third Thursday

THE UNIVERSITY of TENNESSEE INSTITUTE of AGRICULTURE

OCTOBER 2010

From the Chancellor



Joe DiPietro

During this year's State of the Institute address, I reflected upon our progress of the over the past four-and-a-half years, our current situation as it relates to budgetary challenges, and the initiatives that are leading us forward. During President Jan Simek's visit to the Institute in Knoxville the week before the State of the Institute address, **he discussed UT's present status and how the UT system is doing as a whole.**

The chief concern that many have is what the economy holds for us. Overall we are in a good position thanks to budget reductions that have been taken by deans, department heads and the administration and the early retirement incentives that a number of our employees have taken. **Our proactive measures and guiding principals have greatly lessened the impact on our workforce.** Revenues to the state's general fund have recently been on a positive trajectory. President Simek said that if we can achieve a FY 2011 budget without further reductions in funding from the state, we will be in comparatively good shape. **But we all need to be aware that state funding to UT and the Institute will continue to be less of our overall funding – making revenue from research and fund-raising increasingly central to our mission.**

President Simek said he has enjoyed traveling the state meeting with citizens. He **noted that our Institute, people and programs are held in uniformly high regard, with our work valued with high esteem**. We are moving through challenging times, yet the Institute is stronger than it ever has been before. We have dynamic programs in extension, research and teaching. We should never lose sight of how truly great we are at delivering educational, discovery and outreach programs, nor should we forget our covenant with our stakeholders to always strive to be even better. **We've done a very good job of navigating through troubled times, and the future holds better times for us.**

Our successes speak well for our people and our passion. **I encourage you to watch the videocasts of President Simek's visit and the State of the Institute address if you haven't already to explore in detail how we're doing.**

All the best,

Joe

You may access the addresses at http://tinyurl.com/ChancellorDiPietro and http://tinyurl.com/PresSimek

Read about Extension's strategic planning process, page 2.

Obesity Society Taps Moustaid-Moussa to Key Post

Naima Moustaid-Moussa, professor of **Animal Science**, has been elected **Basic/Experimental Councilor by the members of The Obesity Society**. Her term as a councilor begins at the October Business Meeting of the 2010 Annual Scientific Meeting in San Diego, CA. She will serve on The Obesity Society's Council.



Naima Moustaid-Moussa

In addition to her appointment in the College of Agricultural Sciences and Natural Resources, Moustaid-Moussa holds a faculty appointment that includes responsibilities in AgResearch and for UT Extension's Family and Consumer Sciences program area. She co-directs the **UT Obesity Research Center**, http://obesity.tennessee.edu/AboutUTORC.htm.

The Obesity Society is the leading scientific society dedicated to the study of obesity. Since 1982, The Obesity Society has been committed to encouraging research on the causes and treatment of obesity, and to keeping the medical community and public informed of new advances.

The Tennessee Chapter of the Agricultural Honor Society Gamma Sigma Delta will host its **fall awards and initiation banquet** on Tuesday, **November 16**, in 156/157 Plant Biotechnology Building in Knoxville. The event begins with a mixer from 6 to 6:25 p.m. with a dinner catered by the Entertainers at 6:30 p.m. Contact your department secretary for ticket cost and deadline to purchase.

Who are the members of the Tennessee Farmland Legacy Partnership?

- Cumberland Region Tomorrow
- Middle Tennessee State University Center for Historic Preservation
- Tennessee Department of Agriculture
- Tennessee Department of Economic and Community Development
- Tennessee Department of Environment & Conservation
- Tennessee Department of Tourist Development
- Tennessee Farm Bureau Federation
- Tennessee Wildlife Resources Agency
- The Land Trust for Tennessee
- The University of Tennessee Institute of Agriculture
- USDA Natural Resources Conservation Service (Tennessee)
- USDA Rural Development (Tennessee)

To review the agreement that formed the partnership and the individual commitments of each of the partners visit the website: http://www.farmlandlegacy.org.

UT Extension Strategic Planning Aims to Advance Tennessee



by Tim Cross, Shirley Hastings and Joseph Donaldson

In his book "How the Mighty Fall," Jim Collins says "**Enduring great organizations are characterized by a fundamental duality**. On the one hand, they have a set of timeless core values and core reason for being that remain constant over long periods of time. On the other hand, they have a relentless drive for change and progress…"

This concept has proven to be a valuable guide to the strategic planning process that is being conducted by UT Extension. Launching the process in the same year as we are recognizing our Centennial has ensured that we have renewed our commitments to our core values and the reasons that we exist: providing research-based information to farmers, families, youth and communities to transform lives and improve quality of life. Designing a process that includes broad input from stakeholders in every county of the state assures that we are responding to emerging needs and changing to best serve those needs.

A strategic planning leadership team is guiding the development of a new strategic plan. The diverse team includes faculty, agents and administrators from across the state. Team members represent all major Extension program areas. **Tennessee State University Cooperative Extension agents and specialists are also valued members of the team.** A strategic planning website (http://utextension.tennessee.edu/strategicplanning) serves as a key communication tool with employees and other stakeholders about strategic planning activities, contacts and documents. The website has also been used as a mechanism to receive input and feedback used in developing the plan.

The strategic planning process was initiated with an online survey of all Extension employees. The response rate to this survey was excellent with 418 employees providing input about the organization's strengths, challenges and opportunities for improvement. The results of the employee survey provided the basis for face-to-face discussions with employees and stakeholders at 10 area meetings with over 900 participants. Summaries of all feedback received were provided to the UT-TSU State Extension Advisory Council, and the strategic planning leadership team drafted a plan that is now available for review at the website.

The draft plan identifies five strategic goals: growth, programs, people, efficiency and visibility. A final plan will be constructed utilizing the feedback about the draft plan and additional input received from focus groups of key partners and stakeholders. With the current economic climate, we seem to be in the mode of reacting and responding to the latest budget reductions and program cuts. **Planning for our long-term future is more important now than ever.** Without clear directions that guide every employee in our organization, we run the risk of working harder and falling further behind in things that truly matter. **The strategic planning process has enabled us to take time to revisit our values, assess our effectiveness, identify ways in which we can improve and set positive goals for the future. The timing couldn't be better, and the need couldn't be greater.**

Planning for Tomorrow's Farms

Tennessee has been losing an average of 1,300 family farms a year. At roughly 77 acres per farm, that's an average of 100,000 acres removed from productivity annually. Most, it is believed, are lost to subdivisions and other forms of urban sprawl. **The reasons are complicated.**

Farmers often fail to pass their farmland to the next generation. Maybe there's a lack of interest in farming by other family members or an inability to make the family farm a profitable operation. Perhaps the local communities have failed to make working farms welcome by passing unfavorable ordinances or zoning or by allowing imminent domain to break up valuable tracts. Other reasons might include a lack of information on succession planning, competing interests among family members, other economic and development pressures or a combination of reasons, says **Alice Rhea**, a **UT Extension farm management specialist**.

In February of this year, 12 organizations joined to dedicate resources for the preservation of the state's farmland. The Tennessee Farmland Legacy Partnership was formed to encourage both farm level and community planning to promote the preservation and viability of working farms in Tennessee. Partnership members, including the UT Institute of Agriculture, believe the future of Tennessee's $3 billion agriculture industry depends on the ability of exiting farmers to transition their land and resources to new generations of farmers, some of whom have no access to affordable and productive land.

That's why planning is essential, says **Rhea**. She **and a broad team of faculty and agents – Michael Wilcox, Jane Howell Starnes, Laura Howard, Christopher Clark, Alan Galloway, Dena Wise, and Christopher Sneed – have developed a guidebook and series of estate planning workshops for those interested in exploring plans for the future use of their land. To date some 20 workshops have been presented to 644 landowners across the state**. Participants have ranged from first-generation farmers to those who have worked their family's Century Farm for all their lives.

The Partnership's next major event is a conference November 11 and 12 in Pigeon Forge. At the meeting farmers, landowners and community leaders will have the opportunity to learn about protecting and growing today's farms for tomorrow's families and communities. For a modest $50 ($25 for farmers), participants may attend presentations on farm estate planning, profitability and timber management for landowners and planning techniques that protect farmland while enhancing economic growth for community leaders. Presenters will explain how communities and farmers can benefit from working together.



Andrew McMurtrie of Tennessee Photo Services

Discussion topics will also include tools for protecting farmland, incentives for forest landowners, as well as other agriculture and community issues affecting today's farmers. **Participants can register online at www.farmlandlegacy.org or by calling 865-974-0280.**

Fred and Fay Baker of Anderson Bend in Hickman County are among the Tennessee farm families planning for the future of their land.

Grants & Contracts

Third quarter grants and contracts are on the Web at http://agriculture.tennessee.edu/publications/tt/.



Patricia McDaniels

The second Fall Gardeners' Festival held recently at the Plateau AgResearch and Education Center attracted about 450 visitors, more than doubling the crowd from its inaugural event. *Sponsored by the* ***Cumberland County Master Gardeners, UT Extension*** *and the* ***Plateau Center****, presentations focused on gardening for beautiful lawns and flowers and raising tasty foods.* ***Alan Windham*** *from the* ***UT Extension Soil, Plant and Pest Center*** *was one of the experts on hand to answer visitors' questions.*



Lorna Norwood

John Sorochan*, associate professor of* ***Plant Sciences****, addresses a break-out session of participants at the* ***2010 Turfgrass Field Day*** *held September 16* ***at the Plant Sciences Unit of the East Tennessee AgResearch and Education Center****. Approximately 400 turfgrass professionals attended the program, which featured 13 different educational areas presented by the entire Turfgrass team on topics such as alternating mowing and grooming frequencies for Bermudagrass sports fields, fungicide programs for disease control, and preemergence Crabgrass control. Turfgrass scientists also presented a weed identification and control walk and the 2010 Bermudagrass National Turfgrass Evaluation Program results.*



Dick Ott*, adjunct faculty member and leader of the Interior Plantscaping Program within CASNR's* ***Department of Plant Sciences, is the 2010 inductee into the Plantscape Industry Alliance's Interior Plantscape Hall of Fame.*** *The Plantscape Hall of Fame honors individuals of integrity whose personal dedication provided great leadership in the development and growth of the interiorscape industry either as an interiorscaping professional or as an allied trade professional. Ott has been a pioneer in the interior plantscaping industry. He formed one of the first successful interior plantscaping businesses in the U.S. in Knoxville and went on to become an industry leader through his participation, advocacy and leadership in several trade associations.*



Erica Jenkins

This year's Ag Day on September 25 was a great success, engaging alumni, friends and students from near and far. *Thanks to everyone for organizing fun, informative and interactive displays and activities. Next year's event co-chairs are Brandon Horvath and David Lockwood of Plant Sciences. If you have ideas to make the event even better, please share them with either of these faculty members.*

Save the Dates for Holiday Express!

Plan now to join the UT Gardens in Knoxville for Holiday Express 2010-11. The garden-scale railroad display starts November 24 and runs through January 2, 2011.

New this year will be a bridge that will enable visitors to walk through the display and get a close up look at the miniature configurations and all the detail that makes the Holiday Express such an amazing and unique experience.

Now in its third year, Holiday Express draws about 9,000 visitors to the UT Gardens. We hope you'll join us this year.

"There is no other holiday event in this region of the country like the Holiday Express at the UT Gardens," says Sue Hamilton director of the Gardens. "It's a wonderful, festive activity for the whole family to enjoy and a great way to support one of our region's best treasures, the UT Gardens. It also exposes visitors to the unique and enjoyable hobby of garden railroading.

"Children and adults alike are guaranteed an educational and fun time as they explore many of the railroad antiquities on display, many of which are interactive, along with the incredible holiday scene that **garden railroading expert Mark Fuhrman** creates."

Fuhrman, a Knoxville-based landscaper and garden-scale model train enthusiast, customizes each train car and building by hand with a passion and care that has resulted in one of the largest train collections in East Tennessee.

Hours are:

Thanksgiving Weekend

November 24-27	12 p.m. to 8 p.m.
November 28	12 p.m. to 6 p.m.

December 4-January 2

Friday & Saturday	12 p.m. to 8 p.m.
Sunday	12 p.m. to 6 p.m.

December 24 & 25
Christmas Eve & Day 12 p.m. to 6 p.m.



The model trains and miniature landscapes of Holiday Express in the UT Gardens delight visitors of all ages.

UT Extension Centennial Observances

1986

The MANAGE program is instituted to help families cope with the farm financial crisis.

1990

Extension moves into the electronic age with all 95 county offices computer equipped. Extension agents use the Internet, video conferencing and other electronic means to deliver educational programming statewide.

Extension promotes the Master Gardener Program statewide.

1998

Extension establishes the Agricultural Development Center, which later becomes the Center for Profitable Agriculture.

TRANSFORMING TENNESSEE

UT Extension

1910 OUR PAST • YOUR FUTURE 2010

- Need to write a will?
- Want legal advice on real estate matters or divorce?
- How about advice from a financial specialist?
- Or would you like assistance finding licensed child- or elder-care nationwide?

As a state of Tennessee employee you have these benefits and more through free consultations, discounted services and online search tools offered by the Employee Assistance Program. The program also offers confidential counseling on personal and work/life matters and on substance abuse through Magellan Health Services. **Assistance is available by calling 800-308-4934, seven days a week, 24 hours a day or visit www.state.tn.us/finance/ins/eap.html**. In addition to one-on-one sessions, there are online tools and surveys on an array of issues.

Capital Campaign Update

What is the Agriculture Development Board?

The Institute of Agriculture Development Board is a dedicated group of alumni and supporters with interest in advancing the mission and future of the Institute. The board has been a vital part of the development operations for the Institute of more than 20 years. In the mid-1980s, the Institute began a capital campaign and a small board of volunteers called the Council for Agriculture was assembled to assist in the effort. Familiar names such as former Tennessee Commissioner of Agriculture **Red Moss** and Newport businessman **Bill Williams** served on this committee.

Two capital campaigns later, volunteers from across Tennessee and several other states have been serving three-year terms of service on the Agriculture Development Board to assist the Institute. **As the development staff promotes the programs of the College of Agriculture Sciences and Natural Resources, the College of Veterinary Medicine, Extension, and AgResearch, it is very important to have a team of volunteer leaders to assist in making connections to all parts of Tennessee and the nation.**

How do they help?

The development staff asks UTIA Development Board members to consider a financial commitment and introduce us to individuals and companies in their area that have interest in promoting agriculture in Tennessee and are supportive of our work as the premier agricultural institution in Tennessee with the land grant mission of education and service. Our development board members share our love of agriculture and are essential to our success.

The Institute of Agriculture has been very successful in the current Campaign for Tennessee, completing our $85 million goal a full year ahead of schedule. Our sincere appreciation goes out to the dedicated members on the Agriculture Development Board for their participation and involvement in this effort. Our current success would not be possible without our great volunteers.

Who are they?

Current Board members are **Chairman Steve Williams** of Collierville, Tenn.; **Phil Baggett** of Nashville, Tenn.; **Bill Bell** of Smithville, Tenn.; **Joy Brandon** of Knoxville, Tenn.; **Richard Clark** of Knoxville, Tenn.; **Lowry Dougherty** of Madisonville, Tenn.; **William Edmondson** of Brentwood, Tenn.; **Lloyd Hassler** of Cookeville, Tenn.; **A. Gordon Heins III** of Knoxville, Tenn.; **Lynn Johnson** of Cedar Hill, Tenn.; **Bill Latimer** of Union City, Tenn.; **John Mayfield** of Ashland City, Tenn.; **Mike Payne** of Hixson, Tenn.; **Tom Reed** of Murfreesboro, Tenn.: **Tom Row** of Oak Ridge, Tenn.; **Sonny Scoggins** of Columbia, Tenn.; **J. Paul Smith** of Crossville, Tenn.; **Doc Sternberg** of Heiskell, Tenn; **Bob Strasser** of Nashville, Tenn.; **Julie Watts** of Knoxville, Tenn.; **Hugh Wells** of Greeneville, Tenn.; **Dan Wheeler** of Columbia, Tenn.; and **Mark Wilson** of Murfreesboro, Tenn.



Red Moss and other members of the Agriculture Development Board mingle before a meeting

THE CAMPAIGN FOR TENNESSEE
A SPIRIT · A VISION · A PLAN

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