

Third Thursday

THE UNIVERSITY of
TENNESSEE **UT**
INSTITUTE of
AGRICULTURE

2012

JULY

Third Thursday
going digital,
inside

From the Chancellor



Larry Arrington

July marks two of our most popular field days, **Summer Celebration** and **Milan No-Till**, both in West Tennessee. With 14 field days and six special events stretching from March through October, the institute offers one of the largest numbers of events of the nation's land-grant universities.

Summer is also a very busy time for **Extension 4-H programs**. Together our 4-H agents, three centers and many 4-H events serve 306,000 members of Tennessee 4-H Youth Development, and there are special outreach programs in the College of Veterinary Medicine, as well.

Whether field days, special events or youth camps, these programs represent some of the most impressive qualities of the institute—research, teaching and Extension that prepare students for outstanding careers and improve life for Tennesseans. Thank you for what you do to make these important events a success.

Go Vols,

In Memoriam

Darrell Hale, revered 4-H agent for 34 years in Lincoln, McMinn, Jefferson, and Carter counties

Janice Jackson, beloved volunteer leader of 4-H for UT Extension Knox County

Mack Steele, longtime UT Extension agent and director, Sequatchie County, and assistant Extension agent in Morgan County



Dairy reunion: More than 30 former workers of the UT Dairy in Knoxville and their family members enjoyed good fellowship and food, and shared stories and fond memories of their experiences while working at the dairy. The workers' years of service spanned 1957 to the present. See their names at <http://tiny.utk.edu/Dairy>.

Lanett Edwards



What's News

- » **Forbes Walker, associate professor and environmental soil specialist with the Department of Biosystems Engineering and Soil Science has been elected president-elect of the Tennessee American Water Resources Agency.** The professional association's membership is diverse, representing state and federal agencies, universities and consulting engineers. Agency members work to advance water resources management, research and education.
- » **The sixth annual Comparative and Experimental Medicine and Public Health Research Symposium featured 78 presentations and 75 presenters.** This year, the UT Center for Health Policy and Services Research, the UTK Office of Research, UT Graduate School and the Graduate School of Medicine joined the College of Veterinary Medicine and AgResearch to offer two days of oral presentations on human and animal health research. Members of the Institute who won awards were **Eman Anis, Tamara Veiga-Parga and Ricardo Videla of Comparative and Experimental Medicine; Maria Cekanova and Rebecca Hodshon of Small Animal Clinical Sciences; and Douglas Luther of Animal Science.** Abstracts for next year's symposium will be due in the spring, with the symposium scheduled for the summer. These dates will be circulated by email and in *Third Thursday*.
- » **The National Extension Master Gardeners' Facebook page is sharing posts from UT Extension's Soil, Plant and Pest Center's Facebook page.** Also, the Hot Spot Club and Cafe in Leira, Portugal, has recently "liked" the center's page. **Alan Windham, professor of entomology and plant pathology and Extension specialist, says it's his first night club. The page has more than 450 likes, the 450th from Chishimba Mulenga, a citizen of Zambia.** The center's Facebook page is now reaching people in 71 countries.

It's Not the Refereed Journal Article – It's What It Represents

by Bill Brown, Dean, AgResearch



Bill Brown

Sometimes I feel that as AgResearch directors, we have not done the best job at articulating the meaning of the agricultural research mission and how productivity, outputs and outcomes are measured. In some cases, it appears that the only interest is, "How many papers have you published, and how many extramural dollars have you brought in?" In my last *Third Thursday* article, I discussed the fact that although money (extramural funding) is important, it is only a tool that assists us in meeting our mission of developing new knowledge to serve the people of Tennessee and the world. The real focus is the mission.

It is easy to get caught up into thinking that extramural funding is a true measure of research productivity. Our research funding model is one that supports a 12-month faculty salary and a significant amount of technical and infrastructure support, but leaves a modest amount of operating dollars. So, is extramural funding important? Yes, it is. Will we continue to track extramural awards and expenditures into the future? Yes, we will. **However, we must remember that extramural funding allows UTIA research faculty and staff to leverage appropriated state and federal dollars to develop mission-driven new knowledge that is articulated through many outlets, including the refereed literature.**

Similar thoughts hold for the refereed journal article. New knowledge is developed through science-based (physical, chemical, biological and social) research. This new knowledge is subjected to the rigor of peer review to lend credibility and acceptance of its value. **It should be our goal that all UTIA research is published in the peer-reviewed refereed literature.** However, the goal is not to publish just for the sake of the refereed paper: **the importance lies in what the refereed paper represents, which is answers and solutions to problems facing our clientele.** In addition to the refereed literature, multiple avenues are used for information delivery, including Extension publications and presentations and public/private media outlets. So, are refereed papers important? Yes, they are. Will we continue to track refereed papers into the future? Yes, we will. **However, we must remember that the refereed journal article represents near- to long-term answers and solutions to society's problems that are scientifically sound and peer-validated.** This philosophy will establish UTIA as the preferred source among our clientele and others of research-based information to meet tomorrow's challenges.

- » **The United Nations Food and Agriculture Organization has published a digital book written by M.S. Plant Sciences alumnus David Hannaway and Plant Sciences Professor Emeritus Henry Fribourg.** *The Country Pasture/Forage Resources Profile of the United States of America* features the work of 27 contributing authors. The book is available at <http://tiny.utk.edu/pasture/forage>. The text will be of interest to students of agronomy and ecology, forage producers and managers, professional agriculturists, and horticulturists, as well as the general public. Tennessee's forages and beef cattle industry leads many other states through its 6.5 million acres of pastures and its 2 million head of cattle.



Tammy Pass, administrative specialist for CASNR, has been named UT's most courteous employee of the month. "Tammy is the front face of the dean's office and is the first person that students see when they enter," says Dean Caula Beyl. "She is the warm and human face that reassures students that we truly do care about their issues and value them as people. Not too long ago, an international visitor felt so welcomed by Tammy that she told me Tammy's title should be called 'Director of First Impressions.' She is truly an inspiration to us all and well deserves this award."

Third Thursday Goes Digital in August

Next month, the institute newsletter, Third Thursday, will transition from paper to being distributed electronically.

The newsletter will arrive by email. The benefits of this change include faster distribution of news, accessibility by more people, use of color photos and inclusion of a wider range of news, all shared in a quick-to-read format. Watch your inbox for the first issue.

Thanks to Web Committee

Chancellor Larry Arrington and Chief Information Officer Robert Ridenour wish to congratulate the Institute Web Advisory Committee on a job well done.

WAC is responsible for establishing standards for the UTIA websites that enhance the institute's presence in the cyber community and better market its programs. As a result of the committee's work, new Web designs will be announced soon. The committee creates and recommends templates for the UTIA web presence, explores new initiatives and strategies, and maintains clear guidelines on future web design directions. The membership of WAC includes the following:

- **Robert Denovo Jr.**, College of Veterinary Medicine
- **Brad Greenfield**, Extension
- **Jean Hulsey**, Marketing and Communications Services
- **Joel Lown**, AgResearch
- **Lorna Norwood**, Marketing and Communications Services
- **Steve Oliver**, AgResearch
- **Robert Ridenour**, Information Technology Services
- **Lynne Scott**, Information Technology Services
- **John Stier**, College of Agricultural Sciences and Natural Resources
- **Emily Tipton**, Information Technology Services
- **John Toman**, Extension
- **Billy Williams**, Information Technology Services.



Blake Brown

Every other year the University of Tennessee Institute of Agriculture hosts the largest conservation tillage event in the nation, the Milan No-Till Crop Production Field Day. This is the year for the 27th No-Till Field Day and 50th anniversary of the AgResearch and Education Center at Milan. The field day takes place Thursday, July 26, and involves employees from across the institute. The photo is of a tour in a soybean disease control plot taken during the 2010 Milan No-Till Field Day.



Jessica Johnson and Jeffrey Cox with Altria Group Leaf Services recently presented Chancellor Larry Arrington with a check for \$41,368 to support student internships and Extension agent training. Representing the institute during the visit were, front row from left, Paul Denton, professor, Department of Plant Sciences, and Extension specialist, burley tobacco production; Bill Brown, dean, AgResearch; Steve Oliver, assistant dean, AgResearch. Second row from left, Barry Sims, director, Highland Rim AgResearch and Education Center; Carrie Stephens, associate professor and graduate program director, Agricultural Leadership, Education and Communications; Rob Ellis, director, AgResearch and Education Center at Greeneville; and Vickie Witcher, research associate, Department of Agricultural and Resource Economics.

UTIA News is published monthly by the University of Tennessee Institute of Agriculture. Send comments and suggestions to Margot Emery, memery@tennessee.edu. The University of Tennessee is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA institution in the provision of its education and employment programs and services. All qualified applicants will receive equal consideration for employment without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status. Visit the Institute of Agriculture on the Internet at <http://agriculture.tennessee.edu> | E11-1101-00-001-13

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