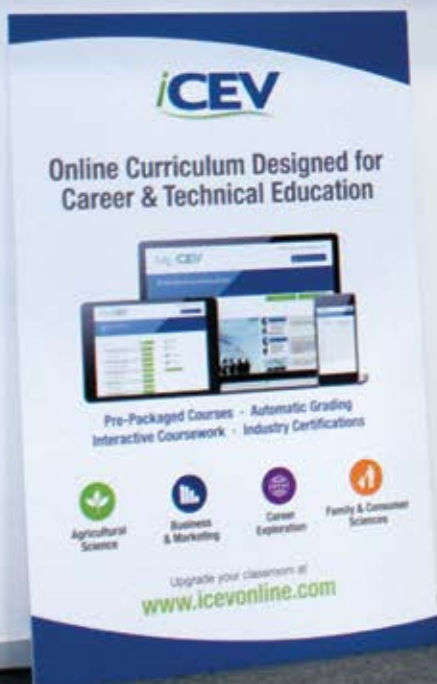
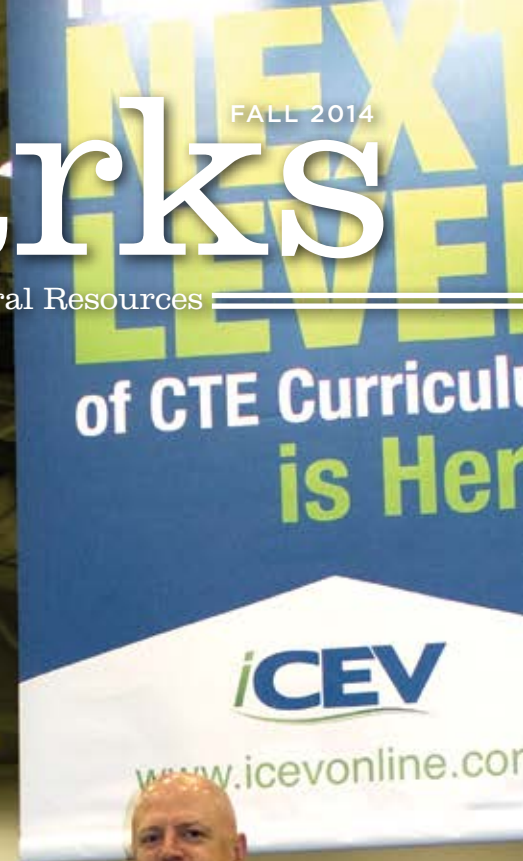
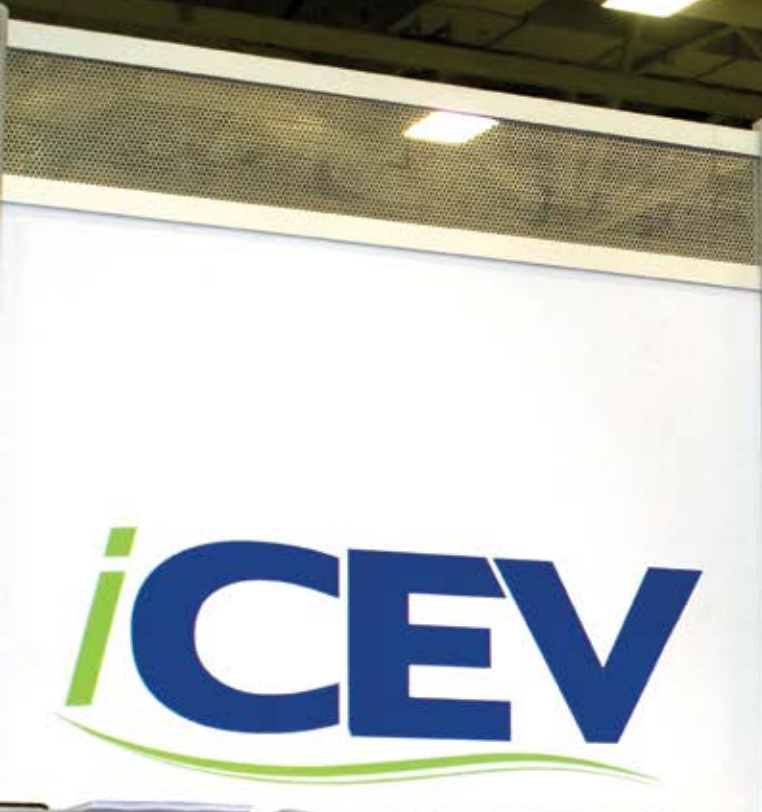


Landmarks

FALL 2014

The College of Agricultural Sciences and Natural Resources



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

*Jeff Lansdell
The Road Back to Lubbock*



Landmarks

Volume 29 | Issue 2

PERSPECTIVES



The Road Back to Lubbock

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Rural Values



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Landmarks

Vol. 29 Issue 2

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

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

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

I hope you enjoy this issue of Landmarks, and we look forward to seeing you on campus for upcoming events like the Homecoming Breakfast and Pig Roast.



Change. The stories in our magazine, in part, reflect changes – in education, in research, in how our alumni engage the world. Our beloved College and University are undergoing so many changes. This issue will cover a lot of them, from growth and expansion to new faculty, staff and administration.

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

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

Tracey Murphy

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

UPCOMING EVENTS

53RD ANNUAL HOMECOMING BREAKFAST
Saturday, October 18, 2014 - 8:00 a.m.
Student Union Building, Red Raider Ballroom

**87TH ANNUAL PIG ROAST
& OUTSTANDING AGRICULTURALIST AWARDS**
Thursday, November 13, 2014 – 5:30 p.m.
Lubbock Memorial Civic Center – Banquet Hall

**DISTINGUISHED ALUMNI
& OUTSTANDING YOUNG ALUMNI AWARDS**
Monday, February 16, 2015 – 6:00 p.m.
McKenzie-Merket Alumni Center

50TH+ CLASS REUNION
Thursday, May 7, 2015 – 11:00 a.m.
McKenzie-Merket Alumni Center

THEN AND NOW: Campus growth, preserving tradition



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

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

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

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

The complex officially opened its doors for residents Aug. 16, and all 455 beds are occupied for this fall semester. The \$54.8-million project was approved by the Texas Tech University System Board of Regents at the December 2012 meeting and features landscape enhancements as well as public art.



Lu Ann Aday's PUBLIC HEALTH RESEARCH GROUNDED IN Rural Values

By Laura Gutschke



*McKinney-Aday Farm Homestead—
original farm house, chicken house, & barn*

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

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

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

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

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

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

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

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

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

A COUNTRY GIRL AT HEART

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

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

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

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

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

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

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

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

Mother-Daughter Party
Remains Tradition



Photo in La Ventana, Vol. 43, of Lu Ann Aday as President of Doak Hall, 1967-68

Doak Hall may be the oldest women's residence hall on campus, but girls won't let that get them. Besides being closely knit because of their tradition, Doak girls also united by their participation in many activities. Each Tuesday devotionals were held which promoted a feeling of closeness and goodwill. Each semester a banquet was given for all residents who had earned a 3.0 or better GPA. Doak girls were also active participants in tournaments. This year they won the Valleyball tournament. This year's officers and legislators were (BACK ROW) Michelle Miller, Judy Johnson, Carol Rinkin, Wanda Chandler, Cheryl Robinson, Linda Pratt, Carolyn Williams, Mary Rinkin, (FRONT ROW) Betty Jordan, AWS representative, LeAnn Aday, president; Margie Hale, vice president.



Article in Texas Tech Daily Toreador about the Carol of Lights, for which Lu Ann Aday was General Chair, 1967-68

FESTIVAL PREPARATIONS — Getting off to an early start on this year's Carol of Lights, Texas Tech coeds begin the arduous chore of sorting out strings of ornamental lights that will illuminate campus buildings during the holiday season. From left to right are Barbara Kelly, Berkeley, Calif.; Pat Ramsey, Waco; Jackie Scott, El Paso; Carla McNamara, San Antonio; Carla Dunn, Alpine; Judy Caldwell, Panhandle, and LuAnn Aday, Waxahachie. Miss Aday is general chairman of the Christmas festival. (Tech Photo)

Postcards will depict
annual Carol of Lights

Tech's annual Carol of Lights program scheduled Dec. 5 will be captured on picture post cards this year. The Women's Residence Council will sell postcards picturing two scenes of the traditional Yule event. The first scene will be taken from the Administration Building tower and the second will depict Will Rogers statue with the buildings in the background.

The nickel cards will be sold 8 a.m. to 10:30 p.m. Nov. 16 in the offices of all women's dormitories.

Chairmen for the Carol of Lights presentation are Carla McNamara, decorations and special arrangements; Judy Caldwell, dinner; Barbara Kelly, penny-a-minute night; and Jackie Scott, program.

Also, Carla Dunn, publicity; Mary Ann Lipps, Union open house; and Lu Ann Aday, general chairman.

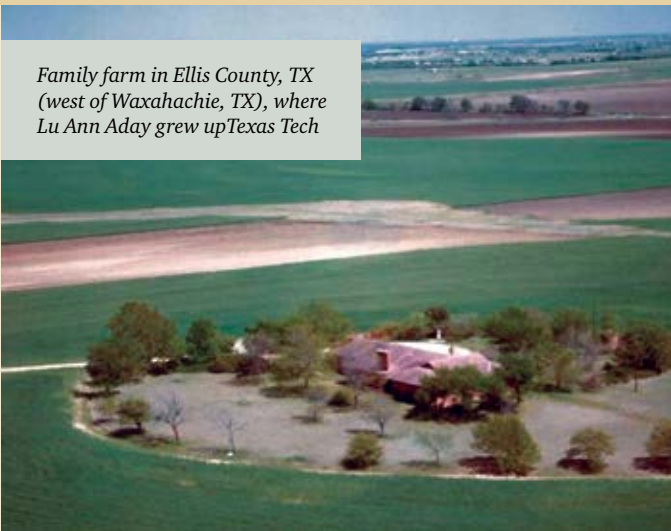
Pat Ramsey is president of

Headquarters of the ranch that Lu Ann Aday owns in Cochran County, TX (south of Morton, TX)

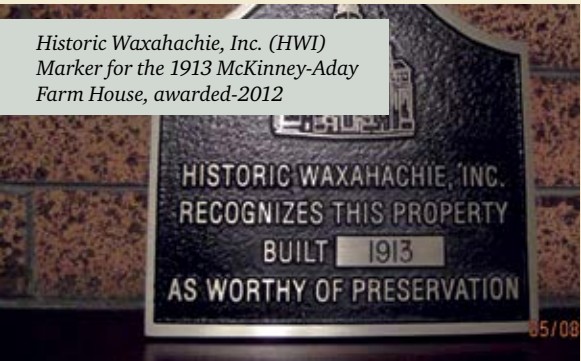


Texas Historical Marker Dedication Ceremony for the ranch ("Old Surratt Territory") that Lu Ann Aday owns in Cochran County, TX (south of Morton, TX), dedicated-2000

Family farm in Ellis County, TX (west of Waxahachie, TX), where Lu Ann Aday grew upTexas Tech



Recorded Texas Historic Landmark (RTHL) Marker Dedication Ceremony for the 1913 McKinney-Aday Farm House, dedicated-2014



Historic Waxahachie, Inc. (HWI) Marker for the 1913 McKinney-Aday Farm House, awarded-2012

OTHER GROUND-BREAKING RESEARCH

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

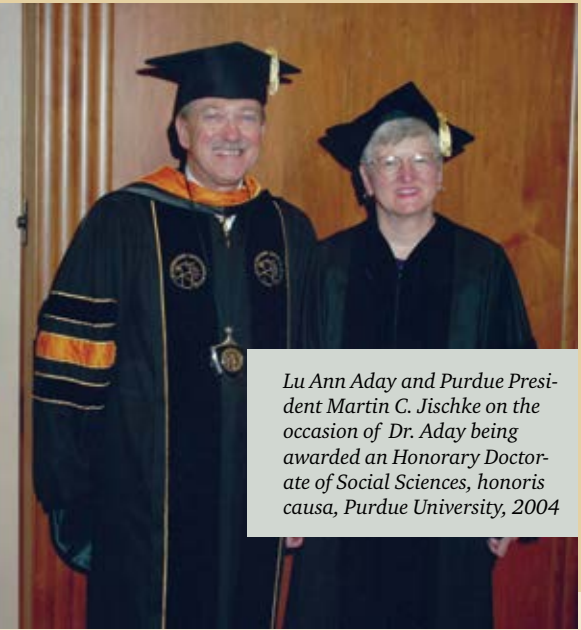
"It was before computers. I literally had big sheets of paper on the walls," Aday said.

The book caught the attention of Odin W. Anderson, Ph.D., and Ron Andersen, Ph.D., two "giants" in health care research, who recruited her as a research associate at the University of Chicago in 1973. By the time she left in 1985, she was associate director for the university's Center for Health Administration Studies.

With funding from the Robert Wood Johnson Foundation, Aday and Andersen conducted the first national survey on the subject of medical access and published their findings in the book "Development of Indices of Access to Medical Care" in 1975. The Aday-Andersen model has been cited often by subsequent generations of researchers.

Aday's other books that underwent multiple editions include "Designing and Conducting Health Surveys: A Comprehensive Guide" (1989, 1996 and 2006) and "Evaluating the Healthcare System: Effectiveness, Efficiency, and Equity" (1993, 1998, 2004 and 2013).

Aday likens her career of studying aggregate public health issues "to a bird flying out over the landscape trying to notice trends and patterns."



Lu Ann Aday and Purdue President Martin C. Jischke on the occasion of Dr. Aday being awarded an Honorary Doctorate of Social Sciences, honoris causa, Purdue University, 2004

ALL ROADS LEAD BACK TO HOME

Aday's full-time academic responsibilities at UTSPH included not only research and writing but also classroom teaching and mentoring of masters and doctoral students. She especially enjoyed mentoring international students.

"They are among the brightest and best from their countries, and it is rewarding to think that one can have a role in preparing them for the opportunity to return to their countries to serve and improve public health and health care, especially when working with the female students, who often sacrifice a great deal to pursue advanced studies," Aday said.

Her awards are extensive, but the ones she cherish the most honor her teaching, such as the UTSPH's John P. McGovern Outstanding Teacher Award in 1993, and mentoring, such as the school's President's Award for Mentoring Women in 2005.

"These accolades have a ring of authenticity," Aday said, "when you know that you've challenged students and expected high standards, and you learn later how much they deeply appreciated it."

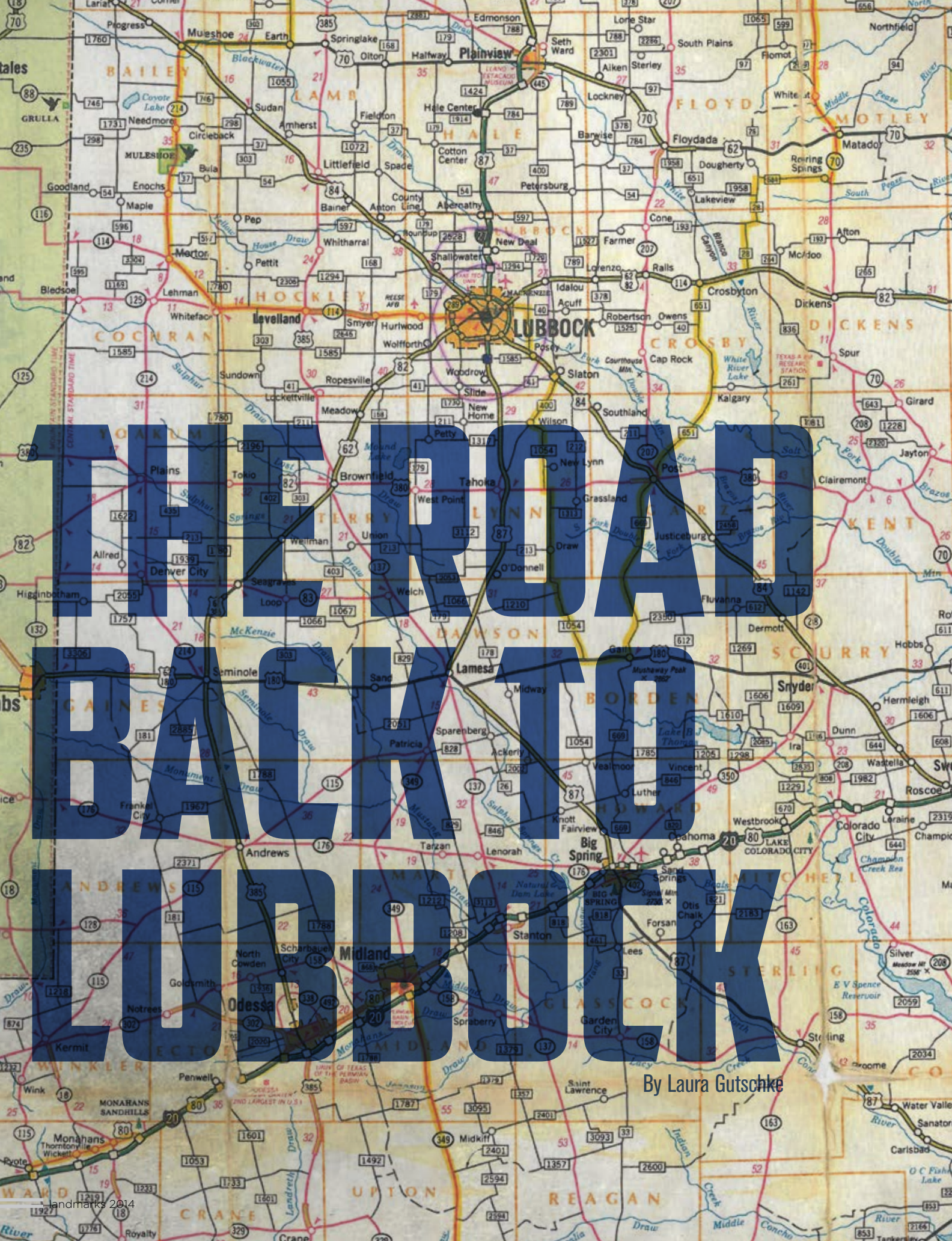
She retired in 2007 but continues to maintain campus office hours, mentor students and occasionally guest lecture.

She also has devoted some of her free time to restoring a 101-year-old farmhouse and its surrounding farmland in Ellis County near Waxahachie. Henry McKinney built the house in 1913, and her parents bought the homestead in 1963 to lease the house and pasture cattle.

After inheriting the property in 2005, Aday hired an architect and contractor who specialized in historic preservation to restore the prairie-style house. The McKinney-Aday homestead received a Historic Waxahachie Inc. marker in 2012 and the Texas Historical Commission's Recorded Texas Historic Landmark designation in 2013. The latter is the highest honor the state can bestow on a historic structure.

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

"My rural roots are essentially deeply embedded in my heart," Aday said.



INTERVIEW WITH LUBBOCK

By Laura Gutschke

Jeff Lansdell ('90 BS, Animal Production; '93 MS, Meat Science and Muscle Biology) credits his career trajectory to two important factors: mentors and internships.

Both led to synergic relationships that have enriched his life personally and professionally.

"I never looked for a job – I was always fortunate enough to be recruited," Lansdell said.

Lansdell's journey from the East Texas town of Hooks (population 2,740) to a director of product management for a major player in the food/meat industry to today president of Lubbock-based CEV Multimedia is a testament to the universal merits of hard work, integrity and a team approach to problem solving.

"I like to work with people to accomplish goals," Lansdell said in describing his management style.

THE BACK STORY

High school trips to Lubbock for the National FFA Organization's state meeting and career development activities, like meats judging competitions, first introduced Lansdell to Texas Tech University.

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

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

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

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

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

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



BUILDING BRIDGES

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

"He has a terrific work ethic, which I saw in him on the meat judging team. I wanted people like that on my team. He also has a lot of integrity," Davis said. "He did everything he said he was going to do."

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

"It was fun. We worked a lot of hours on video shoots," Lansdell said. It was also innovative.

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

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

"She was in the College of Human Sciences, and our master theses crossed both colleges," Lansdell said. "Mine was on beef tenderness, and hers was on consumer perception of beef tenderness."



1989 Texas Tech Meat Judging Team



MEATY CAREER

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

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

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

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

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

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

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

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

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

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



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

COMING FULL CIRCLE

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

"I made a list of five people I knew who I wanted to be the next president. The one I wanted first happened to be Jeff," Davis said.

After several conversations between the two men, including about how CEV was evolving into an education technology and curriculum company, Lansdell returned to Lubbock in January 2003 as CEV's general manager.

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

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



"Back then we were a supplemental educational video company for teachers to play videos in the classroom," Lansdell said. "Now we have full course curriculum with assessments, testing and grading, and our videos are available online on demand."

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

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

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

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

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

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

"It's fun to be living back in a university town and to being associated with the Red Raiders," Lansdell said.

He also talks with students about how to achieve their own success. His advice is pretty straightforward.

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



DON HOLTZ

BRAD BELLAH ('09 BS Agricultural Communications) was featured in a 77-minute feature film documentary that hit theaters this summer. *Farmland*, funded by the U. S. Farmers and Ranchers Alliance, took an intimate look at the lives of farmers and ranchers in their twenties, all of whom are now responsible for running their farming businesses, and focused on current agriculture industry issues. Brad is a sixth generation cattle rancher in Throckmorton, Texas running beef cattle operations in Texas and Colorado. *Farmland* will be available for viewing through Pay-Per-View, On-Demand and digital download in early October. For more information visit www.farmland-film.com.

EARLE V. "BUDDY" ALMY, JR. ('52 BS Animal Husbandry) is owner of Almy & Company Realtors in Granbury, Texas and has written a book entitled *Almy's Observations Over 50+ Years as a Realtor*. In 2012, he was voted the Most Dedicated Realtor in the Granbury Association of Realtors.

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

JAMES E. SMITH ('64 BS Agricultural Education) was a high school Agriculture teacher for six years before receiving his DVM from Texas A&M in 1974. He owned Pioneer Veterinary Clinic in Winters, Texas until 2006. He is now semi-retired and spends time with his wife Sherie.

MARK MOSELY ('73 BS Wildlife Management) is working as an Ecological Site Specialist with the USDA Natural Resources Conservation Services.

BRUCE BACCUS ('73 BS Animal Business) retired as General Manager from Rabobank Nederland, Canadian Branch, in June.

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

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

After a career with the U. S. Fish and Wildlife and Animal Plant Health Inspection Services, **GABRIELLE DUIMICH GORDON** ('84 BS Wildlife Management) was recently elected to serve on the board for the American Livestock Breeds Conservancy. She continues her work with rare and heritage livestock breeds and, along with her family, promotes the Cleveland Bay horse.

KEVIN BRINKLEY ('86 BS and '89 MS Agricultural Economics) was named Chairman and CEO of The Seam, global agricultural technology and exchange company. Currently the company's Senior Vice President of Marketing and Business Development, Kevin has spearheaded their strategy for product and service delivery, most notably its online commodity and food trading platforms, commodity loan management and contract management. He will take on his new role in January 2015.

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

TIM BARGAINER ('92 BLA Landscape Architecture) is now Director of Planning and Landscape Architecture for Baker Aicklen & Associates, Inc. in Round Rock, Texas.

A wine produce by Texas Tech's first graduate of the Viticulture and Enology Program was awarded Platinum for its bold taste at the San Diego International Wine Competition. Since graduating, **GRAYSON DAVIES** ('11 BS Horticulture and Turfgrass Sciences) has helped his family's vineyard in Saint Jo, Texas grow into a full winery. He and his family were one of the first to start a vineyard and winery in North Texas, so they named their product Arché (AR-KAY), Greek for "in the beginning" or "leader". Grayson's Roussanne white wine was chosen out of about 3,000 wines entered into the competition for a platinum designation.



He works with fellow departmental alumni **BRYAN BINKOWSKI** ('94 BLA Landscape Architecture), who is the Assistant Director of Landscaper Architecture, and **BRANDON HAY** ('07 BLA Landscape Architecture and Urban Planning), who is a Project Manager.

JOHN FOLEY ('96 BS Range Management) has been named Vice President of Operations and Chief Operating Officer for Greeley, Colo.-based JBS Five Rivers Cattle Feeding, a massive cattle feeding operation with a capacity for more than 980,000 head of cattle with locations in Colorado, Kansas, Oklahoma, Texas, Arizona and Idaho.

MATTHEW BUKOLT ('97 BLA Landscape Architecture) celebrated 17 years with Kimley-Horn and Associates as a Landscape Architect.

RYAN OLIPHINT ('03 BS Animal Science) is now a USMC KC-130J pilot and Navy and Marine Corps flight instructor.

JOSHUA BERRY ('13 BLA Landscape Architecture) recently began work as a landscape architect at Rialto Studio, Inc. in San Antonio, Texas.

MANDY JO LAURENT ('13 BS Animal Science) recently started a new job as the Audit Coordinator for Food Safety Net Services.

IN THE NEWS

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

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

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

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

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

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

AMY PETRY, of Texas Tech's Horse Judging Team, won overall high individual at the National Horse Judging Team Coaches' Association Spring Contest hosted by the North Central Texas College. The team won fifth place over all.

In Memory

WALTER M. MITCHELL
'37 BS Soil Science

BILL B. DAY
'38 BS Agricultural Education

JIM K. WIMAN
'38 BS Agricultural Education

DAVE M. HOPPER
'55 BS Agricultural Economics,
'57 BS Agricultural Education

BOBBY J. BROWNING
'57 BS Animal Production

MILBURN E. WINK
'57 BS, '63 ME Agricultural Education

JOHN P. FORD
'68 BS, '74 MS Agricultural Engineering

DALE W. PARR
'68 BS Agricultural Education

LARRY D. WILLIAMSON
'74 BS Wildlife Management

LAYLAN W. STAPP
'00 BS Interdisciplinary Agriculture



ROBERT L. DUNCAN ('76 BS Agricultural Economics, '81 JD Law) began his new post as Chancellor of Texas Tech University on July 1st. Chancellor Duncan spent more than 20 years in legislature. He was first elected to the Texas House in 1992 and was elected to Senate in 1996. He most recently chaired the Senate Committee on State Affairs and served on the Finance, Higher Education, Education and Natural Resources committees. He is a lifelong West Texas, growing up in Vernon, and was awarded the CASNR Distinguished Alumni Award in 1996.

The Meat Judging Team had a 23-point victory over all at the Southwestern Livestock Exposition's Intercollegiate Meat Judging Contest. The team also won several division, including reasons, total beef, beef judging, lamb judging, and pork judging. This followed the team's 13-point victory at the National Western Stock Show.



The Department of Plant and Soil Science held a groundbreaking ceremony for the \$13.6 million renovation and expansion of the soon to be named 'Bayer Plant Science Building.' The project will add 21,122 square feet of new construction, and includes 2,440 square feet of renovation and exterior upgrades to the existing departmental space.

Upgrades are set to include new open labs with expanded support and graduate student spaces, as well as an instructional lab, departmental suite and space for research equipment. Renovations within the existing building will create new space for faculty, staff and graduate students and will provide a connection to the new wing.

When completed, the new project will form a multi-functional outdoor courtyard that will serve as an instructional space for the department's programs. Construction is set to be completed in Summer 2015.

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

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



Weindorf



Ballou

The Dean's Office has several new faces, including two new Associate Deans for Research. **DAVID WEINDORF** ('95 BS Range Management, '97 MS Soil Science, '02 Ph.D. Agronomy), a nationally recognized expert in land-use planning, Fulbright Scholar, and current B.L. Allen Endowed Professor of Pedology in Plant and Soil Science, will lead CASNR's international programs and research administration. **MICHAEL BALLOU**, a nutritional biologist and associate professor in Animal and Food Sciences, will lead CASNR's graduate and research program development. Both will serve 50 percent appointments in the Dean's Office and their respective departments.

Among the new faces is Ann Ulmer, CASNR's new Grants Administrator. She comes to us from Tech's International Center for Food Industry Excellence, and has a bachelor's degree in agricultural business from Central Missouri State University and a master's degree in agricultural economics from Oklahoma State University.

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

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

The Dr. Bill Bennett Student Success Center within the Dean's Office has several new staff members. **ELIZABETH BERTRAND** ('11 BS Agricultural and Applied Economics, '13 MS Agricultural Communications) took the helm as Coordinator of Student Recruitment. **HOLLY COGDELL** ('12 BS, '14 MS Agricultural Communications) stepped in as the new Coordinator of Student Retention. **JANIE LOPEZ** began as the Coordinator of College Relations as **CINDY MCCULLOUGH** moved up to Coordinator of College Scholarships.

Cindy took over scholarships as **LYBBY BROWN**, a 22-year veteran of the College, retired. Lybby began working in the Dean's Office in 1992 and served as the scholarship coordinator since 1999. She was honored throughout her time at Tech with numerous awards, including the Quality Service award in '00 and the CASNR Ag Council Outstanding Staff award in '07.

Another CASNR staple retired in May after more than two decades with the Dean's Office. **RAMONA JOHNSON** was the Coordinator of Student Programs since 1991, a master at advising students and organizing graduations. During her time at Tech she received numerous awards, including the Cardinal Key National Honor Society Recognition award in 1994, the Top Techsan award in '97, the Quality Service award in '00, and the Excellence in Academic Advising award in '06.

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

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



The Department of Plant and Soil Science began the fall semester under new leadership. **ERIC HEQUET**, an internationally-recognized leader in cotton fiber research, began his duties as the Department's new Chair September 1st. Dr. Hequet joined the PSS faculty in 1997, and has served in a number of roles, including Director of TTU's Fiber and Biopolymer Research Institute.

DISTINGUISHED ALUMNI & OUTSTANDING YOUNG ALUMNI AWARDS



Drew DeBerry



From L to R: Hugo Lopez, David Kirby, Zach Brady, Pam Hefner, Kent Ferguson, Jackie Smith, Dean Michael Galyean

The 34th annual Distinguished & Young Alumni Awards recognized some of the most outstanding graduates from Texas Tech University's College of Agricultural Sciences and Natural Resources. The purpose of these awards is to recognize and honor CASNR alumni who have made significant contributions to society, and whose accomplishments and careers have brought distinction to the College and to the professions associated with agriculture and natural resources. One alumni from each of the College's departments is selected to receive the awards.

JACKIE G. SMITH received a Bachelor of Science in Agricultural Economics in 1971. After completing a master's degree at the University of Florida and a Ph.D. from Oklahoma State University, also in Agricultural Economics, he spent six years as an Assistant Professor in the Agriculture department of Tarleton State University. Jackie moved to Lubbock in 1984 to join the Texas A&M Research and Extension Center.

Jackie has been a member of many professional committees and extension activities, including Regional Strategic Opportunities Planning Committee, Master Marketer Coordinating Committee, and Texas Agricultural Extension Computer Technology Peer Review Committee. He has been published in numerous journals, reports and professional articles. He was also instrumental in the development of crop and water cost and calculation mobile phone apps for iPhone and iPad.

ZACHARY STONE BRADY received a Bachelor of Science in Agricultural Communications, graduating magna cum laude, in 1995. He went on to gain a Juris Doctor, with honors, from the University Of Texas School Of Law

in 1999. Zach currently practices law in Lubbock. He founded ZS Brady & Co. in May of 2006. In 2013, he partnered with Brent Hamilton to form Brady & Hamilton, LLP. The firm's attorneys concentrate on serving clients in agriculture, real estate, energy and related fields.

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

Born and raised in Dorado, Puerto Rico, **HUGO IRIZARRY-LOPEZ** received a bachelor's degree in Agronomy with emphasis in Animal Science from The University of Puerto Rico. He graduated in 1985 with a Master of Science in Meat Science from Texas Tech University, where he also managed the Texas

Tech University Meat Laboratory. Soon after completing his graduate studies, Hugo was hired by Excel Corporation (Cargill Inc.) as a General Management Supervisor where he focused on all aspects of the operations process at their Friona, Texas facility.

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

PAMELA HEFNER, graduated, cum laude, with a Bachelor of Landscape Architecture in 1983. She began her career in Landscape Architecture shortly after graduation as the Landscape Manager for Holland Gardens here in town. Pamela is Project Manager for the Economic Development Department of the City of Austin and currently represents the City in a public-private partnership to redevelop the 700-acre site of Austin's former Robert Mueller Municipal Airport. Located in the heart of the city, this project will create a vibrant mixed-use community, with residential neighborhoods, retail centers and offices, and result in 13,000 new residents

and employees upon completion. Since 1999, Pamela has been responsible for the master planning process, master developer selection, negotiations, and the ongoing implementation process.

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

KENT FERGUSON graduated from Texas Tech in 1977 with a Bachelor of Science in Range Management. He began his career as a range conservationist for the Soil Conservation Service, shortly after graduation, in Boerne, Texas. He was transferred to Hood County in 1982 as a District Conservationist and was responsible for field office operations, developing conservation plans on ranches and farms in north central Texas.

Almost twenty years later, Kent took a position as a Zone Rangeland Management Specialist with the present Natural Resources Conservation Service. He served 52 counties in north Texas working out of the Weatherford Zone Office providing leadership with range and wildlife related activities for approximately 5 years. In 2006,

Kent became a State Rangeland Management Specialist, and now has over 36 years with the State Conservation Services of the Natural Resource Conservation Service as a rangeland management specialist.

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

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

MAX MILLER ('58 BS Dairy Management), associate professor in the Department of Animal and Food Sciences, was honored for his five decades of service to Texas Tech. He was presented the annual Length of Service Award in April. Dr. Miller finished his degree in three years, and went on to gain a master's degree from Michigan State University. He began teaching in 1960, took a break to get his doctorate back at Michigan State, and returned to Tech in 1971.

The Frank and Sims Price Ranch in Sterling City, Texas was named the national winner of the National Cattlemen's Foundation Environmental Stewardship Award Program. **FRANK S. SIMS** ('73 BS Agricultural Economics) is the fifth generation of the Price Family to run the ranch. He and his father work closely with the USDA Natural Resources Conservation Service to implement a carefully-organized livestock grazing plan which maximizes the ranch's efficiency, working under drought conditions to remain a shining example of excellent stewardship.

JOSH KROHN ('00 BS Interdisciplinary Agriculture), of DL Showpigs, was presented the Producer of the Year award by the Texas Pork Producers Association. The award is given to a producer who has shown outstanding recent achievements in production and/or leadership. DL Showpigs consists of 180 sows, and a 20-head boar stud, and has produced winners throughout the United States and Texas.

CALEB CROSSWHITE ('11 BS Animal Science) was selected as one of 2014's The Hill's 50 Most Beautiful. Caleb participated in the CASNR Government Internship Program in the fall of 2011 with the House Committee on Agriculture, and continues as a committee staff member in Washington, D. C. while working toward a law degree at the George Mason University Law School.

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

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

Researchers involved in the Ogallala Aquifer Program were awarded the 2013 USDA Secretary's Honor Award in the category of Enhancing Economic Vitality and Quality of Life in Rural America. The research team includes members of the CASNR faculty teamed up with the U. S. Department of Agriculture's Agricultural Research Service, as well as other universities including Kansas State, Texas A&M and West Texas A&M.

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



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