

# INSTITUTE OF Agriculture

News for Employees, Students & Friends

June 2008

## TAKING STOCK

Spring commencement exercises have come and gone, and we have sent off the Class of 2008 in good order. I am reinvigorated every time we go through the rite of passage called graduation. Not only are students we produce first rate, but I am reassured that our future is bright with the many gifts and talents they bring to the workplace and society. No doubt we're in good and capable hands.



Joe DiPietro

As we mark the end of fiscal year 2008, we can take pride in a number of things that have gone well for us. This year we've seen, or will soon see, the opening of the expansion of the Small Animal Teaching Hospital, the 25th anniversary of the Milan No-Till Field Day and the

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## CROSS NAMED DEAN OF UT EXTENSION

Culminating a 25-year career that spans agricultural economics, farm management, and evaluation of agriculture, natural resources and resource development programs, Tim Cross has been named dean of the University of Tennessee Extension.



Tim Cross

His appointment capped a national search. Joe DiPietro, vice president for agriculture, said, "We are pleased that Dr. Cross will step into this new role. He brings a wealth of academic, outreach, administrative, and leadership talents and experiences to the position."

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## FIELD DAYS, BLOOMS DAYS AHEAD

Mark your calendar for a handful of field days ahead.

On June 17, the **Middle Tennessee AgResearch and Education Center in Spring Hill will host a Fruits of the Backyard Field Day.**

This new event presents research and information about grapes, blueberries, peaches, and turf—crops that backyard enthusiasts

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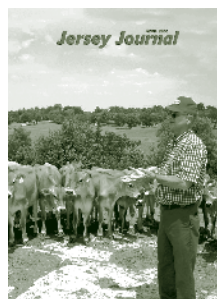


## JERSEY JOURNAL HONORS DOWLEN

After nearly 37 years as director of the **Dairy AgResearch and Education Center** in Lewisburg, **Henry Dowlen is retiring this month.** And the occasion hasn't escaped the notice of editors of *Jersey Journal*. The official publication of the American Jersey Cattle Association and National All-Jersey Inc. honored Dowlen's contributions to dairy research with a cover photo for its April issue.

The May issue carried news that Dowlen had been presented the association's **Award for Meritorious Service**, given annually to an individual who has made notable achievements in advancing the Jersey breed and livelihood of Jersey

owners through research, education, development, marketing, or other significant service. The center is home to the largest single site Jersey research herd in the U.S.



*Watch for a new look for Third Thursday in July. The newsletter will carry the same great content in a fresh new format.*

third thursday

## WHAT'S IN A NAME?

*For Experiment Station, fewer than 14 syllables and a memorable brand*

by **Thomas H. Klindt**, *Interim Dean, UT AgResearch*

One of the best-known artists in history was Michelangelo. Everyone knows the name. In more recent times, everyone knows Cher. Some of the older among us just liked Ike. In each case, the short moniker is all that is needed to call up a recollection of who they are and their claim to fame. They all got some great press. One wonders if the press would have been so generous if, instead of their short nicknames, their full titles had been required: Michelangelo di Lodovico Buonarroti Simoni, Cheryl Sarkisian or Dwight David Eisenhower.

We know something about long and puzzling titles. In our case, the name on the birth certificate from almost 140 years ago is "Tennessee Agricultural Experiment Station." There are a couple of problems—no one quite knows what a "station" is and, while research is generally perceived as good, "experimentation" conjures up a more suspect image.

Moreover, we have been told for years that the press is unlikely to use enough ink to write the whole name and that a reporter is unlikely to say the whole 14 syllables. As a result, the organization fails to get acclaim for our good deeds, and we suffer from anonymity. That's an unhealthy state for an organization that requires public support.

Over the years, efforts have been made to reach internal consensus on a different title, brand, or logo that would be easier to write, say, and remember. Unfortunately but understandably, by the time everyone added his or her specialty area to it, the title became longer than the one we had; it is difficult to be short, general, and specific simultaneously. These efforts did, however, yield progress. First, all became aware of the need to compromise and second, there developed a consensus around "UT AgResearch," the brand we have, after much deliberation, chosen to use. It has several virtues. It identifies us as part of UT, it specifies our research mission, and it generally

describes the area to which research is directed.

A point or two of clarification may be worthwhile.

The intent is to use a readily recognizable brand that is descriptive and sufficiently short so that those who report on us will actually refer to us. UT AgResearch does this, and we use it as our brand. In more formal writing, however, UT Agricultural Research works better, and we suggest you use that name in flowing text. The ultimate intent is to raise the profile of the Experiment Station. Our official title remains the same. Agricultural Experiment Station is the name used in federal legislation; that hasn't been changed. We are simply assuming a brand that will make it easy for the public to report on us and remember us. After all, one may not know who Eldrick Woods is, but everyone knows Tiger.



*Thomas H. Klindt*

## CASNR ANNOUNCES 2008-2009 AMBASSADORS

The College of Agricultural Sciences and Natural Resources (CASNR) recently announced the selection of its 2008-2009 Ambassadors. This group of elite students from diverse areas of study promotes the CASNR by participating in college and career fairs, providing one-on-one support to prospective students, and providing tours of campus. They also provide valuable support to CASNR and the Institute through participation in events such as Ag Day and student graduation.

The CASNR Ambassadors for 2008-2009 are **Tyler Blystone**, *Wildlife*

*and Fisheries Management*\*; **Sarah Boggess**, *Plant Science, Biotechnology, and Horticulture*; **Corrin Breeding**, *Landscape Design*; **Nocona Canady**, *Agricultural Extension Education*; **Anthony (Chase) Cervantes**, *Food Science*; **Autumn Gray**, *Animal Science Pre-Veterinary Medicine*\*; **Molly Hayes**, *Animal Science Pre-Veterinary Medicine*\*; **Ryan Hensley**, *Food and Agricultural Business*; **Hulon Holmes**, *Environmental Science*\*; **Dan Houlihan**, *Animal Science Pre-Veterinary Medicine*\*; **Kari Jones**, *Food Science Pre-Professional*\*; **Stephanie Letarte**,

*Animal Science Pre-Veterinary Medicine*; **Jacob Jones**, *Food Science Pre-Professional* **Liz Malik**, *Food Science*\* **Sarah McDonald**, *Agricultural Leadership*; **Allison Medley**, *Animal Science, Science and Technology*\*; **Glenis Moore**, *Animal Science Pre-Veterinary Medicine*; **Brittney Reives**, *Food Science, Pre-Professional*; and **Hayden Williams**, *Animal Science Production, Business, and Communication*.

\* Returning Members

To learn more about the CASNR Ambassadors, visit [www.casnr.utk.edu/ambassadors/index.htm](http://www.casnr.utk.edu/ambassadors/index.htm)

## WHAT'S NEWS

**S**haron Thompson, director of the College of Veterinary Medicine's Center for Agricultural and Food Security and Preparedness and Ray Burden, UT Extension County Agent and Director for Hamilton County are among the featured panelists on "Live Response," an award-winning educational/informational program produced by the National Terrorism Prevention Institute that probes how safe the food is on our tables in light of agro-terrorism threats. The segment featuring the center's Agriculture and Food Vulnerability Assessment Training Course originally aired May 28. To view the archived segment or for more information visit terrorism.spcollege.edu or call toll free at (877) 257-3182, ext. 4116. The center has now delivered the course 39 times to more than 1,000 participants in 21 states. For more information about the course, visit [www.vet.utk.edu/cafsp](http://www.vet.utk.edu/cafsp).

Interest in UT's Comparative and Experimental Medicine Research Symposium has grown more than 400 percent since last year, the first year of the symposium. In addition, the UTK Office of Research, UT AgResearch, and the Graduate School of Medicine have joined the College of Veterinary Medicine to offer a full day of presentations on human and animal health research. On June 17, the UT agricultural campus will host a large group of biomedical and veterinary scientists, including 60 UT presenters and influenza virus expert Robert G. Webster of St. Jude Children's Research Hospital. For more information, visit <http://www.vet.utk.edu/research/symposium/> or contact Misty Bailey, [mrbailey@utk.edu](mailto:mrbailey@utk.edu), (865) 974-7446.

Staff in the Department of Marketing and Communications

won several awards from the Volunteer (Knox-area) Chapter of the Public Relations Society of America. Director Lorna Norwood was honored with the Harvey I. Cobert Award, given for individual contributions to the growth of the public relations profession in East Tennessee and to the success of the Volunteer Chapter. *Third Thursday*, produced by Margot Emery and Donna Hundley, received an award of quality in the category of employee newsletters; a CASNR recruitment catalog titled *Do you want to help the world?*, developed by Rich Maxey and Associate Dean Mary Albrecht, received an award of merit. And a news story about Tai Chi training by UT Extension produced by Chuck Denney and Doug Edlund received an award of quality.

### BLOOMS DAYS, from page 1

and commercial growers alike can produce.

The Highland Rim AgResearch and Education Center in Springfield will host a Tobacco, Beef, and More Field Day on June 26. This event features bioenergy crops, tobacco, beef cattle, forages, and fruits and vegetables—a veritable smorgasbord of subjects.

Then herbs, vegetables, and ornamentals take center stage, first at Blooms Days, to be held at the East Tennessee AgResearch and Education Center in the UT Gardens in Knoxville, on June 28 and 29, and then at Summer Celebration. This event takes place July 10 at the West Tennessee AgResearch and Education Center in Jackson.

Look for more detailed information on each event at the UT AgResearch's Web site, <http://taes.tennessee.edu/>.

The Tennessee Association of Extension 4-H Workers (TAE4-HW) has announced its 2008 awards. George Foster Outstanding Agent Award recipients and their counties are Johnny Barnes, Wilson; Carol McDonald, Smith; Karen Nelms, Grainger; and Todd Wilson, Rhea. Achievement In Service Award recipients are Donna Calhoun, Polk; Janae Cook, Maury; and Sarah Vaden, Anderson. Ben T. Powell Distinguished Service Award recipients are Joe Griffy, Stewart; Larry Moorehead, Moore; Terri Quillen, Extension assistant; and Taunee Whittenbarger, Cumberland. Meritorious Service Award recipient is Darrell Hale of Lincoln County. American Spirit Award recipient is Joseph Donaldson, and Air Force Recruiting Salute Award recipient is Doyle Meadows.



Greg Hirshoren

**CVM Standout** – Interim Dean Leon Potgieter congratulates outstanding College of Veterinary Medicine employee Shana Hillsman. The veterinary technician II in the Department of Small Animal Clinical Sciences was praised for consistently putting her patients and co-workers first.



Aislynn Hartman

**Environmental efforts honored**—Jerry Rhinehardt, (left) program director, and Don Holt, (right) instructor, of *Camp Explore* at the Austin 4-H Center, were honored by the **Tennessee Environmental Education Association (TEEA)** at its annual conference held at Reelfoot Lake State Park. Rhinehardt was named **East Tennessee Environmental Administrator of the Year**, while Holt was named **East Tennessee Environmental Educator of the Year**. At center is Jim Holt, immediate past-president of TEEA.

## NEW DEAN, from page 1

Cross believes UT Extension is well positioned to help youth, families, farmers, and communities in meeting future challenges and issues. "Developing renewable sources of energy, increasing the life skills of youth, and reducing the incidence of obesity in the state's population are just a few examples of the ways we can make a difference in the lives of Tennesseans," he said. "The support of the University of Tennessee, the Institute of Agriculture, and the many

partners of UT Extension combined with outstanding specialists, agents, and staff suggests a very bright future for our educational programs."

Cross will take the reins of UT Extension on August 1. He replaces Charles Goan who has served as interim dean for the past 32 months. Goan had previously announced plans to retire in December 2008.

## TAKING STOCK, from page 1

25th anniversary of the UT Gardens. Our programs in agriculture, natural resources, and veterinary medicine have thrived, and the Tennessee Biofuels Initiative continues to gain momentum. We've also seen the appointments of Dr. William Brown as dean of research and Dr. Tim Cross as dean of extension, as well as progress on the search for a new dean of veterinary medicine. All of these are achievements worth noting.

On the other side of the ledger, we're having to trim our financial sails to meet state budget cuts underway at the University of Tennessee and, more broadly, across state government in Tennessee. With a spirit of teamwork among UTIA units, we have taken a positive stance in making hard decisions on budget cuts, while trying to minimize the negative impact they can have. Summing up the year, I want to thank everyone for their hard work and support of UT. Job well done, folks.

All the best,

Joe

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