

# Landmarks

THE COLLEGE

SCIENCES AND NATURAL RESOURCES

Volume 26, 2011



*“...it was a tremendous opportunity to work so closely with and be mentored by the leadership of the College.”*

Stan Ray  
*An Ambassador for Agriculture*



# Landmarks

THE COLLEGE OF AGRICULTURAL SCIENCES AND NATURAL RESOURCES

PERSPECTIVES



Connecting the data points



An Ambassador for Agriculture

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*Est. 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.*

*Three individuals are selected each year to receive the award; one each in the categories of agricultural production, agribusiness and public service. Nominations are accepted from former Outstanding Agriculturalist award recipients, administration and faculty of the College of Agricultural Sciences and Natural Resources.*

### 15 Distinguished Alumni

*The measure of a college's distinction and influence depends greatly upon the achievements of its alumni and the positions they attain in their respective communities and fields of endeavor. The Distinguished Alumnus Award was established to recognize some of the most outstanding alumni of Texas Tech University's College of Agricultural Sciences and Natural Resources (CASNR).*

*The purpose of this program 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.*

*This program does more than honor these former students. It spotlights the accomplishments of the College of Agricultural Sciences and Natural Resources of Texas Tech and, thereby, enhances the pride of alumni, students, faculty and staff. It also presents to the people of Texas and the nation tangible evidence of the effectiveness of agricultural and natural resource programs at Texas Tech University.*

## Landmarks | Vol. 25

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Dr. John M. Burns  
Dean  
College of Agricultural Sciences  
and Natural Resources

Welcome to another addition of *Landmarks*. During the past four years CASNR has established a very positive momentum. Our enrollment at both the undergraduate and graduate levels is at an all time high. In addition, our research expenditures are at an all time high as well. The credit for these accomplishments goes to our dedicated faculty, staff, students and alumni.

At present CASNR is undergoing several changes in personnel. As you may or may not know, I will be retiring (again) at the end of June 2011. As I have said many times, the past four years represent the best job I have had in my 42 years at Texas Tech. Dr. Mike Galyean, Horn Professor and Thornton Chair, will assume the duties as Interim Dean. Dr. Galyean has served in the Department of Animal and Food Sciences since 1998. Mike is well known to many of our constituents and has a wealth of experience to lead the college in the months ahead. The University is planning to start a national search for a dean in August 2011. We have had several changes in our chairpersons. Dr. Leslie Thompson has replaced Dr. Kevin Pond in the Department of Animal and Food Sciences, and Dr. Mark Wallace is now serving as the interim chairperson for the Department of Natural Resources Management, taking over for Dr. Philip Gipson. Lastly, Dr. Tom Thompson has resigned as chairperson of the Department of Plant and Soil Science to assume a similar role at Virginia Tech. Dr. Richard Zartman will assume the chairperson duties upon Dr. Thompson's departure. All three chairs have served the college well and we wish them the very best.

On a very positive note, Dr. Mark Miller was recently named by the Texas Tech Board of Regents as Horn Professor. This is the highest honor our university can bestow on a faculty member. Congratulations to Dr. Miller!

I hope you enjoy this latest issue of *Landmarks*. As always, my sincere thanks to all of you who have helped make this an outstanding agricultural college.



# John L. Montandon

## CONNECTING THE DATA POINTS

BY LAURA GUTSCHKE

John Montandon ('69 B.S., Agricultural Economics) has made a career of being in the know.

He has founded, acquired and operated, often concurrently, a handful of influential agriculture-focused media and database companies that specialize in consumer and business-to-business publishing and marketing.

"Everything in publishing today revolves around targeted data. It is so critical today," Montandon said.

Montandon, who lives in Hermosa Beach, Calif., is co-CEO and president of Multi Ag Media, Inc., whose stable of business-to-business, consumer and custom products includes Western DairyBusiness, Eastern DairyBusiness (website [www.DairyBusiness.com](http://www.DairyBusiness.com)), Holstein World (and its website [www.holsteinworld.com](http://www.holsteinworld.com)), Dairyline Radio network and Say Cheese (and [www.saycheesemedia.com](http://www.saycheesemedia.com)).

He also is president of Westmont, IL.-based Farm Market iD, a provider of comprehensive, robust agriculture-related data that can be filtered to very granular components, such as crops and acres, farm soil composition and detailed geospatial information system (GIS) data.

Montandon has a passion for effective internal information within the agriculture industry as well as externally with the general public, regulatory agencies and other stakeholders.

"I'm always on my soapbox," Montandon said. "Each ag association and numerous agribusinesses do their thing to educate consumers. But, there are only about one million farmers that produce everything. That voice is not very large or organized, and sometimes it is difficult to broadcast a cohesive message."

His passion for the agriculture community is a natural extension of his West Texas roots, said former associate and long-time friend Harry Cline, editor of Western Farm Press.

"John comes from a West Texas farming and ranching background, and that counts plenty in agricultural communications. He understands what farmers and ranchers face every day," Cline said.

### THE VALUE OF HARD WORK

Montandon was born and raised in Knox County, where his family grew cotton and wheat. He participated in FFA and other extracurricular activities at Knox City High School and always aspired to a career in an agriculture-related business.

While enrolled in the College of Agricultural Sciences and Natural Resources, Montandon was accepted into an internship program with DEKALB AgResearch.

"It was great to have a job, but it also allowed me to meet mid- and senior-level managers in the company," Montandon said.

Working, attending classes and studying helped Montandon develop an important job skill: time management. His subsequent professional and personal success reflects his ability to juggle multiple projects.

After graduation, he worked for DEKALB full-time, first in Lubbock and then other cities, including Chicago, where he was the advertising manager, and Kansas City, MD, as the district manager.

"When I got that first job with DEKALB, they were on the cutting edge of database marketing and getting into areas of targeting customers. They were developing innovative ways of how databases were compiled," Montandon said.

He developed contacts in agriculture publishing, which relies heavily on good databases to effectively market their products to advertisers seeking to reach specific audiences.

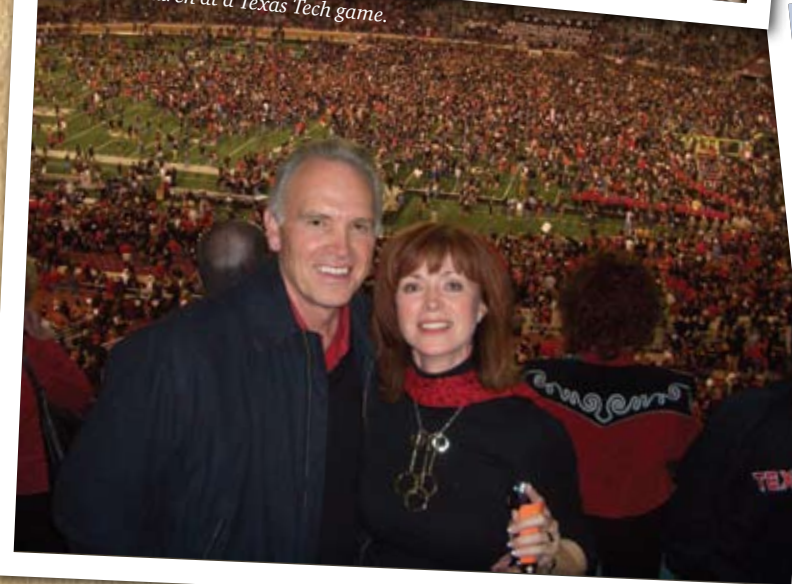
"One day, one of those contacts in the publishing world called and asked if I would help grow his business," Montandon said.

In 1975 he began what was to become a 21-year career with Farm Press Publishing, which later was sold to Argus Agronomics, a division of London-based Argus Publishing. The last six years he was president and publisher of Argus Agronomics.

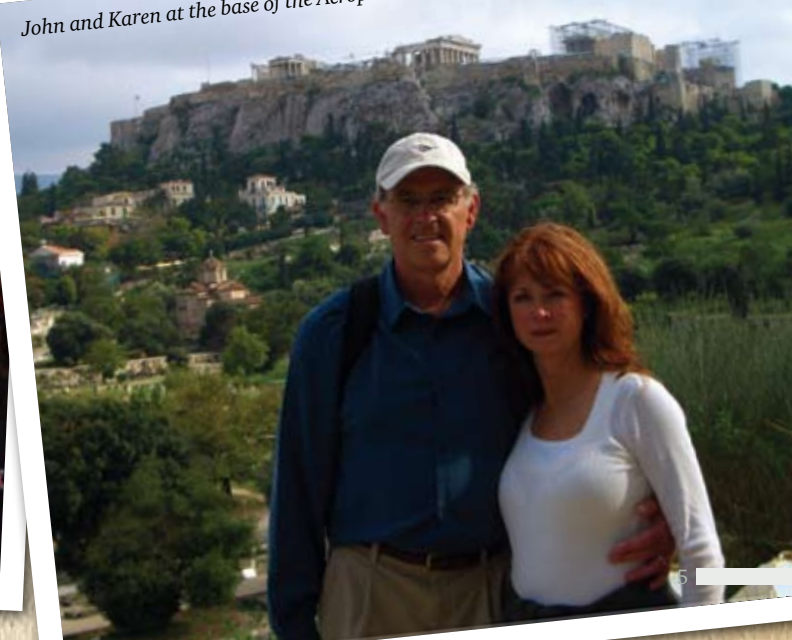
During his tenure, he was involved in more than two dozen publications, including the launching of the then innovative weekly Western Farm Press and several turf and ornamental magazines, of which one was a four-language edition in Western Europe.



John and Karen at a Texas Tech game.



John and Karen at the base of the Acropolis in Athens, 2006.



### Meet John Montandon

#### FAMILY:

He met his wife, Karen, while in school in Knox City but didn't first ask her out until he was at Texas Tech University. They have been married 42 years.

#### HOBBIES:

Montandon enjoys travels and adventures. He has visited Asia, Africa, Europe, Mexico, the Caribbean, Central America and New Zealand. In America his exploits have included climbing Mount Whitney and bicycling across Georgia.

#### COMMUNITY SERVICE:

Montandon's present and past board work includes Big Brothers of LA, The AgZone, California Cheese and Butter Association and National Agri Marketing Association.



## GOING OUT ON HIS OWN

Montandon also founded an agriculture database company called Market Demographics, Inc. in 1979. When he retired from Argus Publishing in 1996, Montandon went into partnership with Scott Smith, a friend and former colleague, to start Multi Ag Media, which acquired Montandon's original database company as well as a handful of other database and media businesses.

"Our biggest project has been to assemble a comprehensive and accurate database of American agriculture, which is unrivaled in the ag community," said Smith, chairman and Co-CEO of Multi Ag Media.

They also manage several dairy-related media products, of which the newest is the consumer magazine Say Cheese. It was first published in January 2010 and is uniquely distributed near the cheese sections of grocery stores on the East and West Coasts.

The publication taps into the growing popularity of gourmet cheeses and is an ideal vehicle to promote the American dairy industry, Montandon said.

"They say cheese is the new wine," he said.

In May 2009, Multi Ag Media's database assets, Farm Market iD, were merged with another company in Virginia for which Montandon is president. Montandon and Smith continue to focus on Multi Ag Media publications and other media initiatives.

Friends and colleagues speak highly of Montandon's accomplishments.

"John is the consummate marketing guy. He is also very personable and likeable. He truly enjoys sales and marketing. He reminds me of a boxer, always ducking and weaving, looking for that opening," Cline said.

Smith commends Montandon for being creative in helping ag marketers find solutions.

"He is amazing in his ability to form consensus between all our stakeholders in our business," Smith said.

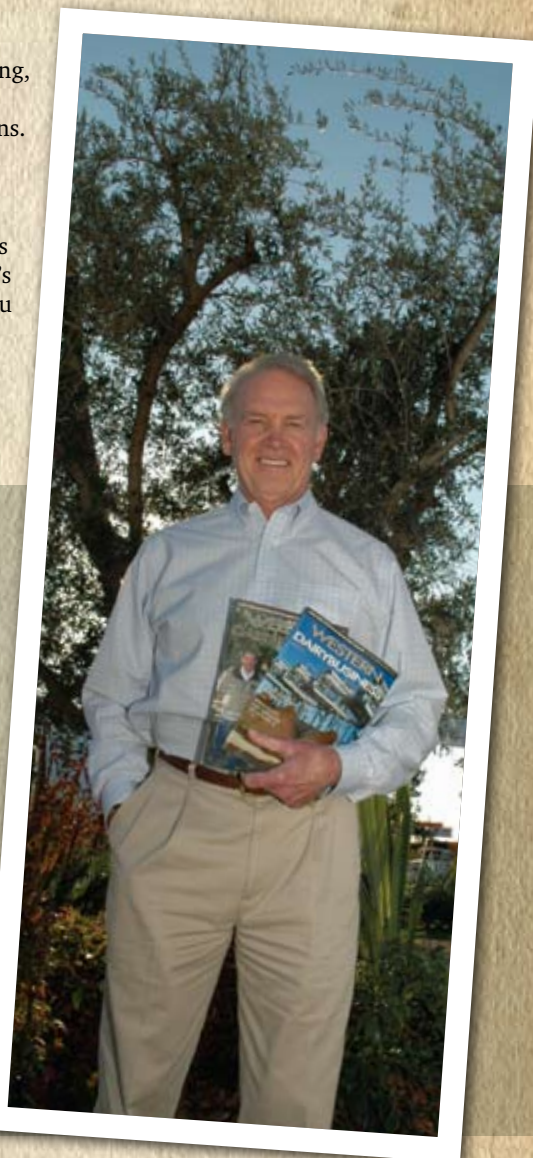
Montandon credits his success to working with talented people.

"I know it sounds like a cliché, but the people that you surround yourself with, that is what makes you successful," Montandon said. "It's really so important to any company's success to not only hire the right people but also to let them do what they do best. If you listen to your employees, treat them well, they will make you successful."

## Advice for Students

As a seasoned manager and entrepreneur who has a passion for sales and marketing, John Montandon offers valuable insights to current students in how to prepare for a career and be successful in their first job:

- Get Involved – "While in school, get involved with trade groups and ag associations. Attend meetings. Get to know the local ag business representatives. This will open your eyes to what ag businesses are doing today."
- Get Informed – "Before an interview, learn as much as possible about the company so that when you interview, you know what the company's interests are and are prepared to talk about them."
- Get to Work – "Do whatever it takes to be successful in your first job. Move, if necessary. Make it known early on that you are willing to work hard to bring greater value to the company."



# STAN RAY:

## *An Ambassador for Agriculture*



A CAREER IN AGRICULTURE HAS TAKEN STAN RAY ('88, B.S., AGRICULTURAL EDUCATION) FROM HUMBLE ROOTS IN ROBERT LEE, TEXAS (POP. 1,150) TO THE HALLS OF CONGRESS IN WASHINGTON D.C., FROM AN EXECUTIVE BOARDROOM FOR A MULTI-BILLION DOLLAR FINANCIAL INSTITUTION IN AUSTIN TO FALLOW FIELDS IN THE POVERTY STRICKEN RURAL COMMUNITIES OF EASTERN EUROPE.

Ray is chief administrative officer for Farm Credit Bank of Texas, based in Austin. He and his wife, the former Michelle Bates ('89, B.A. Marketing), also are founders of a public charity to help people in Romania and other developing countries become self-sufficient through agriculture education.

"From his positive impact on public policy, to his countless hours volunteering his time to help others, Stan's impact on American agriculture has not begun to be fully measured," said Drew DeBerry ('00, B.S., Agricultural and Applied Economics), deputy commissioner with the Texas Department of Agriculture.

Ray's professional and personal ventures embody the advice he gave high school FFA, 4-H and FCCLA student leaders during an awards banquet at the 2010 State Fair of Texas.

Stan and his wife, Michelle, have two children: Jacob, 18; and Angie, 15.

BY LAURA GUTSCHKE





“I encouraged them to look for opportunities to be a part of something significant,” Ray said.

One of the early opportunities for Ray came through the FFA while attending Robert Lee High School. Ray, who grew up on a farm and ranch, later was a state FFA vice president.

“I’ve attributed a lot of what I have done since then to the FFA and how that experience helped prepare me,” said Ray, who today is a member of the Texas FFA Foundation Board of Directors.

His leadership skills were honed further while enrolled in the College of Agricultural Sciences and Natural Resources (CASNR). Of his several part-time jobs, Ray said the most meaningful was working in the Dean’s Office as the director of the then new Ambassadors for Agriculture program. Part of his responsibilities included scheduling speaking engagements and recruiting students to serve as ambassadors.

“Looking back, it was a tremendous opportunity to work so closely with and be mentored by the leadership of the College,” Ray said.

Public speaking was one of Ray’s strengths, said Aaron Alejandro executive director of the Texas FFA Foundation, who first met Ray while at Texas Tech.

“Stan is an effective communicator – both in writing and in the spoken word,” Alejandro said.

Before graduation, Ray learned from agricultural communications professor Curt Paulson, Ph.D., of a job opportunity in Washington, D.C. to work as a legislative assistant for Congressman Charlie Stenholm, who represented a Texas district from 1979 to 2005.

“Working for him was a highlight of my career. He was a very honorable and respected member of Congress who was highly regarded for his knowledge on agricultural issues,” Ray said. “One time I was standing at the entry to the floor of the U.S. House of Representatives during a vote on some agriculture bill. I remember other members of congress walking into the chamber and asking, ‘How did Charlie vote?’ He was so trusted and enjoyed such respect that they were going to vote the way he voted. Working for him taught me a lot about leadership and the power of influence.”

Ray’s career in Washington D.C. began in January 1989, starting in Stenholm’s personal office. He later served as staff director for two different subcommittees of the House Agriculture Committee, overseeing USDA and a variety of federal agriculture policies.

Ray and his wife, Michelle, were married in May 1989. After six years in the hectic Washington D.C. arena, they wanted to return to Texas to raise a family. In 1995 Ray joined Farm Credit Bank of Texas as vice president of legislative affairs. He later was named vice president of marketing and corporate relations.

In his current post as the bank’s CAO, Ray oversees marketing, communications, event coordination, government relations and administrative services.

The Farm Credit Bank of Texas is a cooperative wholesale bank serving the rural community through 17 retail-lending co-ops in Texas as well as New Mexico, Mississippi, Louisiana and Alabama. The Farm Credit Bank’s lending capital comes not from deposits but from Farm Credit System bonds and notes sold through the Federal Farm Credit Banks Funding Corporation.

The 53,000 borrowers served through the Farm Credit Bank represent farmers, ranchers, agribusiness firms and rural landowners.

“One of the things I love about the Farm Credit System is that, as a cooperative, we give back to the agriculture industry we serve by returning our earnings to our borrowers – the people who own us,” Ray said.

“Giving back” also is an important personal vision for Ray, who is a valued member on several professional and charitable organization boards.

“Stan is a great thinker, planner and implementer of ideas,” Alejandro said.

Ray also is a member of Crestview Baptist Church in Georgetown, which in 2005 sponsored a mission trip to Romania that had a profound impact on his family.

“My wife and kids were delivering food up snow-covered roads to the poor and I was asked to speak to college students about the agriculture industry in the United States,” Ray said.

During the trip, Ray learned that although Romania once was the bread basket of Eastern Europe, 50 years of communism, which ended about the time he was graduating from Tech, had left the country with a knowledge vacuum on how to operate commercially viable agribusinesses.

Because of that experience, the Rays formed Emanuel Agriculture Development Corporation ([www.agdevelopment.org](http://www.agdevelopment.org)), a non-profit 501c3 tax-exempt organization to help bridge the agriculture education gap.

“We wanted to help bring resources together to demonstrate to students and people in rural communities how to establish and manage a profitable agribusiness – and to do so with excellence and integrity,” Ray said.

He has returned to Romania at least once a year, including in 2006 with a delegation from CASNR and in 2009 with Texas Commissioner of Agriculture Todd Staples and some dairy industry experts from Dalhart, the visiting agricultural leaders lectured students and visited with university faculty and staff, ag producers and high-ranking Romanian government officials.

Although effecting change takes time, Ray said, “I continue to get satisfaction from the project because of the potential and opportunity to be a part of something that can have a significant impact on so many people.”

Such an attitude of living up to potential reflects another one of Ray’s values that he shared during his speech at the State Fair last year. He paraphrased comments from legendary men’s basketball coach John Wooden, who led UCLA to 10 national championships, to help them understand the real meaning of success.

“Wooden said, ‘Don’t measure yourself by what you have accomplished, but by what you should have accomplished given your abilities.’ Success to me is really more about being a good steward of one’s talent, time and resources than anything else,” Ray said.

*“...it was a tremendous opportunity to work so closely with and be mentored by the leadership of the College.”*



Ray addressing the Texas FFA Convention.

## Meet Stan Ray

**FAMILY:** Stan and his wife, Michelle, have two children: Jacob, 18; and Angie, 15.

**OTHER DEGREES:** While living in Washington D.C., Stan earned a master’s degree in international transactions from George Mason University and studied at the University of Oxford. He currently is earning an MBA from Baylor University.

**PROFESSIONAL AND COMMUNITY SERVICE:** Governor appointee to the board of the Texas Agricultural Finance Authority, chairman of the Grow Texas Foundation and board member of the Texas FFA Foundation and the Texas Agricultural Cooperative Council. Co-founder, along with Michelle, of the non-profit Emanuel Agriculture Development Corporation.





**JIM RAY** ('87 BS Range Management) has received appointments as Affiliate Graduate Faculty and Adjunct Professor within the Department of Life Earth and Environmental Sciences, West Texas A&M University, Canyon, TX. After a nine year stint with Texas Parks and Wildlife, Jim's current position (1999-present) is as Wildlife Biologist/Scientist for B&W Pantex, LLC, at the Department of Energy's Pantex Plant, Amarillo.

**HERMAN KIESLING** ('60 BS Agricultural Education) is a retired professor from New Mexico State University in Animal and Range Science.

**BILL WISEMAN** ('59 BS Agricultural Education) retired in 1998 from 35 ½ years of Federal Service with the USDA-ARS.

**RAY JOE RILEY** ('52 BS Agronomy) is Director of City Bank Texas, Chairman of Riley Farms and Ranches of Texas and President of Estacado Industries.

**J. R. BELL** ('70 BS Range and Wildlife Management) received the Outstanding Achievement Award for Stewardship at the Society for Range Management's (SRM) 64th Annual Meeting held in Billings, Montana, February 5 - 11, 2011. The Outstanding Achievement Award is presented by the Society for Range Management for outstanding achievement to members and other qualified individuals and groups working with rangelands.

**LELAND ROBINSON** ('59 BS Agricultural Education) and his family were named the Farm Family of the Year at the 2011 West Texas Farm Ranch Wildlife Expo.

**DAN TAYLOR** ('64 BS Agricultural Education & '68 MED Agricultural Education) was selected to receive an Honorary American FFA Degree by officials with the 83rd National FFA Convention in Indianapolis.

**JAMES TODD** ('96 BS Agronomy) was selected as one of three Ag Consultants of the Year at the annual National Alliance of Independent Crop Consultants Conference in Fort Worth.

**DONNA HEIDKAMP**, (BS 1994, Agricultural Economics) has been named president of R.J. O'Brien & Associates Futures, a private client division of the massive Chicago-based firm. The company is one of the largest independent futures brokerage enterprises in the United States.



Texas Tech officials announced Feb. 11 that long-time professor and noted animal science researcher Michael Galyean has been selected as the new interim dean of the College of Agricultural Sciences and Natural Resources, effective July 1.

THIS SUMMER, ANTHONY Giordano, a Texas Tech wildlife science doctoral student will begin a trek out across western Paraguay – travelling the largely impenetrable land in search of jaguars – as part of a special project funded by the Fulbright U.S. Student Program. The program offers scholarships for graduating seniors, graduate students, young professionals and artists to study abroad for one academic year.

A THREE-MEMBER PLANT identification team from Texas Tech University's Department of Natural Resources Management excelled at the Texas Section of the Society for Range Management's annual meeting in Odessa, taking third place at the competition. Representing Texas Tech were Braden Johns, a senior range management major from Lovington, NM; Josh Britt, a senior dual range management and wildlife management major from Wheeler; Chase Taylor, a senior natural resources management major from Hobbs, NM.

RON SOSEBEE, PROFESSOR Emeritus in the Department of Natural Resources Management was presented a Sustained Lifetime Achievement Award at the 64th Annual Meeting of the Society for Range Management in Billings, Montana.

TEXAS TECH'S LIVESTOCK judging team completed its spring season on a high note, taking first place on March 16 at the Houston Livestock Show and Rodeo.

CASNR'S CINDY AKERS and Norman Hopper led a 15-day China Study Abroad program last summer. The 14 students and their chaperones began their travels in Shanghai then moved inland to visit Chinese agricultural universities and view several historic sites, including the Great Wall of China and Forbidden City.

A NEW WEB-BASED farm broadcasting curriculum has been developed and launched by a Department of Agricultural Education and Communications team consisting of project coordinator, Erica Irlbeck; graduate students, Kori Barr and Ashley Palmer; and undergraduate student, Kate McDowell. The detailed set of courses, titled "Harvesting the Power of Farm Broadcasting," is available to all colleges and universities at no cost, and covers most aspects of farm broadcasting, media planning and media buying.



WINE GRAPES THAT flourish in certain parts of Europe just might excel in West Texas. Or at least that is what researchers at Texas Tech are hoping to find out. Researchers in Texas Tech's Department of Plant and Soil Science are evaluating wine grape varieties from Spain, Portugal and southern regions of Italy and France that are growing at a research vineyard near the Lubbock airport.





NATIONALLY-HONORED LIVESTOCK JUDGING coach Mark Miller, Texas Tech's San Antonio Livestock Show Distinguished Chair in Meat Science, was presented with a 2010 Texas Tech University System Chancellor's Council Distinguished Teaching Award.

GUIDED BY A water-stingy landscape design developed by their chairman Alon Kvashny, 85 students from Texas Tech's landscape architecture department spent the weekend just before the Thanksgiving holiday bringing another episode of popular TV show "Extreme Makeover: Home Edition" to a happy end. Extreme Makeover's seven-day blitz was at the home of Wellman, Texas', (pop. 300) Johnny Mac and Jeanne Brown. The family lost their 17-year-old daughter last year in a texting-while-driving accident. The crew of Red Raiders immediately set about coordinating a West Texas specific landscape design with the reality show's producers.

A NATIONALLY-RECOGNIZED LEADER in food science research has been named the new chairman of Texas Tech University's Department of Animal and Food Sciences. Leslie Thompson is also the first woman to take the helm of the highly successful agricultural academic unit at the university.

TEXAS TECH'S DEPARTMENT of Animal and Food Sciences recently hosted the Food Network star and New York Times bestselling author Ellie Krieger. Five College of Agricultural Sciences and Natural Resources faculty members provided an educational experience to help Krieger better understand modern beef production.

TEXAS TECH UNIVERSITY'S wool, meat and livestock judging teams recently competed at the National Western Stock Show in Denver, Colo., where they boasted a first place and three second place team finishes. The Wool Judging Team was awarded champion honors and narrowly defeated the competition by one point to win the wool judging competition in Denver for only the second time since 1986. The Meat Judging Team finished second to Colorado State University in their contest by a 27-point margin. The Livestock Judging Team also finished second in their contest at the National Western behind Texas A&M University. A longtime professor and a national leader in agronomy research has been named the new chairman of Texas Tech University's Department of Plant and Soil Science. Richard Zartman will step into the new position on June 1.

THE TEXAS TECH College of Agricultural Sciences and Natural Resources' Student Services Center has a new name: the Dr. Bill Bennett Student Success Center. The decision to honor long-time member of the Department of Plant and Soil Science's emeritus faculty was approved by the Texas Tech University System Board of Regents.

TEXAS TECH'S MEAT judging team placed first at the Southwestern Livestock Show's Meat Judging Contest in Fort Worth. The livestock judging team also took top honors, taking first place at the livestock judging contest hosted by the Fort Worth Stock Show and Rodeo. The team won the sheep, cattle and reasons divisions.



DURING THE WINTER commencement, outstanding students carried banners representing their respective colleges. Linnsey Sheldon, an accounting and agricultural and applied economics major from Dumas, TX represented CASNR. Administrators selected the banner bearers based on all-around achievement.

PETER DOTRAY, A professor with Tech's Department of Plant and Soil Science, was selected for the Dow AgroSciences Award for Excellence in Research at the American Peanut Research and Education Society in recognition of his outstanding research contributions to agriculture, science and the peanut industry. Officials with the society indicated that award recipients receive an engraved plaque and a \$1,000 award.

INTERNATIONALLY-RECOGNIZED COTTON RESEARCHER Eric Hequet, the associate director of Texas Tech's Fiber and Biopolymer Research Institute, was presented Dec. 10 with a 2010 Texas Tech University System Chancellor's Council Distinguished Research Award.

THREE TEXAS TECH steer wrestlers (C.J. Kerr, Jeremy Krywcun and Adam Sawyer) pulled down top honors at the annual National Intercollegiate Rodeo Association Wrangler Rodeo at Odessa College.

A NOTED WILDLIFE and habitat management expert has been named the new interim chairman of Texas Tech University's Department of Natural Resources Management. Mark Wallace stepped into the new post on Feb. 4.

CHANCE BROOKS, AN associate professor of meat science with Texas Tech's Department of Animal and Food Sciences, has been selected to receive the American Meat Science Association's 2011 Distinguished Teaching Award.

WITH STRONG PERFORMANCES in bareback bronc riding and calf roping, Texas Tech's men's rodeo team brought home championship honors March 31-April 2 at the Western Texas College Rodeo in Snyder.

THREE STANDOUT STUDENTS from Texas Tech's College of Agricultural Sciences and Natural Resources are among 10 Texas FFA officers that have been selected to represent the organization's 10 areas in the state. Patrick Byrne, vice-president of Area X Association – Eagle Pass Chapter, Gavin Luckett, vice-president of Area I Association – Valley Chapter and Katelyn Perry, vice-president of Area IV Association – Iowa Park Chapter.

## IN MEMORY

**JAMES L. WADDELL, JR.**  
'50 BS Animal Husbandry

**JAMES M. LUDEKE**  
'49 BS Agricultural Education &  
'53 MS Agricultural Education

**RAYMOND C. DOGETT**  
'50 BS Soil Science

**JACK A. GREATHOUSE**  
'51 BS Soil Science

**EDDIE MARVIN**  
'60 BS Park Administration

**JIM AVIS**  
'73 BS Crop Science

**ERIN WHEELER COOK**  
'03 BS, '05 MS & '08 Ph.D.  
Agricultural and Applied  
Economics

**DENNIS WILKS**  
'58 BS Agricultural Education



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## OUTSTANDING AGRICULTURALISTS



### WALLACE L. DARNEILLE

Wally Darneille is the President & CEO of Plains Cotton Cooperative Association (PCCA) in Lubbock, Texas. PCCA is the largest originator of U.S. cotton, and is also an important producer of denim and apparel. With Mr. Darneille's leadership, PCCA helped to create the Larry Combest Endowed Chair in Agricultural Competitiveness. This Endowment was established with the goal to provide high quality research that addresses the long-term viability and economic prosperity of agricultural production and agribusiness; to interact with industry leaders to identify relevant short- and long-term issues relating to competitiveness; to provide the agricultural industry with timely information that enhances the competitive position of U.S. agriculture.

He is also currently serving as President of Cotton Council International, and as immediate past Chairman of the National Council of Textile Organizations in Washington. Mr. Darneille worked for 30 years in the international cotton trade with Weil Brothers-Cotton before joining PCCA in 2004. He was the first American to be named President of the International Cotton Association in Liverpool, England, in 2007. He has served as President of the Texas Cotton Association, as a member of the Executive Committee of the National Council of Farmer Cooperatives, and as a board member of the American Cotton Shippers Association, the National Cotton Council, Cotton Council International, the Texas Agricultural Coop Council, Telmark, Denimatrix, and The Seam.

He is a 1973 graduate of Dartmouth College, and he received his MBA from Auburn University in 1982. In 2009, he was named by Auburn University as one of the "Top 40 at 40", honoring the 40 top graduates for the 40 year history of Auburn University's Montgomery campus.

He and Margy, his wife of 37 years, live in Lubbock, TX and have four children and two grandchildren.



### BARRY EVANS

Barry Evans received a Bachelor of Science degree from West Texas A&M University majoring in ag business and economics. Mr. Evans farms in Swisher County. His acreage is split with half grown in grain sorghum and half in cotton. Of the acreage grown in cotton, 2/3rds is irrigated cotton and 1/3rd is dryland cotton. Farming practice is still no till or very limited tillage. He also operates Evans Grain, a family owned grain elevator located in Kress, TX and Hale Center, TX.

Mr. Evans is Past President of Plains Cotton Growers, Inc. and a member of the PCG Board since 1995. Plains Cotton Growers has been instrumental in the funding of the Government Internship Program at Texas Tech. This program has helped more than 65 students serve as interns in congressional and legislative offices in Washington and Austin. PCG has also helped to create the Larry

Combest Endowed Chair in Agricultural Competitiveness. This Endowment was established with the goal to provide high quality research that addresses the long-term viability and economic prosperity of agricultural production and agribusiness; to interact with industry leaders to identify relevant short- and long-term issues relating to competitiveness; to provide the agricultural industry with timely information that enhances the competitive position of U.S. agriculture.

Mr. Evans also serves on the Environmental Task Force of the National Cotton Council. Mr. Evans was named as an Ag Distinguished Alumnus from West Texas A&M University in 2008.

Mr. Evans and his wife, Lindy, have one son, Eric and two daughters, Emily and Haley.

### TIM LUST

Tim Lust is the CEO of the National Sorghum Producers (NSP) and the United Sorghum Checkoff Program (USCP), two organizations dedicated to increasing profitability for more than 30,000 sorghum growers nationwide. He works directly on legislative and regulatory issues that impact the sorghum industry for NSP and represents the U.S. sorghum industry at events throughout the United States and worldwide.

Tim grew up on a diversified farming and cattle operation near Lazbuddie, Texas. He received a B.S. in Animal Science from Angelo State University in 1992 and an MBA from Texas Tech University in 1993. He is a past member of the USDA Agriculture Trade Advisory Committee to the Secretary of Agriculture and a former board member for the USDA Sorghum Crop Germplasm Committee. He has also served on the Texas Tech Center for Industry Research and Education board of directors and the Sorghum Improvement Conference of North America board of directors. Today, Tim serves on numerous industry and regional committees and advisory councils.

Tim has been a strong supporter of Texas Tech University's College of Agricultural Sciences and Natural Resources through his advocacy of the Great Plains Sorghum Initiative, a program that supports research in the agricultural economics, communications and agronomy departments annually. In addition, NSP and USCP have invested in the next generation of agricultural leaders through its annual internship programs, which provide Texas Tech's best and brightest students with industry experience.

Tim and his wife of 20 years, Lea Ann, have two sons, Ty and Dru, and reside in Abernathy, Texas.



## DISTINGUISHED ALUMNI AND YOUNG ALUMNUS



*L to R: Dallas Marley (standing in for Mark Marley), Alice McLarty, Lynn Scherler, Stanley Young, Terry McLendon, Eddie Smith and Thomas J. Holt.*

### LYNN SCHERLER

Mr. Lynn Scherler earned a bachelor's degree in agricultural and applied economics from Texas Tech University and is a graduate of the Graduate School of Banking at Louisiana State University.

Lynn Scherler is responsible for managing the agribusiness lending operations of CoBank's Southern Region. The region includes CoBank's Lubbock and Wichita banking centers, which support agribusiness customers in Colorado, Kansas, Oklahoma, Texas and New Mexico.

### THOMAS J. HOLT

Tom Holt is the Director of Biology at BASF Agricultural Products in Research Triangle Park (RTP), N.C.

Tom's current responsibilities include management and leadership of the field and the RTP biology staff, which includes the fungicide, herbicide and insecticide development groups.

He was born in St. Paul, Minnesota, moving to Lubbock, Texas, in 1962 where he attended Atkins and then Wilson Junior High School. He went to Monterey High School his freshman year and moved to Coronado High School when it opened in 1966. Tom obtained his bachelor's degree in science with a major in zoology and masters degree in science with a major in entomology at Texas Tech.

### ALICE MCLARTY

Mrs. Alice McLarty received a Bachelor of Administration in Sociology from the University of Arkansas in 1973. She did graduate study in Sociology at the University of Arkansas in 1973 and 1974. She then received a Bachelor's of Landscape Architecture from Texas Tech University in 1987, graduating Magna cum Laude.

Alice currently serves as the Landscape Architect for the National Park Service, National Mall and Memorial Parks in Washington, DC. The National Mall & Memorial Parks is the administrative unit of the National Park Service which contains some of the best known sites in the United States, and the world, including the Washington Monument, the Lincoln Memorial, the Jefferson Memorial, the National Mall, the World War II Memorial, and many more.

### TERRY MCLENDON

Terry was born and raised in Kenedy, Texas and spent much of his time as a child and youth on his grandmother's ranch in Matagorda County. He entered Texas Tech in the Fall of 1965, majoring in range management, and that semester received the Lubbock Agricultural Club Freshman Scholarship for highest academic

achievement. In December 1967 he left Tech for surgery, returning in the summer of 1969, accompanied by his recent bride, Carol. Terry received the John and Kathryn Hunter Scholarship in 1970 and graduated with a B.S. in Range Management in 1971. In 2007, Terry joined the ecological consulting firm of KS2 Ecological based in Anton, Texas.

### MARK D. MARLEY

Mark D. Marley graduated with a bachelor's degree in agricultural education from Texas Tech University in December of 1983.

Mark founded Production Plus Seed Company in 1989. Other businesses he is involved with is farming, ranching, real estate development and construction.

### EDDIE SMITH

Eddie Smith began farming full-time following graduation from Texas Tech University in 1973 with a bachelor's degree in agricultural economics. Today he maintains a cotton, cattle and grain operation near Floydada, Texas, in partnership with his father, Ed, and son, Eric. Mr. Smith is also a past chairman and long-time director of Cotton Incorporated. Eddie is a current delegate to the National Cotton Council where he has served on numerous committees including the council's Environmental Task Force.

### STANLEY M. YOUNG

Stanley M. Young received a Bachelor of Science degree from Texas Technological College in 1968. He then received a master's degree in animal breeding from Texas Tech in 1976. Mr. Young is a breeder and partner with several individuals over three decades including Ballard and Young, Sandy Land Farms, Jones and Young and Belew and Young, producing five Grand Champions, six Reserve Grand and numerous Breed and Reserve Breed Champions at major shows in Texas and other states.





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