

May 2005

## The Leading Object: May 2005

Follow this and additional works at: <http://digitalcommons.unl.edu/leadingobject>



Part of the [Agriculture Commons](#)

---

"The Leading Object: May 2005" (2005). *The Leading Object*. 22.  
<http://digitalcommons.unl.edu/leadingobject/22>

This Article is brought to you for free and open access by the Agriculture and Natural Resources, Institute of (IANR) at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in The Leading Object by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

# Perspectives

Support from state and national commodity boards is important to the Institute of Agriculture and Natural Resources.

That support comes to us both in dollars, and in people. People who provide wise counsel, and people who step forward when stepping forward is needed.

Here in IANR we appreciate both the people and the dollars. Both help us do the work we are here to do.

In fiscal year 2004, commodity board awards within IANR totaled \$1,234,879. Of that amount, \$1,054,875 went to research, and \$180,004 to extension education.

Commodity groups' funding of research represents 2.5 percent of ARD's total grant income. Commodity groups' funding of extension education represents 1.9 percent of extension's total grant income.

Providing that funding in FY04 were the: Beet Sugar Development Foundation; National Pork Board; Nebraska Pork Producers Association; National Sunflower Association; Nebraska Beef Council; Nebraska Corn Board; Nebraska Department of Ag – Potato Development Board; Nebraska Dry Bean Commission; Nebraska Grain Sorghum Board; Nebraska Soybean Board; Nebraska Wheat Board; U.S. Chicory Economic Development; United Soybean Board.

We often hear the adage, "It takes a village to raise a child."

When we look at the commodity boards supporting work conducted in the Institute, it's very clear the agricultural community understands the importance of growing that community's future, as well.

Commodity board funding for research is one of our best sources for applied research funding. We value it

continued on page 2



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

# The Leading Object

*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.*

May 2005

## UNL's NAMA Chapter Captures Top Award

The ultimate goal.

That's what the University of Nebraska-Lincoln student chapter of the National Agri-Marketing Association (NAMA) accomplished this year.

Topping 34 other chapters, the UNL team received the Outstanding Chapter Award at the 2005 NAMA conference and trade show in Phoenix April 19-22.

Chapter Advisor Matt Spilker, a lecturer in the Department of Agricultural Economics in the College of Agricultural Sciences and Natural Resources, said the team was ecstatic.

"I can't even describe it," Spilker said of the moment the team learned of its award. "There was a lot of screaming. Everybody's still high."

The Outstanding Chapter Award wasn't the only one bestowed upon this 20-member team. It also received two Chapter Improvement Awards, one for communication and one for membership recruitment. Spilker received NAMA's Outstanding Advisor Award.

Chapter President Katie Frey, an agribusiness and agricultural economics senior from Albion, said members worked extremely hard this year.

"At the beginning of the year, we established goals to be obtained throughout the year and we accomplished almost every single one of them," Frey said. "We were able to do this because of a very efficient and motivated officer team, as well as members who were willing to go the extra mile."

UNL has had a chapter about eight years. The 2004 chapter won second place in the outstanding chapter competition.

Spilker believes the team won top honors this year as a result of efforts of past years and "an unusually dedicated group of current seniors."



*Members of UNL's student chapter of the National Agri-Marketing Association display awards received at the recent conference. They are, from left, Micky Wilson of Hazard, Katie Frey of Albion, Julie Douglas of Sutton, and Tiffany Minnick of Riverton.*

"It's a building process," he said. "It has taken this long to get all of our chapter programs in place."

The Outstanding Chapter Award is based on all chapter functions, including the mentoring program, resume and interview workshops, career discussion panels, fundraising, membership recruitment, and chapter communication.

Participation in NAMA is an educational and intense experience, Spilker said.

"This is about as real-world experience as they can get," he said. "We ask the judges not to treat them like students, treat them like executives coming into the board room, and they do."

The chapter already is beginning work for next year and will set its goals high again during the next conference in New Orleans, Spilker said.

— Lori McGinnis

Perspectives continued from page 1

highly for that reason, and also because it is farmer- and rancher-directed. In this way, our constituents tell us what it is we can do to help better their industry and their lives.

As Nebraska's land-grant university, that is very important to us at UNL. You may have heard me say before that I think any land-grant university that has lost touch with its constituents, that does not listen to them and learn from them, is a land-grant university that has lost its way.

It is a land-grant university's mission to take the resources of the university to the state. Commodity boards help us carry out our mission, both by representing the needs and concerns of their members in conver-

sations with us, and by providing funding to help us meet those needs and concerns through research and extension education.

Often commodity boards fund projects that generate important data which are key to obtaining larger national grants. In that way, we leverage the commodity funds we receive into more funding for research important to Nebraska. Those new grants, in turn, provide research to discover knowledge people can put to use in their lives and operations.

Support by Nebraska's and national commodity groups matters.

When producers contribute to checkoff programs they are contributing to the future of the industry, as well as to research and extension education

programs aimed at strengthening and sustaining agriculture.

When the federal government proposed cutting federal formula funds earlier this year, many of Nebraska's commodity boards and growers associations contacted our Nebraska congressional members urging a reconsideration of that proposed cut.

They know the importance of the work we do.

We know the importance of their support. And we thank them.



## Nebraska Food Cooperative in the Works

A consumer in Schuyler looking for fresh tomatoes or a producer in Broken Bow wanting to sell a front quarter of beef will have a new place to go next year.

The Nebraska Food Cooperative will be launched in spring 2006.

The cooperative concept grew from a series of USDA-funded Food Processing Center marketing studies that examined local food systems.

"We found there was consumer interest in locally produced foods raised in a sustainable manner, but consumers didn't always know where to find them," said Mark Hutchison, a food industry consultant for the University of Nebraska-Lincoln. "So we worked with producers to find a venture that could build on this."

Nebraska consumers will join producers and growers to form the cooperative.

Food cooperatives have been popular on both coasts for decades, but in the Midwest smaller populations spread over a large area make them more difficult to manage. Nebraska's co-op, modeled after

a successful food cooperative in Oklahoma, will use a Web site to manage producer information, inventory lists, and ordering. Products will be distributed using a cross-docking operation at a centralized distribution facility. Producers will bring their customer orders to the facility where they will be sorted by customer location and delivered to a pickup site or customer's home that day.

Hutchison said the cooperative will allow producers to leverage their marketing and distribution activities while giving consumers more choices, but the benefits extend beyond the membership.

"Every dollar spent on food grown locally will not only stay in Nebraska, it will go back to rural communities," he said.

A recently formed steering committee will spend the coming months setting standards for production practices and developing operational procedures for the co-op, Hutchison said.

— Marcia Oetjen

## Biochemistry Professor Honored

Vadim Gladyshev, Professor in the Department of Biochemistry, has been appointed a Charles Bessey Professor.

Gladyshev joined UNL in 1998 and received a junior faculty award for excellence in research in 2001.

His research uses advanced computing techniques to search for selenoproteins in human, mouse, and rat genomes. He has collaborated with the Redox Biology Center and the Nebraska Center for Cell Signaling.

Bessey and Willa Cather professorships are awarded to scholars who have demonstrated distinguished scholarship and creative activity.

Editor - Lori McGinnis • Layout - Anne Moore • Photography - Brett Hampton

It is the policy of the University of Nebraska-Lincoln not to discriminate on the basis of gender, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin or sexual orientation.

*The Leading Object* is published monthly for all IANR staff members by Communications & Information Technology. Questions or story ideas may be directed to the editor at 106 ACB, 0918; via e-mail ([lmcginnis2@unl.edu](mailto:lmcginnis2@unl.edu)) or via fax (402-472-0025).



*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.

## Raun's Career Focused on Helping Others with Farming

Ned Raun had thought he wanted his career to be in farming, but he got as much satisfaction out of helping people in other countries develop their farming methods.



**Raun**

Raun, a 1948 agricultural graduate at the University of Nebraska-Lincoln, delivered that help while working for the Rockefeller Foundation.

"I was committed to being a farmer," said the Minden native, older brother of Robert Raun, a former regent and trustee of the W.K. Kellogg Foundation. And that's what he did after graduating in animal science.

However, in 1957 Raun decided to move toward academia and entered graduate school at Iowa State University, where he got a doctoral degree in nutrition, biochemistry, and physiology in 1961.

That led him to the Rockefeller

Foundation, which pioneered country-based technical assistance programs in agriculture. He moved with his wife Essie and six children to Mexico and worked with the Mexican Ministry of Agriculture on education and research programs designed to increase the production of crops and livestock. Raun focused on livestock nutrition.

"The work was comparable to what the University of Nebraska does to serve the livestock industry in Nebraska," he said. "It was an exceptional experience."

After three years in Mexico, Raun did similar work in Colombia for 11 years with the Colombian Institute of Agriculture and the International Center for Tropical Agriculture. He returned to the United States and took a job with Winrock International, another Rockefeller organization. While there he developed livestock research and training programs for Africa, but this time remained in the United States.

Later Raun became executive director of the MidAmerica International Agricultural Consortium (MIAC) from 1994-97,

developing research and education partnerships among five MIAC universities and counterpart institutions in Mexico.

Now living in Stillwater, Oklahoma, Raun still has fond memories of leaving his family farm and going to UNL.

"Coming from the farm to Lincoln in 1942 – that was exciting," he said. "The campus experience plus the interaction with students was certainly unlike anything before or after."

Raun also remembers leaving UNL after one year for service in the Air Force during World War II, and returning to school with scores of other veterans.

"We were kindred spirits as we prepared ourselves for post-war careers," he said.

Raun said his studies at UNL helped him learn the importance of first preparing a plan, then managing and continuously evaluating it – which helped him advance in his career in international agriculture.

"The big thing is using your head and assessing what's needed before you start," he said.

– Lori McGinnis

## Students' Floral Designs Complement Artwork

Students in a University of Nebraska-Lincoln horticulture class got a new outlet for their floral designs last month.

The 15 students in David Lambe's advanced floral design and shop management course created floral designs to complement an art display at the Haydon Art Center in Lincoln. The designs were displayed next to watercolors of flowers and oil paintings of trees.

"It was exciting," Lambe said. "I think it's a great opportunity to have their work displayed publicly."

The students' task was to view the paintings, then design a display that interpreted the art, Lambe said. The students were graded on the projects.

The idea to use student floral designs came from the gallery's education committee, said committee chair Linda Esterling. The designs add a lot to the look of the artwork, she said.

"They look great," she said. "They really are an artistic design."



## Farming Together Workshop Helps Families

Families from around the country learned about issues that affect farm families at a Farming Together: Cultivating Legacies workshop this spring.

The Nebraska College of Technical Agriculture and the University of Nebraska-Lincoln Department of Agricultural Economics sponsored the workshop, taught by Dave Goeller, Cooperative Extension farm and ranch transition specialist.

"With an aging farm population and a reduction in the number of children returning to the farm dramatically reduced from even 20 years ago, this type of transition workshop is very important," Goeller said.

The workshop addressed such topics as debt structure, financial viability, transition, business succession plans, and estate transfers.

Goeller works with families in all stages of transition, including beginning and retiring farmers and those working on financial changes in an operation.

## Mayo New Interim Associate Dean of ARD

ZB Mayo has been appointed Interim Associate Dean of the Agricultural Research Division, announced John Owens, University of Nebraska Vice President and Harlan Vice Chancellor of IANR.

Mayo may transition to the position of Interim Dean and Director of ARD if that position is not filled permanently by July 1, Owens said. Dean Darrell Nelson is retiring June 30. If Mayo does serve as Interim Dean, he will again serve as Interim Associate Dean while a national search is conducted for that position, vacated by Dale Vanderholm, who retired.

Mayo will not be a candidate for either

position, Owens said. Mayo previously announced he will step down from his current position as Department of Entomology Head. A national search for his successor is under way. Fred Baxendale began serving as Interim Department Head on April 25 but also will not be a candidate for the permanent position.



| Mayo

## Roeber Takes Post at Academic Affairs

Ron Roeber, who has served IANR's Communications and Information Technology as Information Technology Coordinator and Extension Specialist, is the new Associate Vice Chancellor for Facilities and Information Technology in the Office of Academic Affairs.

Roeber's duties include: serving as a liaison to campus information technology groups; monitoring intellectual property issues related to distance education; tracking facilities projects funded through

Academic Affairs; and working with Institutional Research and Planning and academic units to describe and assess need for facilities improvements.



| Roeber

## Early Pickup on Display at Tractor Museum

A century-old vehicle considered the earliest pickup truck is on display at the Lester F. Larsen Tractor Test and Power Museum on East Campus.

The museum acquired an International Harvester Auto Wagon Model A. International Harvester began producing motor vehicles with the Auto Wagon in 1907. Known as the first true utility vehicle, it is equipped



with a removable back seat that reveals a large pickup box.

The Auto Wagon Model A, manufactured in 1910, is a self-propelled, general purpose vehicle. It is on long-term loan from Elton Lyles of Omaha.

The museum is housed in the original Nebraska Tractor Test Facility and includes more than 40 historic tractors.

## ARDC, Barta Building Celebrations Planned

The Agricultural Research and Development Center near Mead will celebrate the 10-year anniversary of the Research and Education Building and rename it in honor of a major donor on June 3.

Director Dan Duncan said the identity of the donor will be revealed at the ceremony, which will take place at 11 a.m.

and be followed by a lunch and optional bus tours of the ARDC.

On June 23, IANR will dedicate a new building at the Barta Brothers Ranch near Rose. The 11 a.m. event will be followed by a ceremony, lunch, and tours and discussions about research projects at the ranch.

## Wagner Receives KUDO

Nancy Wagner, Administrative Technician I with IANR's Finance and Personnel Office, received the April KUDO award from the NU Board of Regents for her service and contribution to the university.

One recommendation stated Wagner "excels at satisfying a wide variety of informational and service requests and often develops better processes for utilizing existing resources" and "has played a vital role in improving the efficiency of institutional operations."

Another states, "Nancy has the unique ability to juggle multiple tasks simultaneously and complete them all successfully."



| Wagner

## OEA Goes to Larsen

Karma Larsen, Communications Associate with the Nebraska Statewide Arboretum, has received the Outstanding Employee Award for managerial/professional staff for May/June.

Letters supporting Larsen's nomination state: "She has high standards for not only her publications, but the botanical art competition, outreach, and marketing projects and story ideas, and is always eager to hear and implement new ideas for researching NSA friends and stakeholders."

Another letter states "her passion for her work comes out in her ability to promote and generate enthusiasm for the arboretum and the industry."



| Larsen