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The Leading Object: October 2008

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NU Vice President and Harlan Vice Chancellor, IANR

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Perspectives

Three things I know:

1) Smart people build on their strengths.

2) Agriculture is a key strength in Nebraska.

3) IANR's work is vital to sustaining and enhancing the strength and competitiveness of Nebraska agriculture.

I look to Nebraska's future and have no trouble predicting agriculture will remain key here, where 93 percent of the state's total land area is dedicated to farming and ranching. Or that IANR will remain a leader in providing knowledge Nebraskans need to grow, and grow, and grow this strength and state.

We are an economic engine, at work for Nebraska.

When I look to Nebraska's future, I also envision healthy individuals, families and communities, and increased recognition and stewardship of Nebraska's precious natural resources.

IANR, as Nebraska's primary provider of agricultural and natural resources programs, is critical to fulfilling that vision. Our roadmap to getting there is the Institute's strategic plan, in keeping with the University of Nebraska strategic planning framework.

Our collective vision — and mission — for IANR, available on the Web at <http://ianrhome.unl.edu/strategicplan>, is this:

"The Institute of Agriculture and Natural Resources serves Nebraska by providing internationally-recognized science and education to assure the state's competitiveness in a changing world.

"To fulfill this vision with its firm focus on Nebraska, we must achieve world-class excellence in: the life sciences, ranging from molecular to global systems; sustainable food, fiber, and natural

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.*



October 2008

CASNR again leads all UNL colleges in enrollment growth for fall 2008

The popularity of new degree programs and a growing realization of the vast number of career options within the College of Agricultural Sciences and Natural Resources continue to contribute to enrollment increases.

For the fall 2008 semester, CASNR led all colleges at the University of Nebraska—Lincoln in enrollment growth. CASNR had 12.9 percent more students than in fall 2007. The college with the second largest growth was the College of Education and Human Sciences, which had a 5.1 percent growth.

The increase means that CASNR is responsible for 47 percent of the growth in undergraduate enrollment at the entire university.

"We've got people talking about the college and the opportunities we have," said CASNR Dean Steve Waller.

CASNR's total fall 2008 enrollment of 1,642 students was an 187 student increase from a year ago. It is the fourth year in a row the college showed increased enrollment.

Waller attributes much of the increase to interest in new degree programs introduced by the college in the last four years. Forensic science, for example, showed a



Photo by Brett Hampton

CASNR led all colleges at UNL in fall 2008 enrollment with 12.9 percent more students than a year earlier.

385 percent growth by increasing the number of students from 13 to 63 in one year.

Other newer programs also showed increased enrollment. These include professional golf management; food technology for companion animals; hospitality, restaurant and tourism management; and plant biology. The newest degree program, turfgrass and landscape management, started this academic year.

"In the last few years, the faculty of this college has created more new degree programs than any other college at UNL," Waller said. "These have been faculty-driven initiatives to provide new programs for students."

Ongoing recruitment efforts by Nebraskans for Nebraska, a consortium of CASNR stakeholder groups, continues continued on page 2

resource systems that support a bio-based economy; economics and environments for a sustainable future; and human capital development of children, youth, and families.

"We do that by: advancing knowledge along the continuum from fundamental research to application and education necessary to meet the current and emerging needs of the state; preparing professionals for the future; creating and implementing solutions to critical problems; expanding partnerships across UNL, the NU system, and beyond; cultivating public-private partnerships. In short, we fulfill our mission by being at work for Nebraska."

This is what we do. It's our plan. It drives our program planning, evaluation, and budgeting. It is a wide umbrella under which all in IANR stand.

We will continue to provide innovative solutions to Nebraskans' problems. We're part of Nebraska's land-grant university. That's why we're here.

We will continue to be partners with others throughout Nebraska to provide the science for relevant, groundbreaking products. An example: The independent "At Work for Nebraska" report noted, "IANR scientists and researchers are currently pushing Nebraska forward in the

biorenewable arena — whereby agricultural crops form the basis of new industries and new forms of bio-based economic development. Biorenewable resources represent a new pathway to realizing economic development and higher-value products from plant and animal biomass..."

To fulfill our IANR vision and mission, we're going to continue to educate the scientists — and the work force — for Nebraska's future.

We will continue to help see Nebraska's agricultural sector remains strong and grows stronger, and that Nebraska becomes a national leader in bio-energy and bio-products. We know agriculture is the basis for any number of economic development strategies to help our state, its communities, producers, and entrepreneurs foster.

We will continue providing information so Nebraskans can make the best decisions possible. We will continue seeing producers have crop varieties and strategies to best help them meet their growing challenges. We will continue to provide research and education to help Nebraskans best manage our state's natural resources.

We are going to continue to provide people the knowledge they need to eat well, strengthen families and communities, grow healthy and successful children, and help retain our youth in Nebraska, for the success of our state.

This is IANR's vision and strategic plan. We are at work for Nebraska.



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

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

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Z B Mayo gets national administrator award

Z B Mayo, interim associate dean and interim associate director of the Agricultural Research Division, has been named national educational administrator of the year.

The award was presented this summer during the National Association of Educational and Office Professionals in Broomfield, Colo. Mayo won the Nebraska Educational Office Professionals Association educational administrator of the year award last year, which made him eligible for the national award.

It is the second year in a row that a University of Nebraska-Lincoln administrator won the national award. Jack Oliva, dean of the Hixson-Lied College of Fine and Performing Arts, won in 2007.

CASNR again leads all UNL colleges in enrollment growth (continued from page 1)

to help boost numbers, Waller said.

Also contributing to the increased enrollment was a growing realization of the variety of career opportunities available through the degree programs, Waller said.

"The increase in enrollment is reflecting an increase in students and their parents looking at opportunities in the college and finding things they like," he said.

While new programs have contributed to growth, enrollment increases within the college are spread across all programs. The Department of Animal Science is CASNR's largest department with 248 students this fall. That marks the highest number of students in three decades, Waller said.

Not only do the enrollment numbers excite Waller, but so does the quality of the students arriving at CASNR. For the second year in a row, this year's incoming freshman class has the highest average ACT score ever for the college — 25.47. The scores are higher than the overall UNL average, Waller said.

— Lori McGinnis

Early experience with cows leads Engler to successful business

Paul Engler didn't grow up on a farm and never expected he would one day run a successful cattle operation.

It wasn't until Engler's father bought four acres of land near their Bassett home and a few dairy cows that he got a taste of farm life.

"My dad had grown up on a farm and he thought everyone should know how to milk a cow," Engler said.

Now Engler owns the largest worldwide cattle feeding operation, Cactus Feeders, headquartered in Amarillo, Texas.

That early experience with milking cows intrigued Engler so that he took it upon himself to buy 100 head of stocker steers when he was just 12 or 13 years old. He had no money, but the sale barn operator was willing to loan him the money for the steers, which cost about \$150 a head.

When he told his mother, she chastised him and warned him that when his father came home he would be punished. To the contrary, his father shook Engler's hand and told him he was proud of him. He says it was one of the most touching moments in his life.

Using the knowledge he had gained from working part time at a cattle sale barn, Engler ran a feeding operation with the cattle he purchased. After graduating from high school at age 15, he had made enough money to enter the University of Nebraska, where he studied general agriculture, focusing on agronomy and what was then called animal husbandry.

While a student Engler worked and lived at the university's hog farm for more than a year. He decided to because he didn't know much about pigs and he wanted to learn, plus he got to stay free in the barn so the pigs had someone there when farrowing. He also worked as an agronomy lab assistant.

Engler graduated in 1950 after studying just seven semesters. He took a government job teaching military veterans who wanted to return to the farm, worked on a ranch owned by his wife's

parents, then with a cattle company in Valentine.

The Valentine job had him buying and selling cattle in Nebraska and Iowa and put him in touch with one of the largest cattle feeders in the country, Louis Dinklage. Dinklage had pioneered the cattle feeding business by establishing a 3,000 head operation near Wisner in the 1920s.

Dinklage offered Engler a job, and though it was for less money Engler took it because he saw great potential.

Engler worked five years for Dinklage Cattle Co. When a business trip took him to Hereford, Texas, he was encouraged to start his own company there. The start of Hereford Feed Yards in 1961 angered Dinklage and the two became estranged.

Engler's company was very successful but later merged with another company. Engler then took a job at IBP in Sioux City, Iowa, only to find he didn't like the meat packing business. He returned to Texas in 1975 and started Cactus Feeders. He called Dinklage and asked for help, and the two renewed their friendship.

"He helped me get started again," Engler said.

Cactus Feeders now has 10 feedyards in Texas and Kansas and feeds 1 million cattle a year. The company, which started with about 35 employees, now has more than 500.

Practices he learned while at the university, such as goal setting and learning to study, contributed to his success in the business world, Engler said. The knowledge gained in his agronomy classes proved useful throughout all his jobs, he said.

"I really feel I got a lot of value out of my education," he said.

—Lori McGinnis



Paul Engler

Agreement signed with Korea University administrators

Faculty exchanges, joint research projects, and study abroad opportunities are the anticipated result of an agreement signed between the Institute of Agriculture and Natural Resources and Korea University.

Three administrators from Korea University in Seoul visited the University of Nebraska–Lincoln in August as part of a tour of Midwestern universities, said Susan Fritz, IANR associate vice chancellor.

The visit by Hyo-Iha Chang, professor and dean of the College of Life Sciences and Biotechnology; Man Bock Gu, professor and vice dean of the college; and Chan-Wha Kim, director of an educational program called Brain Korea 21 Initiative (BK21); was the result of a summer trip to Korea by Tim Carr, professor of nutrition and health sciences. Carr had been invited by a Korean food science organization to give a presentation. After his talk, he met the Korea University administrators who expressed a desire to visit UNL as part of their tour, Carr said.

KU has been selected by the Korean ministry of education and human

resources to lead biotechnology efforts for Korea through BK21, a major educational project designed to develop graduate studies in science and technology. While at UNL, the Korean administrators visited the departments of biochemistry, food science and technology, and nutrition and health sciences.

KU, established in 1905, has about 28,000 students and is active in international exchange, Fritz said. The agreement signed by NU Vice President and Harlan Vice Chancellor John Owens and the administrators opens the door to faculty exchanges, joint research projects, and study abroad opportunities for students, Fritz said.

"It's an opportunity for us to link our outstanding scientists with outstanding scientists around the world," Fritz said. "They have a robust international exchange program."

Korea University has 81 departments in 19 colleges and divisions and 18 graduate



John Owens signs an agreement between IANR and Korea University while IANR's Tim Carr, left, and Hyo-Iha Chang watch.

schools. It is an internationally recognized leader in research with more than 100 research centers.

"We are most interested in opportunities associated with the College of Life Sciences and Biotechnology with 1,400 undergraduate students and 450 graduate students," Fritz said.

—Lori McGinnis

Morrill Homestead visit to result in video

A visit by a Nebraska delegation to the Justin Smith Morrill Homestead at Strafford, Vt., is expected to result in a short educational video.

The Labor Day weekend visit was a part of the Justin Smith Morrill Scholars program offered through the College of Agricultural Sciences and Natural Resources. Student scholars explore social, public and political leadership and responsibility, and the importance of stewardship as they build and enhance leadership skills. Ed Harvey, the organization's adviser and CASNR professor, organized and led the trip.

In addition to Harvey and 10 Morrill scholars, the University of Nebraska–Lincoln delegation included CASNR Dean Steve

Waller; Jack Oliva, dean of the Hixson-Lied College of Fine and Performing Arts; spouses; and film and journalism students.

The 10-15 minute video is being produced by NET interns and could air on NET in early 2009.

The video is to offer insight about the life and times of the self-educated lawmaker whose Morrill Act of 1862 established land-grant universities across the nation, including UNL. It also is to highlight the experience of the Morrill scholars who worked on a renovation project, digging up part of a stone-walled aqueduct Morrill built for running water.

The video will be used to enhance student recruitment, and promote CASNR and the Morrill scholars program.

Wall hangings found in tractor museum thought to be extension tools from 1930s

Lou Leviticus was cleaning out a file drawer when he found what appeared to be some old rags.

Leviticus, curator of the Lester F. Larsen Tractor Test and Power Museum at the University of Nebraska–Lincoln, spread one of the pieces of fabric out on a table.

"I was ready to cut them up," he said.

Before getting the scissors, Leviticus and his colleague, Bill Splinter, museum director, realized they had something more than a pile of rags. Rather the pieces of muslin fabric were wall hangings containing words and diagrams in black and red ink.

The wall hangings are believed to be from the 1930s and are thought to have been used to deliver early extension education, Leviticus said. It is thought they were hung at meetings to display extension information.

The 32 panels of fabric, which measure about 5 feet by 5 feet, contain charts and diagrams relating to a variety of topics including corn crib construction, poultry houses, and home heating fuels.

The fabric, which is a yellowish, unbleached muslin, is in good shape and for now is being stored at the museum, Leviticus said.

IANR events focus on water topics

Water continues to be a dominant topic within IANR, with this month's University of Nebraska–Lincoln water colloquium following last month's successful Husker Harvest Days.

More than a dozen presentations were given at the colloquium, held Oct. 16 at Hardin Hall on UNL's East Campus.

"The water colloquium is one of the ways we try to present a large amount of university, government, and private sector water-related research and programming in a short amount of time," said UNL Water Center director Kyle Hoagland.

Last month's Husker Harvest Days highlighted the latest in water research, extension education, and programming. UNL unveiled a new look for its building and display, a group effort headed by 2008 Husker Harvest Days coordinator Steve Ress.

"We very much enjoy being a part of Husker Harvest Days and being available to help answer questions while we showcased some of the best in research and extension programming that UNL has to offer," Ress said.

Heng-Moss, Baxendale win entomology awards

Two University of Nebraska–Lincoln entomologists have won national awards from the Entomological Society of America.

Fred Baxendale, professor and extension specialist, won the Distinguished Achievement Award in extension. Tiffany Heng-Moss, associate professor, won the Distinguished Achievement Award in Teaching. Both awards will be presented at ESA's annual meeting in Reno, Nev., in November.

In addition, Scott Hutchins, an adjunct professor in the entomology department who is employed by Dow AgroSciences, won the 2008 Distinguished Service Award in the Certification Program.



Fred Baxendale



Tiffany Heng-Moss