a bit too conservative to at least occasionally step out of our comfort zone and take a risk.

Not everyone who gets a degree from one of our six CASNR departments is going to be an entrepreneur who changes the world (or even a small corner of it). Nonetheless, I can assure that through the education they receive, whether it's in the classroom or through the many extracurricular activities they chose to be involved with, both our undergraduate and graduate students will be prepared to hit the ground running and meet the challenges and opportunities that life provides.

Our ability to continue to produce graduates with the skills to be the next generation of entrepreneurs in agriculture and natural resources is a direct reflection of the support we receive from the alumni and friends of CASNR. We appreciate that support, and you can rest assured that we will be good stewards of what you have entrusted to us. I hope you will enjoy this issue of *Landmarks*, and we look forward to seeing you at an upcoming CASNR or TTU event.



Tracee Murph  
Coordinator of Alumni Relations

You may notice something missing from this issue, a donor reply envelope. Making gifts by credit card has become a very common practice, and the online giving process is fast, easy and secure.

Alumni and friends like you assure that the College of Agricultural Sciences and Natural Resources at Texas Tech will never stop transforming lives and pushing the industry forward. Your gift, whatever its size, makes a huge difference in assuring CASNR will be available to new generations of students. Gifts like yours sustain the college and bolster the value of a CASNR degree. They are investments in the future of the agriculture and natural resource industry by investing in the college and the students, faculty and staff who will shape the future of Texas, and the world.

You can make a gift online any time by going to [donate.give2tech.com](http://donate.give2tech.com).

There are a couple options to choose from when giving a gift to CASNR. You can either “choose an area of greatest need” and select one of the CASNR options within; search for a specific fund, such as the “Agricultural Sciences Fund for Excellence”; or type in the area you want to give to, such as “College of Agricultural Sciences and Natural Resources” and a drop down menu will appear with several options.

Once you have selected your fund, fill in the amount you wish to give. If your gift is in honor or memory of someone, you can fill in that information there as well. Then click the “next” button to complete your personal information, and click “next” again to proceed to the payment screen.

After making your online gift you will receive an email confirmation and receipt. If you have any questions or would prefer to make your gift over the phone, please feel free to contact our office and we’ll gladly guide you through the process.

You can still make a gift by mail, too. Please make checks payable to Texas Tech Foundation and put the scholarship or area you wish to benefit in the memo line. You can simply mail the gift to our office: CASNR Development & Alumni Relations, Box 42123, Lubbock, TX 79409-2123, and we’ll take care of the rest.

You can also make a gift by contributing to the Annual Fund. You may have already received a phone call from a student on campus. The Annual Fund Phone-a-thon Program provides jobs for Texas Tech undergraduate and graduate students interested in helping the university raise money. These student callers play an important role in increasing participation among alumni and parents, while also establishing connections with those who aren’t able to come back to campus.

Did you know, you can also pay your pledge that you made on the phone with an annual fund caller online? Go to [give2tech.com](http://give2tech.com), click “give online” and select “pay pledge”. You will need your appeal code or pledge id (both not necessary). These are both found on your pledge documents.

The role of great public universities in the world has never been more important. Financial support from scholarships enable students to explore the many opportunities CASNR has to offer. Your support will help continue our tradition of excellence in teaching, research, and public service.

Thank you for your support!

*Tracee Murph*

## UPCOMING EVENTS

**TEXAS TECH UNIVERSITY RODEO**  
October 15, 16 & 17, 2015 – 7:00 p.m.  
*Texas Tech Equestrian Center*

**BAYER PLANT SCIENCE BUILDING  
RIBBON CUTTING**  
Friday, October 30, 2015 – 10:30 a.m.

**BAYER PLANT SCIENCE BUILDING  
OPEN HOUSE**  
Friday, October 30, 2015 – 1:30-4:30 p.m.

**PLANT AND SOIL SCIENCE FACULTY  
HALL OF FAME RECEPTION**  
Friday, October 30, 2015 – 4:30 p.m.  
Honoring Dr. Ellen Peffley

**88TH ANNUAL PIG ROAST &  
OUTSTANDING AGRICULTURALIST AWARDS**  
Tuesday, November 10, 2015 – 5:30 p.m.  
*Lubbock Memorial Civic Center, Exhibit Hall*

**36TH ANNUAL DISTINGUISHED ALUMNI &  
OUTSTANDING YOUNG ALUMNI AWARDS**  
Monday, February 15, 2015 – 6:00 p.m.  
*McKenzie-Merket Alumni Center*

**50TH+ CLASS REUNION**  
Thursday, May 5, 2015 – 11:00 a.m.  
*McKenzie-Merket Alumni Center*



MANY OF OUR EVENTS ALLOW YOU,  
AS ALUMNI AND FRIENDS OF THE COLLEGE,  
TO PARTICIPATE IN THE CHANGES  
AS WELL. PLEASE MARK YOUR CALENDARS  
AND SAVE THE DATE FOR THESE EVENTS!

## SONS HARVEST

# *new bounty* in the *McPherson Wine Legacy*

By Laura Gutschke

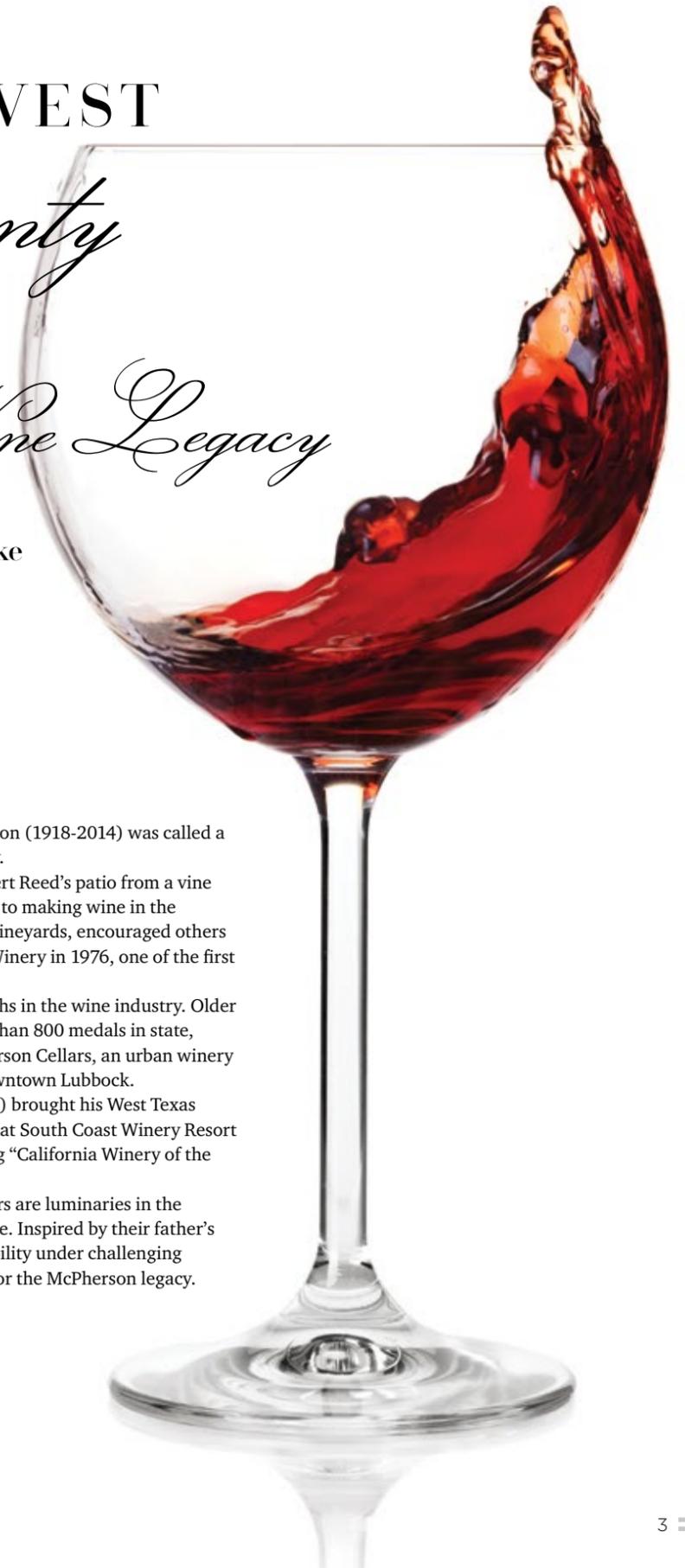
Texas Tech University chemistry professor Clint “Doc” McPherson (1918-2014) was called a pioneer, trailblazer and ambassador of the Texas wine industry.

He started growing grapes around agronomy professor Robert Reed’s patio from a vine rescued from an overgrown part of campus. A bumper crop led to making wine in the Chemistry Building basement. Eventually they planted larger vineyards, encouraged others to grow grapes and secured investors to open Llano Estacado Winery in 1976, one of the first post-Prohibition wineries in Texas.

Today two of Doc’s sons are charting their own visionary paths in the wine industry. Older brother Kim McPherson (’76, BS Food Science) has won more than 800 medals in state, national and international wine competitions. He owns McPherson Cellars, an urban winery and events center in the former Coca-Cola bottling plant in downtown Lubbock.

Following graduation, Jon McPherson (’85, BS Food Science) brought his West Texas gumption to Southern California. He is the master winemaker at South Coast Winery Resort & Spa, which has garnered more than 2,000 awards – including “California Winery of the Year” in 2008, 2009 and 2013 – since its founding in 2003.

In addition to being award-winning winemakers, the brothers are luminaries in the industry as judges, educators and all-around champions of wine. Inspired by their father’s work ethic, passion and – probably most importantly – adaptability under challenging circumstances, they are bottling up new viticulture accolades for the McPherson legacy.



# Kim McPherson: *always looking ahead*

Photos contributed by Kim McPherson

Kim McPherson is not one to rest on his father's legacy, or even his own past accomplishments. He is focused on the next harvest, the next batch of wine, the next customer trend or the next deal to broaden his customer base.

His philosophy for McPherson Cellars is to be a nimble winery that adapts well to the seasons, the weather and the market.

"I like to be a motorboat. When you see changes coming, you can zig and zag. If something's trending, we can make that thing work for us," Kim said.

Part of that philosophy grew out of previously working in more corporate environments where a label change by committee took weeks.

As owner and winemaker, Kim can make quick deals with growers, wholesalers and brokers.

His passion for wine came after a foray in another industry. Growing up, Kim saw his father's grape-growing exploits as a hobby, not a career option.

"We just thought he was a chemistry professor goofing off in the garage with a bunch of bottles," Kim said.

His mother, Clara, taught nutrition in the College of Home Economics, today the College of Human Sciences. She talked Kim into majoring in Food Science.

Kim competed on the National Dairy Judging Team, worked with the Cheese Club and did internships at a California dairy. After graduation, he worked in cheese production for Anderson Clayton Foods in Richardson. Ten months later, Kim was among 130 workers laid off.

"I was so relieved," Kim said. He welcomed the chance to change careers.



"Dad said, 'Why don't you come home to make wine here at Llano Estacado?' He said he would send me to UC Davis to learn," Kim said.

He accepted the offer, graduating from University of California at Davis in 1979. After a short stint with a Napa Valley vineyard, he was the winemaker at Llano Estacado from 1980 to 1985.

Kim then partnered with some Dallas investors to open a winery in Bonham. About that time, the Texas economy slumped.

"We had a lot of fun, but we went bankrupt," Kim said.

He returned to the West Coast, worked with Jon and at other wineries and created the Chansa label. When its 1989 Chardonnay was named "Wine of the Week" the Los Angeles Times, all 375 cases sold out in two hours, Kim said.

In 1990, bank investors of Lubbock's Cap\*Rock Winery lured Kim back to Lubbock. He was the winemaker until 2007, during which time he launched his private label McPherson in honor of his father.

Kim next secured funding to purchase the shuttered 1930s Coca-Cola facility. The move to an urban location ensured a stable source for water, electricity and sewage.

Coincidentally, McPherson Cellars opened in 2008 across the street from La Diosa Cellars, a bistro owned by Kim's wife, Sylvia ('84, BFA Interior Design, Architecture and Art). She also helped transform the industrial bottling building into a winery, tasting room and events center with large outdoor patio for public events.

Kim's focus is in the back of the cellars with the tanks, crusher and bottling facility. He expects to bottle 27,000 cases this year – 17,000 under his own labels and the rest in private labels.

"I'm very big on blending," Kim said. "One reason I have blends is that it makes better wine. A blend isn't set in stone. I've got five wines that are blends."

He also is attuned to customer trends. That is one reason why many of his wines are bottled with screw caps instead of corks.

"Why? Because 80 percent of wines are bought by women, and 90 percent of wines are consumed within six hours of purchase," Kim said. "Only 1 percent of wines are purchased by collectors."

Kim believes in growing grapes best suited for the climate and then making the most out of the grape.

Kim also is passionate about promoting Texas wines, both within the state and outside its borders.

"Texas has a great opportunity if they could think outside the box. You have to distribute to 10 to 12 other states. I want my wines out of state," Kim said.

He already is making inroads to that end.

"The State Department in Washington D.C. does dinner services with my wines. I've been selling in the DC area for three years," Kim said.

Another venture is 4.0 Cellars, a winery in Fredericksburg opened in 2012 by McPherson, Pat Brennan of Brennan Vineyards and Gene Estes of Lost Oak Winery.

Kim also produces wines with other winemakers, such as TX as part of the Locations brand by Dave Phinney of Orin Swift Cellars in California. McPherson made the wine with most of his grapes and a few of Phinneys.

"We did 610 cases of TX. He sold it in one day," Kim said.

Kim and Jon, who talk almost every day, also have produced a couple of wines, including a sparkling wine under the McPherson label using grapes from both Texas and California.

Ask Kim how many awards he has won, and he doesn't care to rattle off a number (800-plus, according to the McPherson Cellars website). Asked which ones are noteworthy for whatever reason, and after some thought he mentions one.

"That double gold I won at Llano on a Chardonnay turned everyone on its ear," Kim said.

Today he enters contests to make sure that his motorboat of a winery is always speeding along in the right direction.

"We do a lot of things because I think we're the best in the state," Kim said.

## FAMILY NOTES

Kim and Sylvia McPherson have two daughters. Cassandra graduated from the University of Texas with a degree in nutrition, attended UC Davis and helped in setting up 4.0 Cellars. Today she is a project manager with Guild of Sommeliers. Katelyn ('15, BA Fine Arts) is a commissioned artist whose work is displayed at the winery.

# Jon McPherson: *west coast wine wizard*

Photos by RK Green

Jon McPherson's adventures in the wine industry started early – and far from a glamorous winery locale socializing with friends with a bottle of wine.

As a kid, Jon was pressed into manual labor at his father's fledgling vineyard. He spent his free time during the teen years doing grunt work at Llano Estacado Winery. As he looks back on those days of hard work, he is thankful that he spent the time with his father.

"When Dad got into this, it was more of a hobby. Then he saw he could take it further," Jon said. "His passion was rather infectious."

In addition to spending time with his father at the vineyard and winery, Jon also hung around the Chemistry labs and studied with some of his father's colleagues in the department.

"I basically almost got a second degree in chemistry. It was neat. I took it for granted at the time," Jon said.

Working in the vineyard made him appreciate the agricultural side of

winemaking, such as seeing the fruit come on in the spring and mature to harvest and doing the work necessary to make sure the grapes grow into desired flavors.

"The other winemaker and I are always joking, 'Did we make this wine in the vineyard or in the winery?'" Jon said.

His attraction to the wine industry as a lifestyle occurred as he worked as a cellar hand for various winemakers at Llano Estacado Winery, including Australian Terry Beltrame.

After graduating from Texas Tech, Jon headed to Southern California because he was interested in sparkling wine production. He intended to learn the business and return to Texas in a couple of years. But then the Texas wine industry hit hard times, and Jon found stability in California, so he never left.

"It took a while before Texas came out of the recession. When by the '90s things got better in Texas, I was established in California," Jon said.

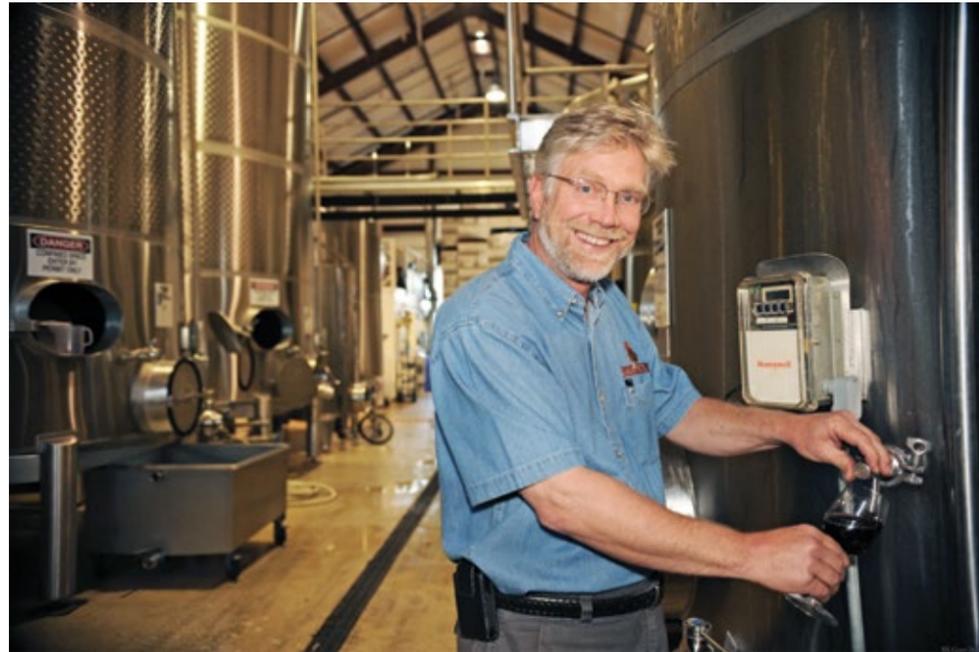
In 1986 he was named winemaker at Culbertson Winery, today known as Thornton Winery, in Temecula Valley. The valley is in the middle of a triangle with Los Angeles about 90 miles to the northwest, San Diego 60 miles to the southwest and Palm Springs 70 miles to the northeast.

"We're very temperate. We have lovely weather from March to December," Jon said. "We are a Mediterranean climate."

Temecula Valley also is about 500 miles south of Northern California's Napa Valley, which often garners the wine press outside the state.

"For me the area of Temecula Valley has a lot of potential. We're trying to prove ourselves, and there's a lot of fight in us," Jon said.

He recalls the example of his father, who did not give up on growing grapes in Texas, despite freezes, hail and heat frying the blooms.



"One year we had such a low load of grapes that he hooked up with a peach farmer in Seminole and made peach wine. The winemaker at the time had made fruit wines in another state," Jon said.

He has proved himself in many respects, garnering a record number of medals and helping Thornton to become the most honored American producer of sparkling wines.

In 2003 Jon joined South Coast Winery Resort & Spa, which today produces 10,000 cases of sparkling wines and 50,000 cases of table wines. The winery also includes Carter Estates.

"It's a bit unusual to be at only two wineries during this long of a career," Jon said.

He manages eight people and also works more directly with the grape-growing side of the business at the Wild Horse Peak Mountain Vineyard.

"I oversee a vineyard operation of more than 400 acres," Jon said. "It's fun because we get to make so many different wines."

He ascribes to the same philosophy as Kim, in that winemakers should respect the grape and not try to transform it into something it is not, he said.

"Kim's real adamant about growing what's right for the area instead of just what sells," Jon said.

He loves his current position with South Coast Winery because one day he can be in grubby clothes working in the vineyard, the next he can be visiting with customers in the tasting room and the next he can be all dressed up for a fund-raiser at the San Diego Zoo where his wines are showcased.

Encounters with customers are very rewarding, Jon said, in part because they often are so direct.

"People aren't really shy about telling you what they don't like," Jon said.

He also teaches wine classes at the Restaurant and Hotel Institutional Management Program at Cal Poly Pomona and frequently judges at wine competitions.

"You meet at contests so many great people: growers, winemakers, writers, chefs, sommeliers. You see everyone's perspective. You see that there really isn't a bad wine but it's just a matter of flavor, perspective and experience," Jon said. "I can give a wine a gold and another judge gives it a bronze. So you start discussing it and you realize there are wide flavor profiles."

Like wine itself, the wine industry is complex, which is why Jon enjoys going to work everyday.

"It's a business that has a lot of facets," Jon said.

## FAMILY NOTES

Jon's wife, Anna ('83 and '85, BA and MA in History) is a city planner for the City of San Diego. The couple lives in Escondido, California and has two sons. James is an artist in residence at Virginia Commonwealth University in Qatar and Matthew is a high school student.



## the *next* generation

Texas Tech is preparing the next generation of grape producers and winemakers in the Viticulture and Enology Specialization within the Department of Plant and Soil Science (PSS). Students major in Horticulture and Turfgrass Sciences, while taking additional, specialized coursework to prepare them for a career in the wine industry. These classes including The Science of Wine, Principles of Viticulture, Wine Production Introduction, Grape Production, Winemaking Quality Control and Analysis, Wine Marketing, and Wine Tourism. Several more courses are under development to further enhance the curriculum, and study abroad opportunities are being explored.

While in the program, students are strongly encouraged to gain work experience while taking classes by enrolling in a professional Internship. Faculty help facilitate internship arrangements for students, and can place them with vineyards and wineries throughout the U.S. Viticulture and Enology courses are taught in Lubbock as well as Texas Tech's regional teaching site in Hill Country University Center in Fredericksburg, Texas, which is situated in the heart of the Texas wine country. Most of the courses are also offered online.

The rapidly expanding Texas wine industry is creating high demand for trained professionals, so the job outlook for Viticulture and Enology graduates is strong. Two such graduates of Tech's program are important recent contributors to the success of McPherson Cellars; Spenser Igo ('12, BS Horticulture) is an assistant winemaker and Emily Simpson ('12, BS Horticulture & Turfgrass Sciences) is the winery operations manager. Other notable graduates include Grayson Davies ('11, BS Horticulture & Turfgrass Sciences), Winemaker at Arché Winery in Saint Jo, Texas, and Rebecca Acrey Conley ('13, BS Horticulture & Turfgrass Sciences), Marketing Director at Brennan Vineyards in Comanche, Texas.

Texas Tech also has an active research program studying wine industry problems and investigating new production methods or technology that could be applied in the vineyard and winery. Areas of research include grape variety and rootstock evaluation, grapevine physiology

in relation to climatic adaptation, effect of environmental factors on fruit composition, and economic feasibility of robotic technology for vineyards. Both undergraduate and graduate students have the opportunity to be involved in research projects, and the program anticipates significant expansion as additional state funds become available this fall. Plans include development of new laboratory facilities, and a research and teaching vineyard in Lubbock, as well as enhanced teaching facilities in Fredericksburg.

More information about the Viticulture and Enology Program can be found on the web, <http://grapesandwine.ttu.edu>.

Separately, Tech offers a Texas Viticulture Certificate Program designed for wine industry entrepreneurs and prospective vineyard managers seeking comprehensive knowledge of viticultural principals and commercial grape production practices. Headquartered at the Center in Fredericksburg, it's delivered through a combination of online courses and hands-on training in Tech's own teaching vineyard. The program consists of six courses, held over a two-year period. Successful completion of all six courses is required to receive the Professional Certificate in Viticulture, is limited to 40 participants, and enrollment in individual courses is not available.

The program is directed by Dr. Ed Hellman, a professor of Viticulture with a joint appointment with Texas AgriLife Extension, who recently received two awards for his work on the subject. The T.V. Munson Award, named for a pioneering horticulturist and Texas grape breeder, is given to an individual who has contributed much to the Texas grape growing industry. He garnered the honor through his work as an educator, researcher, author, speaker and leader. He has served on the board of the Texas Wine and Grape Growers Association, as well as the group's education committee for many years, helping plan their annual conference and other educational programs.

He also earned the Outstanding Extension Educator Award for being a national leader in viticulture extension. His national activities include a decade of service on the board of the National Grape and Wine Initiative. He chaired the group's Extension and Outreach Educational Committee for many years, during which he partnered with colleagues to develop

an informal national meeting to facilitate collaboration among Extension viticulturists.

Dr. Hellman plans and conducts research and Extension educational programs in viticulture in support of the Texas grape and wine industry. His educational programs have focused on workshops, symposia, field days, and on-farm research demonstrations to instruct growers in improved grape management practices. Separately, his research program investigates the physiological basis of grape variety adaptation to climate, conducts evaluations of wine grape varieties and rootstocks, studies the distribution of Pierce's disease in Texas using a geographic information system (GIS), and is developing a GIS for vineyard site assessment in Texas.

He received his bachelor's and master's degrees in horticulture from the University of Illinois-Urbana. His doctorate degree in plant science is from the University of Arkansas-Fayetteville. He is a member of the American Society for Enology and Viticulture, American Society for Horticultural Science and the American Pomological Society.



# HUNTING GUIDE BUSINESS

## *Takes Flight*

Dane Swinburn's guided hunting business near Tulia is about more than helping clients bag their daily limit.

BY LAURA GUTSCHKE

PHOTOS BY TOSH BROWN AND ALICEA JARE

Swinburn ('01, BS Wildlife & Fisheries Management) started Tule Creek Outfitters to provide clients upland bird, waterfowl and big game hunting experiences that last a lifetime.

"I am able to put a smile on their faces and to give them an opportunity to make memories with friends in the field," Swinburn said in explaining why he enjoys the business. "One guy said they spend six months talking about their bird hunt coming up, and then afterwards they talk about it again for six months."

Tule Creek Outfitters primarily provides upland hunts for dove, pheasant and quail and waterfowl hunts for duck and goose on land that he or his farming and ranching father, Dale Swinburn ('65, BS Agronomy), owns in the Tulia area. Big game hunting also can be arranged for Mule Deer and Whitetail Deer, Aoudad sheep, and hogs. Coyote and prairie dog hunts also are possible.

Services include guiding to lands predetermined to be good hunting locations, dogs, beverages, bird care and lodging. Swinburn offers family-style meals at two hunting lodges so hunters can relax while recalling with friends and family the day's adventures.

Hunting season runs from September to mid-February.

"I basically hunt 130 days each year," Swinburn said.

He commutes from his home in Lubbock, where he is involved in real estate and residential rentals, for some guided hunts. But during the busiest hunting months of September, November and December, he lives on the family land.

"If I'm not on a hunt then I'm working on the lodges or I'm getting ready for the next hunt," Swinburn said.



Swinburn caught the hunting bug from one of his older brothers, Chad Swinburn. They started hunting birds on their family land in the heart of the Texas Panhandle.

“Swisher County has a high density of playa lakes. That, with the agriculture and grain, attracts the wildlife,” Swinburn said.

He first learned the guide hunting business by helping distant relatives who brought friends to Tulia to hunt.

“We had an annual pheasant hunt with a cousin from Austin who was a doctor. He would bring other doctors with him,” Swinburn said.

Starting about junior high school, Swinburn was responsible for scoping out the fields for game and taking the hunters around the property.

The idea of turning his passion for hunting into a business first percolated when Swinburn was earning his degree in the College of Agricultural Sciences and Natural Resources. His love of the outdoors drew him to major in wildlife management.

“Sitting in my wildlife management classes,” Swinburn said, “I was constantly thinking, ‘How could I implement those things if I did end up on the farm?’”

He recalls many beneficial experiences in college, such as Warren Ballard, Ph.D. (1947-2012) taking him and other undergraduates on a deer survey in southern Arizona. And, Swinburn said his managing of the lands has been aided by plant identification and ecology training with Mark Wallace, Ph.D. and David Wester, Ph.D.

After graduating from Texas Tech University in December 2001, Swinburn returned to Tulia to work cattle through the winter. Later in 2002, he moved back to Lubbock to start a career in real estate.

Tule Creek Outfitters was started in 2003, but Swinburn became more serious about the operation in 2007 when he and his wife, Anna, were married. That year he turned the business into a limited liability corporation and remodeled a farmhouse to make it a hunting lodge.

“Last year I remodeled another house so now I have two hunting camps,” Swinburn said.

Anna, who works as a pediatric nurse in Lubbock, helps organize meals at the lodges. The Swinburns also have one son, Smith, age 5.

Another evolution in Swinburn’s hunting operations is the addition of dogs. He personally started hunting with dogs in college.

“I always grew up with cattle dogs – border collies and blue heelers,” Swinburn said.

He trained, or hired a trainer, for German Shorthaired Pointers, English Pointers, Labrador Retrievers, and a Drahthaar that he now runs on hunts. Clients also can bring their own dogs on hunts.

The challenges of a guide service include coordinating schedules with clients and adjusting activities with Mother Nature. But what is always foremost on Swinburn’s mind is safety.

“The No. 1 priority is keeping everyone safe on a hunt,” Swinburn said.

Also, running the outfitter business on family land where his father – who does not hunt – grows cotton, wheat and some grains and raises cattle is a delicate balance, Swinburn said.

“We altered some CRP contracts that allow food plots and different modifications. This allows some disking and other stuff that promotes wildlife and the growing of game birds,” Swinburn said.

But, the family’s close connection to the land is one of the draws of Swinburn’s guide service, he said. In part it allows him to have a clear assessment of bird populations. Dove is good year in and out, while pheasant and quail fluctuate annually.

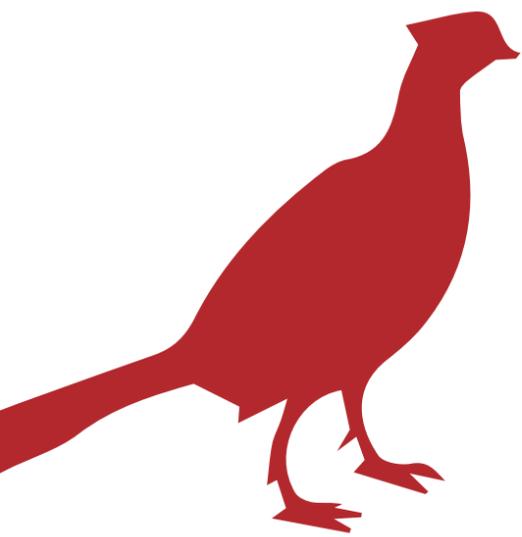


“It’s a constant cycle of the population going up and down. Quail has gone down the last three or four years, but they are coming back this year,” Swinburn said.

Since starting the outfitter operation, Swinburn has noticed that the sport is attracting younger enthusiasts in recent years. That means it also is becoming more commercial, such as athletic outfitter Under Armour now marketing hunting clothing.

Much of the Tule Creek clientele has grown through word of mouth. It is that connection with people that is rewarding for Swinburn.

“Looking back, it just started out as a passion, and I have since developed some good relationships with people. I’ve met some interesting people,” Swinburn said.





**JANNA TIDWELL** ('93 BS Horticulture, '02 MLA Landscape Architecture) is an architect and associate with Schrickel, Rollins and Associates, as well as a sculptor in her pass-time. She was one of three artists selected as part of the Art on the Llano program through the Texas Department of Transportation and Texas Tech University. Her piece, "Harvest Flower", is located in Lubbock on Loop 289 and Spur 327.

**HOMER E. JONES** ('48 BS Agricultural Education) recently celebrated his 69th wedding anniversary. He and his wife have two sons, and he has been retired for 32 years.

**DONALD A. JOHNSON** ('55 BS Agricultural Education) spent 37 years with Plains Cotton Growers, Inc. and is now retired.

**JAMES F. SMATHERS** ('56 BS Agricultural Education) retired from the Soil Conservation Service in 1983.

**JERRY D. CRAFT** ('60 BS Animal Production) recently had a second book published by the Texas Tech University Press, "Pitching for the Stars." His newest book was written for young adults, and like his first book, "Our White Boy," it follows his experiences in 1959 and '60 as the only white player in the West Texas Colored League, where he pitched for the Wichita Falls/Graham Stars minor league baseball team.

**FRED CROSS** ('60 BS Animal Production) retired from the dairy and oil industries and spends his time checking things off his honey-do-list.

**LARRY W. HENDRICKS** ('62 BS Dairy Management) retired in 2000 after 44 years in the dairy industry. He and his wife recently celebrated their 52nd wedding anniversary.

**LARRY L. BAILEY** ('65 BS Agricultural Education) is Founder and Director of the TTASBA; has worked in the insurance business for 50 years; and has real estate in five counties for ranching, cattle, exotic deer and wildlife. He and his wife Patsy have three children, five grandchildren, two great-grandchildren, and have been married for 57 years.

**MICHAEL BURKHAM** ('81 BS Agricultural Education) was recently promoted to General Operations Manager for Eddy Packing Company in Yoakum, Texas. His responsibilities include developing processes to build and increase businesses for a company that is currently exceeding \$180 million annually.

**JAY RUTHERFORD** ('85 BS Agricultural Economics) is an attorney with Jackson Walker L.L.P. and was selected for the 2014 Texas Super Lawyer List, a rating of outstanding lawyers from more than 70 practice areas who have attained a high degree of peer recognition and professional achievement.

**KEVIN BRINKLEY** ('86 BS and '89 MS Agricultural Economics) was named President and CEO of the Plains Cotton Cooperative Association. He was also appointed to Chairman and CEO of The Seam, the world's first completely online, natural exchange for cotton trading.

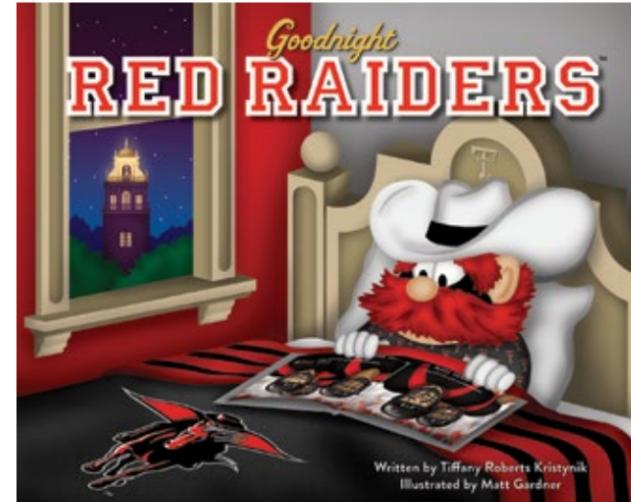
**JAMES D. RAY** ('87 BS Range Management) has been a Wildlife Biologist for Consolidated Nuclear Security, LLC for 16 years, and is working at the USDOE/NNSA Pantex Plant. He serves on the USDOE Migratory Bird Working Group and the USDOE Pollinator Working Group. He also serves as Scientific Advisor to the Purple Martin Conservation Association and has banded more than 11,000 Purple Martins.

**CHRISTOPHER B. HOFFMAN** ('88 BLA Landscape Architecture) was elected Vice President of the 2014-15 Board of Directors for the Council of Landscape Architectural Registration Boards (CLARB). He previously served as CLARB Secretary, Region III Director, Alternate Region Director, and on the Communication Committee.

**RANDY ANDERSON, CSP** ('90 BS Agricultural Communications) and his wife **CATHY MCGREGOR ANDERSON** ('93 BA English, '98 MED Education) celebrated the 10th anniversary of their company, E3 Professional Trainers, LLC., specializing in helping individuals, teams and entire companies reach higher levels of productivity, increase profitability, and enjoy more fulfilling lives through customized training, personal coaching, and keynote presentations. Randy earned the designation of Certified Speaking Professional in 2012, an honor held by less than 10 percent of professional speakers worldwide.

**TIM BARGAINER** ('92 BLA Landscape Architecture) is serving as the 2015 President of the Texas chapter of the American Society of Landscape Architects.

**BRYAN DANIEL** ('92 BS and '94 MS Agricultural Education) was named Director of Economic Development for the State of Texas by Gov. Greg Abbott. He was previously the senior administrator for trade and business development in the Texas Department of Agriculture. He and his wife **TAMARA DAVIS DANIEL** ('92 BS Agricultural Communications), who owns her own consulting business focusing on communications and marketing for small agricultural organizations, have two daughters.



**TIFFANY ROBERTS KRISTYNIK** ('03 BS Animal Science) recently published a children's book, "Goodnight Red Raiders," part of the "Goodnight Team" series. Reminiscent of the book "Goodnight Moon", this story guides the reader through Texas Tech traditions and landmarks. The book is available for purchase at [www.goodnightteam.com](http://www.goodnightteam.com) and through Amazon, among other places.

**DREW DEBERRY** ('00 BS Agricultural and Applied Economics) was appointed Policy Director for Texas Governor Greg Abbott.

**BRADLEY GERSTEN** ('00 BS Agricultural Education) is General Manager of Ag-Power, a John Deere dealer with 10 locations in Texas and one location in Arkansas. He and his wife live on a small hay operation outside of Bells, Texas and welcomed their first child, a daughter, in February.

**KRISTINA HARRIS BUTTS** ('01 BS Agricultural Communications, '04 MS Animal Science) was one of two Texas Tech graduates to be named a "40 Under 40 in Agriculture" award winner by the Vance Publishing Corporation. She is Executive Director of Legislative Affairs for the National Cattlemen's Beef Association.

**KEITH UNDERWOOD** ('02 BS Animal Science) was one of two Texas Tech graduates to be named a "40 Under 40 in Agriculture" award winner by the Vance Publishing Corporation. He is an assistant professor and extension meat specialist at South Dakota State University. His research has helped lead product development and educate producers about how to manage carcass traits and other important details in improving the quality of beef.

**LAUREN LOVELACE** ('03 BS and '04 MS Animal Science) was promoted from Assistant Operations Manager to Horse Show Manager at the Fort Worth Stock Show & Rodeo. She also serves as the current Fort

Worth Farm & Ranch Club president, co-chair for the Young Guns with the National Cowgirl Museum and Hall of Fame, secretary/treasurer for the Citizens Support Group of the Fort Worth Mounted Patrol, and on the AQHA Marketing Committee.

**CASEY HARMON** ('06 BS Agricultural Communications) was named the assistant vice president of the Lubbock Northwest Banking Center for Plains Bancorp, Inc. holding company for First United Bank. She spent the previous eight years holding several positions in the Texas Tech University System Office of the Chancellor, including as Chief of Staff for Chancellor Emeritus Kent R. Hance.

**CLIFTON HALL** ('07 BLA Landscape Architecture) is serving as the 2015 Treasurer of the Texas chapter of the American Society of Landscape Architects.

**LACY JONES HAMILTON** ('11 BLA Landscape Architecture) recently passed the L.A.R.E. and is now a designer at KGA/Deforest Design.

**BRADY J. RAGLAND** ('12 BS Animal Science) accepted a position as Livestock Director for the San Antonio Livestock Exposition, Inc.

**JOHN EDWARD ALMAGUER** ('14 BS Agricultural and Applied Economics) recently accepted a position as a financial representative with Fidelity Investment in Westlake, Texas.

"My recruiters were pleased, and surprised, when I told them I learned about the stock market, commodities, and trading as a CASNR student," he said. "I explained the details of my degree, and let the recruiters know we do much more than count cows!"

**SHEA D'LYNNE SMITH** ('15 BS Natural Resources Management) has a new seasonal job as a Greater Sage-Grouse field technician in Wyoming.

## In Memory

**TOM J. EUDY**  
'43 Former Student

**ED F. HAVRAN**  
'47 BS and '49 MS Agricultural Education

**H. A. "BOB" POTEET**  
'55 BS Agricultural Economics

**DON G. BROTHERS**  
'57 BS Animal Production

**TED BROWN**  
'59 BS Agricultural Engineering

**GARY D. CONDRA**  
'69 BS Animal Production,  
'73 MS Meat Science, '88 JD Law

**JERRY R. PITTS**  
'74 BS Entomology

**KENDELL R. ESCH**  
'87 BS Crops

**EDWARD E. TEAGUE**  
'90 BS Agricultural Economics

**SAMUEL R. KOTARA**  
'93 BS Agricultural Economics

**FRED L. CHANDLER**  
Former Student

**JOHN ULMER**, an associate professor in the Department of Agricultural Education and Communications, was appointed to the 11-member National FFA Board of Directors, bringing a background in agricultural education to the boardroom. He joined the CASNR faculty in 2008, and began his career in education in 1997 as an AgriScience teacher and FFA Advisor at Medicine valley High School in Curtis, Neb.

The **RANCH HORSE TEAM** took first place honors and a national championship title at the American Stockhorse Association National Collegiate Championship Show in Ardmore, Okla. This is the fifth time in seven years the team has taken this top prize.

The **MEAT JUDGING TEAM** had another undefeated season. They took first place at the Houston Livestock Show Intercollegiate Meat Judging Contest, after scoring top honors at the Southwestern Livestock Exposition's Intercollegiate Meat Judging Contest. The team started their season off by winning at the National Western Stock Show with the second-highest cumulative point total by a team at any contest in the history of meat judging.

The **WOOL JUDGING TEAM** defeated in-state rival Texas A&M by 11 points in the National Western Stock Show, winning both the placing and reasons divisions. Team members **KEELEY SEARS** and **COURTNEY JASIK** took

top honors in individual standings, scoring first and second respectively.

Associate Dean **DAVID WEINDORF**, Pedology Chair in the Department of Plant and Soil Science, is teaming up with the University of Alaska-Fairbanks to produce a documentary film on the effects of climate change in Alaska. Called the "Arctic Soils Field Tour", both universities bring students, along with soil science professionals, to tour Alaska and analyze different features of the Alaskan soil. Dr. Weindorf developed a taskforce with the Soil Science Society of America to create a 60-page script, complete with numerous scientific interviews and accounts from local people.

The film's \$100,000 budget is being funded by combined endowments from Texas Tech, Alaska-Fairbanks, the Soil Science Society of America and the USDA Natural Resource Conservation Service. The four-member film crew includes students from Tech's College of Electronic Media and Communications and KTTZ. With a projected release date of early 2017 and a working title of "Between Earth and Sky: Tales from the Last Frontier," the crew hopes to be able to showcase the documentary at the Sundance Film Festival and South by Southwest, and distribute it through PBS.



The **STUDENT-AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS** participated again this year in Texas Department of Transportation's Adopt-a-Highway program. The group's stretch of highway begins on East 19th Street runs 1.3 miles east to the entrance of Mae Simmons Park. The group meets twice a semester to have clean-up days. Going forward, the group hopes to start a wildflower program along their piece of highway, since it is in a low-lying, naturalized area and includes part of the Canyon Lakes watershed.

There are 34 other groups at Texas Tech participating in the program, including the Agronomy Club, Alpha Gamma Rho, and Farmhouse Fraternity.



Partnering with the Department of Natural Resources Management, the National Ranching Heritage Center hosted its inaugural "Quailapalooza" in April. Children six- to 12-years-old had the hands-on opportunity to see how scientists study quail. **BRAD DABBERT**, NRM's Burnett Foundation Professor in Quail Ecology, and his team were on hand to give the participants an opportunity to see live adult quail and chicks, learn about thermal cameras and radio telemetry, observe a quail nest and eggs, learn what quail eat and how scientist capture them, and see how scientists use cameras to study bobwhites and quail predators.

## DISTINGUISHED ALUMNI &amp; OUTSTANDING YOUNG ALUMNI AWARDS



From L to R: Joe Hurst, Jamey Phillips, Mike Simpson, Ann Hild, Ginger Light and Eric Bernard.

The 35th annual Distinguished Alumni & Outstanding Young Alumni Awards recognized some of the most outstanding graduates from the College of Agricultural Sciences and Natural Resources. The purpose of these awards is to recognize and honor CASNR alumni who have made significant contributions to society, and whose accomplishments and careers have brought distinction to the College and to the professions associated with agriculture and natural resources. One alumni from each of the College's departments is selected to receive the awards.

**JAMEY LANEY PHILLIPS** graduated, cum laude, from Texas Tech with a Bachelor of Science in Agricultural Economics in 1991. She went on to graduate Tech Law School with a J.D. in 1994. She is a founding partner and principal at Phillips & McLaren law firm in Lubbock.

Jamey is a member of the State Bar of Texas, American Bar Association, Electric Cooperative Bar Association, and Lubbock County Bar Association; as well as the Texas Agricultural Cooperative Council, National Council for Farmer Cooperatives, and sits on the National Society of Accountants for Cooperatives' Select Committee for legal and tax issues. She has also been involved in the Lubbock County Bar Association board of directors, Texas FFA board of directors, and Ronald McDonald House Charities of Lubbock, to name a few.

**JOE DONALD HURST** graduated from the Department of Agricultural Education and Communications in 1979 with a bachelor's degree in Agricultural Education and began his teaching career in Vocational Agriculture at Roosevelt ISD. He is now the CEO of Hurst Farm Supply, Inc., a John Deer dealership and service center. Today, headquartered in Lorenzo, Texas, the company has dealerships in Lubbock, Slaton, Crosbyton, Colorado City, Snyder and Abernathy. In June, the company celebrated 60 years of service.

Joe also volunteers his time and support to the community and organizations such as local stock shows and FFA, the Texas Boys Ranch, Women's Protective Services, Bayer Museum of Agriculture, Children's Home of Lubbock, Bridge of Lubbock, and others. In 2012, he was honored as a College of Agricultural Sciences and Natural Resources' Outstanding Agriculturalist in the category of Agribusiness.



Dean Michael Galyean and Mary Jane Buerkle.

**MICHAEL DON SIMPSON** graduated from Texas Tech with a Bachelor of Science in Animal Production in 1975. He has worked for Elanco Animal Health for 39 years, and is currently a senior account consultant in the company's Beet Business Unit. He currently sits on the Therapeutic Riding Center Committee for the Texas Tech Equestrian Center Development Council, is a member of the College of Agricultural Sciences and Natural Resources Advisory Board, and is a past chairman of the Texas Cattle Feeders Allied Industry Committee.

**ERIC A. BERNARD, PLA, ASLA** received a Bachelor of Landscape Architecture in 1996 and Master of Landscape Architecture in 2000 from Texas Tech University, and is a licensed landscape architect. He currently serves as an associate professor in and director of the Landscape Architecture Program within the College of Architecture Planning and Design at the University of New Mexico. His teaching, research and project contributions focus on holistic environmental and ecological planning and design. He integrates state of the art Geographic Information Science, or GIScience, as well as GeoDesign and LiDAR into multi-dimensional solutions spanning scales and system dynamics.

Eric's professional works have earned him recognition from the American Society of Landscape Architects with the Honor Award in the ecology and sustainability categories to Design Workshop, Inc. in 2000. He also received the Environmental Systems Research Institute's Special Achievement Award in GIS in 2005, and the GeoDesign Best Lightning Talk Award in 2013, among other accolades.

**ANN L. HILD** obtained a BA from the University of Iowa in Anthropology, after which she spent several years working as a carpenter, tree trimmer and Director of Parks and Recreation. She became the first member of her family to receive advanced degrees when she obtained a Master of Science in Ornamental Horticulture in 1991 and a doctorate in Range Science in 1995 at Texas Tech University. After serving as a research scientist with the USDA Agricultural Research Service in Montana, she accepted a faculty position at the University of Wyoming, in 1996 in their College of Agriculture and Natural Resources. She was recently appointed as the Associate Vice President for Graduate Research at the University.

Ann has developed research collaborations with a variety of public land management,

private industry and landowner groups, and has received funding from national, regional and state sources. She has received awards for her teaching, mentoring and research from UW student groups, the UW Graduate School and the Society for Range Management.

**GINGER G. LIGHT** received her Ph.D. in Agronomy with a minor in Biology in 1999. She is now the Herbicide Tolerance and Physical Traits Development Manager for Bayer CropScience.

Ginger has received numerous awards and recognitions over the years. In 2012, she was honored as a CASNR Outstanding Young Alumna. She has also received the CALI Excellence for the Future Award, and the Outstanding Plant and Soil Science Student for Gamma Sigma Delta, among others. She has been a member of the Western Science Society of America, Southern Weed Science Society, and has reviewed manuscripts for Weed Science, Weed Technology, and Plant Growth Regulation scientific journals. She has published seven refereed journal publications, as well as two book chapters.

In addition, each year one Outstanding Young Alumni is honored. **MARY JANE BUERKLE** earned a Bachelor of Science

in Agricultural Communications in 2003, graduating magna cum laude, and a Master of Science in Agricultural Education in 2004. In 2011, Mary Jane joined Plains Cotton Growers, Inc. as the Director of Communications and Public Affairs where she oversees all marketing, branding and public relations efforts.

Mary Jane is a graduate of Class 13 of the Texas Agricultural Lifetime Leadership program, Leadership Lubbock, the Texas International Cotton School, and the United States Chamber of Commerce's Institute for Organizational Management, among others. She currently serves as chairperson of the Leadership Advisory Board for Texas A&M AgriLife Extension – Lubbock County and as president of the Texas Tech Agricultural Education and Communications Alumni Association. She has received numerous awards over the years, including Graduate of Distinction for the Department of Agricultural Education and Communications, Distinguished Alumna Award for the National Agricultural Communications of Tomorrow, and was recognized as one of Lubbock's Top 20 Under 40 by the Young Professionals of Greater Lubbock organization.

**CHARLES EATHERLY** ('61 BS & '63 MS Park Administration) was recognized by two national organizations for his 54 years of dedicated service to the field of Parks and Recreation in the United States. The American Academy of Parks and Recreation Administration has identified him as a "Legend" in the field. The Legends Program consists of videotaped interviews of distinguished administrators and educators who have made outstanding contributions to the field of Parks and Recreation. In addition, the National Association of State Park Directors has awarded him the Ney C. Landrum Park History Award. The award identifies individuals or organizations whose research and study have made a significant contribution to the historical record of a state park, a state park system, or the state park movement nationally.

Two faculty members received awards from the Division of Institutional Diversity, Equality and Community Engagement for their quality teaching and advising. **THAYNE MONTAGUE**, an associate professor of horticulture in the Department of Plant and Soil Science, received the President's Excellence in Academic Advising Award; and **CINDY AKERS** ('91 BS & '92 MS Agricultural Education), Associate Dean for Academic and Student Programs, received the Teaching, Learning and Professional Development Center Faculty Spotlight Award.

**COURTNEY MEYERS**, an associate professor in Agricultural Education and Communications, was awarded the Association for Communication Excellence's Research Award of Excellence for her commitment to innovative research focusing on emerging media. Her recent research has centered on exploring how social media platforms are being adopted and used to communicate agricultural topics.

**JOHN MCGLONE**, a professor in Animal and Food Sciences, was awarded the 2015 AVMA Human Award by the American Veterinary Medical Association in recognition of his achievements in advancing the welfare of animals via leadership, public service, education, research/product development and advocacy. Separately, he was awarded the Federation of Animal Science Societies Service Award for his many years of activities with the organization.

Nationally-recognized animal science researcher in Animal and Food Sciences, **MARK MILLER** ('82 BS Animal Production, '84 MS Meat Science), received this year's American Meat Science Association Signal Service Award in recognition of his devoted service and lasting contributions to the meat industry and the association.



The director of Tech's Equestrian Center, **KIM LINDSEY**, won the American Quarter Horse Association Versatility Ranch Horse Amateur World Championship atop her talented buckskin gelding Judys Ten. She is also the Executive Director of the Stock Horse of Texas Association. She is instrumental in managing the equine related student, teaching and research programs at Tech.



The Llano River Field Station, a strategic arm of the Texas Tech University Center at Junction, was presented this year's Education and Public Service Award by the University's Council on Water Resources. The award recognizes individuals, groups or institutions that have contributed to increasing the public awareness of water resources development, use, and management in the natural, biological, and social sciences. Researchers at the field station, including six members of the departments of Natural Resources Management and Plant and Soil Science, collaborate on studying and solving issues of the region and beyond regarding watershed, range science, and environmental education and public engagement.

and professional feedback from the National ACT Critique and Contest: **BRITAIN PFAU** and **MORGAN LOCKABY** took 2nd Place Brochure in the Publication Division; **LAUREN GRAINGER** won 1st Place Short Video in the Electronic Media Division; **ABBIE BURNETT** received 4th Place Scenic, 4th Place People and 2nd Place Other in the Photography Division; **KEELY HAMMAN** took 2nd Place Web Design in the Design and Layout Division; and **LYNSEY MEHERG** and **CASSIE GODWIN** won 1st Place Public Relations Campaign and the Public Relations Award of Excellence in the Public Relations Division.

Separately, the chapter won the National ACT Chapter Award for social activities and community service, and **JOHN HAWLEY** ('15 BS Agricultural Communications) was elected 2015-16 National ACT Secretary/Treasurer.

Two graduate student members of the Academic Quadrathlon Team in Animal and Food Sciences made a strong showing at the American Society of Animal Science, Southern Section meetings in Atlanta. **KATE SHARON** earned first place against 70 other competitors in the graduate student competition with her research; and **RANDY BROADWAY** received the Swine Industry Award for Innovation, an award sponsored by the National Pork Board.

Three students took first-place honors at Texas Tech's 14th annual Graduate Research Poster competition: for Agricultural Science I: **CAITLIN SHELINBARGER**, a master's student in Animal and Food Sciences, with her research "Momentary exposure to a microfluidic environment appears to enhance embryo development"; for Agricultural Science II: **VICTORIA XIONG**, a doctoral student Plant and Soil Science, with her research "Digital image analysis of Old World bluestem canopy cover to predict leaf area and yield"; and Agricultural Sciences III: **ELIZABETH ROESLER**, a master's student in Natural Resources Management, with her research "Assessing habitat-use patterns and survey methodologies of the endangered snail, Pecos Assiminea, at Bitter Lake National Wildlife Refuge."

Separately, **ELIZABETH ROESLER**, a master's student in Natural Resources Management, received the Best Student Oral Presentation Award at a recent meeting of the American Fisheries Society, Arizona-New Mexico Chapter.

**STUDENT SPOTLIGHT**

The Tech Chapter of Agricultural Communicators of Tomorrow participated in the national Ag Media Summit. During the conference, students received awards

The Texas Cooperative Fish and Wildlife Research Unit housed in the Department of Natural Resources Management was honored with a 2015 Excellence in Service Award from the U.S. Geological Survey. The unit is a partnership between Texas Tech, the Texas Parks and Wildlife Department, the U.S. Geological Survey, the Wildlife Management Institute, and the U.S. Fish and Wildlife Service.

**NOUREDDINE ABIDI**, an associate professor in Plant and Soil Science, and the department's Fiber and Biopolymer Research Institute were honored for their contributions to West Texas by the Association for Women in Communications Lubbock Professional Chapter.

The Texas Alliance for Water Conservation, a research project made up of producers, industries, universities, and government agencies and is based at Texas Tech, received a Texas Commission on Environmental Quality Texas Environmental Excellence Award in the agriculture category. The recognition is part of an effort to bring attention to the most innovative and effective projects that strive to protect the State's natural resources.

The Texas Tech University System Board of Regents recently approved the academic advancement of eight leading faculty members. Among those receiving a promotion in academic rank are:

**TODD BRASHEARS** ('92 BS Agricultural Education), associate professor to professor, Department of Agricultural Education and Communication  
**CHANCE BROOKS** ('94 BS and '97 MS Animal Science), associate professor to professor, Department of Animal and Food Sciences.

Those receiving tenure and promotion are:

**ERICA IRLBECK** ('07 MS Agricultural Communications and '09 Ph.D. Agricultural Education), assistant professor to associate professor, Department of Agricultural Education and Communications;

**SHAIKH RAHMAN**, assistant professor to associate professor, Department of Agricultural and Applied Economics;

**RYAN RATHMANN** ('08 Ph.D. Animal Science), assistant professor to associate professor, Department of Animal and Food Sciences;

**GLEN RITCHIE**, assistant professor to associate professor, Department of Plant and Soil Science;

**RUDY RITZ** ('93 BS, '94 MS and '09 Ph.D. Agricultural Education), assistant professor to associate professor, Department of Agricultural Education and Communications;

**JYOTSNA SHARMA**, assistant professor to associate professor, Department of Plant and Soil Science.



After more than 12 years with the Department of Agricultural and Applied Economics, **THOMAS KNIGHT** retired from his position as a Texas Tech Horn Professor and the Emabeth Thompson Professor of Risk Management. While at Tech, his research focused on risk management with an emphasis on crop insurance issues.

**CASSIDE STREET** ('07 BS and '09 MS Agricultural Communications) was named the new Coordinator of Student Retention in CASNR's Dr. Bill Bennett Student Success Center. She will handle student retention activities such as Ag Fest, the Ag Pal program, the CASNR Government Internship program, monthly student and faculty newsletters, and much more.

**COURTNEY GIBSON** ('06 BS and '08 MS Agricultural Communications and '14 Ph.D. Agricultural Communications and Education) began her post as an assistant professor in the Department of Agricultural Education and Communications on September 1. She plans to continue her research in examining the implementation and impact of social media during agriculturally-related crises, the effectiveness and influence of graphic and document design within the agricultural industry and with agricultural messages, and innovative classroom technologies and teaching techniques.

An expert in companion animal behavior and welfare, **ALEXANDRA PROTOPOPOVA**, was named an assistant professor in the Department of Animal and Food Sciences. Her primary role is developing a new companion animal track within AFS, as well as directing the new Human-Animal Interaction Research Laboratory.

An experienced calf roper, **BRENT HODGES** ('79 BS Agricultural Education) ended his role as interim coach of the Texas Tech Rodeo Team to permanently fill the position

as of July 1. Brent is a member of the U.S. Calf Ropers Association, Ultimate Calf Ropers Association, American Quarter Horse Association, and the Texas Tech Old Timers Rodeo Association.

**CHANCE O'NEAL**, a world-champion horseman and internationally-experienced trainer, was appointed as the new Ranch Horse Team coach in the Department of Animal and Food Sciences. Among his accolades are the 2008 Inaugural American Quarter Horse Association (AQHA) Ranch Versatility World Champion; 2009 Reserve AQHA Ranch Versatility World Champion; 2010 Bronze AQHA Ranch Versatility; and the 2005 Best of Americas Ranch Horse Association of America Horse of the Year.

**SANJIT DEB**, an expert in soil physics and hydrology, was named an assistant professor in the Department of Plant and Soil Science. He plans to continue his research in soil and water resources management in water-limited and irrigated agricultural production systems, as well as other natural and managed ecosystems.

The Department of Plant and Soil Science hosted a Fulbright Scholar from Morocco this summer. **RACHID SALGHI**, a professor from the University Ibn Zohr Agadir-Morocco, focused his research here on preparation of bio-based material from biopolymers working within the Department's Fiber and Biopolymer Research Institute. Separately, **MARIA HOUNTONDI**, an undergraduate student intern from the University of Paris XIII, spent the summer in the Department learning a new technique for the characterization of biological tissues.



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