

# Landmarks

SPRING 2016

The College of Agricultural Sciences and Natural Resources



*"In life and in teaching it's OK to be pushed to reach your potential. My dad doesn't want to see a kid's potential wasted. If you're going to do something, why not do it 100 percent? We see what they're capable of, and we want them to see it too."*

*Mackenzie Gregory Allison  
Dynamic Duo*





# Landmarks

Volume 31 | Issue 1



Bayer Plant Science Building



Team Player

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## Dynamic Duo



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## Landmarks

Vol. 31 Issue 1

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

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## PERSPECTIVES



Michael Galyean  
Dean, College of Agricultural  
Sciences and Natural Resources

In 2023, Texas Tech University will celebrate its centennial. If the next 7 years fly by as fast as the last 7 have, the celebration will be here before I have much time to think about it. When organizations approach the century mark of their existence, they tend to have a fairly well-established way of doing business (i.e., they are pretty much set in their ways). That's particularly true when the organization is a university. I think that's why the December 2015 announcement that Texas Tech University plans to open a veterinary school in Amarillo is such a big deal. Well-established universities don't start new colleges or schools very often. They might shuffle the chairs on the deck a bit and move a department now and then, but an entirely new school – now that's something special. Thus, I thought it might be useful to provide our readers of Landmarks with a little background on the proposed vet school, and the role(s) that CASNR will play in the process as it moves forward.

Many CASNR alumni know that the idea of a vet school at Texas Tech University is not new. Indeed, a "School of Veterinary and Zoological Medicine" was authorized in November 1971 as part of our School of Medicine. For various reasons, the ultimate vet school was never funded,

and in time, the authorization for such a program lapsed. As we move forward in the process today, an updated request to authorize a program in veterinary medicine will need to be submitted to the Texas Higher Education Coordinating Board, and the new vet school will need to be authorized by legislative action and funding to allow initial hiring of an administrative team and faculty members. If all goes as planned, a legislative appropriation request will be submitted in Fiscal Year 2017, with hiring to begin the next year and the first class starting as early as the Fall of 2019.

Why a vet school? Well, I think that's pretty straightforward, too. The Texas Panhandle/High Plains region has one of the greatest concentrations of food and fiber animals (beef, dairy, swine, sheep, and goats) and horses of anywhere in the world. At the same time the area has a well-documented shortage of veterinary professionals to meet the health and welfare needs of these animals and to serve the general veterinary needs of rural communities. That's why our plan is to locate the school in Amarillo, the epicenter of the food animal business and home to a regional campus of the Texas Tech University Health Sciences Center (TTUHSC) and its School of Pharmacy. Through a collaborative approach that joins human health at TTUHSC, animal health at CASNR, and industry and community support, we are developing a veterinary education model that specializes in food animal medicine, provides hands-on experience in the industry, and ultimately produces a pipeline of students who want to work in rural locations with a focus on food animal/mixed animal practices.

So what's in it for CASNR? First and foremost, the opportunity to help solve a critical problem that we understand and see firsthand. But also to increase our established prominence among the nation's best colleges and enhance the overall quality of education and research CASNR offers. We are in the process of adding a Department of Veterinary Science to the college. Our plans are to hire additional faculty members for this department, with several jointly appointed faculty members from within CASNR and TTUHSC. This department will serve as the research and outreach piece of our veterinary programs, and will create an important bridge between Amarillo and Lubbock that will foster collaborative research across the Texas Tech University System and provide leadership in graduate education for the vet school.

So in a nutshell, that's where we stand right now. It's an exciting time for Texas Tech University, and the commitment to make this happen from the Chancellor on down speaks to the nature of our entire organization – a great place to work with an entrepreneurial spirit and a desire to meet the needs of the communities we serve. If you have additional questions or comments about the vet school, please feel free to contact my office. As always, we appreciate your support of the college, and we hope you enjoy this issue of *Landmarks*.

A handwritten signature in black ink.





Jane Piercy  
Director of Development and External Relations

In early February, Texas Tech University achieved top tier designation in the Carnegie Classification of Institutions of Higher Education. Announcing this major accomplishment, Texas Tech Interim President John Opperman pointed out that such an achievement is not accomplished overnight but rather is the culmination of years of dedication to research, teaching, and learning by our administration, faculty, staff, and students. He added that, in particular, Texas Tech's long-time commitment to research has been significantly boosted by recent investments in infrastructure and in faculty retention and recruitment.

Our donors have played a huge part in making this happen. It's no secret that the College of Agricultural Sciences and Natural Resources receives substantial private support for research, as well as for scholarships and for a variety of other needs. Much of this funding comes from donor dollars that are matched by dollars provided by individuals, foundations and the Texas Research Incentive Program (TRIP). These are real dollars that are spent for research, for scholarships for both undergraduate and graduate students, and to endow faculty positions.

Because of our donors, CASNR has been able to:

- Make an additional \$135,000 available every year for undergraduate scholarships, which has resulted from an increase of over \$3,000,000 to CASNR's scholarship endowment;
- Provide \$5 million in additional funds to support 7 of our endowed faculty positions;
- Add \$650,000 to endowments for graduate students;
- Allocate \$4.7 million for general research, ranging from animal welfare to dyeing of cotton;
- Increase research in food safety and security by \$7 million;
- Add \$2 million for research in quail ecology;
- Spend \$50 million for Texas Tech agricultural research facilities.

There are a lot of shining stars that have come together to position Texas Tech where it is today. Our donors are the brightest.

Thank you,

*Jane Piercy*

## UPCOMING EVENTS

VOCATIONAL AGRICULTURE  
TEACHERS ASSOCIATION  
OF TEXAS PROFESSIONAL  
DEVELOPMENT CONFERENCE

July 25-29, 2016

*American Bank Center | Corpus Christi, Texas*

DEPARTMENT OF AGRICULTURAL EDUCATION  
AND COMMUNICATIONS ALUMNI RECEPTION

Tuesday, July 26th, 6:30-8:00 p.m.

*Bay Point Pavilion at Bluff's Landing*

*Keep an eye on your mailbox  
for more information!*

55TH ANNUAL CASNR  
HOMECOMING BREAKFAST

Saturday, October 10, 2016

*Look to your mailbox for an invitation!*

89TH ANNUAL PIG ROAST &  
OUTSTANDING AGRICULTURALIST AWARDS

Thursday, November 10, 2016

*Lubbock Memorial Civic Center*

*Dean's Reception | Mezzanine*

*Dinner, Scholarship Program*

*and Awards | Banquet Hall*



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!

# BAYER

## Plant Science Building



The Department of Plant and Soil Science officially opened the doors to the new Bayer Plant Science Building on Friday, October 30, 2015. The renovation and new construction was made possible through a lead gift from Bayer CropScience, and donations from Dale and Cheryl Swinburn, Delbert and Patricia Hess, Larry and Rena Nelson, Eve Pilgrim, Larry and Monica Richardson, Betty Woods, Dan and Linda Taylor, Max and Doris Swinburn, Mike and Lynn Wisda, Richard and Donna Zartman, Justin and Ginger Light, and Roy and Kay Cantrell. Along with the ribbon cutting, the department hosted a community wide open house, to showcase the new facilities, research and the growth of the department.



Rain Stones by Rebecca Thompson of Gainesville, Florida is an interactive experience designed to integrate with the courtyard space while highlighting the importance of Earth's natural resources. Visitors are encouraged to walk between the sculptures through the courtyard path and view the ancient past of soil that is revealed on the west face.

This sculpture contains a passive water feature. During the rains, the bronze waterway will direct water to the handmade bronze bowl, which then flows to the landscape nearby. This piece is a meditative reminder of sustainability, erosion, and the important event of rain. Primary Texas crops are illustrated on the bronze relief, including cotton, sorghum, sunflowers and grapes.



New additions included laboratory space for research, teaching laboratory for classroom instruction, main office and Department Chair suite, graduate student offices, and spacious interaction areas for students. Renovations of the existing structure during the project provided more graduate student offices, faculty office space, connection with the existing structure and new structure, and a breakroom for plant and soil science individuals. The project also included a beautiful courtyard space with landscaping and public art. The art piece, located in the center of the courtyard, was a commissioned work from the Texas Tech University System's Public Art Committee. The work, entitled "Rain Stones," is made from Texas sandstone and bronze that exemplifies sustainability, erosion, and the importance of rain while incorporating major Texas crops.

With a total cost of \$14.3 million, more than 21,000 square feet were added to the department facilities to continue to provide groundbreaking research, quality graduate student education, foster student growth, and enhanced faculty involvement.

The open house event served more than 150 department alumni, university officials, and community members to showcase the new facility. Graduate students led tours throughout the building and interacted with visitors.

These new and renovated facilities constitute a major improvement for the Department of Plant and Soil Science. It is an important contribution toward reaching our goal of excellence in teaching and research.



# TEAM PLAYER

Russell Laughlin  
sees the big picture  
in land development



Like his playing days on the Texas Tech Baseball team, Russell Laughlin ('81 BBLA, Landscape Architecture) has faced a few curveballs in his career.

"I didn't fully understand land development while a student at Texas Tech, but that's where my career ended up," Laughlin said.

Laughlin is Executive Vice President of Hillwood Properties and Hillwood Urban, a Dallas-based company headed by Ross Perot Jr. Laughlin oversees the management, operation, land and infrastructure planning and entitlements for numerous projects, including Hillwood's flagship endeavor AllianceTexas.

AllianceTexas is an 18,000-acre, mixed-used community that includes the world's first industrial airport, a BNSF Railway intermodal rail facility, state and interstate highways and the country's top ranked U.S. general purpose Foreign Trade Zone. Today AllianceTexas boasts 425 companies employing more than 44,000 employees. Stretching across six cities (northern Fort Worth, Haslet, Roanoke, Keller, Northlake and Westlake), two counties and two school districts, the area is among the nation's fastest growing developments, with the population booming from 97,900 in 2000 to 209,500 in 2010.

Laughlin has been with Hillwood since December 1987 and is as much a team player in his corporate endeavors as he was on the baseball field. Ask him his favorite project, and he starts with the word "we" and ends with some important benchmarks.

"When we measure our success, it involves accountability, the success and continued cultivation of our public and private partnerships. Did we create jobs? Are they good, quality jobs? Have we helped the school districts? Have we created revenue for the taxing authorities? Have we enhanced our community? We like to check those boxes every time," Laughlin said.

And, there is still much more growth on the horizon.

"We've been doing this 30 years, and there's another 40 years' worth of work to go," Laughlin said.

BY LAURA GUTSCHKE

PHOTOS PROVIDED BY HILLWOOD DEVELOPMENT COMPANY, LLC



# STEPPING UP TO THE PLATE

Laughlin grew up in Midland and enjoyed athletics, especially baseball. He was recruited by a handful of colleges, but Texas Tech was the natural fit for the West Texas product.

“Baseball was my chance to get a college education,” Laughlin said. “I had four great years of playing baseball and an even better four years of education. I got to play the day I walked on campus.”

Laughlin’s days on the diamond nurtured some important professional skills. He played second base and shortstop in high school, but gladly switched to centerfield at the request of coaches. That team-player attitude has served him well ever since.

Inklings of a career first came while in high school when Laughlin worked summers for local architect Walter Pate, who became a mentor. Pate shared his insights on both the technical and business sides of the profession. That “big picture” thinking proved invaluable, Laughlin said.

At Texas Tech, Laughlin began his studies in the School of Architecture. And, while he liked architecture, it was the built environment and not the details of the buildings themselves that intrigued him. He found a more suitable major in Landscape Architecture.

“I love the landscape and the number of ways to alter landforms. I love the dirt. I love being outside and understanding the interface between the environment and complex large-scale projects,” Laughlin said.

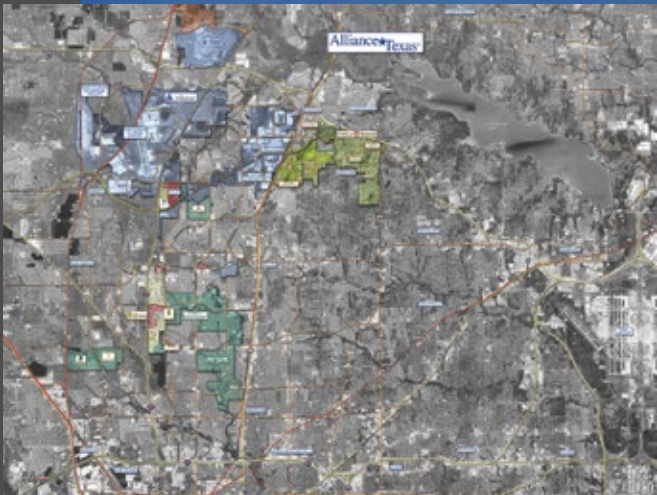
His landscape studies were hampered both in the fall and spring by an arduous baseball practice schedule and many away games, but Laughlin said faculty members Larry Zucker and Neil Rasmussen provided guidance in managing his studies.

“Neil told me, ‘You’re going to have to learn a life skill that the other students won’t learn until later in their careers,’” Laughlin said.

That involved a time management strategy of starting all his projects early and learning to make decisions with approximately 85 to 90 percent information, or earlier. “He said when you get into the business world you’ll be required to make project decisions with 90 percent information. If you wait until you’ve got it planned out 100 percent like you want, you’ll never get it executed. You’ll never get it 100 percent like you want,” Laughlin said.

Years later, Laughlin sees the merits of that strategy in his work today because he often is working on projects that may take 10 to 20 years to come to fruition.

“There’s no one smart enough to get it exactly right 20 years out,” Laughlin said.



“I love the landscape and the number of ways to alter landforms. I love the dirt. I love being outside and understanding the interface between the environment and complex large-scale projects.”



## MEET THE RUSSELL LAUGHLIN FAMILY

Russell Laughlin met his wife, Kathryn (’80, BSE, Secondary Education), when they were 5 years old in Midland. She taught school one year and then began a banking career. She retired in 2005 as Chief Administrative Officer for JPMorgan Chase Dallas/Fort Worth. The Laughlins have been married 35 years and have two grown children, Russell Davis and Kate.

When his children were younger, Laughlin was involved in their private school and coached baseball. Today he enjoys hunting at the family ranch in Haskell County north of Abilene.



The goal is “being a good steward, which goes back to my landscape architecture training,” Laughlin said.



After graduation, Laughlin joined Houston-based CRS Sirrine, an architecture, engineering and construction firm with large contracts in the Middle East. Laughlin frequently worked in Saudi Arabia and neighboring countries.

CRS’s organization was fully integrated with engineers, planners, landscape architects and others collaborating on projects from the start. About every 90 days, the company would move employees’ cubicles.

“One day you may be sitting next to a civil engineer, and then the next day you might be next to a programmer,” Laughlin said. “I learned how to work with professionals in other disciplines and to work together on large and multi-year projects.”

From the start, his career game plan was to work two years, then earn an MBA so he could pursue real estate development. And, that is what he did. He earned his MBA from Southern Methodist University in August 1984 and joined a small development firm just as the Dallas real estate development market was booming.

Business was good until 1986, when bank failures, falling oil prices and the savings and loan crisis halted commercial development.

“That took me to the Perot family,” Laughlin said.

Ross Perot Sr. had sold his company, Electronic Data Systems, to General Motors in 1987 and had significant investments in real estate.

“Mr. Perot needed real estate professionals to stabilize those investments, which included large land holdings, and develop exit strategies,” Laughlin said.

He joined The Perot Group, which became Hillwood, in December 1987. Ross Perot Jr. was leading the development of AllianceTexas.



“In 1987 there wasn’t anything north of Loop 820 except agriculture and ranching,” Laughlin said. Interstate 820 circles the northern half of Fort Worth.

But timing was perfect, because the Federal Aviation Administration was pressuring major metropolitan areas to open reliever airports. The Perot Group donated land to the City of Fort Worth so it could receive matching grants from the FAA to build the world’s first industrial airport, Fort Worth Alliance Airport, for cargo aviation. The airport opened in December 1989, and AllianceTexas has been growing rapidly ever since.

Seeing the big picture is Laughlin’s job today. Specific issues include federal regulations, water, land rights, transportation and utility generation and distribution.

“I worry about things 15 years out ahead of us,” Laughlin said. “I spend 75 percent of my time in the political world from the federal level down.”

He gained political insight in 1992 when Ross Perot Sr. ran for President as an Independent. Laughlin and other employees were tasked with organizing support to have Perot’s name put on each state’s ballot.

“We were real estate professionals but the family’s philosophy was here’s a problem, so let’s go fix it,” Laughlin said.

For a year he spent time based in Ohio organizing campaign activities there and in New York, West Virginia, Pennsylvania, Indiana and other states.



That political experience has helped with management of long-term endeavors, especially transportation funding and development, an important issue for AllianceTexas and Laughlin. He is President of the 35W Coalition, initially formed in 2006 to advocate and advance transportation solutions along the Interstate 35W corridor and DFW Metropolitan area. Laughlin also has been instrumental in private-public partnerships involved in developing the North Tarrant Expressway, enhancing State Highway 170, and other regional roadway projects.

“Success in those projects involves being flexible and a good partner, challenging yourself and benchmarking progress,” he said.

And perhaps his most enjoyable responsibility is his role as manager of the Hillwood Land and Cattle Company. “Good land development begins with our ranching heritage” Laughlin said. Managing Hillwood’s 2,500 Black Angus and Brangus Cattle operation provides Laughlin with a unique land management role, and serendipitously back to his roots in CASNR. With each project he has tackled, Laughlin’s drive is grounded in what he learned at Texas Tech. The goal is “being a good steward, which goes back to my landscape architecture training,” he said.

## ADVICE FOR CURRENT STUDENTS

Russell Laughlin enjoys paying forward the advice given to him as a student. He has spoken to students in the College of Agricultural Sciences and Natural Resources, but his advice is universal for anyone starting out in the world.



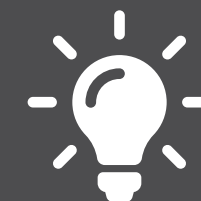
Embrace your landscape architecture, but don’t limit yourself to just landscape architecture. “Broaden your education and have a business background so that you can understand the big picture and how landscape architecture adds value,” Laughlin said.



Understand at least some basics of finance and accounting. “You will need finance and accounting because that’s how the world works. You’ll miss opportunities if you don’t,” Laughlin said.



Be adventurous! “Pursue every opportunity with intellectual curiosity and know no bounds,” Laughlin said.



Be a team player. “Surround yourself with every bright mind you can,” Laughlin said.





# DYNAMIC DUO

Father, daughter team up to teach agricultural education in Klondike

BY LAURA GUTSCHKE



## KLONDIKE INDEPENDENT SCHOOL DISTRICT IS SMALL, EVEN BY WEST TEXAS STANDARDS.

Only about 65 students are in the whole high school in an isolated farming community at the intersection of two Dawson County roads 77 miles south of Lubbock.

It is easy to assume at first glance that the surrounding cotton fields constrict the students' opportunities, but in reality they are a rich soil where agricultural education teacher Todd Gregory ('85 BS, '87 MS, Agricultural Education) inspires them to set goals as grand as the faraway horizons.

"We'll visit 12 to 18 college campuses in a year," said Gregory, who began teaching in Klondike in 2000.

In that nurturing environment tended by educators and families working together, the students thrive, as evidenced by their state and national FFA awards and college scholarships. At Klondike Gregory has had 15 state championship teams, nine national qualifying teams and two national runner-up teams.

"Since I've been here we've had over \$400,000 in agriculture scholarship money for the kids. Other extracurricular activities can't approach that," Gregory said.

With student participation in Klondike Ag classes and FFA growing in recent years – reaching about two-thirds of enrollment – school officials approached Gregory two years ago about hiring a former student as a second Ag teacher, his oldest daughter, Mackenzie Gregory Allison ('10 BS, '12 MS, Agricultural Communications).

Allison had taken extra courses at Texas Tech University to earn a teacher certification, student taught Ag classes at Idalou High School and was in her third year of teaching fourth grade at Hale Center. At Klondike, she was a member of four state FFA championship teams and two runner-up teams at nationals, and during college she often came home to prep students for competitions.

Gregory said he was honored by administrators' interest in recruiting Allison to join Klondike. He then added jokingly: "I can be hard to get along with. We're just alike so that's good, but it also presents its challenges."

Teaching has become a family affair. Gregory's wife, Roxanne ('85 BSE, Education), teaches second grade at Klondike. The two were married in 1985, and they have two other children: Jordan Gregory Moore ('11 BS, Agricultural Communications), an Ag teacher in North Carolina, and, Mitchell, who graduates in May with a BS in Agricultural Education.

Allison's husband, Braxton, coaches several junior high and high school sports, including girls' varsity track. He is a graduate of Lubbock Christian University, and the two were married in June 2011. They have two daughters, Lorelai, 2, and Lottie, newborn.

Despite being a lot alike, Gregory and Allison do have separate but complementary strengths. He excels at raising livestock, especially pigs, team training and mechanical applications, while her expertise includes leadership training, communications and milk quality teams.

"It's just like a puzzle, and the pieces fit together very nicely," Gregory said.





## Jordan Gregory Moore

The sign at the edge of Klondike recognizing the state championship and national FFA awards of the high school students was designed by Jordan Gregory Moore ('11 BS, Agricultural Communications).

Students three states away are benefiting from the lessons learned at that high-caliber program.

Moore teaches Ag classes at Orange High School in Hillsborough, N.C. (pop. 6,087). With an enrollment of about 1,200 students, the school is almost 20 times bigger than her alma mater. But her father's example of providing a support system for students and teaching them to develop skills that will serve them for a lifetime inspires her in the classroom today, she said.

"I never saw myself as a teacher, but I love teaching," Moore said.

Her initial career aspiration was photography and design for agricultural magazines, until her sophomore year.

"I took an Ag education class and did some observation in the classroom and thought I could absolutely see myself doing this," Moore said.

2012 was an eventful year for Moore. She married her husband, Matt ('11, BS, Agricultural Economics), in January, completed student teaching later that spring and moved to North Carolina that summer for her husband to attend Southeastern Baptist Theological Seminary at Wake Forest, N.C. Last fall the couple had a son, Walker.

CASNR faculty helped her make connections in her new state that led to her current job, where Moore's instruction focuses mainly on animal sciences. The school has a barn on campus for students to raise goats, lambs, pigs, steers and chickens.

"We're one of the few schools with animals on campus, but the emphasis here is not on shows. We have only about two shows a year," Moore said. "It's hands-on learning in the barn all the time, and I love it."

There is also a heavy emphasis on the market side of agriculture, but Moore also teaches students important life skills. They include the value of a firm handshake and looking people in the eye when introducing yourself.

Moore admits that on more than one occasion she has uttered some of her father's expressions, such as, "Hey, you need to step up and be somebody right now."

"It's good to be able to ask myself, 'What would dad do in this situation?'" Moore said.



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SAID.

### HIGH EXPECTATIONS

Gregory knows the challenges – and blessings – that come from being raised in an unincorporated community. He grew up in Lazbuddie in the Panhandle, where his father farmed cotton and his parents owned a cotton gin. Gregory participated in Ag classes and FFA. He showed pigs and was on livestock judging teams.

"I grew up being a Tech fan. It was the place to go," Gregory said.

But the move to Lubbock was a big change.

"It took a while for me to crawl out of the corner and be somebody," Gregory said.

That "be somebody" is now an admonishment his students frequently hear.

Gregory said he found invaluable support in the College of Agricultural Sciences and Natural Resources. He especially looked up to former department chair Dr. Jerry Stockton, researcher Dr. Curt Paulson and Mary Lou Flom, administrative business assistant.

"She had a smile every day. Every day! She was there when I went through and was still there when Mitchell got there," Gregory said. "Mackenzie and I both worked in the AgEd office there with her and learned a great deal about how to treat people."

He said his education included more than lessons on agriculture.

"Mostly they taught us that whatever you do there's going to be those that rise to the top, so be the best you can be. That's the way I was brought up too," Gregory said. "Those values carried with me as I became a teacher."

Gregory's inaugural teaching job was at Amherst High School, 47 miles northwest of Lubbock. After two years, he returned to Lazbuddie to work on the family farm. In 1993, the Gregorys moved to Klondike to farm.

When the local Ag teacher moved to another school district, Klondike school officials reached out to Gregory to take on the position. He agreed, after first talking with his wife and children.

"For me it was comfortable. It never bothered me that my dad was my teacher," Allison said. "Everyone knew that Mr. Gregory means business."

High expectations were clear, but Gregory made the learning experience fun, Allison said. She appreciates that point more now as an educator.

"It was fun to get him as my teacher, especially when we had so much success together," Allison said. "I felt blessed I got to have him as a teacher because he's a really, really good educator."

Allison was a member of many teams, and four won state FFA titles – parliamentary procedure, public relations, senior quiz, and dairy foods judging. Her parliamentary procedure team and dairy foods judging teams both finished as national runner-up. Her sister also was on a couple of those winning teams, and her brother competed at nationals on a land judging team.





"I LOVE TO  
SEE THEIR  
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WATCH THEM  
SUCCEED,"  
GREGORY  
SAID.

"I'm totally a nerd when it comes to parliamentary rules, and so is dad. I was an athlete and a cheerleader, but I'm a nerd too, and I can run a meeting like nobody else," Allison said, laughing.

The children's involvement in showing pigs and participating in Ag activities inspired more students to become involved, Gregory said.

Ag was naturally a part of the Gregory family's life. Even their vacations centered around FFA events – including trips to national conventions in Louisville, Ky., Indianapolis and Oklahoma City – and state Vocational Agriculture Teachers Association of Texas meetings, Allison said.

She originally envisioned a career in the agriculture industry, but while in CASNR she was drawn to the teaching profession.

"I have a minor in journalism, and I really thought I would end up teaching English or journalism," Allison said. "At Idalou I realized that if I got the chance to teach Ag in the right circumstance, it would be great."

After student teaching, she returned to CASNR for an assistantship and master's degree studies. When a coaching job for her husband opened in Hale Center, she also was offered a fourth grade position in the district.

Allison sees a lot of her father's teaching philosophy in her own work with students today.

"In life and in teaching it's OK to be pushed to reach your potential," Allison said. "My dad doesn't want to see a kid's potential wasted. If you're going to do something, why not do it 100 percent? We see what they're capable of, and we want them to see it too."

Part of the joy of teaching agricultural education is that it encompasses all aspects of the industry, from animal care to public speaking, Allison said.

"Students get to be exposed to all those realms of the Ag industry. It's neat to teach kids all those things," she said.

Just as Gregory is teaching with one daughter alongside him, so too is he guiding children of former students. With each generation, the rewards continue to be the same.

"I love to see their energy and watch them succeed," Gregory said.

He also enjoys hearing from former students, whether it's via social media or in person.

"There's nothing more fulfilling than a former student coming to school," Gregory said.

"We're not on the way to anywhere, so they intend to come here. They'll walk down the hallway and give me a big hug or a slap on my back or shake my hand."



The Texas Tech University System announced in December a vision to establish a four-year veterinary school and veterinary medicine doctoral program in response to student demand and industry needs. Along with the Texas Tech University Health Sciences Center, the College of Agricultural Sciences and Natural Resources is utilizing established strengths to develop a program that provides important animal health solutions and veterinarians to address unique agricultural challenges facing the region and state. The System is currently securing philanthropic, industry, community and legislative support to develop the school, and designing a model based on industry feedback that is cost-effective with accelerated curriculum and hands-on experience.

Currently, there are more than 150 students in pre-veterinary education at CASNR, but the lack of veterinary schools prohibits many qualified students from becoming veterinarians. The new school will serve the needs of both Texas students and agriculture, with a goal to be a leader in animal health, food animal production and biosecurity. The program will have a special focus on rural animal health, and large animal and mixed animal health, and the plan is for it to be located on a regional campus in Amarillo, the heart of the livestock production industry.

**SANJA ZIVKOVIC** has been named an assistant professor of agribusiness in the Department of Agricultural and Applied Economics. Her research interests focus on early business survival challenges of young farmers and entrepreneurs, development of management skills, and strategies for success in agribusiness. In addition to teaching and research, she manages the Master of Agribusiness program, where she focuses on creating networks with leaders in the agribusiness sector to provide students with greater internship and job opportunities.

The Department of Agricultural and Applied Economics named **DONNA MITCHELL** ('07 BS and '14 Ph.D. Agricultural and Applied Economics) a research assistant professor in water and resource economics. One of her primary goals is to expand multidisciplinary research related to water conservation

to increase the sustainability of irrigated agriculture through the use of efficient irrigation technologies and management strategies to enhance producer profitability while facing aquifer decline.

**DAVID DOERFERT**, a professor in agricultural communications, has been named Associate Dean of Tech's Graduate School. His duties will include leading the degree program evaluation process and information technology support that facilitates graduate program success at both the department and college levels.

The Department of Animal and Food Sciences hosted its first Meat School in Spanish. During the week-long course, 30 participants from seven Latin American countries were provided a comprehensive overview of current U.S. meat science industry trends

and developments. Participants experienced a series of lectures, hands-on activities, demonstrations and plant tours. Tech professors and industry professionals from all facets of the industry made presentations.

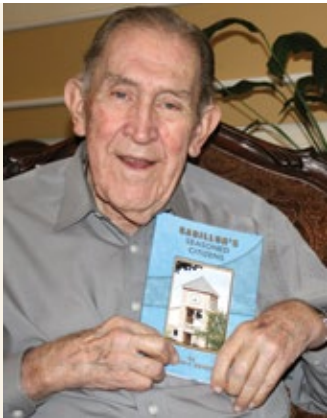
**SARAH FRITTS**, an expert in wildlife population demography and climate change, was named a research assistant professor in climate science for the Department of Natural Resources Management. One of her primary interests is studying wildlife response to climate change on the Southern High Plains, and future conservation planning in the context of climate change.

This spring, the Department of Plant and Soil Science hosted a Norman E. Borlaug International Agricultural Science and Technology Fellow, **TESFAYE DISASSA BITEMA**. The Borlaug Fellowship program, administered by the USDA's Foreign Agriculture Service, promotes food security and economic growth by providing research and training opportunities for scientists and policymakers from developing and middle-income countries. Bitema is an associate researcher at the National Biotechnology Research Center of the Ethiopian Institute of Agriculture Research, and while at Tech he will focus on learning about advanced techniques in molecular biology.

**BENILDO G. DE LOS REYES**, an expert molecular geneticist, was named professor of plant genomics and Bayer CropScience Chair in the Department of Plant and Soil Science. His laboratory is currently investigating the mechanisms build upon the power of regulon restructuring, regulatory RNAs, and DNA methylation to understand the intricate processes of by which novel gene expression patterns mediate transgression from parental phenotypes.

An expert in agricultural and biological engineering, **YANG HU**, has been named a research assistant professor in renewable bioproducts in the Department of Plant and Soil Science. He is based at the department's Fiber and Biopolymer Research Institute. One of his primary goals is to continue the growth of success of the research opportunities in renewable bioproducts from industries and federal government, and to explore next-generation bio-based products and cutting-edge technologies to develop bioproducts.





**DR. W. F. “BILL” BENNETT** (’68-’97 Professor Emeritus, former Associate Dean and retired Director of Development) recently published his second book, *Carillon’s Seasoned Citizens*. The book explores life at a senior living community, and how to enjoy life after retirement. Readers can expect the what, when and where about Carillon, information and stories from the residents, and plenty of Dr. Bennett’s classic one-liners, jokes and humorous advice. This book follows an earlier publication, *Tech Trivia*. The *Carillon* book can be purchased, starting at \$12.00 each plus tax and postage. If interested, contact Dr. Bennett at 1717 Norfolk Ave., Unit 2174, Lubbock, TX 79416; 806 281 6330; or email [william.bennett@ttu.edu](mailto:william.bennett@ttu.edu).

**W. F. “BILL” BARRETT** (’63 BS Animal Production) a member of the Texas Tech Rodeo Team during his college years, was inducted into the Santa Gertrudis Breeders Hall of Fame during the breed association’s annual meeting. He and his wife Kati have three daughters, all of whom attended Texas Tech, as did granddaughter Abi (Brown) Doege. Bill currently ranches in Bosque and McLennan Counties, raising purebred Santa Gertrudis cattle and remembering the bulls he rode and those he didn’t!

The Bayer Museum of Agriculture in Lubbock recently named their catering kitchen the Stanley M. Young Catering Kitchen after **STANLEY M. YOUNG** (’68 BS Animal Production, ’76 MS Animal Breeding).

**LARRY BUTLER’S** (’74 BS Wildlife Management) TV show, *Out on the Land*, began its fourth year in December and can be viewed on RFD-TV. For his work, Larry received the Distinguished Service Award from the National Grazing Land Coalition, and the Society for Range Management’s prestigious W. R. Chapline Land Stewardship Award.

**BERT BLAIR** (’75 BLA Landscape Architecture) is President of Yellow Rose Landscape Services, a full-service landscape company offering commercial and residential customers comprehensive maintenance, design, construction and irrigation services in Carrollton, Texas.

**CHRISTOPHER B. HOFFMAN** (’88 BLA Landscape Architecture) was recently elected as President of the Council of Landscape Architectural Registration Boards’ (CLARB) Board of Directors. He is the founder of Christopher B. Hoffman Landscape Architect,

a Clinton, Miss. based firm that provides site and master planning, grading and drainage, and construction detailing services with a focus on mixed used developments, commercial, healthcare, industrial, subdivision and educational projects. Chris is also serving on the Mississippi Landscape Architectural Advisory committee of the Mississippi State Board of Architecture.

**BRYAN COLE** (’01 BS Agricultural Communications) was recently promoted to Senior Director of Enterprise Scheduling for Texas Health Resources in Arlington, Texas.

**AMY HOLLENSHEAD** (’03 BS Agricultural Communications) recently moved school districts to Northwest IDS. She is now the coordinator of the Outdoor Learning Center there, working connect K-12 core content to nature, wildlife, the environment, natural resources and agriculture while promoting environmental stewardship. Previously she was a CTE STEM and Floral Design teacher for Eagle Mountain – Saginaw ISD.

**CASEY MABRY** (’03 BS Animal Science) is now the Cattle Procurement/Strategic Supply Manager for Cargill Beef in Garden Plain, Kan., and his wife **DEIDREA HARRIS MABRY** (’03 BS Agricultural Communications and ’06 MS Animal Science) is now the Director of Scientific Communication for the American Meat Science Association.

**DOUGLAS MILLER** (’06 BS Animal Science) and his wife **AMANDA OWENS MILLER** (’06 BS Wildlife and Fisheries and ’08 MS Wildlife Science) reside in Elk City, Okla. where Douglas serves as the regional supervisor for Drill String Services, and Amanda recently accepted a position as Environmental Permitting Manager at Apex Clean Energy.

**MISSI CURRIER** (’08 BS and ’09 MS Agricultural Communications) has been named Director of External Relations for the Office of the President at Texas Tech University. She was most recently the legislative coordinator of the Texas Tech University System and director of the Congressional Internship Program for the Office of the President. She is currently working toward a Ph.D. in Agricultural Communications and Education.

**BRENT COLE BROWN** (’11 BS Agricultural Economics and ’15 JD Law) is now an attorney at the Underwood Law Firm in Amarillo, Texas.

**WES WICKER** (’14 BS Agricultural Education) is now teaching Agricultural Mechanics at the Haskell CISD Vocational Tech Center in Rochester, Texas.

## In Memory

**N. CASEY FINE**  
*’35 BS Animal Production*

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

**LEROY OLSAK**  
*’47 BS Agriculture*

**JACK HENRY LONGBOTHAM**  
*’52 BS Animal Production*

**CHARLES BENTON BROWNING**  
*’55 BS Animal Production*

**DICK D. HARDEE**  
*’60 BS Soil Science*

**WESLEY W. MASTERS, SR.**  
*’60 BS Agronomy and ’62 MS Soil Science*

**RONALD G. BREDEMAYER**  
*’67 BS and ’69 MS Park Administration*

**KENNETH T. ATCHISON**  
*’68 BS Agricultural Engineering*

**MARGARETTE L. HARDEN-MERCER**  
*’85 Ph.D. Agronomy*

**PAUL J. INGUANTI**  
*’91 BS Animal Business*

**BILL WALLACE**  
*’84 MS Range and Wildlife Science*

**CARTER J. THORNTON**  
*’14 BS Interdisciplinary Agriculture*



Texas Agriculture Commissioner **SID MILLER** dropped by the Department of Animal and Food Sciences in January to meet and congratulate more than 50 team members and coaches from the award-winning livestock judging team, meat judging team, wool judging team, ranch horse team, and rodeo team. Commissioner Miller is well known across the state as an avid rodeo and horseshow participant who holds nine World Championships.

Two faculty members with the Department of Agricultural Education and Communications, Associate Professor **SCOTT BURRIS** and Assistant Professor **AMY BOREN**, are launching an innovation, reciprocal agricultural education program with a group of students in Nicaragua. The program is designed similarly to our 4-H program, and will be called 4-S. In September, a group of 20 boys and girls ranging in age from 15 to 18 along with eight of their teachers traveled to Washington, D.C. and Lubbock to learn about our 4-H program and Texas Tech University. This spring, a group of Tech students took a study abroad trip to rural Nicaragua to get a ground-level view of their agricultural education and programs.

Recently, the **COWAMONGUS RESTAURANT** within the Department of Animal and Food Sciences partnered with the Burkhart Transition Academy to provide work opportunities for two individuals with the university’s Burkhart Center for Autism Education and Research. One of the center’s prime missions is to increase the quality of life for individuals with autism. As a result, the center sends some of it participants to work at various places across campus to increase social skills and become more familiar with a work environment. COWamongus provides a valuable avenue

for individuals to gain experience, and the partnership aligns with the department’s vision to empower young people.

Following yet another string of wins and top honors this season, the **MEAT JUDGING TEAM** captured its 12th National Championship at the International Meat Judging Contest; its fourth national championship in the last five years. The team outlasted the University of Wyoming by 21 points to claim the title. Texas A&M University took third place with Oklahoma State University in fourth and Kansas State University rounding out the top five.

For the fourth time in school history, Texas Tech swept two national championship judging competitions and became the first school to claim the meat and livestock judging national championship in the same year. The **LIVESTOCK JUDGING TEAM** claimed its eighth national championship by passing Oklahoma State by 15 points at the North American International Livestock Exposition.

The **RANCH HORSE TEAM** captured the Collegiate World Championship and several members of the team took top individual honors at the Western Horseman Stock Horse

World Show. Competing against 10 other collegiate teams, Texas Tech earned top honors in several divisions, including the stock horse pleasure, train, reining, and cow horse categories.

The **WOOL JUDGING TEAM** started their semester off with a victory, taking first and second place at the National Western Stock Show. The team also placed four individual finishers in the top 10.

Through recent initiatives like the Texas Paddling Trails Program and the River Access and Conservation Area Program, the **TEXAS PARKS AND WILDLIFE DEPARTMENT** has encouraged recreational access to rivers and streams. Currently, very little data exists on how much those public access points are used and how much that access affects the water and wildlife, both within the stream and habitats along the banks. However, thanks to a provision in the most recently passed farm bill and an almost \$250,000 grant from the TPWD, a group of Texas Tech researchers in the Department of Natural Resources Management with the Cooperative Research Unit hopes to quantify those effects with the goal of opening up even more public access areas across the state.

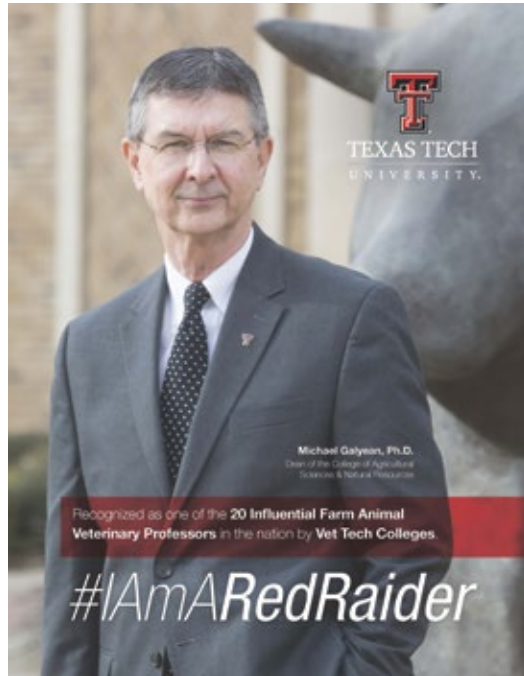
In the wake of colony collapse disorder, a team of Texas Tech researchers is working on a project to help farmers boost the health of their bee populations in an effort to reverse the dramatic losses in recent years. Funded by a \$380,579 grant from the USDA’s Natural Resources Conservation Service, the three-year project headed by **SCOTT LONGING**, lead researcher and an assistant professor of entomology in the Department of Plant and Soil Science, will study how land not being used for agricultural production can be improved to benefit the diverse and abundant native species that pollinate crops, and then teach producers more effective conservation methods to maintain those populations.





**ELLEN PEFFLEY**, a noted plant breeder and researcher, was named to the Department of Plant and Soil Science's Faculty Hall of Fame. She is the sixth former faculty member to be added to the distinguished group.

The Department of Animal and Food Sciences highlighted some outstanding alumni and special contributors during their annual Hall of Fame awards: **FRAN MORRISON** received the Hall of Fame Distinguished Service Award, **EDGAR SOTELO** ('88 BS Food Technology) received the Hall of Fame Graduate of Distinction Award, **KRIS WILSON** ('06 Ph.D. Animal Science) received the Hall of Fame Horizon Award, **JENNIFER LEHESKA** ('06 Ph.D. Animal Science) received the Hall of Fame Advanced Graduate of Distinction Award, **GRETCHEN MAFI** ('94 BS and '00 Ph.D. Animal Science) received the Meat Science Distinguished Alumni Award, **LONI WOOLEY** ('12 BS and '14 MS Animal Science) received the Meathead of the Year Award, **JODIE PITCOCK** ('93 BS Animal Production) received the Albert Usener Award, Cargill, Inc. received the Excellence in Service Award, and Del Corral received the Excellence in International Service Award.



Dean **MICHAEL GALYEAN** was recognized as one of the 20 Influential Farm Animal Veterinary Professors in the nation by Vet Tech Colleges. The rankings represent 20 professors who have exhibited great influence in the areas of farm and food animal care and growth. It is the second ranking he has earned from the group, after earlier being named one of the 20 Outstanding Animal Science Professors.

Two outstanding faculty members, **SCOTT BURRIS** ('92 BS Agricultural Education), an Associate Professor and Graduate Studies Coordinator in the Department of Agricultural Education and Communications and **CYNTHIA MCKENNEY** ('79 BS and '86 MS Horticulture), Associate Chair and Rockwell Endowed Professor of Horticulture in the Department of Plant and Soil Science, were named Texas Tech Integrated Scholars by the Office of the Provost.

**COURTNEY MEYERS**, an Associate Professor in the Department of Agricultural Education and Communications was honored by the Association of Public and Land-grant Universities with the United States Department of Agriculture Food and Agriculture Sciences Excellence in Teaching Award in the new teacher category. She also received the Outstanding Researcher Award at the Western Region American Association for Agricultural Education conference.

Department of Agricultural Education and Communications' Chair, **STEVE FRAZE** ('76 BS and '78 MS Agricultural Education) was also honored at the conference with the Outstanding Agricultural Educator Award. Separately, he was selected to receive the VIP Citation by the National FFA Organization.

**ERICA IRLBECK** ('07 MS Agricultural Communications and '09 Ed.D. Agricultural Education), an Associate Professor of Agricultural Communications in the Department of Agricultural Education and Communications, was recognized for her commitment to teaching by the Non-Land-Grant Agricultural and Renewable Resources Universities, receiving the NARRU Young Educator Award.

**ED HELLMAN**, a Professor of Viticulture with a joint appointment with Texas AgriLife Extension, was presented the T.V. Munson Award for the Texas Wine and Grape Growers Association and the Outstanding Extension Educator Award from the American Society for Horticultural Science.

## GERALD W. THOMAS OUTSTANDING AGRICULTURALIST AWARDS

Established in 1969, annual Gerald W. Thomas Outstanding Agriculturalist Awards recognize 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. This year's recipients were Frank Price for agricultural production; Les Eubank for agribusiness; and Tom Sell for public service.



### FRANK PRICE - Agricultural Production

A fourth generation rancher, Price received a bachelor's degree in agricultural economics with an emphasis on ranch management from Texas Tech (1973). He is involved in raising sheep, goats and cattle, as well as in an extensive wildlife hunting program. His involvement in the sheep business has earned him multiple wins during national wool shows throughout the nation. In addition, his intensive style of grazing management has earned numerous awards for rangeland stewardship. Awards for Price include the Texas and Southwestern Cattle Raisers Association's Outstanding Rangeland Stewardship Award, and the National Cattlemen's Beef Association's Environmental Stewardship Award. He is currently serving on the boards of the Texas and Southwestern Cattle Raisers Association, Texas Society of Range Management, and Texas Sheep and Goat Raisers Association.



### LES EUBANK - Agribusiness

The West Texas native has more than three decades of banking experience. He joined Plains Capital Bank in 1993. He recently served as West Texas Region Chief Lending Officer and is now responsible for bank management and business development, as well as commercial and consumer lending, serving as President of the Lubbock market since 2007. He received his bachelor's degree in business with a minor in agricultural economics from Tech. Later, he attended the International School of Banking and the Southwestern Graduate School of Banking. Awards for Eubank include the Bankers Agricultural Credit Conference's Distinguished Service Award (2013). He served as past president of the American Cancer Society of Lubbock, and has been a board member of the Children's Home of Lubbock Foundation and Texas Boys Ranch Foundation.



### TOM SELL - Public Service

A fifth generation West Texan, Sell is a principal in Combest, Sell and Associates, an agriculture-focused lobbying firm with offices in Lubbock and Washington, DC. He and his partner, the Honorable Larry Combest began their firm in 2005 to provide guidance for a consortium of national agriculture organizations on the Federal Budget Process. Sell received his bachelor's degree in agribusiness from Texas Tech (1995), and he earned a J.D. from the Tech's School of Law (2006). Following his undergraduate graduation from Tech, he moved to Washington, DC, where he worked as Deputy Chief of Staff at the U.S. House Committee on Agriculture. Sell currently serves as Board Chairman of Breedlove Foods focusing on international hunger relief, and sits on the LMHS Foundation Board for Covenant Hospital and the Southwest Little League Board of Directors.





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