University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

The Leading Object

Agriculture and Natural Resources, Institute of (IANR)

9-1-2005

The Leading Object: September 2005

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

Part of the Agriculture Commons

"The Leading Object: September 2005" (2005). *The Leading Object*. Paper 27.
http://digitalcommons.unl.edu/leadingobject/27

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.

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.

September 2005

Perspectives

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

On August 31, over 350 people attended the Gudmundsen Sandhills Laboratory Open House near Whitman to hear information geared toward rangeland management and the beef cattle industry.

We dedicated our new 9,100 square-foot Wagonhammer Education Center there, with its 3,600 square-foot Ray Bohy Conference Room that accommodates up to 300 people for agricultural events and educational courses. When I think of how this building can enhance extension education, learning, and research, I am delighted for both IANR and Nebraska.

Elaine and the late James Wolf of Albion provided the lead gift for the center, which is named after the Wolf family's Wagonhammer Cattle Company. The late Ray Bohy's estate provided the second gift making this building possible. Ray was IANR's ranch and livestock manager for more than 30 years.

Other donors contributed to equip the sample preparation room. We are so fortunate to have such generous people, who envision and build for Nebraska's future.

To me, the Wagonhammer Education Center exemplifies a belief in the value of education and the work IANR does for Nebraska, plus a keen understanding of the importance of agriculture, Nebraska's leading industry, and the importance of beef within Nebraska agriculture.

Gudmundsen is home to ongoing beef research and education, including extension's Ranch Practicum program, where hands-on learning emphasizes a systems approach to livestock and natural resource management.

A 1999-2003 five-year summary shows practicum participants influenced decisions on more than 5 million acres of upland range, meadow, and seeded

continued on page 2

CASNR Leads All UNL Colleges In Fall Semester Enrollment Gain

University of Nebraska–Lincoln's College of Agricultural Sciences and Natural Resources led all other colleges in enrollment gains for the fall 2005 semester.

"To say that I'm ecstatic probably isn't strong enough," CASNR Dean Steve Waller said.

CASNR's fall enrollment is 42 students higher than it was the previous fall. While modest, the increase reflects the hard work of everyone and signals a step in the right direction, Waller said. Enrollment had declined the last eight years. Total CASNR fall enrollment this year is 1,264.

Brett Hampton

Continuing to increase the number of students on East Campus is the goal of the College of Agricultural Sciences and Natural Resources.

"We're extremely pleased with the efforts of everyone, including faculty, staff, students, alumni, stakeholders, and extension personnel," he said. "We have turned the corner and things are looking up. It's going to be a good year."

The College of Arts and Sciences was second highest in enrollment gain with 37 more students, and the College of Education and Human Sciences was third with 25 more.

CASNR can attribute the increase largely to the success of its new major, Professional Golf Management. Seventy-four students, many from outside Nebraska, are enrolled in the major this fall. The popularity of that program indicates enrollment will continue to rise, Waller said, adding he expects several hundred students to eventually be enrolled in PGM every year.

The PGM program is an example of how the college is changing to reflect current interests without abandoning its traditional core programming, Waller said.

Other new college majors expected to begin next fall include Insect Science; Hospitality, Restaurant and Tourism Management, a joint program with the College of Education and Human Sciences; and Landscape Architecture, a joint program with the College of Architecture. The two joint majors need to be approved by the state's Coordinating Commission for Postsecondary Education.

The additional 42 students reflect a 3.4 percent enrollment growth, a UNL high. In addition, non-resident student enrollment was up 31.6 percent.

CASNR students' annual ACT score is up as is the average number of student credit hours in the college.

continued on page 2

Perspectives continued from page 1

hayland and cropland through their ownership, educational, and consulting activities. They estimated practicum impact at $26.40 per head in their own herds, with an average benefit of $24,869 per ranch.

Professor Emeritus Dick Clark, who worked for years at the West Central Research and Extension Center at North Platte and before his recent retirement served as Interim Head of our Agricultural Economics Department, was one of the Ranch Practicum originators.

When we think of research and extension education specific to beef, we often think of our Animal Science and Veterinary and Biomedical Sciences departments, which do tremendous work of benefit to the industry. Many other parts of IANR contribute on beef-related issues, as well.

Dr. Clark, for instance, has analyzed the use of irrigated pastures and economics of establishment and grazing, published about the economic efficiency of two beef systems from calving to weaning, and co-authored a publication on water development costs for grazing livestock, among other activities.

One of his ag economics colleagues conducts an ongoing study aimed at understanding consumers' preferences for beef and their willingness to pay for different attributes.

Another led a study on feed yard labor costs, done in conjunction with an undergraduate student whose paper on the study was recognized at the 2004 American Agricultural Economics Association meeting as the outstanding undergraduate paper of the year. The study provides important baseline information for feedlot operators.

There are other beef-related research and education programs, as well. And, we've recently hired Dr. Matt Stockton, a new tenure-track agricultural economist, at the West Central Research and Extension Center who will focus on beef, crop profitability, and water issues.

In Biological Systems Engineering, our scientists are developing a research-based computer tool to predict how often annoying odors will exist in areas surrounding a livestock operation, because livestock odor concerns are growing in some sectors of Nebraska. The modeling software illustrates how far a livestock operation needs to be from neighbors to avoid odor-related conflicts.

An IANR nutrition scientist combined stearic acid from beef tallow with plant sterols from soybeans to create a potent cholesterol-lowering compound that could be used as a dietary supplement or food additive.

In ways too numerous to mention here – from 4-H beef programs for youth to developing new beef cuts that have increased demand and added at least $50 in value per animal over the past five years – IANR faculty and staff are at work every day providing practical, research-based knowledge for Nebraska's cattle industry.

I had a chance to think about all that, standing looking out at the green hills at Gudmundsen on August 31. IANR is at work for Nebraska – and the results are good.

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.

NCTA Enrollment Up 23 Percent

Fall 2005 enrollment at the Nebraska College of Technical Agriculture increased 23 percent from the 2004 fall semester, while freshmen enrollment increased 20 percent.

With 263 students on campus, NCTA's enrollment is the largest since 1997. This year's increase follows a record increase of 53 percent in freshmen enrollment in 2004.

NCTA Admissions Counselor Larry Cooper called the increase amazing.

"The increase in students on campus provides a tremendous opportunity for NCTA, and at the same time, strengthens the college, the community and the state of Nebraska," he said.

NCTA Interim Dean Jerry Sundquist attributed the increase to new college offerings and dedication to improving enrollment.

"There continues to be a growing demand for our students in agriculture-related fields," he said.

CASNR Leads All UNL Colleges In Fall Semester Enrollment Gain

(continued from page 1)

"This has really been a benchmark year," Waller said. "We really ought to step back for a moment and celebrate the successes we have had."

However, while the numbers are cause for celebration, the college cannot rest easy, he said.

"We don't want anyone to think that enrollment is no longer a problem," he said. "It's imperative we continue to make recruitment and retention a priority for everyone who has a passion for this college."

"CASNR's enrollment growth is great news for IANR," said John Owens, NU Vice President and IANR Harlan Vice Chancellor. "Whether you're a research professor on East Campus or an Extension Educator in any Nebraska county, UNL's future enrollment will be a major determining factor in regaining funding lost because of the university's previous enrollment declines. Enrollment growth in any UNL college is important to all of us in IANR."

– Lori McGinnis

Editor - Lori McGinnis • Layout - Anne Moore

The University of Nebraska-Lincoln does not discriminate based on 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**) or via fax (402-472-0025).

UNL Helped Schroeder Become 'Constant Learner'

For Charles "Chuck" Schroeder, the University of Nebraska–Lincoln (UNL) came calling early.

Raised on a Palisade cattle ranch, he started learning from UNL while still a young boy. His family operation was the site of livestock field days featuring UNL personnel, and he was intrigued by them. It helped him realize what he wanted out of life.

"I wanted to be a cow man," he said.

To get to where he wanted to be, Schroeder enrolled in UNL's Department of Animal Science to learn more about working in the livestock industry. Being a Nebraskan, he knew he wanted to attend UNL and knew the department had a solid reputation.

"It gave me the learning skills and motivation to be a constant learner in any area of life," Schroeder said. "I've had to be a learner."

Schroeder

After graduating in 1973, Schroeder became a partner in his family's business, Schroeder Cattle Company in Palisade. He stayed for 10 years and became involved in all aspects of the cattle business. He also judged regional and national livestock shows and was active in the Nebraska Stock Growers Association and the National Cattlemen's Association.

His life took a different turn in 1983, when then-Governor Bob Kerrey tapped him, first as Assistant Director of Agriculture than as Agriculture Director. Four years later he joined the University of Nebraska Foundation, first as Vice President of Development then as Executive Vice President.

He left Nebraska for Denver nine years later to become Chief Executive Officer of the National Cattlemen's Beef Association. He has been Executive Director of the National Cowboy and Western Heritage Museum in Oklahoma City, Oklahoma, since 2002.

While Schroeder's current duties of running a museum featuring contemporary and historic western art may be quite different than his days of working on the ranch, "I would argue I grew up preparing for this role," he said.

"There are many connections to the livestock industry," he said. "The museum is about the history of cowboys and the influence of men and women of the west in the development of the culture of the fabric of this country."

In addition to his museum position, Schroeder is a member of the Oklahoma State Fair Board and serves on the boards of the International Stockmen's Educational Foundation and the Agriculture Future of America.

Even though he now lives in Edmond, Oklahoma, Schroeder remains a Nebraskan at heart, and his UNL memories remain vivid. He appreciates instructors who gave him a sense of self-confidence, helped him believe in his own abilities, and also helped him to think logically.

"Certainly my university experience gave me a much broader view of the world. It showed me the world did not revolve around a 100-mile radius of my home."

– Lori McGinnis

Hibberd Represents IANR During Trade Mission to Cuba

IANR was represented when a Nebraska delegation traveled to Cuba and came home with a multimillion dollar deal to sell Great Northern beans to the island nation.

Chuck Hibberd, director of the Panhandle Research and Extension Center at Scottsbluff, meets Cuban President Fidel Castro during a trade mission to Cuba.

Chuck Hibberd, Director of the Panhandle Research and Extension Center at Scottsbluff, was among the 13-member Nebraska delegation that went to Cuba August 14-17 to negotiate the deal, which he called "absolutely phenomenal."

"The opportunity to go to Cuba and be part of the negotiation process to restart agricultural trade was a great opportunity for Nebraska," Hibberd said.

The delegation led by Governor Dave Heineman negotiated a $30 million trade agreement over the next 18 months that includes 5,000 metric tons of Great Northerns. The financial agreement is twice as high as any of the other 23 states that have trade agreements with Cuba.

Hibberd said he served the delegation as an adviser and resource person. The Cubans were interested in other products as well, such as sunflowers, beef liver, and dried skim milk, and went to Hibberd to learn more about them. The Panhandle produces more sunflowers than any other area of Nebraska.

Hibberd said the highlight of the trip was an evening reception in which the contract to export the beans was announced by Heineman and Cuban officials. Hibberd attributes the success to building relationships with Cuban officials through diplomatic receptions and sidebar conversations.

"We worked very hard to establish good relationships and we were successful in doing that," he said. "That's why we got the deal."

– Lori McGinnis

UNL Extension Receives Conservation Award

The U.S. Bureau of Reclamation has presented University of Nebraska–Lincoln Extension its annual Commissioner's Water Conservation Award.

Bureau Deputy Director Fred Ore said extension was awarded for assisting farmers during recent water shortages through education seminars, field demonstrations, videos, news articles, conferences and publications.

The award was presented during the Great Plains Conference on Improving Crop Water Productivity in North Platte. The two-day conference was sponsored by the West Central Research and Extension Center.

Hurricane Katrina Sends Two to Gulf, Exchange Student to CASNR

Hurricane Katrina sent two University of Nebraska–Lincoln (UNL) staffers to the affected area, while a student displaced by Hurricane Katrina has found her way into the College of Agricultural Sciences and Natural Resources.

Mark Hendricks, a Multimedia Information Specialist with Communications and Information Technology, and Cliff Ritz, a Network Specialist with Information Services, helped build an emergency communications network in hurricane-ravaged Mississippi.

Hendricks and Ritz took a university van with a satellite dish and other communications equipment to set up communications for a team of about 30 medical students and doctors from Virginia Tech that was helping treat storm victims.

The mission was set up by the UNL-based ADEC, a consortium of land-grant universities and colleges. Hendricks said the experience was a real partnership pulled together by ADEC's leadership.

Meanwhile, Bianca Carroll, of Surfers Paradise, Australia, had been in New Orleans just two weeks when she was forced out by the pending hurricane. When she learned she would not be able to return to New Orleans, she came to Lincoln.

Carroll had been studying at Southern Cross University in Australia. The marine resources/fisheries science junior went to the University of New Orleans in August on a study abroad program.

The day before the hurricane hit, they learned how bad it was expected to be. A faculty member then took them to his sister's house in Conroe, Texas, where they stayed for a week.

Southern Cross offered Carroll a scholarship to transfer to UNL, where she is involved in an independent study program in fisheries and wildlife.

She plans to return to Australia in December.

Drought Mitigation Center Develops Web-based Tool

IANR's National Drought Mitigation Center has developed a Web-based tool that will allow the public and decision makers from local to national levels to assess and better understand the complex impacts of drought on states and counties across the United States.

"There's never been any systematic assessment of drought impact in the United States," said center Director Don Wilhite. "Most people are surprised to learn that drought is the nation's costliest natural disaster, averaging between $6 billion and $8 billion annually."

The tool, available at *http://drought.unl.edu,* allows users to drag the cursor over a map of the United States to discover the number of drought impacts per state. Clicking on a state will reveal each county and the number of impacts per county.

Impacts could include crop yield losses, soil erosion and other environmental and economic effects, Wilhite said. The Web site contains links to a database of newspaper articles on the drought.

"It's an important step to finding out who's been affected and where," he said. "It's going to be a real useful tool."

OEA Awarded to Computer Specialist

Zinn

Alan Zinn, Computer Specialist with the Department of Animal Science, has received the Outstanding Employee Award for Managerial/Professional Staff for September/October.

Employees in the department call Zinn the one they turn to when seeking help for computer problems.

"Alan is one of the very few people in the department whose whereabouts must be known at all times. He is even sought out at home," one supporter wrote. Another said Zinn "plays a critical support role for this department and all functions of this department have come to rely on his expertise and general willingness to assist our mission."

Koelsch Receives Engineering Award

Richard Koelsch, associate professor with Biological Systems Engineering, received the 2005 G.B. Gunlogson Countryside Engi-neering Award from the American Society of Agricultural Engineering.

The award is presented annually to honor outstanding engineering contributions to addressing countryside or rural issues.

Koelsch was recognized for his animal environmental programs and their role in promoting stewardship within the agricultural community.

Koelsch

IANR Innovation Grants Available

Innovation grants are available for faculty interested in developing leading-edge digital environments to support IANR teaching, research, or extension goals.

The IANR innovation grant is intended to support modular content with identifiable outcomes and effective evaluation processes. This year's pool will support projects developed and made available in the 2006-07 academic year.

Grant recipients will receive funding for equipment and/or student help. Communications and Information Technology will provide design and programming support at no cost.

Questions may be directed to Brenda Caine at *bcaine2@unlnotes.unl.edu* or Ashu Guru at *aguru2@unlserve.unl.edu.*