

February 2005

The Leading Object: February 2005

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Perspectives

How affirming it was to listen to the speeches and panel discussions that were part of President J.B. Milliken's installation as the sixth president of the University of Nebraska on January 27. How challenging to think of all the opportunities ahead.



John C. Owens
NU Vice President and
Harlan Vice Chancellor, IANR

And how good it was to see events celebrating his installation stretch from Scottsbluff to Omaha in recognition of the key role our university plays across Nebraska.

Those of us in the Institute, with our research and extension centers and Cooperative Extension county offices serving the entire state, each day recognize the importance of our work to constituents throughout Nebraska, and the importance of our constituents in the work we conduct.

In his installation speech, President Milliken spoke eloquently of those who chartered this university because of a love of place – this place, this Nebraska. He quoted alumna Willa Cather, who wrote of the early years of the university:

"There was an atmosphere of endeavor, of expectancy and bright hopefulness about the young college that had lifted its head from the prairie only a few years before."

What a pleasure to walk across our campus and know that, over 100 years later, there still is an atmosphere of endeavor here, of expectancy and hopefulness that is ours to nurture and to grow.

The work we do contributes to the hope for Nebraska's – and Nebraskans' – future.

President Milliken spoke of the importance of investing in the people of
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*The Morrill Act of 1862
established a Land Grant University
in each state where
The Leading Object
would be instruction
in agriculture and related fields.*

Object

February 2005

\$3.5 Million Gift To Benefit NCTA Students

The University of Nebraska College of Technical Agriculture in Curtis (NCTA) has received its largest single private donation ever. A \$3.5 million estate gift from alumna Jean Rawson of California to the University of Nebraska Foundation bolsters the college's student scholarship offerings.



NCTA freshmen will benefit from scholarships funded by a recent \$3.5 million gift to the school from alumna Jean Rawson. Current students, including these three freshmen riding past NCTA's Agricultural Hall last fall, will also benefit from increased recruiting funded by the gift.

The gift creates the Jean Sullivan Rawson and Richard Rawson Scholarship, a permanent endowment with the net income used for annual student scholarships to aid Nebraska high school graduates who demonstrate financial need. Scholarship recipients also must have a 3.0 grade point average when they enroll in NCTA and maintain it to continue the award.

Some scholarship dollars will be available this fall, according to Jill Koslosky, NCTA Coordinator of Admissions and Recruiting, but most will become available in 2006.

"It'll help Nebraska students the most," she added. Koslosky said NCTA experienced a 53 percent jump in freshman enrollment last fall and expects the scholarship dollars will further aid in recruiting.

Jean Rawson graduated in 1936 from NCTA, then a state agriculture high school, and in 1940 from the University of Nebraska at Kearney, then the Nebraska State Teachers College.

According to the NU Foundation, Rawson had a strong affiliation with the Curtis campus. She remained in contact with fellow graduates and enjoyed receiving updates about the campus and student life. She was a member of "The Dirty Thirties," a group of alumni who

graduated in the 1930s and met for reunions. She died in 2003; Richard Rawson died in 1998.

"We are so very fortunate to receive a gift of this size," NCTA Interim Dean Gerald Sundquist said. "This is such a great endowment for college students from our area and the state of Nebraska who choose to attend NCTA. This is a gift that will help many young people with their educational goals for years to come. We are so thankful to the Rawson family for remembering us."

– Barbara Rixstine

Perspectives continued from page 1

Nebraska to build our economic competitiveness. He noted the power of education to transform a state and the importance of a robust research agenda to make our state successful.

These themes speak to the work we do in IANR. They speak to our need, and our entire university's need, to draw Nebraskans here for an affordable, relevant, and valuable education.

President Milliken said, "... today's innovation-based economy demands new models of engagement between the university and the state, and new ways to share intellectual resources and research with Nebraska citizens and businesses. I will ask Nebraskans to help us determine how and when and where the university can be most helpful, and engage most effectively."

We in the Institute engage Nebraskans in a variety of ways, including the listening sessions we hold yearly across Nebraska. We hear Nebraskans' concerns and regularly update our strategic plan to help us best meet Nebraskans' needs.

This sort of engagement is the cornerstone of the work we in IANR do in carrying out our land-grant university mission. Its importance was underscored again and again throughout the day, as well.

Speaking at President Milliken's installation, Molly Corbett Broad, President of The University of North Carolina, said, "If NU is to realize its full potential in the years ahead, I believe that this institution, too, must renew and extend its covenant with the people of Nebraska. In the great land-grant tradition, you must prove that your citizens' support, faith, and expectations have not been misplaced."

That sentiment was echoed in the afternoon panel discussion in Lincoln that followed the installation ceremony in Omaha.

C. Peter Magrath, President of the National Association of State Universities and Land-Grant Colleges, former UNL faculty member and administrator, and a panel member, spoke of the need for universities to keep their connections with their states strong by reaching out and engaging with communities to help meet people's needs.

That is part of our job in IANR, and central to our land-grant mission of taking the resources and riches of the university to Nebraska.

In her speech, President Broad said it is President Milliken's challenge "... to forge a stronger compact between the University of Nebraska and the people of this state in order to promote educational opportunity, economic prosperity, and a better life for all Nebraskans."

It is our challenge, our responsibility, and our *privilege*, to join J. B. Milliken in this endeavor.



2005 Master Conservationist Entries Due

Entries are due Friday, April 1 for the 2005 Master Conservation recognition program sponsored by the *Omaha World-Herald* and IANR.

The program offers statewide categories for individual youth and youth groups, as well as communities and businesses. Farmers and ranchers compete in five districts and anyone can submit a nomination, according to Dick Fleming, IANR Master Conservationist program coordinator.

Production agriculture awards are presented to those who have excelled in using new and traditionally acknowledged methods of soil and water conservation in farming or ranching operations. Residential, community, business, and youth awards, added several years ago, recognize holistic efforts in making wise use of soil and water resources while maintaining and enhancing the environment.

Awards will be presented at the annual meeting of the Nebraska Association of Resources Districts September 26 at the Kearney Holiday Inn.

Program details can be found in brochures at local Cooperative Extension offices across the state, research and extension centers and IANR campus departments. Entries may be sent to: Master Conservationist Awards, Public Relations Department, *Omaha World-Herald*, Omaha, NE 68102 or via e-mail to joel.long@owh.com. For more information, send an e-mail to rflaming1@unl.edu or call (402) 472-8742.

Need to meet with the Vice President/Vice Chancellor?

Drop-ins each Friday from 3-5 p.m.*

John C. Owens

NU Vice President for Agriculture and Natural Resources and Harlan Vice Chancellor of IANR

202 Ag Hall • (402) 472-2871

*Occasionally Dr. Owens will be called away on University business.

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109 ACB, 0918; via e-mail (brixstine2@unl.edu) or via fax (402-472-0025).



Stonecipher Dies

Charles L. "Chuck" Stonecipher, 67, died January 28 in Hastings. Stonecipher was the founding director of the University of Nebraska-Lincoln's South Central Research and Extension Center near Clay Center in 1968 and served as its district director until his retirement in 1997.

"Chuck was a friend to ranchers and farmers alike and those who worked with him knew his strong commitment to the people – particularly the youth and families – of Nebraska," Cooperative Extension Dean Elbert Dickey said.

He is survived by his wife, Sharon, and other family members. Memorials may be sent to the Nebraska 4-H Foundation.

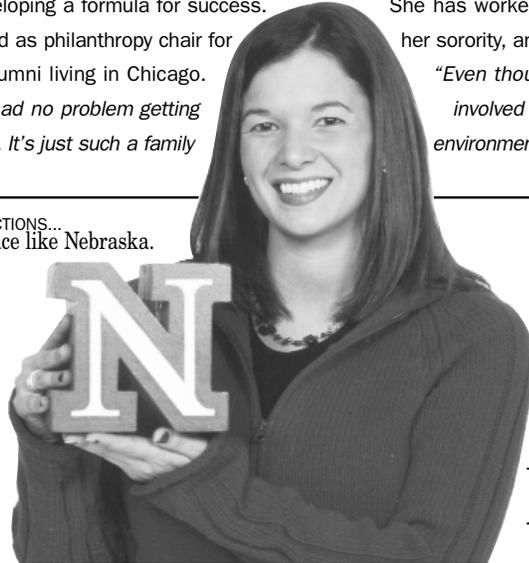
This Chicago native found the right chemistry at Nebraska.

KATHERINE EASLEY, a junior biochemistry major at the University of Nebraska–Lincoln from LaGrange, is developing a formula for success.

She has worked one-on-one with professors, served as philanthropy chair for her sorority, and even connected with Nebraska alumni living in Chicago.

"Even though Nebraska is a big school, I've had no problem getting involved and finding leadership opportunities. It's just such a family environment. It's all about the people here."

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Pork Seminar Offered in Norfolk

A March niche production and marketing seminar will teach pork producers how to add the extra income of a niche market to their operations.

"Niche Production and Marketing: A New Shopping List" will be from 9 a.m. to 3 p.m. Tuesday, March 1, at the Lifelong Learning Center in Norfolk. Producers will learn what niche markets

are, along with the benefits of and how to participate in niche marketing, said Al Prosch, NU Pork Central coordinator and a seminar speaker. For more information, call (800) 767-5287.

This seminar is sponsored by University of Nebraska-Lincoln Cooperative Extension, the Nebraska Pork Producers, and the National Pork Board.

2005 Wall Calendars, Brochures Available

Free full-color School of Natural Resources wall calendars and color brochures with initial details of the 2005 Water and Natural Resources Tour are available from the Water Center. To request either, contact Steve Ress at P.O. Box 830844, University of Nebraska-Lincoln, Lincoln, NE 68583-0844; by phone at (402) 472-3305; or by email at sress1@unl.edu.

Lied Center Entertainment to be East Campus Option

As part of UNL, the Lied Center for Performing Arts serves the students, staff, and faculty of both campuses – as well as the surrounding community – and has expanded its season programming to the East Campus, according to Laura Levy, Director of Audience Development and Communications for the Lied.

In two January performances, the Cashore Marionettes charmed a packed-house of audience members at the Nebraska East Union, she said. On Tuesday, March 22, again at the Nebraska East Union, the Lied Center will present the three-piece Alloy Orchestra to bring to life *The General*, a silent film featuring Buster Keaton.

The Lied Center is committed to including the East Campus in next season's programming plans as well. For more information, contact the Lied at 472-4747 or on the web at www.liedcenter.org.



Alloy Orchestra (l to r) Roger C. Miller, Ken Winokur, Terry Donahue.

Josiah Chosen to Head Nebraska Forest Service

Scott Josiah has been named Nebraska State Forester and Director of the Nebraska Forest Service, succeeding Gary Hergenrader, who retired in January.

The Nebraska Forest Service is administratively located within UNL and provides a variety of services to Nebraskans through programs including community forestry, rural forestry, rural fire protection, and forest health management.

Josiah has 30 years of experience in forestry and wildland fire in both the United States and the tropics. Originally from New York, he has a B.S. in Forestry from the New York State College of Environmental Science and Forestry, an M.S. in Soils and Botany from Southern Illinois University, and a doctorate in Forest Policy and Administration from the University of Minnesota. As State Extension Forester, Josiah directed research and education programs in specialty woody crops production/marketing, community forestry, and agroforestry.



| Josiah

An NU alum, Hergenrader began his Nebraska career in 1967 as an Assistant Professor in the then-Department of Zoology. He was named Vice Chairman of the department in 1974 and served as Interim Director of the newly formed School of Life Sciences. In 1981 he was named Head of the Department of Forestry, Fisheries and Wildlife, and State Forester. Two more landmarks were ahead: helping Forestry, Fisheries and Wildlife's academic side join the newly formed School of Natural Resource Sciences in 1997 – the Forest Service is a separate unit affiliated with SNRS, but not administratively part of it – and seeing NFS placed in state statute in 2004. Hergenrader continues to serve on the Board of Trustees for the National Arbor Day Foundation, among other community boards and organizations.

–Barbara Rixstine



| Hergenrader

Bruntz Named IANR Rep with NU Foundation

Ann Bruntz became the University of Nebraska Foundation's Director of Development for IANR just a few weeks ago, but her planner's already full of dates, names, and commitments.

The former Nebraska Cattlemen's Research and Educational Foundation Board President is a Nebraska College of Technical Agriculture alumna, who grew up on a ranch in north-central Nebraska. Bruntz still owns and operates a feedlot with her husband, and is "hands-on" in the industry, she said, with 33 years of agricultural background on which to draw.

"All that experience, and her unique background, is what makes having Ann on board so exciting," said Kevin Meyer, Foundation Assistant Vice President, UNL Campus and Director of Development. "People trust her because she can sit down with constituents and really talk their language."

Bruntz said she expects to raise awareness of IANR priorities with agribusiness and agriculturally-based resources all across the country, building relationships with current and potential donors, and helping support recruitment.

She replaces Bethany Throener, who was promoted to the position of Senior Director of Development for IANR and the College of Arts & Sciences.

– Barbara Rixstine



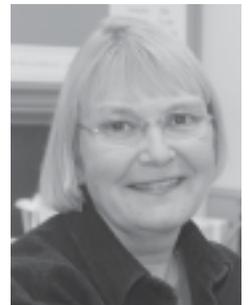
| Bruntz

Busse, Hayes Honored

Marlene Busse and Sherrill Hayes, both Department of Agronomy and Horticulture staff, have earned honors this past month.

Busse, Staff Secretary III, has earned the Office/Service Outstanding Employee Award for January 2005. Busse is "indispensable to the successful administration of the graduate program," said one recommendation, which added, "I have heard nothing but good comments from my own students and from others about their experiences with Marlene." Another letter said Busse's "attitude is infectious and improves the work environment for everyone."

Sherrill Hayes, Accounting Clerk III and a specialist with grant accounts for the Business Center, was selected to receive the January 2005 KUDO award. One recommendation for her award said, "In one instance, she saved nearly \$5,000 that would have been lost as an unexpected balance at the end of the grant." Another said, "She never accepts a 'close enough' approach, while never being harsh. ... You can take her recommendations to the bank."



| Busse



| Hayes