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2006

## Agriculture Builders of Nebraska, Inc. Annual Meeting

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**Agriculture Builders of Nebraska, Inc. Annual Meeting  
Morning Presentation  
Wednesday, January 11, 2006  
John C. Owens  
NU Vice President and IANR Harlan Vice Chancellor**

It's such a pleasure to be here with you this morning. Each year I ~~anticipate~~ <sup>LOOK FORWARD TO</sup> this opportunity to visit with you, to hear your thoughts, and to thank you for all you do for the Institute of Agriculture and Natural Resources, and for the University of Nebraska. We truly appreciate your support and your hard work on our behalf. I think Nebraska is extremely fortunate to have ABN at work in our state.

I am especially appreciative today that members of this group have expressed a genuine interest in helping us with recruiting students, and requested that we devote part of the time we have together this morning to discuss that absolutely critical topic. We are delighted to do so - student recruitment and student retention are vital to the well-being of the industry represented by ABN members, the Institute, <sup>THE</sup> and university as a

whole. Great opportunities abound for students who study with us. We have so much to offer. We welcome your ideas and your support as we continually work to tell that story to the many people who often do not comprehend the importance of agriculture in all our lives, and who fail to understand all that is represented in the term "agriculture".

In the Institute we view ourselves as partners with Nebraska. We'll begin this morning by reporting to you, our partners, if you will, on some of our new and exciting research and extension education work now occurring on behalf of our state and its citizens. Then I'm going to ask College of Agricultural Sciences and Natural Resources Dean Steve Waller to join me up here as we talk about new programs in the college, and some of the wonderful opportunities available for students who study with us. No one tells that story as well as our talented, enthusiastic students.

In the interest of our very limited time and our need for a discussion period, I won't cover a number of topics beyond what

we will see in the video today, but I will direct you to the reports you have from each of the IANR deans, highlighting Institute work throughout the year. There's great information there, and I hope you will read and enjoy it.

Before we go any further, I want to introduce our new Dean of the Agricultural Research Division to you. Gary Cunningham comes to us from Washington, D.C., where he served as Associate Administrator of USDA's Cooperative State Research, Education and Extension Service for four years. Before that, Dr. Cunningham was at New Mexico State University, where I had the privilege of working with him. Gary, would you stand, please? Thank you. *TOP ACADEMIC ADMINISTRATION IN THE U.S. FOR SCIENTIFIC AGRICULTURE.*

I also want to thank Z B Mayo, who served so ably as Interim ARD Dean after Dean Darrell Nelson retired and until Gary arrived in mid-December. Z B's willingness to serve, and to continue to serve today, as Interim ARD Associate Dean, is of great-value to the Institute. *- At Work Today!*

We'll begin our video "report to our partners" today with

"some examples" of what's new in Institute research. We'll hear first Mike Fromm, Professor of Agronomy and Horticulture and Director of the Center for Biotechnology, who "seeks" ways to make food healthier. If we understand what's in a food, and then understand "what" we might change to make that food even healthier, it has "tremendous-implications" for health, as well as "excellent potential" for adding value to agriculture.

The second researcher we'll hear from is "Tim Carr", who works with "nutriceuticals", which, generally speaking, are plant-based compounds "added" to food products to enhance their nutritional quality. His work to form "a compound" that will "strongly enhance" cholesterol reduction using two Nebraska products – soybeans and beef tallow – also illustrates "how" our faculty are seeking ways to add value to Nebraska's agricultural products while "enhancing" human health and well-being.

Dr. Jim RAVDALL – *Communication + Interaction Technology*

VIDEO OF MIKE FROMM AND TIM CARR

Water is a focus area in the Institute's strategic plan, with one of our four strategic plan priority goals being to "Develop an integrated, multi-disciplinary, multi-functional water resources program addressing Nebraska's needs that provides statewide, national and international leadership in water quality and quantity management in the next decade." Water is a high priority for the entire university.

Kyle Hoagland, Director of our Water Center, co-leads the University of Nebraska-Lincoln's Water Initiative, begun in 2003. This campus-wide initiative aims to integrate over 80 faculty working in water issues at UNL. Multidisciplinary research, in which scientists with a variety of areas of expertise work together to bring that diverse expertise to bear on a topic of importance to Nebraska, has tremendous value for our state.

I know every person in this room this morning understands the importance of water to both our state and the industry. Here in Nebraska we sit over a majority of the largest underground aquifer in the world. We rank 10<sup>th</sup> in the nation in

the number of streams and river miles in our state, and have approximately 2,000 natural lakes, mainly in the Sandhills. We are “stewards” of over 800 sandpit and barrowpit lakes, primarily in the Platte Valley, and over 1,800 reservoirs. We rank 16<sup>th</sup> in the nation in total wetland acreage. New “water-regulations” affecting Nebraska’s agricultural producers, <sup>statewide</sup> legislative discussions, and stories of neighbors “contesting” water use by neighbors have been in the news – and on our minds. We know that will continue.

Here Kyle Hoagland talks about some of the goals and work of those involved in the university’s Water Initiative:

#### KYLE HOAGLAND VIDEO

Since I’ve arrived in Nebraska, I’ve said repeatedly that I consider “extension education” the best out-of-the-formal-classroom “educational-experience” ever yet devised anywhere on earth. Extension’s ability to translate research into “reality” for the

citizens of our state, to apply new knowledge to Nebraskans' concerns, is of tremendous benefit to our state and its citizens. Next you'll see three ways extension is at work for Nebraska. We're on the road with our Mobile Plant Diagnostic Laboratory, providing frontline defense against possible plant disease. We're helping Nebraska communities develop the leadership so vital to rural development and sustainability, as in this example of LeadershipPlenty for which extension educator Dennis Kahl shares his excitement. And, we're providing education Nebraskans can put to use to combat the ill effects of methamphetamine in our communities. This, as each of you already know, is a very real problem for Nebraska.

VIDEO OF BRADY KAPPLER, LOREN GIESLER, DENNIS KAHL,  
SUE BROWN AND MARILYN FOX

As we talk about new programs in the College of Agricultural Sciences and Natural Resources, and then hear our students



discuss research-and-internship opportunities available to them in the College, I'll ask Dean Steve Waller "to join" me as we transition into our discussion of recruiting students, *especially for UDL,*

Before we start that discussion, Fayrene Hamouz, Associate Dean in the College of Education and Human Sciences and an important member of the Nutrition and Health Sciences faculty, will talk a bit about the Hospitality, Restaurant, and Tourism Management program that will be starting in fall 2006. The College of Education and Human Sciences and the College of Agricultural Sciences and Natural Resources have worked together to "create" a new major in Hospitality, Restaurant, and Tourism Management, which will "launch" next fall through the Department of Nutrition and Health Sciences.

The Nebraska Hotel and Motel Association approached us about such a major to help them meet an identified need in Nebraska. The new major includes courses from "both colleges" and will lead to many new career opportunities for Nebraska students. We are particularly "excited" that one of the options for

this new major at Nebraska is agro-tourism and ecotourism. We think this emphasis will be one of the program's distinguishing features.

Dr. Hamouz and animal scientist Dr. Steve Jones will talk about the meat culinology program to be offered in fall 2006. We expect a national audience for this at-a-distance program. We see it as a bridge between food science and culinary arts in the area of meat science, an area in which we have considerable expertise at the University.

You'll also hear from Dr. Tiffany Heng-Moss in entomology as she discusses the new insect science major we're launching this spring.

HAMOUZ, JONES, HENG-MOSS

One other new program we're optimistic about is the cooperative agreement we're forging with Iowa State University to provide veterinary medicine education for Nebraska students.

After the agreement is final, starting in fall 2007, we'll teach the first two years of the DVM program on our campus for Nebraska students, <sup>4</sup> then those students will join their colleagues at Iowa State for the last two years of this four-year professional program. I talked <sup>4</sup> a bit about this program and its benefit to Nebraska, as well as the challenges it presents us right now, at the August ABN meeting. While it would have been <sup>4</sup> much easier to remain with a traditional agreement such as the one we had with Kansas State University for educating veterinary students, that model clearly was not in the best interests of Nebraska. Dr. Rod Moxley, veterinary scientist and former Interim Head of the Department of Veterinary and Biomedical Sciences, <sup>4</sup> talks here about the agreement with Iowa State University and how it benefits Nebraska.

ROD MOXLEY

Now it's time to talk about students. First Ann Bruntz will tell us about how "the generous" \$3.5 million estate gift for scholarships for Nebraska College of Technical Agriculture students from alumna Jean S. Rawson of California is leading to other exciting developments at Curtis. As an additional NCTA "update", let me share with you that we are scheduling interviews ~~TODAY~~ with candidates for the new dean at Curtis for later this month into February, depending on all the schedules that must mesh.

Following Ann you'll see what I mean when I say our students are the very best "advertisements" for the College of Agricultural Sciences and Natural Resources. After that, Dean Waller will begin the "recruitment discussion" we are so pleased that ABN suggested. For now, please enjoy Ann's and our students' comments:

ANN BRUNTZ AND STUDENT VIDEO

Steve begins discussion requested by ABN members.