FROM THE DESK OF THE DEAN

Dr. Gregory Phillips, the Dean of the College of Agriculture & Technology, expressed enthusiasm about the new Farmers’ Market open air pavilion and its future for the college. The college hosts the ASU Farmers’ Market, which is a non-profit venture. The pavilion to house the market was made possible through grants and fund raising efforts, but the majority of funding came from donations from the community. For example, Judge Dale Haas and the county donated dirt work in preparation for building. Donations thus far are estimated to be around $200,000. Along with hosting the Farmers’ Market, the pavilion has many other possible uses. It will be the site of several college functions this coming year, including a campus-wide gathering for freshmen. The pavilion accommodates as many as ten vendors, and other vendors may use tents adjacent to the pavilion. Also, a new chat parking lot and road has been installed for the benefit of visitors and vendors. The pavilion is still in phase one of its overall development. Phase two includes adding restrooms and a sidewalk at an estimated $150,000. Phase three includes a welcome center and an agriculture museum which will require an additional three to five million dollars to complete. The pavilion is a stepping stone to what many hope will become a symbol for the College of Agriculture & Technology. “The ultimate goal is to bring people to our college and to bring back the link and importance of agriculture,” says Dr. Phillips in an interview. The Farmers’ Market is already attracting 20,000 visitors a year. The attention the Farmers’ Market has brought to agriculture is a strong beginning on which future generations may build.

The grand opening of the pavilion was in August. The Farmers’ Market is open from May 15 to October 31.

Caleb Bell, junior Agribusiness major, Lafe, AR

Photo courtesy of Jonesboro Chamber of Commerce

Photo courtesy of Robert Young
Mr. James Ratliff graduated from the ASU College of Agriculture with a bachelor's degree in Agricultural Education in 1982 and a master's degree in 1993. Mr. Ratliff has 28 years of experience teaching agriculture at Corning and Hoxie High Schools, and his teaching success is very evident. Under his leadership, the Hoxie FFA Chapter received the prestigious FFA Chapter of the Year Award in 1997. Much of Mr. Ratliff's teaching is based on practical experience gained from working in agriculture, such as managing a cattle farm since he was a young man. While teaching, Mr. Ratliff also served as a clinical supervisor for ASU student teachers. His strong background in agriculture and education should serve him well in his leadership position as an elected official. When Mr. Ratliff begins his term as an Arkansas State Representative, he will be on the state's Agricultural Committee and Judiciary Committee.

Mr. Rick Crawford is a 1996 graduate of the ASU College of Agriculture. His degree is in Agriculture Business and Economics. Mr. Crawford served in the United States Army in the U.S. and Southwest Asia, receiving numerous medals for outstanding service. He also served on multiple U.S. Secret Service security details under President Ronald Reagan and George H.W. Bush. After graduation, Mr. Crawford focused primarily on developing his career in agriculture communications as a news anchor and agricultural reporter for KAIT-TV. He also produced and directed for other broadcasting stations and founded the Ag Watch Network. Mr. Crawford has been an active alumnus in our college, helping with various activities including working with student interns interested in an information career. Mr. Crawford has participated in our student leadership conference and assisted by providing media equipment for several college functions. His broad work experience and consistent commitment to service in agriculture and communications are an asset to both our college and our state.

Mr. Homer Lenderman graduated in 1980 from the ASU College of Agriculture with an undergraduate degree in Agricultural Education and a master's degree in 1984. He began his career teaching agriculture at Brookland High School in 1980 and taught for 30 years before deciding to run for State Representative. Mr. Lenderman had an outstanding FFA program that was active and successful in competitions. He was also a boat and hunter education instructor and is still an equine enthusiast. While teaching, Mr. Lenderman served as a clinical supervisor for a number of student teachers from ASU. He has also served as state president of the Arkansas Vocational Agriculture Teachers Association. Some of the legislation Mr. Lenderman intends to propose or support involves improving education, conserving our natural resources, increasing economic development, and cutting wasteful spending. One of his favorite quotes is Proverbs 22:1, “A good name is rather to be chosen than great riches and loving favor rather than silver and gold.” A “good name” is certainly what Mr. Lenderman has in District 76.

New Equine Club

A recent interview with Ms. Laura Simpson, president of the ASU Equine Club, revealed just how active the club has become in a short time. “The Equine Club provides an opportunity for first-hand interaction with horses,” stated Ms. Simpson. This club is not just for skilled horseback riders; it is for beginners as well. At present, the club has twelve members, and anyone from any major on campus may join for only $15 per year. The Equine Club hosts several functions, one of which is the bi-monthly barrel races. Most functions serve as fundraisers for club trips to events such as Reining Shows. The club also assists with Craighead County Mounted Patrol and the Miracle Rodeo. Club members are encouraged to volunteer for “hands-on” service.

Ms. Simpson explained, “Many people want to interact with horses but have never had the opportunity. This club gives students that opportunity, but it’s something the students must invest themselves in to gain the most reward. You cannot just go out there get on a horse, fall off, or get thrown and say, ‘I am no good at this, I quit.’ If you’ll just stick it out, the end result is well worth the effort.” So if you are looking for a new experience or just want to do more with horses, join the Equine Club and find out what equine is all about. For information, please contact the Equine Center (870) 972-2053.

Caleb Bell, junior Agribusiness major, Lafe, AR
Outstanding Alumnus Greg Cole

Friday, September 24, 2010, the College of Agriculture & Technology hosted the 19th Annual Student Leadership Conference at the Cooper Alumni Center. The conference is designed to help students learn about leadership opportunities within the college and educate them about how the agricultural industry views leadership. This is the first year for the conference to be held on Friday, instead of Saturday, and the first time it has been held in the Cooper Alumni Center.

Mr. Lester Coghill, an Illinois agriculture graduate and Coordinator of Greek Life at ASU, was the first presenter. Mr. Coghill explained the importance of student involvement in campus activities, what is required for students to participate, and how that involvement is perceived by potential employers.

Afterwards, an executive panel discussed the link between student leadership experiences and a successful career in agriculture. The panel, which consisted of agribusiness leaders, gave students time to ask questions about the job market and hear professional opinions about what is important for their futures. Ms. Melissa Coles, Human Relations Generalist for Farm Credit Midsouth, discussed the importance of preparing for an interview and maintaining a good public image. Ms. Leha Pemberton, Human Resource Coordinator for Ritter Agribusiness, explained that students should gain as much experience as possible in their chosen career before graduation. Ms. Pemberton emphasized that experience is a great way to separate one’s self from others when competing in the increasingly competitive job market. The final speaker on the executive panel was Mr. Rick Bormann, Senior Vice President of Greenway Equipment Incorporated. Mr. Bormann discussed the significance of simple virtues, such as honesty and punctuality. He also stressed that graduates seeking jobs should be sure to keep social networking tools, such as Facebook and Myspace, free of any unethical photos or posts. Something as simple as a questionable comment could keep one from securing a potential position.

After a break, students heard from the young professionals who are graduated from our college: Ms. Tiffany Kirklin, representing Poinsett Rice and Grain, Mr. Mike Engelken from Archer Daniel Midlands, and Mr. Charles Nicholson of AgHeritage Farm Credit. All three professionals discussed the transition from school to work and experiences they gained along the way.

The luncheon speaker was Mrs. Lindsay Penn, a 2007 graduate of our college. Pictures were taken of conference attendees, and a drawing was held for a $500 scholarship. The winner of the scholarship was Mr. Ryan Gipson, a senior Animal Science major. We encourage students to attend future Leadership Conferences for excellent information on acquiring marketable leadership skills.

Morgan Constant, senior Agribusiness major, Caruthersville, MO
CENTENNIAL FACULTY

In the last two issues, we identified eight faculty members nominated by our college’s centennial committee to be honored as part of the ASU Centennial Celebration. One hundred nominees were selected from faculty members in every department on campus, from the university’s beginning one hundred years ago until the present, to be honored on the university’s 100th anniversary. The names and a brief biographical sketch were submitted to the University’s Centennial Committee. Our college committee chose to submit only names of faculty who are deceased. The process for identifying potential nominees was aided by Dr. David Agnew’s compilation of much of the college’s history a few years ago with the help of a graduate student. In the last two issues, we shared the names of faculty that were recommended and approved by our college committee. Those names were forwarded to the University-wide committee, along with nominees from other colleges, for a final review process. Here are the eight names of the faculty submitted by our College Committee:

1. V.C. Kays, The first Principal and President of the university 1910-1947.
2. Olen P. Nail, Agricultural Education & Dept. Head and Dean of Agriculture 1953-1975.

Of the eight members nominated by our college, five were approved. In addition to these eight, three other agriculture faculty, listed below, were nominated by other colleges:

2. Henry Ness, Biology & Horticulture, 1910-1913
   (Pictures of Black & Ness were unavailable. Holland’s picture is to the right.)

A note about three other nominees with connections to our college: 1. Dr. Lonnie Talbert, who served the College of Business from 1966 to 1998 as a faculty member and later as Dean, was a 1959 graduate of the College of Agriculture, in Agricultural Education. 2. Dr. Laddie Logan, also from the Business College, graduated from our college in 1957 with a degree in Agribusiness. 3. Al Mink, who graduated with a degree in Agricultural Engineering, was Department Head of Engineering, the first Agricultural Engineer at ASU, and instrumental in the development and the approval of the general engineering degree program.

CENTENNIAL FOLLOW-UP

In the last two issues of New Ground, we have attempted to give an overview of our college’s rich history. Many of our alumni will recognize the various names and pictures included so far. In our last issue, we inadvertently misidentified a photo of Dr. Laysel Hochstetler as Mr. James L. Davenport. A correct picture of Mr. Davenport appears to the right of this article. The error was corrected on our online version of this newsletter shortly after distribution. We apologize to our readers for the confusion.

Special thanks to Dr. Lew Brinkley, retired Professor of Agricultural Economics and Dr. Bert Greenwalt, Professor of Agricultural Economics and the college representative to the university’s Centennial Committee, for providing valuable input to this and other centennial articles.
AG STORY FEATURED IN CENTENNIAL BOOK

There is a campus story about one of our professors and a tree that has been around for years. The centennial office asked Dr. David Agnew to write a story about the tree for inclusion in the new ASU centennial book. An abbreviated version of the story is included below. The full story, along with others, may be seen in the new book which is available at the following website. http://www2.astate.edu/a/centennial/centennial-book/

Clarence C. Cravens, or “Pop” Cravens, served as an agriculture faculty member in the late 40’s and 50’s. He taught Agronomy but was also involved in efforts to improve the physical appearance of the campus. One such effort involves an oak tree standing near the administration building. The tree was planted by Pop Cravens in 1950. The acorn from which the tree grew came from the General Joseph Wheeler historic plantation in Alabama. At the time of the planting, a bronze plaque was erected to tell the origin of the tree. However, just a few years later the plaque was stolen and assumed to be lost forever. But one day some young men were walking along a stream in the hills of north central Arkansas and saw something in the water that caught their attention. They investigated and, as a result, pulled a plaque from the water. However, they had no clue as to the origin of the plaque, so it sat in a barn for several years until someone who knew the story of the oak tree saw the plaque. It was returned to ASU and mounted on a concrete stand in a way that would make it almost impossible to remove. Even today no one knows how the plaque came to be in the bottom of a stream so far from campus. The plaque is still in place today.

Clarence C. Cravens, Agronomy 1947-1957, known to most as “Pop” Cravens. Mr. Cravens was very active in tree planting and the beautification of our campus.

AGRIBUSINESS CLUB FIELD TRIP

Each fall, the Agribusiness Club takes an educational field trip to St. Louis. This year Dr. Paul Armah, professor of Agricultural Economics, accompanied nine members of the club on the annual trip. They toured the Anheuser-Busch factory the first day, where they observed the entire brewing and packaging process of Anheuser products. That evening, the group traveled to Union Station for dinner.

The next day, the club visited three local agricultural firms. Their first stop was the United Soybean Board (USB) which is a check-off program that appropriates a portion of soybean sales to further research and promotion of the crop. At USB, the students met Ms. Lisa O’Brien, Executive Director, and Dr. Rich Joost of the Production Research Program. Ms. O’Brien discussed the importance of USB and funding priorities for the check-off that benefits growers and consumers. Dr. Rich Joost discussed research and their most recent projects.

The club’s next stop was Rabo Agrifinance, also known as Rabobank, a major source of agricultural lending in the U.S. and overseas and provider of a full range of agricultural lending services, such as farm loans and crop insurance. Ms. Kesha McLaren organized the tour and graciously arranged lunch for the group. Mr. Mike Martin gave an overview of Rabobank’s origin, growth, and projected expansion. He also discussed the process of obtaining credit, as well as how to maintain a high credit score. Finally, Mr. Rich Hollis, head of Human Resources, discussed the culture of Rabobank and provided beneficial information about what to do when trying to obtain a first job. The final stop of the trip was Monsanto’s Chesterfield Village Research Center. Here, the Agribusiness Club toured the various greenhouses, under the direction of Mr. Tom Hoogheem, who explained some of Monsanto’s research. The group found it was intriguing to witness how new breeds of plants are formed - sustainable agriculture in action. After the tour, Dr. Beth Holmes, a graduate of ASU, shared her college experiences and how she advanced to her current position at Monsanto.

The 2010 Agribusiness Club gave members the opportunity to meet potential future employers and learn details about their businesses. Thanks to Dr. Paul Armah for accompanying the group as advisor and to Dr. Bert Greenwalt for planning the trip. Also, thanks for the support provided by Dr. Greg Phillips, Dean of the college of Agriculture & Technology.

Morgan Constant, senior Agriculture Business major, Caruthersville, MO
Randy Ferguson Retiring from USDA after 37 years. Mr. Randy Ferguson, a 1973 Agricultural Education graduate of our college, is retiring from the USDA office in Jonesboro at the end of this year. In an interview, Mr. Ferguson fondly recalled his active membership in the FFA during high school, specifically on the parliamentary procedure team and cattle judging. He credits his interest in agriculture to a wonderful high school agriculture teacher. While at ASU, Mr. Ferguson was a member of Alpha Tau Alpha, an National Professional Honorary Organization for Agricultural Education students. He recalls being in the old College of Agriculture building and watching the demolition of the old smoke stack. Upon graduation, Mr. Ferguson taught agriculture at Evening Shade for one year; then pursued a different calling when an opportunity with USDA opened at Salem in 1974. Although he was mobile early in his career, working at several different USDA offices in Arkansas, Mr. Ferguson has spent the last 23 years of his 37 year career in Jonesboro as part of the Natural Resource Conservation Service. His job involves promotion and development of soil and water conservation practices and structures. While reflecting on the past, he says the biggest change during his long career is the use of technology. In 1985, the USDA purchased their first computer and has become increasingly more technologically advanced.

Mr. Ferguson and his wife plan to continue to reside in Jonesboro because four of their three children live here. He has one child and grandchild living in Florida. During his retirement, Mr. Ferguson plans to enjoy hunting, especially deer and turkey. He also wants to drive across country, especially to the Southwestern and Northeastern parts of the U.S, because he likes to “ride and look.” Finally, Mr. Ferguson wants to clean and improve his 40+ acre farm near Salem. He enjoys being outside and plans to be out as much as possible after retiring.

Mr. Ferguson says that the Ag Ed Degree that he earned at ASU has allowed him to know “a little bit about a lot of different things.” He says the key to a successful career is that you have to be interested in what you do. He also believes that mobility is crucial, that you should not be tied to one location, and that you must keep an open mind. We applaud Mr. Ferguson’s success and wish him all the best in retirement.

Ronnie Hinson On leave from China Ronnie Hinson, one of our 1999 graduates in Animal Science, and his wife, (pictured left), recently dropped by while on leave from China. Ronnie went to China in 2006 to teach Western Culture at a post-secondary school. He thoroughly enjoys it and is now in his fifth year of teaching, currently at Xiangnan University in Chenzhou, Hunan. While in China, Ronnie met and married Zhang Dong Qin, or “Zoe” for short. Zoe teaches English in China and hopes to continue her graduate education at ASU when they return to the U.S. in a few years.

Seeking Students With a Love for Agriculture and Technology. Students with a passion for agriculture and technology are encouraged to join the College of Agriculture & Technology Ambassadors. Our Ambassadors attend local events and visit high schools in Northeast Arkansas to present information about the college to potential students. They also represent our college at on-campus recruiting events and host our annual Honors Banquet. They coordinate Ag Fest each fall which gives incoming students the opportunity to meet other new students, upper level students and the professors. It is an event where new students meet and learn about student organizations/clubs and meet others in the same major. The ambassadors meet weekly to develop fresh new ways to recruit students.

The Ambassadors are not only a class, they are a club. Each semester they seek new members that exhibit responsibility, teamwork, integrity, creativity, and self-confidence. They are looking for students that have effective communication and leadership skills. The ambassadors for the 2010 fall semester are pictured to the right. The advisor for our ambassadors is Dr. Kim Pittcock.

Kara Deardorff, sophomore Ag Ed Major, Ohio

Students Apply Their Skills to Make a Wish Come True. Miss Katherine Massey of Kennett, Missouri, who is 13 and battling a cardiac disease, had a wish. She asked for a Japanese Zen garden. Thanks to “Make a Wish,” Katherine received just what she requested. Upon learning of this amazing young lady’s story, it becomes clear why a zen garden is an appropriate wish for this teenager. Katherine endured a 19-hour open-heart transplant last year after congestive heart failure and battling two different cardiac diseases. While recovering from the surgeries, she needed a place to feel at peace.

Thanks to volunteers, donations, and an incredible garden design, Katherine now has her zen garden. Volunteers consisted of four biology and six horticulture students who traveled to Kennett on November 6th. Katherine’s family also helped. Dr. Kim Pittcock designed the 30’ x 30’ garden that included an eight-foot pond, a bridge, and eight tons of gravel. Katherine Massey’s front yard is now a peaceful zen garden that she can see from her bedroom window.
SPRING SEMESTER 2010

→ Soil and Water Conference -- January 27
→ Agribusiness Conference -- Feb 9
→ COAT Job & Internship Fair -- Feb. 15
→ Eastern District CDE -- March 10
→ Spring Break -- March 21-25
→ Honors Banquet -- April 14
→ Petting Zoo -- April 14, 15 & 16
→ New Ground Golf Classic -- April 22
→ Last Day of Class -- April 25
→ Spring Commencement -- May 7
→ Farmer Market Opens -- May 15
→ Summer I Session -- Starts June 1
→ Summer II session -- Starts July 5

TIDBITS

→ Our condolences to Scott Stiles and family. Scott lost his mother suddenly in October.

→ Ag Ed major, Lane Lenderman of Brookland AR, was the recipient of the ATA Student Teacher Scholarship.

→ Ag Ed major, Zach Harber of Salem AR, was the recipient of the ATA Test Fee Assistance Scholarship.

Please remember ASU in your Charitable Giving. If you would like to make a gift to the College of Agriculture & Technology or the scholarship fund, please complete the information below, or go to the ASU Web site: http://support.astate.edu/OnlineGiving.htm and complete the form online.

Name: ___________________________________________________________________________________ Date: _________________

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How would like to direct your gift? ___ Agricultural Education ___ Nail Circle ___ Farm & Home Safety Expo

___ Agricultural Technology ___ Arkansas Food Land and People ___ Soil and Water Conference ___ Dr. Keene Endowment

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___ Dr. Langlois Endowment ___ Other, Please Explain or Specify ________________________________________________________

Send all gifts to the ASU Foundation, P.O. Box 1990, State University AR 72467-1990. If you have questions, you may contact the College of Agriculture at 870-972-2085 or the ASU Foundation Office at 870-225-8343

For more information, please contact us at 870-972-2085 or visit the College of Agriculture and Technology Webpage at: http://agri.astate.edu

BSA Degrees in:
Agricultural Business
Agricultural Studies
Agricultural Education
Animal Science
Plant Science
Technology, with emphasis in:
Technical Studies
Technology Management,
Computer Aided Drafting & Design
Computer Systems
Manufacturing-Industrial Technology
Metallurgical Technology

BAS Degree in:
Technology

Associate Degrees in:
Technology
Food Technology

Endorsements in:
Adult Education
Career Education
FACULTY KUDOS

Drs. David Agnew and Bert Greenwalt were each awarded a sabbatical. Dr. Greenwalt’s sabbatical is for the fall & spring 2010-2011. Dr. Agnew’s is for spring 2011. Each are excited about the opportunity for professional development and time to complete ongoing research projects and write articles.

Dr. Paul Armah presented a paper at the annual meeting of Food Distribution Research Society on “The Economic Impact of Ethanol Production on Arkansas Corn-based Livestock Feed Prices” in October. A manuscript submitted to the Journal of Food Distribution Research has been accepted for publication.

Dr. Rajesh Sharma presented a paper, “Development of surface engineered nanostructured photo anodes for enhanced Photo electrochemical processes” at the annual meeting of the Institute of Electrical & Electronics Engineers - Industry Applications Society in Houston, TX on October 4, 2010.

Dr. Zariff Chaudhury published a technical paper in the Journal of Materials Science, this fall. He also co-authored a technical paper that has been accepted by the Journal of Information Systems and Supply Chain Management. Dr. Chaudhury is on a team that received a Department of Energy grant to study ultra-lightweight composite constructions materials for autobody. Other members of the team are at Wayne State University. ASU’s share is about $32,000. Dr. Chaudhury is also a part of an ASU team with other Arkansas universities that was awarded a National Science Foundation grant for 2010-2015. The COAT share is about $76,000. In April of 2010, Dr. Chaudhury also received a grant for $1000 from Emerson Electric of Paragould to put toward the development of the metallurgy program.

Dr. Chaudhury has been elected for second term as Chairman, NEA American Society for Quality Section 1415 in July 2010. He was also selected to second term as a member, National Education Committee, Heat Treating Society of USA (an affiliation of American Society for Metals, in July 2010.

Dr. Elizabeth Hood attended a Biosafety Conference in Buenos Aires, Argentina in November.

Dr. Paresh Patel, in cooperation with the COAT, RET program and ABI, on October 30, conducted an alternative energy demonstration in partnership with ADTEC and other regional collaborators. Biofuel, solar photovoltaic, wind turbine, fuel cell, biomass gasification and other related technologies were displayed.

Dr. Steve Green attended a Soil Health Assessment workshop at Cornell University in August. This workshop focused on both in-field and laboratory assessments of soil health attributes. By assessing soil health attributes, management strategies can be designed to alleviate limiting factors to optimum production whether they are soil chemical, physical, or biological properties.

Dr. Kevin Humphrey, Agricultural Education and Dr. Brett Savary, Protein Chemist with ABI, presented a poster at the 2010 Biomass South Conference in Memphis, TN. The poster highlighted COAT research activities pertaining to biomass and biobased products, outreach programs and the Renewable Energy Technology program, and ASU’s promotional activities relating to the emerging biobased economy in the Arkansas Delta Region.

Note from the Faculty Newsletter Editor. I have had the pleasure of working with the students, faculty, and alumni to bring you this newsletter over the last five years. Since I am on sabbatical this spring and have been involved in the development and distribution of this newsletter for nine consecutive issues, I will not be working with the newsletter this spring. Mrs. Lori Fenner will be providing leadership for the student writing team in the spring. Over the past five years the newsletter evolved from four pages to six and now eight. In the beginning, just Ag Ed majors authored articles, but now students from all majors in the college are involved. It also developed from being a volunteer effort by students to carrying the potential for academic credit. Again, it has been my pleasure to be involved with the newsletter, and I wish those who follow me success and the same satisfaction I gained by working with the students as they develop future issues of the newsletter.

David Agnew