

# Landmarks

SPRING 2014

The College of Agricultural Sciences and Natural Resources

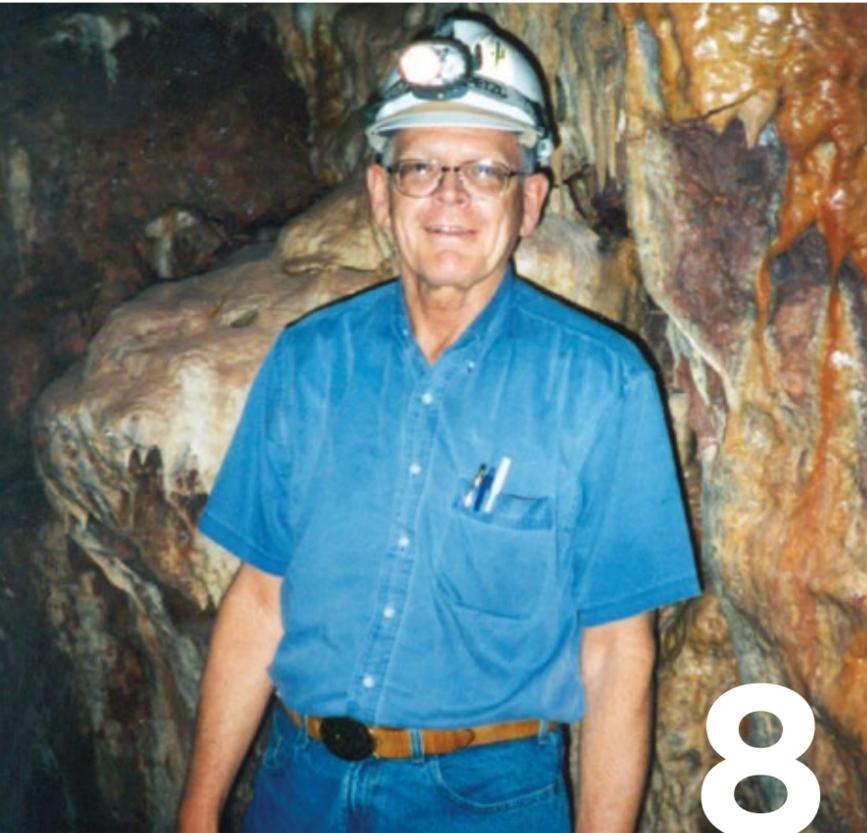
*“You’re doing something for people to enjoy. It’s providing a place for people to be educated and refreshed and to learn to see something from a different perspective.”*

Charles Eatherly  
*Outdoor Spaces*



# Landmarks

Volume 29 | Issue 1



8

Outdoor Spaces

Cowboy Culture



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## Landmarks

Vol. 29 Issue 1

*Landmarks magazine is a newsletter 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  
Dean, College of Agricultural  
Sciences and Natural Resources

There's something really special about the time we spend in college. Virtually everyone I know considers their college years among the best they've experienced in life. Certainly, it's a time in which to become educated – to learn about the subjects that we will most likely spend the rest of our lives involved with. But just as important as the education is the chance to make a life of our own. For most college students, it's their first major break from home, and once they overcome the homesickness and realize they can most likely survive on their own, it's a truly liberating experience. It's also a time when most of us make lifelong friends, and sometimes even friends who become spouses. As I travel around the state and region and have the opportunity to meet alumni from our college, I don't recall meeting anyone who didn't consider their experience as a college student at Texas Tech among their fondest memories.

This issue of Landmarks features stories about two of our CASNR alumni who I am confident have very fond memories of Texas Tech. Alvin Davis and his wife Barbara are "fixtures" at CASNR alumni events and vocal supporters of our programs. Alvin's career has been remarkable – a national leader and Hall of Fame honoree in 4-H, Texas Tech Rodeo Hall of Fame inductee, a successful banker and retail Western wear store owner, Executive Director of the National Ranching Heritage Center, founder of the National Cowboy Symposium and Celebration, CASNR Distinguished Alumni awardee, sculptor, poet, and the list goes on. Since receiving his degree in animal husbandry in 1952, Alvin has been singing the praises of Texas Tech and telling people about fond memories of his college years at venues around the globe. Charles Eatherly graduated with a B.S. (1961) and M.S. degrees (1963) in Park Administration (now Landscape Architecture). Charles and his wife Jane (also a Texas Tech graduate) spent most of their lives in Arizona, but like Alvin and Barbara Davis, they have a great fondness for Texas Tech, generously providing an endowment to support the graduate program in Landscape Architecture. Charles studied under renowned Professor Elo J. Urbanovsky and went on to a 20+ year career as Administrator of Arizona State Parks, providing leadership that nearly tripled the number of state parks, and planting Texas Tech's brand on the Arizona landscape. After retirement, he continued to work with Arizona State Parks as an executive consultant. Last year, Charles organized a reunion of Parks Administration and Landscape Architecture graduates that provided a day full of fond memories, along with an effort to help grow departmental and college programs in this important area.

CASNR would not be the strong college that it is today without the help of people like Alvin and Charles. What's truly remarkable, however, is that their stories, their fond memories, and their strong support of the college, are repeated over and over again among hundreds of CASNR alumni. And new stories like theirs are being created every day by the students who are now on campus as part of the CASNR family. So enjoy the stories in this issue. You can read them knowing that in the years to come, we will have no shortage of great stories and fond memories to fill the pages of Landmarks.

### TABLE OF CONTENTS

- 1 Perspectives
- 2 Development and Alumni Relations
- 3 Events
- 12 Where They Are Now
- 14 In the News
- 15 College Updates
- 16 Awards and Recognitions



Tracee Murph  
Coordinator of Alumni Relations

Welcome back to Landmarks! We've got an issue chock-full of memories, traditions and legacies. The College has some exciting information to pass along. I hope you can feel some of that excitement as you read through the pages.

We've had some exciting changes in our office, and added a new member. Katy Jo McCasland took the helm as our Senior Business Assistant in December. Katy Jo graduated in August with a Bachelor of Science in Agricultural Communications from the College. She is the first line of contact for our office, and helps us keep everything running smoothly. Welcome Katy Jo!

Katy Jo took over as Zachary Pena moved up to Coordinator of College Development. Zach has been in our office since July 2012, and took the reins of his new position from Becky Bram in October. After just more than eight years in our office, Becky bid us farewell to join in a business venture with her new husband. Best of luck to her!

Once again, it has been a sincere pleasure getting to know the alumni better who are featured within these pages. I hope you enjoy their stories.

*Tracee Murph*

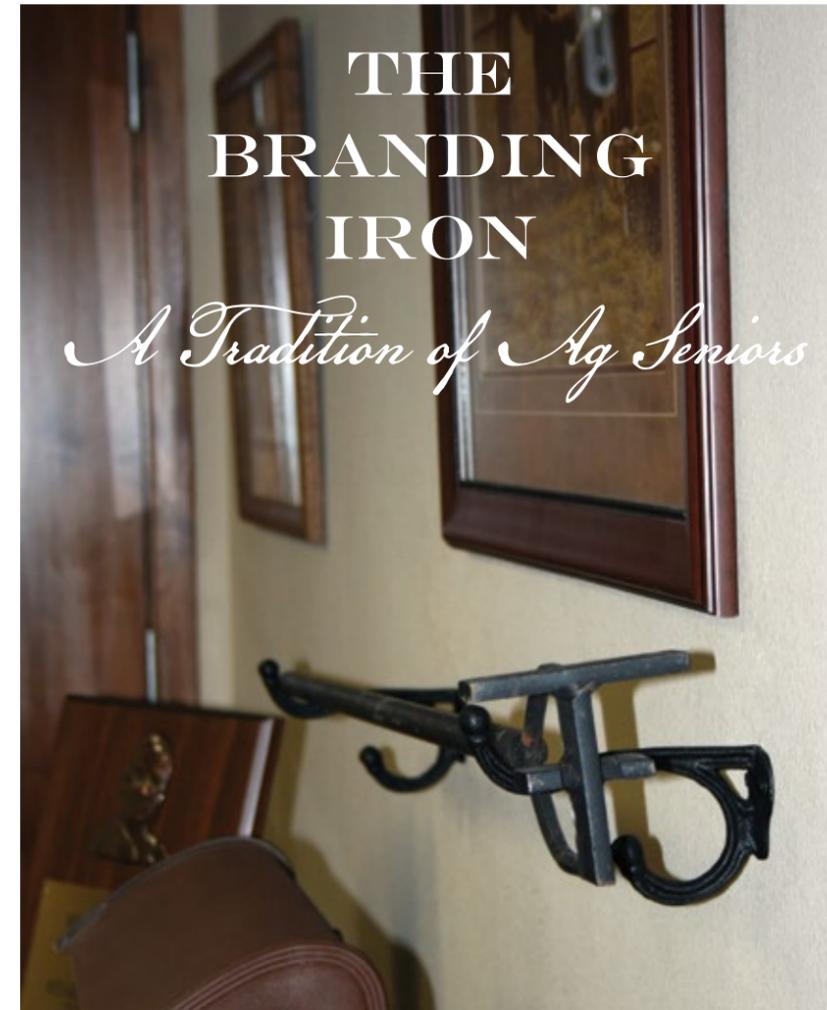
MORE EXCITING NEWS...

A recent \$19.3 million contribution from Bayer CropScience will benefit research developments in the Department of Plant and Soil Science, including an endowed chair in Plant and Soil Science, a fellowship endowment to support graduate students, and new research facilities and space in the department. The \$19.3 million donation was submitted for an equal amount of state matching funds from the Texas Research Incentive Program which increases the total impact to \$38.6 million, making it the largest cash investment for research in the history of Texas Tech.



THE  
BRANDING  
IRON

*A Tradition of Ag Seniors*



During the spring of the 1960s and early '70s, the then School of Agriculture hosted an annual breakfast for graduating seniors. All seniors who were set to graduate in the May and Summer commencements were invited to attend. The breakfast was sponsored, prepared and served by the faculty and administration in the School, and was held in the Agriculture Pavilion now known as the Landscape Architecture Pavilion.

The program for the occasion included a welcome by the Dean, remarks from a special guest, and an introduction of the seniors.

W. L. Stangel, Dean of the School of Agriculture from 1945 to 1958, always pointed out that each "individual should always hold their Alma Mater in high regard."

The highlight of the event was a presentation by Dean Stangel. The Dean had a branding iron which had been specially prepared for the Senior Breakfasts. The brand was made to represent Texas Technological College in the standard form of a brand. He would invite a few of the graduating seniors, normally officers of the Student Agricultural Council, to come forward. One such student was Ronny T. Pynes ('74 BS Agricultural Education). Dean Stangel would ask them to bend over and he would place the iron on the hip of the each graduating senior.

He would then say something similar to: "I hereby brand each of you as a representative of all graduating Ag majors, and each one of you is hereby forever branded with the Double T. You know that you can always be proud as a graduate of the School of Agriculture and Texas Technological College. And I want you to know that we are proud of you and we wish you the very best!"

All Ag Seniors were now forever symbolically branded with the Double T.

After the applause died down and laughter subsided, he would say, "Now I want to suggest that when you come back to the campus, do not walk up to me, or any of your professors, and say 'Do you remember my name?' I'll say to you that 'I would like to be able to do so, but it has been too many years!'"

The final Senior Breakfast was held in 1976, but the branding iron lives on in legacy and is on display in the office of the Dean.

*Editorial prepared by and thanks to the memories of Dr. Bill Bennett and Dr. Ernest Fish.*

UPCOMING EVENTS

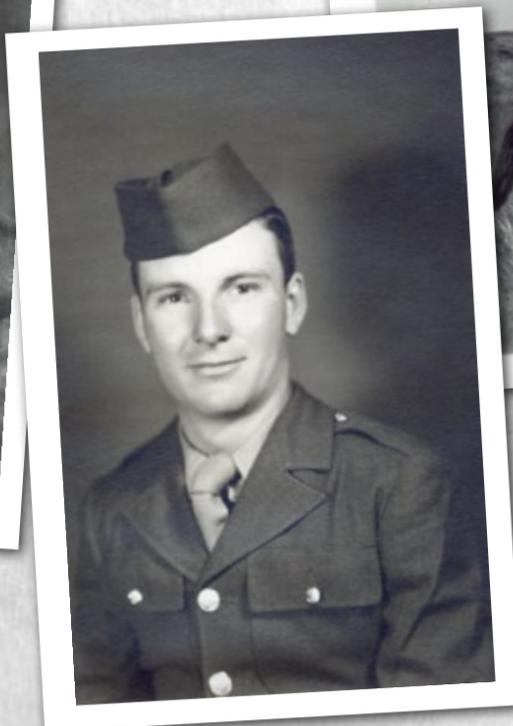
50TH+ CLASS REUNION

Thursday, May 1, 2014, McKenzie Merket Alumni Center  
Campus bus tour, 10:00 a.m.  
Luncheon, 11:30 a.m.

VOCATIONAL AGRICULTURAL TEACHERS ASSOCIATION  
OF TEXAS PROFESSIONAL DEVELOPMENT CONFERENCE  
July 28 - August, 2014, Abilene Civic Center - Abilene, TX  
Alumni Reception: Tuesday, July 29th, 6:30 - 8:00 p.m.

HOMECOMING BREAKFAST

Saturday, October 18, 2014  
Look for more information in the mail soon!



# COWBOY culture

By Laura Gutschke

“If you want to be successful, it’s just this simple. Know what you are doing. Love what you are doing. And believe in what you are doing.”

– Will Rogers (Nov. 4, 1879-Aug. 15, 1935)

Since his youth, Alvin G. Davis (’52 BS, Animal Husbandry) has known, loved and believed in what he was doing to preserve and promote the cowboy culture and Western heritage.

In the process, he has amassed more professional and personal accolades than would fill a 10-gallon hat. They actually fill up the Alvin G. Davis Room at the Garza County Historical Museum in Post, Texas, which is about eight miles from the Graham community where Davis was born and raised.

While growing up on farmland leased from famed Texas rancher John B. Slaughter, Davis’ passion for the cowboy way of life was solidified at the age of 7 when he attended his first rodeo and saw his hero Will Rogers perform at the Texas Cowboy Reunion in Stamford, Texas on July 3, 1935.

“Ever since that time I’ve dedicated my life to the cowboy culture,” Davis said.

The job titles on Davis’ resume touch just about every facet of the cowboy and Western culture: bank executive who specialized in farming and ranching, owner/operator of Western stores, founder and/or administrator of numerous rodeos and other organizations related to cowboy culture, horse breeder and judge, rodeo announcer, events organizer, sculptor, poet, writer and spokesman.

In 1981, Davis started serving as the executive vice president and general manager of the National Ranching Heritage Center at Texas Tech University, and in 1989 founded and managed the National Cowboy Symposium & Celebration, Inc. (See sidebar for more details on the symposium.)

“I have found that I had something to do 24 hours a day,” Davis said.

A constant partner in many of Davis’ endeavors has been his wife, Barbara, who was the Texas Tech Rodeo Queen in 1953. The two were married in 1955 and have one daughter, Debbie, and two sons, Bob and Todd.

# SPRINGBOARD TO LEADERSHIP



4-H empowered Davis to channel his passion for all things cowboy and Western. Four years after becoming a member, at age 9 in 1939, Davis won the first of a record three trips to the National 4-H Club Congress in Chicago. The convention inspired Davis to write the poem "I Want to Be a Leader."

In 1948, Davis received the organization's highest honor, the National Boys 4-H Leadership Award winner of the Moses Trophy, a scholarship, his third trip to the Congress and the title of "Top 4-H Boy in the United States." He was also inducted into the 4-H Hall of Fame in Chicago.

Davis continued to volunteer with 4-H through the years, and in 2010 he was the first Texas member to be inducted into the National 4-H Hall of Fame at its headquarters in Chevy Chase, Md. He was later honored as the only one of 60 million former members (1902-2010) to have been inducted into both of the 4-H Halls of Fame. In both 2012 and 2013, he was a national judge in naming the Hall of Fame inductees.

"4-H provided skills that helped me in leadership roles that I have filled in my later years," Davis said.

Davis graduated from Post High School at 16 and hitched a ride with two classmates on a neighbor's bobtail grain truck to attend Texas A&M University for one semester. He returned home to work on 4-H projects. At 18 he enlisted in the U.S. Army for 18 months that took him to posts in Texas, Georgia, New Jersey and Hawaii. He was discharged as a 19-year-old sergeant in August 1947.

Davis next attended Texas Tech, paying his way in part by raising stock and crops on rented land next to his family's farm. He also juggled several extracurricular activities, including president of the Tech 4-H Club and Tech Rodeo Association and member of the International Livestock Judging Team.

After graduation, Davis visited the Animal Husbandry Office on campus to check on job listings. Agriculture-related jobs were few because of a historic drought, and the only listing was a banking position in Brownfield.

"I told the head of the department that was not my background but he insisted I call anyway, and I got an interview and I was hired on the spot," Davis said.

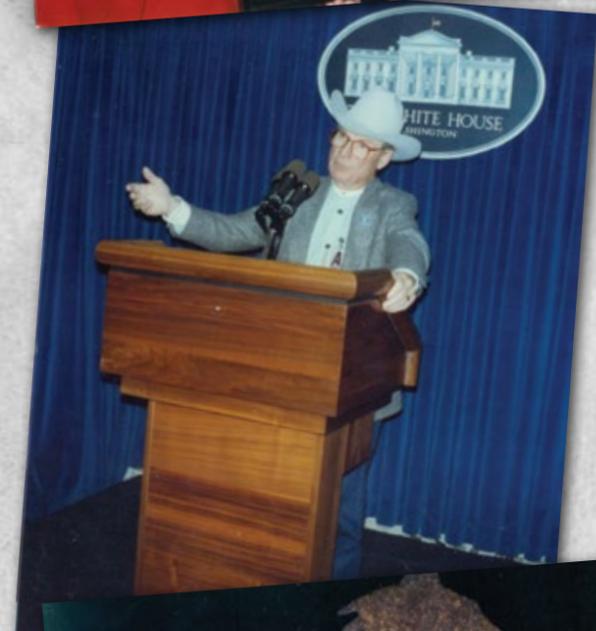
While a banking officer in Brownfield for 12 years, Davis started a mail-order business to sell rodeo, horse and livestock show awards and other Western items. The venture led to starting a Western wear store in Post that was managed by Davis' brother. The Cowboy Store was later moved to Levelland in partnership with another businessman.

Meanwhile, a former banking associate recruited Davis to be the executive vice president of the First National Banks in Clovis and Melrose, N.M. Davis eventually left the banking business when his retail partner and he acquired another Western wear store in Brownfield. Davis managed their Levelland location for a while until the partnership dissolved. He then took over the Brownfield store.

After a few years, Davis sold the business and sold insurance "just to have something to do," he said.

Something else Davis liked to do was sculpt, mainly horses, which led to his next professional post.

During a meeting with two officers of the National Ranching Heritage Center in Lubbock when Davis was soliciting them to host a Western Art Show, they asked him to apply for the group's top administrative position once they learned of his background. Davis served as the executive vice president and general manager from Jan. 1, 1981, until retirement on Dec. 31, 1993 at age 66.



## National Cowboy Symposium and Celebration Still Going Strong

In September 2013 the National Cowboy Symposium & Celebration, Inc. completed its 25th annual gathering that honors Western heritage and cowboy culture.

The multi-event symposium features entertainers, poetry, storytelling, Western writers panels, history presentations, film and movie seminars, a Youth Wild West Day, horse-handling demonstrations, a parade, Native American Indian activities and presentations, a chuck wagon cook-off, and 200 booths exhibiting Western art-works and other merchandise.

"In today's society, people generally know very little about the true lifestyle and character of the cowboy because they do not have an opportunity to experience it. If we do not create an opportunity for the general public to experience this heritage, it could well disappear forever. So through music, poetry, storytelling and many special presentations, the event is a unique opportunity to experience the cowboy," said Monica Hightower, executive director and NCSC board chair.

She succeeded Alvin Davis in running the symposium in 2006. He was inspired to launch it after attending the Texas Cowboy Poetry Gathering at Sul Ross State University in 1987. That event was part of an initial wave of American cowboy revival that grew out of the Cowboy Poetry Gathering in Elko, Nevada in 1985.

The inaugural NCSC was hosted at Texas Tech University in June 1989 and attracted 3,000 people. The fifth NCSC moved to the Lubbock Memorial Civic Center, the event's home today. More than 20,000 people attended the 2013 silver anniversary gathering.

## MARK YOUR CALENDARS

26th Annual National Cowboy Symposium and Celebration

Sept. 4-7, 2014, Lubbock Memorial Civic Center

To learn more, visit [Cowboy.org](http://Cowboy.org)

# ALWAYS BUSY

In addition to working, Davis always had other irons in the fire.

He took on active leadership roles in dozens of local, state and national organizations, including chambers of commerce, rodeo associations, horse clubs, the National Intercollegiate Rodeo Association, the American Cowboy Association, the International Western Music Association, the American Chuck Wagon Association and many others.

Davis founded and produced the Southwestern Championship Junior Rodeo in Post at the age of 20, founded the American Junior Rodeo Association in 1952, was the founding chairman of the Western/English Retailers of America and founded the National Western Artists Association, among others.

He also took a fancy to creative endeavors. His bronze and pewter sculptures are in the collections of dignitaries in 24 states and eight countries. Davis also is a prolific author of articles, children's books and poems related to the cowboy life and has given more than 1,000 performances of cowboy poetry in 125 cities in 18 states, at the White House and in Canada.

In addition, Davis has consulted with other Western museums and helped launch 20 other cowboy events similar to his hallmark National Cowboy Symposium & Celebration.

At Texas Tech, Davis served on the Masked Rider Committee for 21 years, was named the first Honorary Masked Rider and was the first inductee into the university's Rodeo Hall of Fame. He was also named Outstanding Animal Husbandry Alumnus and a Distinguished Alum-

nus of the College of Agricultural Sciences and Natural Resources in 2001. The Alvin G. and Barbara A. Davis Rodeo Scholarship was established in 1991 to benefit a member of the Texas Tech Rodeo Team. A bronze bust of Davis in the main entrance of the Animal and Food Sciences Building was dedicated in September 2011.

Davis echoes his hero Will Rogers in explaining how he managed so many interests at one time.

"I think I have more involvement in all aspects of the Western way of life than any other individual in the country, and that's because I tried to avail myself of every opportunity," Davis said.

# outdoor spaces

BY LAURA GUTSCHKE

Asking Charles Eatherly ('61 BS and '63 MS, Park Administration), a long-time Arizona State Parks administrator, to pick his favorite park is like asking him to name his favorite child.

When Eatherly joined ASP in 1971 as chief of planning, the state had 11 parks. Today it has 30, and he was involved in the land acquisition, master planning and/or development of those additional public spaces, including Kartchner Caverns State Park. The cave has the longest soda straw formation, 21 feet three inches, in the country.

"It is considered a world-class cave because of the variety and color of its formations," Eatherly said.

He was named ASP Employee of the Year in 1993, and the agency created the Goodwill Ambassador Award in his honor.

Eatherly officially retired from the ASP in 1998 as deputy director, but he continues with the agency part-time as an executive consultant on special projects. The projects have included converting land record files into digital storage and chronicling the history of the parks that led to the book "Arizona State Parks: The Beginning..." in 2007.

"I keep having a good time," Eatherly said with a laugh.

## HIGH STANDARDS

Eatherly was born in Oklahoma, raised in Childress, Texas, and followed his older brother to Texas Tech University. He initially studied architecture, but eventually discovered a liking for horticulture and switched to park administration.

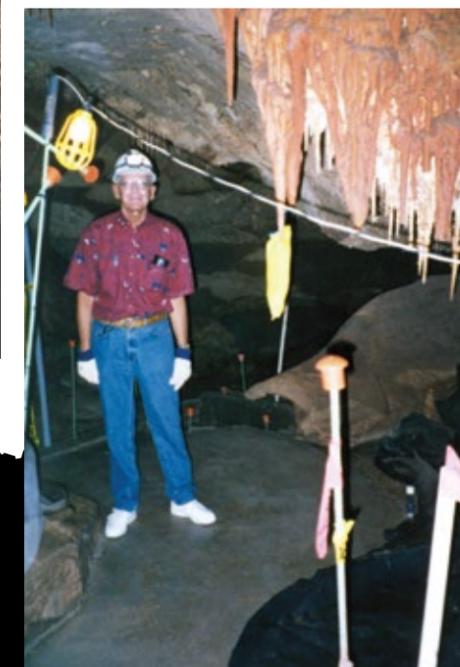
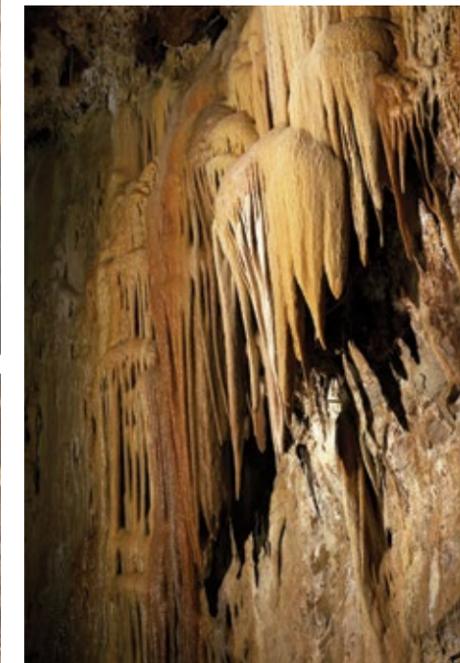
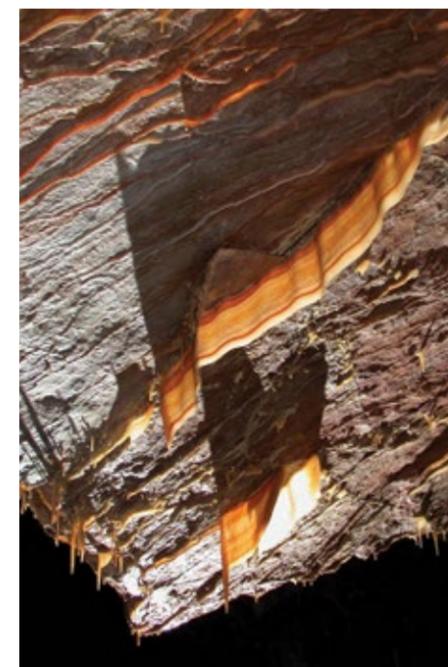
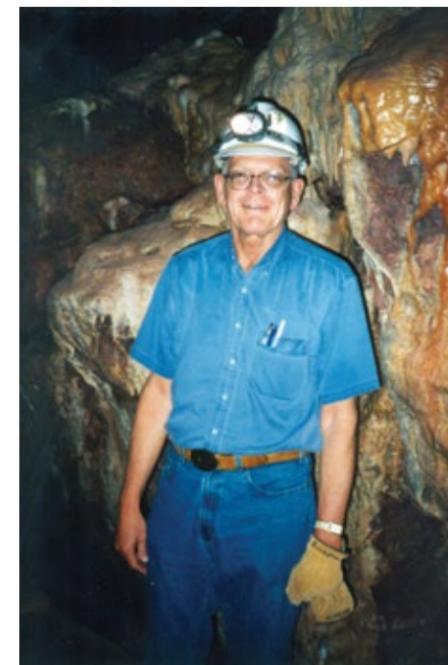
"In the College of Ag were the kinds of classes I enjoyed," Eatherly said. "I really like being outside, and I like seeing beautiful places."

While working on his master's degree, Eatherly collaborated with Elizabeth Sasser, Ph.D., who taught in the College of Architecture, on developing the curriculum for a history of landscape architecture class. He remained in contact with the professor until her death in 2005.

Eatherly said he also had the privilege of being part of a team of graduate students led by Elo Urbanovsky (1907-1988), who was chair of the then Department of Horticulture and Park Management, to develop a master plan for the Texas State Parks System. (Today the department is split into the Department of Plant and Soil Science and the Department of Landscape Architecture.)

The Texas State Parks project included presenting the plan to Gov. John Connally and other state officials, and it eventually led to the passing of a \$75 million bond in 1967 to fund several new parks.

While a graduate student, Eatherly and his wife, Jane, were married. She graduated in 1961 with a degree in education. They have three children and four grandchildren.





## The Park Administration Legacy at CASNR

Although a park administration degree is no longer available at Texas Tech University, many of the discipline's concepts provide a foundation for the landscape architecture degrees in the College of Agricultural Sciences and Natural Resources.

Park administration programs across the country at one point were heavily funded by the federal Bureau of Land Management and state agencies, such as Texas Parks and Wildlife in Texas. As those funds dried up, the park administration curriculum became incorporated into landscape architecture programs, said Charles Klein, Ph.D., associate professor and interim chair of the Department of Landscape Architecture at CASNR.

At Texas Tech, park administration was officially dropped from the department title in 1993.

Landscape architecture is a rich profession concerned with developing green spaces in neighborhoods, cities and public parks. Students are guided in both technical and creative studies in learning how to balance natural and man-made landscapes. They often collaborate with architects and interior designers, and they are well versed in environmental sustainability issues, Klein said.

"As landscape architects we see that the outside is our canvas and nature is our friend," Klein said. "We want to design ways that help people interact with that nature."

### SEEING THE POSSIBILITIES

During his 50-year career, Eatherly has developed numerous master plans for individual parks and park systems.

"When I look at property, I just think about things that could be done to make it useful," Eatherly said.

A former classmate, Eddie Brown ('61 BS, Park Administration), recruited Eatherly in 1963 to work as a landscape architect in the Maricopa County Parks and Recreation Department in Phoenix. He later was promoted to supervisor of general services. The department oversaw eight major regional parks and a handful of smaller ones, all totaling more than 100,000 acres, Eatherly said.

In October 1967 Eatherly was named superintendent of parks for the City of Norman, Oklahoma. One of the noteworthy projects during his tenure was planting trees at the city's major entrance thoroughfares. Many still stand today.

Determining the recreational potential of the Arkansas River was an exciting assignment for Eatherly after he was appointed an instructor in the Recreation and Park Administration Department at Arkansas Tech University. Two professors and he worked on the U.S. Army Corps of Engineers project in the summer of 1970.

"We took a house boat down the Arkansas River starting at Fort Smith and went through locks and dams down to the Mississippi River and back. We were gone about 10 to 14 days, and at that time there were not many marinas on the waterway. It was truly a fascinating experience," Eatherly said.

Their study led to the first "Guidebook to Pleasure Boating on the Arkansas River" published in 1970, and the information was included in the 1971 Arkansas Statewide Comprehensive Outdoor Recreation Plans.

In 1971 Eatherly returned to Phoenix when he was hired as the chief of planning for Arizona State Parks. His family and he welcomed the return to the state with its widely diverse landscape.

"You can stand by the pool in the sunshine and see the snow on the mountains in the distance," Eatherly said.

Eatherly later was promoted to special projects coordinator, then legislative liaison and finally deputy director in 1993. He was involved in an array of ASP functions, including preparing graphic master plans, implementing interpretive exhibits, collaborating with state and federal agencies, budgeting and directing advisory committees.

Dead Horse Ranch State Park, next to the Verde River, is a sentimental park for Eatherly. The park opened in 1977, six years after initial discussions to acquire the ranch. The facilities on the park's 423 developed acres include two fishing lagoons, camp sites, trails and more.

"That was the first major state park that I was involved in from the beginning. There were initial discussions, feasibility studies, preliminary drawings, working with the parks board, going before the legislators to get them to authorize it, water rights issues and more," Eatherly said.

### MYSTERY LEADS TO WONDER

The development of Kartchner Caverns State Park, a living limestone cave, was even more challenging.

The project began in 1984 when Randy Tufts came to Eatherly's office to learn how a site becomes a state park – without disclosing the potential site's location or its noteworthiness.

Despite the secrecy, Eatherly later met Tufts and his friend Gary Tenen at a motel in Benson, Arizona, about 160 miles southeast of Phoenix. Even though it was after dark, Eatherly rode with the two men to a potential park site – the nature of which they still did not explain.

"I'd gone to a lot of strange places before where people were pitching ideas for parks," Eatherly said. "I didn't think much about it until they brought up the blindfold. They drove me around in circles for a while and then we hit the roughest road I'd ever been on."

He was taken out to Kartchner property in the middle of nowhere and met members of the Kartchner family. At that point Tufts told Eatherly that they were taking him to a cave in a sinkhole. Tufts and Tenen were spelunkers who had discovered the cave in 1974.

Using only headlamps and flashlights, Eatherly and the group hiked to the cave's covered entrance and descended and crawled through a series of small chambers. Before reaching the large chambers, 6-foot-3-inch Eatherly – who is also broad-shouldered – got stuck for a moment in a narrow passage. He and the others crawled back out of the cave and returned to the Benson motel, where Eatherly was shown slide photos of the cave's rooms and formations.

Eatherly convinced the group to meet with ASP officials, and so began a 15-year process for the state to acquire the cave and develop walkways into it, using extraordinary measures to protect its formations. Engineers also made the cave trails handicap accessible, even for wheelchairs and scooters, making Kartchner Caverns even more unique. The cave opened for public guided tours on Nov. 5, 1999.

"It could not be rushed," Eatherly said.

### FOR THE PUBLIC

Eatherly often has facilitated public meetings on proposed and existing parks.

"Normally they are good because people want to share their ideas and want to help the community," Eatherly said.

When Eatherly suggested forming a citizens committee early in the process of developing Red Rock State Park near Sedona, Arizona, a colleague asked how he was going to control the group.

"I told him I'm not going to control them. They are going to help us. I'm going to tell them who we are and what we want and I'm going to find out what they do and do not want in a park," Eatherly said. "We came up with a plan that was readily endorsed by all groups."

Eatherly's interest in public input reflects his passion for facilitating peoples' access to the outdoors and natural beauties.

"You're doing something for people to enjoy. It's providing a place for people to be educated and refreshed and to learn to see something from a different perspective," Eatherly said.

"I guess I get chills when I talk about it. I love to take people out to some place new to them and hear them say, 'I didn't know we had this.'"

**RANDALL GROOMS** ('58 BS Animal Science) was recognized when the 59th annual Texas A&M Beef Cattle Short Course was dedicated to him.

**T. C. RICE, JR.** ('62 BS Animal Production) retired in 1998 as Director of Parks and Recreation for the City of Carrollton, Texas. He is presently involved with his family farm.

**ERNEST GANDY** ('76 BS Soil Science) is currently President of Happy State Bank in Olton, Texas.

**JAMES POWELL** ('80 BS Agronomy and Entomology), Owner of Powell Ag Consulting, is finishing up a 2010-2014 term as Vice President of the High Plains Water District.

**CRAIG TRIMM** ('81 BS Agricultural Economics) is a career senior executive service employee with the United States Department of Agriculture in Washington, D.C., and serves as the assistant deputy administrator for farm programs.

**TERRY FRENCH** ('81 BS Agricultural Education) is the Chief Financial Officer at CapGroup Associates, an investment advisory firm that provides investment advice to high net-worth individuals and institutions, in the Richmond, Va. area.

**JAY RUTHERFORD** ('85 BS Agricultural Economics) is currently an attorney with Jackson

Walker L.L.P. He was selected as a 2013 "Super Lawyer" by Thomson Reuters. Each year, only five percent of lawyers in Texas are named such. They are nominated by their peers and then reviewed by a research team. Jay was also selected for inclusion in the 2014 edition of "The Best Lawyers in America."

**JIM RAY** ('87 BS Range Management) has received appointments as Board Member of the Purple Martin Conservation Association and as Chairman of that organization's Education and Research Committee. After a nine-year stint with Texas Parks and Wildlife, Jim's current position is Wildlife Biologist/Scientist for B&W Pantex, LLC, at the Department of Energy's Pantex Plant in Amarillo, Texas. He has also served as Affiliate Graduate Faculty and Adjunct Professor within the Department of Life Earth and Environmental Sciences at West Texas A&M University in Canyon, Texas since 2010.

**ROBERT G. "BOB" ROBINSON** ('89 Ph.D. Animal Science) is currently serving as County Commissioner for Precinct 3 in Randall County, Texas.

**CHANDRA MATHIS** ('90 BS Agricultural Education) is now teaching fifth grade science at Abilene ISD.

**STEVE WOLF** ('91 MED Agricultural Education) is currently the PK-12 principal at Motley County ISD.

**JENNIFER AHRENS CAWLEY** ('95 BS Agricultural Economics) recently celebrated five years as Executive Director of the Texas Association of Life and Health Insurers.

**WENDY MCDANIEL FOSTER** ('97 BS Agricultural Communications) started Foster Solutions LLC, an Austin based consulting and contract lobbying firm focused on Texas water issues, in December 2012. She also serves as Director of Corporate Development for the San Jose Water Corporation, Texas division, in a part time capacity.

**CLINTON D. ALEXANDER** ('98 BS Interdisciplinary Agriculture, '00 MS and '12 Ph.D. Animal Science) and Paula Bates Alexander (Oklahoma State University) were married January 27, 2013. Clint teaches Animal and Food Science and coaches the Meat Judging Team at Garden City Community College in Garden City, Kan. On December 9, 2013, Clint and Paula welcomed baby girl Paxton Faye Alexander.

**CLAYTON DEHN** ('02 BS Animal Science) has been appointed Executive Director of Metabolic Diseases at Lincoln, Neb.-based Celerion, one of the nation's leaders in early clinical research and applied translational medicine.

**ADAM TITTOR** ('03 BS Meat Science) is currently an Enforcement, Investigation, Analysis Officer with the United States Department of Agriculture Food Safety Inspection Service. His

wife **MICHELLE GORHUM TITTOR** ('05 BS Animal Science, '07 MS Meat Science) is now Director of Technical Services at Double B Foods.

**HUNTER CURE** ('06 BS Agricultural and Applied Economics) earned \$16,355, the highest among all steer wrestling competitors, on the Professional Rodeo Cowboys Association/Women's Professional Rodeo Association circuit called Cowboy Christmas. Of his winnings, \$9,875 was from a second-place finish at the Ponka Stampede in Ponka, Alberta. Hunter is now ranked third in the PRCA's steer wrestling world title race with \$40,118 in regular season earnings. His wife is **BRISTI ARNOLD CURE** ('05 BS Agricultural Communications, '06 MS Agricultural Education).

**ROBYN L. PETERSON** ('07 BS Agricultural Communications) is now Public Relations Coordinator for the Samuel Roberts Noble Foundation.

**JIM BOB STEEN, II** ('08 BS Interdisciplinary Agriculture) co-owns and manages the CrossFit Chisholm Trail gym in Fort Worth, Texas.

**FAITH JUREK** ('12 BS Agricultural Communications) has been elected President of the National Agricultural Communicators of Tomorrow organization.



Following yet another win at the Cargill Meat Solutions' Intercollegiate Meat Judging Contest, the Texas Tech Meat Judging Team earned the school's 11th national championship. The team brought home the trophy from the American Meat Science Association's International Meat Judging Contest by a 51-point margin. This is the third consecutive year the team has won the title, making it only the second university in the history of intercollegiate meat judging to accomplish the feat. Because the university has won three times in a row, the trophy will retire at Texas Tech. This is the third trophy to retire on campus.

CASNR has continued its record-setting student enrollment pace, maintaining last year's standout numbers with 1,927 (1,577 undergraduate and 350 graduate) students signed up for classes in the Fall 2013 semester. Meanwhile, Texas Tech as a whole established another record enrollment with 33,111 students on campus. This beats the previous record set last fall with 32,480 students.

The Department of Plant and Soil Science hosted a group from the 2013 Cotton Breeders' Tour sponsored by Cotton Inc. The group of more than 150 included cotton breeders from all the major U.S. cotton-producing states as well as countries such as China and Australia. Participants visited the department's Fiber and Biopolymer Research Institute, which is equipped to conduct research and development activities ranging from small-scale testing to large-scale manufacturing, touring the material evaluation and spinning laboratories. The group also visited the department's 130-acre Quaker Avenue Research Farm, which

includes 120 acres of large- and small-plot plant research, and 13 acres of turfgrass research.

Striving for a goal of sustainability, the director of the agriculture program at the Learning Center Fritz Lafontant (CFFL) in Corporant, Haiti visited the International Center for Food Safety Excellence in September to seek opportunities for collaboration. A community-based, non-profit vocational school, CFFL is the first school of its kind in Haiti and focuses on learning by experience. Similar to the EARTH University model in Costa Rica, CFFL was created in 2012 with three programs and 75 students. It currently offers three degrees in the areas of agriculture, construction and woodworking. CASNR faculty and students will begin traveling to Haiti in as early as May to provide courses to students and train Haitian instructors in areas where they need assistance and expertise. Instruction via distance technology will also be provided on a regular basis.

## In Memory



Southwest Collection/Special Collections Library, Texas Tech University

**DR. ANSON R. BERTRAND**, who was named dean of the College of Agricultural Sciences and Natural Resources in 1970 following the retirement of Dr. Gerald Thomas, passed away February 18th. He was 91.

Bertrand remained at Tech for eight years until taking a federal post as director of science and education for the U.S. Department of Agriculture. During his career he was nationally recognized as a leader in agronomy and soils, in addition to publishing numerous scientific articles based on his research. He was a past president of the Soil Science Society of America. Following his retirement from the federal government, Bertrand served as a consultant regarding food and agricultural development.

**SHIRLEY L. GARRISON**  
'40 BS Agricultural Education

**LEVON L. RAY, PH.D.**  
'48 BS Agricultural Education, '52 MS Soil Science

**TOM R. SCARBOROUGH**  
'50 BS Horticulture

**JOE KIRK FULTON**  
'54 BS Animal Production, Original Masked Rider

**BOBBY J. CAVAZOS**  
'55 BS Animal Production

**DAVID R. COFFMAN**  
'57 BS Agricultural Engineering

**DR. BILLY C. BULLOCK**  
'59 BS Animal Production

**MACK R. SHURBET**  
'61 BS Animal Production

**BARNEY L. SPEED**  
'69 Park Administration

**K. SAM MILLER, PH.D.**  
'90 BS Food Technology

**GABRIEL H. CARTER**  
'07 BS Agricultural and Applied Economics

**DOUGLAS D. HAND**  
'09 BS Agricultural and Applied Economics



The area around the historic Dairy Barn and Silo is currently undergoing a face lift. A portion of a \$2.5 million campus beautification project includes a mixture of trees and walkways to be installed on the land surrounding the Dairy Barn and Silo. The project will also include a renovation of the irrigation system and additional lighting in the area.

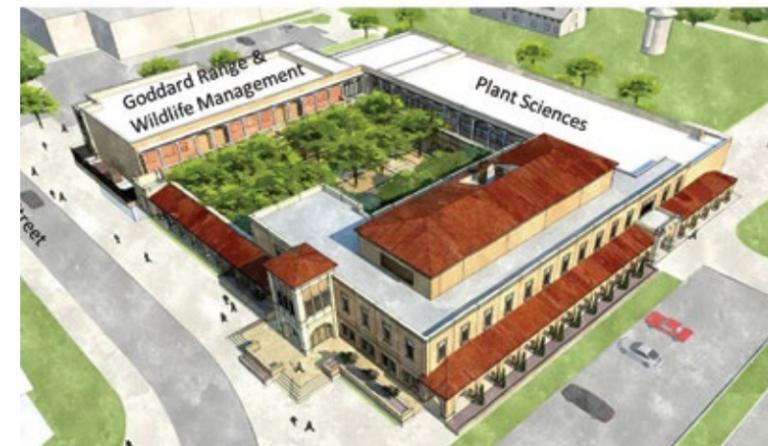
The Department of Agricultural Education and Communications was selected as one of six institutions from across the nation to receive a Lincoln Electric Company Welding Education Grant. The grant will allow the department to upgrade its welding laboratory to meet industry standards and better prepare students to enter the agricultural education classroom. It will also enable them to host professional development workshops for current agricultural educators, as well as conduct other forms of outreach for welding education. New welding equipment includes seven different welders and a CNC plasma-cutting table.



Earlier this year Tech, Angelo State University and California State University-Fresno received a grant from the United States Department of Agriculture totaling more than \$700,000. Tech's International Center for Food Safety Excellence, along with programs at the other two universities, is participating in a broad effort project to develop detection and surveillance networks to help protect from future outbreaks of salmonella bacteria. The three-year project, titled "Building Laboratory and Intellectual Capacity in order to Effectively Detect and Reduce Salmonella in the Food Supply," establishes a partnership among the academic trio with Port Washington, NY-based Pall Corp., a global microbiology equipment manufacturer. As part of their contribution to the project, the Pall Corp. donated an annual \$1,000 student travel scholarship and \$150,000 worth of equipment and supplies, including a GeneDisc which allows for up to six pathogens to be tested at once, giving researchers the ability to check for a variety of pathogens in a very short amount of time with a much smaller budget.



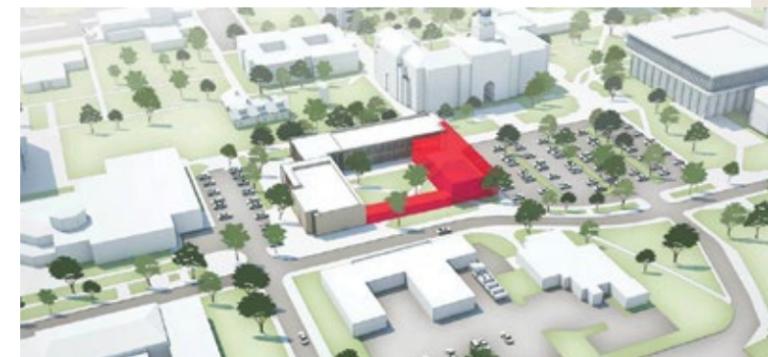
Texas Tech's Livestock Judging Team finished their season as Reserve National Champions at the North American International Livestock Exposition. The contest tested the teams' knowledge of cattle, sheep and swine, as well as oral reasons. Tech was second in cattle, third in sheep and swine, and fourth in reasons. Three Red Raiders finished in the top-ten overall, and two team members were selected to the All-American Team.



The Texas Tech University System Board of Regents approved a \$13 million project to design and construct a Plant and Soil Science building expansion and renovation of the existing facility. Groundbreaking is anticipated for June 2014 with a hopeful completion of May 2015.

The new facility will run north and south from the west end of the current Plant Sciences structure, and connect at the second floor. The new facility will add 20,490 square feet to the department, and will continue the Spanish Renaissance architecture to tie in with the historic parts of campus.

Teaching and research labs, along with faculty and graduate students, located in other buildings on campus will be relocated to the new wing. Additionally, the departmental administration and staff offices will move to the new facility.



A longtime expert in agricultural finance, natural resource economics, and farm management was named Chair of the Department of Agricultural and Applied Economics. Dr. PHIL JOHNSON has been with the department since 1994 as a professor and director of the Thornton Agricultural Finance Institute.

SUKANT MISRA, who has served as Associate Dean of Research for CASNR since 2002, has taken on the role of Associate Vice Provost of International Programs. His new duties include increasing international enrollment, promoting international development, research and funding, and promoting a greater integration of matters that affect international academic program with colleges and departments. Dr. Misra will maintain a quarter-time position in the Department of Agricultural and Applied Economics, where he has been a professor since 1993, with plans to continue teaching.

After four decades of teaching, research and administration with the Departments of Natural Resources Management and Landscape

Architecture, ERNEST FISH has retired. Dr. Fish has been a faculty member since 1973, and was the department chairman for Natural Resources Management from 1999 to 2008.

DAVID WEINDORF, a nationally-recognized expert in land-use planning and a Fullbright Scholar, was selected as the B.L. Allen Endowed Professor of Pedology in the Department of Plant and Soil Science. He joins the faculty after serving as an associate professor and assistant professor of soil classification/land use at Louisiana State University. Dr. Weindorf also received tenure contemporaneously with his appointment.

An experienced ecologist, who will specialize in ecohydrology and ecological modeling, TERRY MCLENDON ('71 BS Range Management and '79 Ph.D. Range Ecology), was named a research professor in the Department of Plant and Soil Science. Dr. McLendon has more than four decades of research and consulting experience in the United State, Australia, Canada, Indonesia, Mexico and Peru in plant ecology, restoration of disturbed

lands, ecological modeling, ecological risk assessment, range and land management, vegetation sampling, watershed dynamic, and statistical ecology.

BLAKE GRISHAM ('12 Ph.D. Wildlife, Aquatic, Wildland Science and Management), a bird expert focusing on climate response modeling, has been named an associate professor in the Department of Natural Resources Management. Dr. Grisham plans to carry out research on wildlife-climate impact assessments, ecosystem response to precipitation variability, and lesser prairie-chicken ecology.

An experienced winemaker and production manager, MAUREEN QUALIA, was named an instructor of enology in the Department of Plant and Soil Science. Based at Texas Tech's Fredericksburg campus, she will develop and teach the new winemaking certificate program. She will also teach undergraduate enology classes in Lubbock via distance education, and offer technical workshops for local Hill Country wineries.



Noted agronomist and cotton plant physiologist **DAN KRIEG** was named to the Department of Plant and Soil Science Faculty Hall of Fame, honoring him as the fifth member to be added to the distinguished group. Krieg served at Texas Tech throughout his professional career (1970-2005), culminating with a posting to the position of Leidigh Professor of Crop Physiology in 1996.

The Texas County Agricultural Agents Association recently honored **MARK D. MARLEY** ('84 BS Agricultural Education), Presented posthumously, with their Man of the Year in Texas Agriculture award. Honorees are selected by half of the state's 12 AgriLife Extension districts biannually. Selection is based on the nominees' contributions to agricultural and 4-H programming efforts conducted by AgriLife Extension.

Marley, who passed away Jan. 19, 2012, was the founder of Production-Plus Seed Co. in Plainview, a wholesale producer of hybrid sorghum-Sudan grass, pearl millet and other open pollinated forages. The company was also the first to commercially introduce the brown midrib forages for cattle and other livestock feeds.

**ANGELA M. REID** ('07 BS Range Management) received the Outstanding Young Range Professional Award at the Society for Range Management's 67th Annual International Meeting. The award recognizes those who exhibit superior performance and leadership potential in any range-related area.

The Department of Animal and Food Sciences recognized several alumni during their annual Hall of Fame and Meat Science Recognition Banquet. **AMANDA GOOD** ('02 BS Animal Science, '06 JD Law) received the Horizon Award; **HUGO IRIZARRY** ('85 MS Meat Science) received the Advanced Graduate of Distinction Award; **WHITNEY ROUNDS** ('70 BS Animal Science) received the Graduate Distinction Award; **RANDY HINES** ('79 MS Meat Science) received the Meat Science Distinguished Alumni Award.

**CYNTHIA MCKENNEY** ('79 BS, '86 MS Horticulture), a nationally-recognized professor of ornamental horticulture with the Department of Plant and Soil Science, was presented the Lifetime Member Award from the Texas Nursery Landscape Association.

Texas Tech's Attending Veterinarian **TIFFANY BROOKS** ('93 BS, '96 MS Animal Science) received board certification from the American College of Laboratory Animal Medicine, as an active specialist in the field. She is one of only 525 veterinarians from across the country to receive this prestigious accreditation.

Eight faculty and staff members were honored for service and support of CASNR. **SCOTT BURRIS** ('92 BS Agricultural Education), with the Department of Agricultural Education and Communications, received the Teaching Award; **BRAD JOHNSON**, with the Department of Animal and Food Sciences, received the Research Award; **COURTNEY MEYERS**, with the Department of Agricultural Education and Communications, received the Junior Faculty Award; **RYAN RATHMANN** ('08 Ph.D. Animal Science), with the Department of Animal and Food Sciences, received the Service/Outreach Award; **EMMETT ELAM**, with the Department of Agricultural and Applied Economics, received the Student Advising Award; **LYDA GARCIA** ('02 BS Animal Science), with the Department of Animal and Food Sciences, received the Instructor Award; **DORA CISNEROS**, with the Department of Landscape Architecture, received the Staff Award; **BILL JAYNES** ('74 BS, '77 MS Soil Science), with the Department of Plant and Soil Science, received the Research Staff Award.

**NITTA SCOTT**, a four-year veteran staff member in the Department of Natural Resources Management, was honored with a Masked Rider Award from the Chancellor and President of Texas Tech. The award is designed to recognize initiative for improving efficiencies through creativity, innovation, and flexibility. It recognizes her hard work, enthusiasm and dedication to Texas Tech.

**GORDON W. DAVIS**, a longtime supporter and former faculty member in the Department of Animal and Food Sciences, received the Business Leader of the Year Award from the Association for Career and Technical Education. The award honors leaders of businesses and organizations that excel in contributing to the improvement, promotion, development and profess of career and technical education. Davis is the founder and chairman of CEV Multimedia Ltd., a Lubbock-based producer of curriculum and educational resources for agricultural science and technology, business and marketing, family and consumer sciences, trade and industry, and career orientation subject areas.

A commitment to teaching has landed **COURTNEY MEYERS**, an assistant professor of Agricultural Communications in the Department of Agricultural Education and Communications, the Non-Land-Grant Agricultural and Renewable Resource Universities' Young Educator Award. NARRU promotes excellence in science-based teaching with hands-on experience in conducting responsive and issue-based research, and in communicating finding to stakeholders and the general public.

## OUTSTANDING AGRICULTURALISTS

Established in 1969, the Outstanding Agriculturalist Award recognizes people who contribute immeasurably to the general good of the agricultural industry. Individuals eligible for the award must be successful and distinguished in his or her profession, business, and other worthy endeavors. They must have demonstrated significant contributions to the agricultural industry and be recognized by their contemporaries for their contributions.



### PIERCE MILLER

Pierce Miller of San Angelo and Ozona Texas, has been actively involved in the agricultural industry from birth. As a fourth generation Texas rancher he grew up ranching. As a youth, he was actively involved in 4-H programs where his interests focused Rambouillet Sheep. After graduation from Ozona High School, he attended The University of Texas in Austin and graduated with highest honors with a bachelor's degree in Business Administration.

Following his bachelor's degree, Pierce was employed by The Fort Worth National Bank for two years and then returned to West Texas to work at the San Angelo National Bank. While in San Angelo, he attended the Southwestern Graduate School of Banking at Southern Methodist University. He served as the Chairman of the Board of Directors, CEO and President of San Angelo National Bank/Texas Commerce Bank-San Angelo until his resignation in 1981, when he returned to manage his family's ranching and oil and gas business.

As the 2000 "Citizen of the Year" for San Angelo, Pierce made his presence known throughout Texas and the nation for his service on a "Who's Who" list of significant boards and commissions. He has served as Chairman of the Board of the National Sheep Improvement Center, as President of the Board of the American Sheep Industry Association, and on the Texas Sheep and Goat Raisers' Association, the Mohair Council of America, the San Angelo Stock Show and Rodeo Association, the Texas Food and Fiber Commission, the Texas Agricultural and Natural Resources Summit Initiatives, Texas College of Agriculture, Research, Extension, & Teaching (T-CARET), the Texas and Southwestern Cattle Raisers Association, among others. Pierce has also served as a director of Ranchers Lamb of Texas. He is a current member of the Texas 4-H Foundation.

In 2013, Pierce was awarded Man of the Year in Texas Agriculture for District 7 by the Texas County Agricultural Extension Agents Association and the Texas A&M AgriLife Distinguished Texan in Agriculture Award.



### TERRY CROFOOT

After graduating from Kansas State University with a Bachelor of Science in Business Administration, Terry Crofoot settled in Lubbock to join the Crofoot Cattle Company, a family-owned cattle ranching, real estate and quarter horse business, and is currently the vice president.

Now moving into the fourth generation of family ownership, Crofoot Cattle Co., Inc. and its affiliates make up a diversified agri-business operation. Over the years, it has owned and operated multiple commercial feedyards, with a one-time capacity of 180,000 head and a stocker program numbering over 100,000 yearlings annually. Crofoot Ranches, LLP is the

operating company for owned and leased ranches. Crofoot Ranches currently runs a 1,600 head cow-calf operation and a Quarter Horse breeding program at Bittercreek Ranch, Clarendon, Texas and Rescate Canyon Ranch, Lubbock, Texas. The Quarter Horse breeding program and training program is an integral part of the overall ranching operation, with a goal to produce an all-around ranch horse with the cow, conformation, speed and disposition to be used on the ranch, in the arena, in versatility and on the trail.

Since 2011, he has served as the co-chairman of the Texas Tech Equestrian Center Programs Advisory Board, a council consisting of 50 members devoted to advancing and promoting the University's equestrian programs. Terry has also served on the Equine Sciences Advisory Committee at Colorado State University for the past five years, and recently took the reins as Chair of the committee. He has generously provided financial support to these programs, donating money, horses, in-kind gifts, and the expertise and time of his skilled employees. He has devoted his own time and demonstrated leadership and organizational skills to inspire and encourage others to further the success of these programs and the industry.

He and his family are also generous supporters of the Texas Tech Health Sciences Center, where they have established the Crofoot Family Endowment in Epilepsy and the Crofoot Chair in Epilepsy in the School of Medicine. Their generosity has provided funding support to develop a comprehensive program for the diagnosis and treatment of epileptic disorders. Their generosity has been recognized by numerous university and community awards. In June of 2013, Terry was presented a Volunteer Service Award from the National Agricultural Alumni and Development Association.

### JIM PREWITT



Jim Prewitt is the founder, President and CEO of Landmark Nurseries, INC. Jim began his landscaping service doing jobs for friends, neighbors, and family.

He transitioned to commercial and residential customers by opening his wholesale nursery in Garland, Texas. He founded Landmark Nurseries in 1980 and made it into a corporation in 1985. In 1992, they moved the headquarters from Garland to Coppell, TX and began his long term goal of expanding facilities across Texas.

Over time, Landmark Nurseries has grown into one of the largest wholesale growers and distributors in of the state of Texas, with five locations – Dallas, Ft. Worth, Round Rock, San Antonio, and Houston. In addition to these locations, they operate four growing facilities across the state – Edgewood, Grand Saline, Kirbyville, and Round Rock. Each of these locations operate different aspects of Landmark Nurseries goal to service the industry. The farms grow annuals, perennials, shrubs, ground cover and trees.

Jim and Landmark Nurseries acquired CX International in 2002. CXI is a company that produces high quality microbial products designed for biological solutions for soil fertility, waste management and bio-remediation.

Jim has been involved with many different professional organizations. He is currently a member of the Texas Tech College of Agricultural Sciences and Natural Resources Advisory Board, the State Fair of Texas Youth Education Committee, and the Happy Hill Farm Board of Directors, and the Floriculture Chair Advisory Committee for Texas A&M University, among many others. He has also served in many associations including National and Texas FFA, and is a member of the American Society of Landscape Architects, Southern Nurseryman Association, and the Texas Nursery and Landscape Association, among others.



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