Purdue Agriculture Connections

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Purdue University's Cooperative Extension Service will enter the millennium with a new name (Purdue Extension) a snappy marketing concept (Knowledge to Go) and a new director, all intended to continue the transfer of knowledge and technology from the campus to the community by...

Extending the University

Editor's Note: These three stories demonstrate only a small portion of the wide-ranging impact of Purdue Extension. And it's not restricted by the lines that separate Hoosiers from Illinois, Kentucky, Ohio and Michigan. Chris Sigurdson's story demonstrates that Purdue Extension helped Hoosiers reach out to desperate cattlemen in Oklahoma and Texas hit hard by last year's drought.

Marshall County Impact

by Becky Goetz

"I have some minor heart trouble and my husband has diabetes," says Marshall County resident Dina Bradley. "I wanted to learn more to help myself."

Bradley isn't alone. More than 6 million Americans suffer from symptoms of cardiovascular disease. And when symptoms occur, patients can spend five to seven days in a doctor's care at a cost of more than $1,300 per day.

Many people could save themselves heartache and expense, doctors say, if they'd just eat right and exercise. But changing diet and exercise patterns isn't easy. Even after people feel the need to change, they must learn how. After they learn what to do, structured social support helps them make the transition.

Karen Richey, who had been involved in heart trouble prevention programs when she worked for the Hammond Heart Institute in Missouri, wanted to set up a similar program when she moved to Marshall County.

As an Extension educator, she knew the Food Guide Pyramid and the United States Department of Agriculture Dietary Guidelines for Americans like the back of her hand. To add medical expertise, she teamed up with the local hospital in her community.

Dr. John Bernero, a cardiologist with the hospital, referred his clients to the program. Richey didn't limit the program to people with heart trouble, however. She opened it up to anyone who was interested.

"It's usually the people who have had a heart attack that want the information," Richey says. "But I felt if I could also offer it to help prevent problems, it would be well worth the time and effort."

Starting in 1992, Richey offered a four-lesson program called "The Heart Healthy Living Series." She took students on field trips to grocery stores, taught them to shop, gave cooking tips and demonstrated heart-healthy exercises. Dr. Bernero explained what poor habits can do to a person's heart, graphically illustrating the problem with photos of clogged arteries.

Of the 460 county residents who have enrolled over the years, 69 percent were adults with elevated blood cholesterol levels. Everybody who participated wanted to learn how to eat right and exercise.

"The classes were packed," Bradley says. "From the questions I heard people asking, many knew nothing of what they were supposed to do before they came."

When Richey checked their progress six months after the program, she found that 31 percent of the participants were exercising more. Nine out of 10 said they now bought more lowfat foods, thanks to Richey's program. More than three-quarters said they now ate less fat.

Bradley was one participant who felt she came out a winner. "I felt very enlightened," she says. "Richey's course was very, very good. It certainly was eye opening for me."

photo by Tom Campbell

Extension educator Karen Richey (left) gives shopping tips to people like Dina Bradley (right) as part of her Heart Healthy Living Series in Marshall County (Ind.).

Elkhart County Impact

by Olivia Maddox

It may be the phone call you get as your family sits down to dinner. It may be in the stack of "junk" mail you find in your mailbox each day. Or it may be the door-to-door salesman who drops by your home.

Through these tactics—and a host of others—fraudulent schemes cheat Americans out of $100 million each year.

To help people avoid becoming victims and adding to this total, the Elkhart County Extension Office offers a consumer awareness program that covers the most common types of scams, how to avoid them and where to turn for help.

Since 1996, Extension educator Mary Ann Lienhart-Cross has delivered the program to more than 200 people in Elkhart and surrounding counties.

"The one thing I stress before, during and after the program is this: 'If it sounds too good to be true, it is,'" says Lienhart-Cross, a family resource-management specialist. "If you have to pay for

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"Extending the University" continued from cover

photo by Tom Campbell

"If it sounds too good to be true, it probably is," warns Extension educator Mary Ann Leinhart-Cross, who helps Elkhart County (Ind.) residents steer clear of fraudulent schemes.

something or give your credit card number, you haven't won anything." She says another clue to watch for is if you are asked for money up front, before a service is provided.

Many scams target senior citizens and others who may be lonely and willing to talk when answering the door or phone, Lienhart-Cross says. However, these are traits that can get them into trouble. "Most people don't want to be rude," she says. "It's OK to say 'I'm not interested' and hang up."

Another typical scheme is taking advantage of people who are currently in a bad situation, such as home improvement scams following a natural disaster like a flood or tornado.

When teaching the program, Lienhart-Cross encounters people who are there for a variety of reasons. Some already have been taken advantage of or know someone—often a family member—who has. Others are there because they want to know how to avoid these schemes.

"I remember two people in particular who came to a program: one brought in samples of mailings that she had been receiving and another had a relative who was spending a lot of money on various schemes," Lienhart-Cross says.

And the problem just keeps expanding.

"Through computers and printing technology, it's easy to make materials look legitimate," she says. "People should be wary of all solicitations. Even legitimate ones aren't the best use of consumer dollars. They encourage people to spend rather than save."

Consumers can file complaints with the Indiana State Attorney General, the Federal Trade Commission's Bureau of Consumer Affairs, or their local postmaster if mail is involved. While these agencies investigate and take action, it is rare that people get their money back, Lienhart-Cross says. The fraudulent operations often just close down or move elsewhere.

Lienhart-Cross has heard back from several people who have attended the program. "They will call me and tell me what happened when they've pushed people to provide more information about their product or service or filed a complaint," she says.

"A lot of people don't want to admit they've been taken advantage of. But I tell them they can prevent what happened to them from happening to someone else. Prevention is the key to stopping these scams."

Most common types of fraud:

1. Quackery and medical schemes
2. Home repair
3. Telephone/mail
4. Investments
5. Bunko schemes
6. Insurance
7. Credit card/credit repair
8. Door-to-door
9. Work at home
10. Automobile

State and national impact

by Chris Sigurdson

The worst hog prices since the depression, the lowest soybean prices in 23 years, a global glut of corn, the Asian market collapse and a drought in Oklahoma all combined to make these last eight months truly memorable for Indiana producers.

Producers who had planned to feed the bigger markets ended up on the wrong side of the supply and demand curve.

Nowhere was this more apparent than in Indiana's $5 billion pork industry. Too many pigs and too few packing plants helped send prices into a nose dive. December '98 pork prices reached 8 cents per pound for pigs that cost an average 36 cents per pound to raise.

Purdue Extension stepped up. The Purdue Swine Technology team, a group of agricultural economists, animal scientists, veterinarians and a county Extension educator, began work on a series of fact sheets designed to help pork producers navigate their way through the crisis.

"Charting a Course for the Family Farm" explained how to cut costs on feed and health aids without sacrificing production; provided both short-term and long-term economic outlooks; and looked at maximizing off-farm employment and working with lenders and creditors.

In addition, Purdue Extension faculty held two national teleconferences to help guide producers through the shoals of soft prices. The first teleconference aired Dec. 17 at 27 sites in Indiana and attracted more than 400 producers.

"In times of crisis, people get upset and don't look for help," says Dave Petritz, Purdue Extension assistant director for agriculture and natural resources. "It's Extension's job to help them back away from current problems and mentally find a quiet spot — to sit down at the kitchen table and figure out what they're going to do for the long-term."

Purdue agricultural economist Chris Hurt estimates it will still take until the end of 2000 before pork producers recover the equity loss they accumulate from the fall of '98 through this spring.

Crop producers fared slightly better. Indiana farms produced more corn and soybeans last year, but the cash value of the state's principal crops was down about $500 million, according to data from the United States Department of Agriculture's Indiana Agricultural Statistics Service.

Purdue agricultural economist Marshall Martin and a dozen of his colleagues spent part of January on the road, holding 18 meetings for 675 farmers, ag lenders and agribusiness representatives. "Charting a Course for the Family Farm" was expanded to include fact sheets from Extension specialists in Consumer and Family Sciences, Horticulture, Plant Pathology, Agronomy and Entomology, each with information or research that could help producers safely cut costs or improve their bottom line.

"We brought out the best information we had on economics, technical production and the family," Martin says. "Both day and night meetings were held to make it easier for part-time farmers with full-time jobs to attend. The meetings and the teleconferences really brought Purdue, the state and farm organizations together to address the welfare of our rural economy."

Purdue Dean of Agriculture Vic Lechtenberg is co-chairing an "Ag Crisis Working Group" made up of Extension specialists, federal agency heads, crop and livestock producers and state department heads focused on helping Indiana farmers survive and thrive.

With economists predicting another year of low crop prices, Purdue Extension specialists will continue to offer financial updates and production pointers, and any other information producers can use to make decisions. "On the whole, agriculture looks pretty good, but there are individual families that need help," Martin says.

photo by Kathleen Dutro

Hoosier hay bales are loaded into the cargo hold of a barge headed for drought-plagued ranches in Oklahoma and Texas.

Hoosier Haylift

Hoosier generosity shone through when Indiana producers had a chance to help other unfortunate farmers. As hog prices headed for the cellar, Hoosier hay headed to Texas and Oklahoma to help beleaguered cattle ranchers.

A devastating drought burned up pastureland and evaporated water supplies. Oklahomans called this past summer "The Dustbowl of the '90s," where the southern part of the state was baked barren under

cloudless skies and 100-degree temperatures.

Cattle producers found themselves with no winter pasture, and no hay stocks. Oklahoma rancher E. J. Nash, 64, lost eight head of cattle and 500 acres of pasture last summer. Money and hay were running out.

On Jan. 29, he got a truckload of Hoosier hay.

It all started the first day of the Farm Progress Show when the Hoosier Haylift Partners, which included Indiana Farm Bureau, Purdue Extension, FFA, AgriAmerica Radio Network, Indiana Agri-News, Indiana National Guard, the Indiana Port Commission and others led by Indiana Agricultural Commissioner Joe Kernan, asked Indiana producers if they wanted to help their counterparts in the Southwest.

Indiana producers in 40 counties responded by pledging more than 1,500 tons of hay. Extension educators across the state provided logistical support, publicizing the program, taking pledges and arranging for help when it came time to ship it out.

On Dec. 17, the Hoosier Haylift broke new ground by floating 1,200 large round bales of hay down the Ohio, Mississippi and Arkansas rivers on two donated barges bound for Muskogee, Okla. Two more barges followed, as the Indiana National Guard moved hay from across the state and dropped it at the Southwind Maritime Centre on the Ohio River.

Once in Muskogee, the Oklahoma Department of Agriculture helped the hay find its way to ranchers like Nash.

For Steve Ratcliff, a farmer in Tippecanoe County, Ind., it was all about charity. He spent one evening loading 42 large round bales of his hay onto National Guard trucks for the first barge shipment. “We had some extra and it was the right thing to do,” Ratcliff says. “Given reverse circumstances, Oklahoma farmers would ship hay to us.”

For Purdue Extension, hard times here and hard times there dictate a specific response. For things like the haylift, it’s public service — helping Hoosiers achieve, whether it’s sending hay down a thousand miles of river or organizing the county fair. For the ag crunch, it’s education — teaching the skills and providing the information Indiana producers need to compete and succeed.

Faster, easier, further:

The future of Purdue Extension

by Dave King, department head, Agricultural Communications


King

Some say the past is the best view of the future. However, for Purdue Extension, planning for the future requires a keen understanding of past accomplishments as well as creative insight into future audience needs– along with a little luck.

Check out the crystal ball and see what we see.

A 28-year-old commodities broker realizes one day she’s not as competitive as she should be, especially compared to those who have more recently joined the firm. She decides to pursue Pacific Rim trading in Singapore as a specialty.

There is an upper-level agricultural economics course in Pacific Rim trading at the Land-Grant institution 65 miles away. The course meets on campus three times a week for 16 weeks. There are two weeks in the middle of the course on Singapore. Will our commodities broker register for and attend any of these classes? Probably not.

What if those two weeks of material on Singapore were packaged as a robust, interactive learning module available on the Internet? The commodities broker might sit down at 11 o’clock at night for a week or so and work her way through it.

If the learning module was well built and followed some basic guiding principles for effective distance learning, she’d find herself more competitive in her professional environment almost immediately. And she may be willing to pay as much for that module as each on-campus student pays for the whole course.

In the future, Purdue Extension, working closely with the on-campus teaching faculty, will play a major role in how professionals attain lifelong learning, just as it has for the past 75-plus years. But there are some big questions to be answered.

Purdue Extension, working much closer with the on-campus teaching faculty, will play a major role in how professionals attain lifelong learning.

How do we find the commodities brokers and other professionals of the world and ascertain their interest in Singapore or food safety or leadership training? How do we communicate this information to the on-campus researchers and professors who are teaching courses that build the foundation of knowledge? Then, how do we motivate and help these professors develop learning modules that satisfy these new learners’ educational needs?

Answers to these questions will chart the future of teaching and Extension in the Land-Grant university system. Finding these answers will require vision and leadership from within the system.

It’s clear this is not a view of Extension that easily fits the way we currently operate. However, as we scratch the surface we find that the traditional strengths of Extension are still important.

Whether for commodities brokers, pesticide applicators, teen mothers, or small-town mayors, finding these communities and figuring out what Extension can do to satisfy their educational needs is the same as it has been for years.

The traditional Extension educator has been known for “walking the rows” with the people they provide educational programs to, meaning they are there in places where their customers are working. Now the rows they walk will be made of digital terrain more than soil and asphalt.

If Extension and the Land-Grant system can’t evolve and adapt to provide the new and constantly changing needs of major chunks of modern society, over time, private education providers will begin to reinvent a system for reaching our customers. This new system will look a lot like our current Extension system. The only difference will be, we’ll be on the outside looking in.

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Dear Editor:

I was saddened to read of the death of Dean D.C. Pfendler in the winter issue of CONNECTIONS. Though I had heard of his death earlier, seeing it in print with all the tributes brought closure for me. It was my great fortune to have been one of his many counselees.

His deep compassion for people is demonstrated in this first memory. Dean Pfendler was also counselor for a fraternity pledge brother of mine whose name was Ron Hurt. Part of Ron's courses included ROTC, which Dean Pfendler helped him schedule.

In the fall of 1970, I received word that Ron had been killed in Vietnam. Several brothers and I attended his funeral in Owensville, and at our side in mourning stood D.C. Pfendler. He had driven from Purdue to Gibson County to bid farewell to one of his "boys" and offer condolences to Ron's family. He had the same deep, deep personal attachment to each and every one of his counselees.

This more cheerful moment I remember as if it were yesterday. In my late sophomore year, I decided to change from an animal science major to one that would allow me to get a biological sciences teaching endorsement. When Dean Pfendler asked me why I wanted to do that, I explained that our home farm was not large enough to fully support me on production agriculture alone. With a Santa Claus grin and a Solomon-like tone, he removed his pipe from his mouth, leaned back in his chair and replied, "Son, you can always marry one!"

Undoubtedly, the person of greatest influence on my life during those college years was D.C. Pfendler. Over a lifetime, his influence on my life is probably second only to that of my own father. Both were "soft as soap, yet hard as nails."

I tried to follow the advice of both as best a young man can do. Only once did I resolutely fail to do so. I did NOT marry that farm!

Ralph Livengood, General Ag, '65

Distance learning program combines best of Purdue's Management, Agriculture schools

Editor's Note: The Purdue University Board of Trustees has approved a bold and innovative new graduate degree program — the Executive MBA in Food and Agricultural Business. This program brings the strengths of the Purdue schools of Agriculture and Management together in a partnership to deliver a truly world-class MBA degree, with a specific focus on the agribusiness industries. The program will make extensive use of distance learning technology to enable managers to complete the program with minimal disruption from their job responsibilities. Jay Akridge, MS'83, PhD'86, imagines how the program might work from a student's perspective.

by Jay Akridge

A big decision — you have looked at it from every angle, talked with your family, talked with your supervisor, and you now know this is the right thing to do. You have been wanting to take this step for the last couple of years, but the opportunity has never seemed right, the program was never just what you wanted.

Sure, there were good programs from quality schools. But, with a job, a full-time program was definitely out, and with a family, a weekend program would not work either. And you really wanted a fully accredited MBA with an emphasis on food and agricultural business.

Then you received some material about the new Executive Master of Business Administration Degree (EMBA) in Food and Agricultural Business offered by the Purdue University Schools of Agriculture and Management. You had been to a program sponsored by Purdue's Center for Agricultural Business, and you know something about the quality of programming they can deliver. And, as you evaluated the Krannert Graduate School of Management at Purdue, you found BusinessWeek rated their Executive MBA program one of the top 20 in the nation.

You like the structure of this new program — the bulk of the content is delivered via the Internet, so you can work on the degree whenever and wherever your schedule allows. This is critical for you, because lately it seems you are on the road two to four nights a week. You will be face to face with your classmates a total of about nine weeks over two years. Your supervisor knows that will push you a bit, but these residencies are really spread out with plenty of time in between to minimize the disruption. There are one-month breaks when classes are not in session — some downtime sounds like a good thing! And, that last two-week residency in Europe looks like a tremendous cap to the total program.

When you finish, you will receive a fully accredited MBA in Food and Agricultural Business from a top-tiered business school and school of agriculture. Yes, it was a tough decision, and you have some appreciation for the commitment you are making, but you know this is the right program for you...

First Week

You bring in your laptop and the Purdue EMBA technical staff start loading the software you will need to stay connected to the virtual classroom. The electronic interfaces are simple and easy to use. You already have a sense of how classes will unfold. It sure looks easy to get connected, and if you have problems, it looks like the Purdue staff have a first-class technical support group in place.

The other thing you notice immediately is the wide range of backgrounds of your 45 classmates — people from virtually every phase of the food and agribusiness industries, from all over the United States, and even other countries. After thinking about it for a minute, the composition of the class makes sense — the only time physical distance really matters is when you come to campus. The rest of the time you could be anywhere in the world and still be in class. Some of your classmates have marketing backgrounds, some general management, several people have technical backgrounds and have recently moved into management. All of these people are people like yourself in one respect — each has five or more years of experience under their belts, and each has a proven track record in their organization. Again, no real surprise, but certainly a group you are going to enjoy working with.

The Second Semester — A Hotel in Atlanta

It's been a long day, but you are back in your hotel room by 9 p.m. It was a good day — you made three calls on customers, and had time to have dinner with a very promising prospect. You have your materials ready for the customer meeting tomorrow. Now it's time to go to class for a while.

You pull out your laptop, dial the local access number and in a couple of minutes you are online. Let's see, tonight you will work on that really tough spreadsheet problem on inventory management in a food processing plant that your quantitative methods instructor gave you. You posted a question in the discussion area for your team last night. Let's see if they have any better ideas than you do for figuring this one out. After all, you know you have to submit it to the instructor before the weekend. Some things, like deadlines, never change.

Third Semester — Residency on the Purdue Campus

It's Thursday at 2 p.m., time for your strategic agribusiness management course. Funny, even though you have only been face to face with your 45 classmates a few times, you feel like you know them exceptionally well. The virtual classroom on the Internet has created an environment so conducive for discussion that literally every member of the class has had multiple opportunities to express their opinions in every course. And, you find that electronic personalities mirror what you now see face to face in the campus classroom.

You can't wait to take apart today's case study on the implications of restructuring the livestock supply chain for animal health suppliers. It's not your industry, but the central issues sure are close to home. As great as the virtual classroom has been, it is still not a substitute for some spirited face-to-face interaction.

Fourth Semester — Wageningen Agricultural University, The Netherlands

It's early, most of your classmates aren't up yet. You decided to get up and take a stroll around Wageningen Agricultural University — the site of the fourth and final residency of the EMBA in Food and Agricultural Business. The Purdue residencies were tremendous, but the interaction with the European faculty and executives, and the immersion in agribusiness from a European standpoint, has really helped take the international dimension of the program to a new level.

Today you will be meeting key executives from a major cooperative flower organization. They have built an impressive global marketing strategy and will be sharing some key insights from their work with the class. This should provide an intriguing opportunity to test some of your thinking about your firm's global marketing strategy.

photo by Linda Heckaman

Students spend only nine weeks in the classroom in Jay Akridge's (right) innovative EMBA in Food and Agricultural Business.

Graduation Day

It's been two years: about seven weeks of activity on the Purdue campus, two weeks in Europe and literally hundreds of hours of Internet time. Perhaps only the 45 people in your class can realize what you have been through, agonizing over a tough finance problem, cramming for that midterm exam in international strategy, the heated debates over agricultural policy, sneaking down to Harry's for a "cold one," the instructors who regularly challenged your beliefs about the agribusiness environment and management. And all the while you've continued to deliver on your ongoing responsibilities to your company and your family.

On one level, it is hard to believe that you did it! But, with a supportive family and supervisor, you made it. The EMBA in Food and Agricultural Business is worth every sacrifice you made. Not for the certificate, but for the way it has changed your perspective on what it takes to lead a successful agribusiness in the new millennium. And, for the deep and lasting relationships you have made with your 45 classmates, future leaders from across the agribusiness industries. These are people you will never forget, and a network you will continue to tap. Pop the champagne, it is truly time to celebrate!

The first class in Purdue's new EMBA in Food and Agricultural Business starts in August 1999. The Purdue School of Agriculture and the Krannert Graduate School of Management have created a fully accredited MBA program that focuses on the unique challenges of the agribusiness market. This program will be delivered in a fashion that respects the time pressure that agribusiness managers face today.

For more information, contact Barbara Sales, program manager, (765) 494-4270, e-mail sales@agecon.purdue.edu, or contact Akridge at (765) 494-4327.

Jay Akridge is director of the EMBA in agribusiness program. e-mail: jay.t.akridge.1@purdue.edu

When pigs fry...

by Tom Campbell

Mauri Williamson in drag, Dick Kohls getting pied and an appearance by the governor of Indiana.

Those are things guests have come to expect when the Ag Alumni Association takes the stage for its annual winter Fish Fry.

But pork, making a guest appearance for the first time in more than 50 years, was easily the star of the show.

"We served pork this year as a show of support for producers faced with the lowest market prices for pork in half a century," said Donya Lester, executive secretary of Purdue's Ag Alumni Association.

Indiana Packers Corp. provided 1,500 pounds of tenderloin for the event held Jan. 22 at the Purdue Armory.

"I think it's great," said Indiana farmer and cattleman Sam Washburn (MS'59, Hon. Doc.'84). "It's a neat idea and the pork producers definitely need our help. Maybe we can work in a rotation where we have fish one year, pork the next, and follow that up with poultry and beef."

Fish Fry attendees had no choice but to support the switch from fish to pork. In keeping with the show's wild-west theme, vocal fish supporters were gunned down by cap-gun toting desperados roaming the audience.

Kaye Whitehead was among those who actively supported the switch. The past president of the Indiana Pork Producers Association spoofed David Letterman's Top 10 list of reasons as she explained why the Indiana Pork Producers presented a canned ham to the Purdue Ag Alumni Association at the Fish Fry.

A few of the publishable reasons included:

- No. 9–No other ag organization has so many hams on its board.
- No. 7–The basketball team could use it to practice making shots.
- No. 5–Pork doesn't leave the armory with that "fishy" smell.
- No. 4–We didn't know what else to do with it.
- No. 1–(drumroll, please) Because Bobby Knight wouldn't agree to be butchered!

Approximately 2,000 people attended this year's annual high jinks, which featured a stagecoach-jacking of a damsel in distress, Annie Ugly, brilliantly portrayed by Mauri Williamson. A sharp-shooting demonstration featured perennial Fish Fry victim Dick Kohls getting his just desserts, a pie in the face.

Bernie Tao (top photo) keeps a safe distance while blowing a kiss to the damsel in "misdress," Mauri Williamson. Fish Fry guests were treated to 1,500 pounds of pork tenderloin prepared on site. (right)

photos by Tom Campbell

Four honored at Fish Fry

photo by Tom Campbell

The Purdue Agricultural Alumni Association honored (left to right) Larry Bohl, Don Pershing, Don Scott and William Stadelman with its prestigious Certificate of Distinction award.

by Tom Campbell

A quartet of Purdue agriculturalists were honored at the Ag Alumni fish fry for their lifetime dedication to the field of agriculture.

Lawrence P. Bohl, **Donald J. Pershing**, **Donald H. Scott** and **William J. Stadelman** received the Purdue Agricultural Alumni Association's Certificate of Distinction at the association's annual meeting Jan. 22.

The award is the association's highest honor and recognizes individuals for their service to agriculture beyond the call of duty, according to association executive secretary Donya Lester. The foursome represents a collective 139 years of service to Purdue Agriculture.

Lawrence P. "Larry" Bohl, West Lafayette, has been a faculty member in the Department of Agricultural Economics since 1970. He has taught multiple sections of an introductory agricultural economics course taken by most freshmen in the School of Agriculture. For the past 20 years, Bohl has been head undergraduate counselor for the department. All told, he has taught or counseled more than 10,000 students in a school that has about 30,000 living alumni.

"Among Purdue Agriculture's good teachers, Larry is clearly one of the very best. He is a champion of the cause of quality teaching," says Lowell Hardin, professor emeritus and former department head of agricultural economics.

Bohl graduated from Montana State University in 1953 and earned his MS (1967) and PhD (1971) from Purdue.

Don Pershing, Frankfort, Ind., is recognized as a pioneer in the use of computerized decision-making tools in farm management. He helped train and support more than 40 Extension educators in the use of the Family and Agricultural Resource Management (FARM) program during the farm financial crisis of the early 1980s.

"Never once can I recall when Don said no to a request for help," says David Petritz, agriculture and natural resources program leader for Purdue Extension. "In many cases, he didn't need to be asked; he just jumped in and helped when he saw a need."

Pershing received his BS in agricultural education in 1951, served in the U.S. Army in Korea, then returned to Purdue to earn his MS in agronomy in 1954. He retired from Purdue Extension in 1994.

Don Scott, West Lafayette, earned his BS from Purdue in agronomy in 1956. He then earned his MS (1964) and PhD (1968) from the University of Illinois before serving as Purdue's primary crop disease Extension specialist for 30 years. He retired in 1998. Scott is professor emeritus of botany and plant pathology.

"Don Scott has had a major positive impact on agriculture in Indiana and across the Corn Belt," says Larry Svajgr, executive director of the Indiana Crop Improvement Association.

Although primarily an Extension specialist, Scott also taught Purdue courses on plant diseases and developed new courses in three subject areas. In 1997, Scott published a photographic book, "Barns of Indiana," that celebrates the vanishing farm structures on the Hoosier landscape. A portion of the profits were donated toward scholarships for Purdue agricultural students.

More than 75 percent of the researchers working in poultry products in the United States can trace their training back to **William J. Stadelman**, West Lafayette, a Purdue faculty member from 1955 to 1983, and a professor emeritus of animal sciences. His students have assumed management and leadership positions in academia and industry around the world.

"The poultry industry has benefited from his superior research, his role as an educator and his expertise in the fields of egg nutrition, egg products and poultry meat products," says Franklin Perdue, chairman of Perdue Farms Inc.

Stadelman graduated from Washington State in 1940, and earned his MS (wildlife management, 1942) and PhD (biochemistry, 1948) from Pennsylvania State University.

Wadsworth stepping down as Extension director

by Olivia Maddox

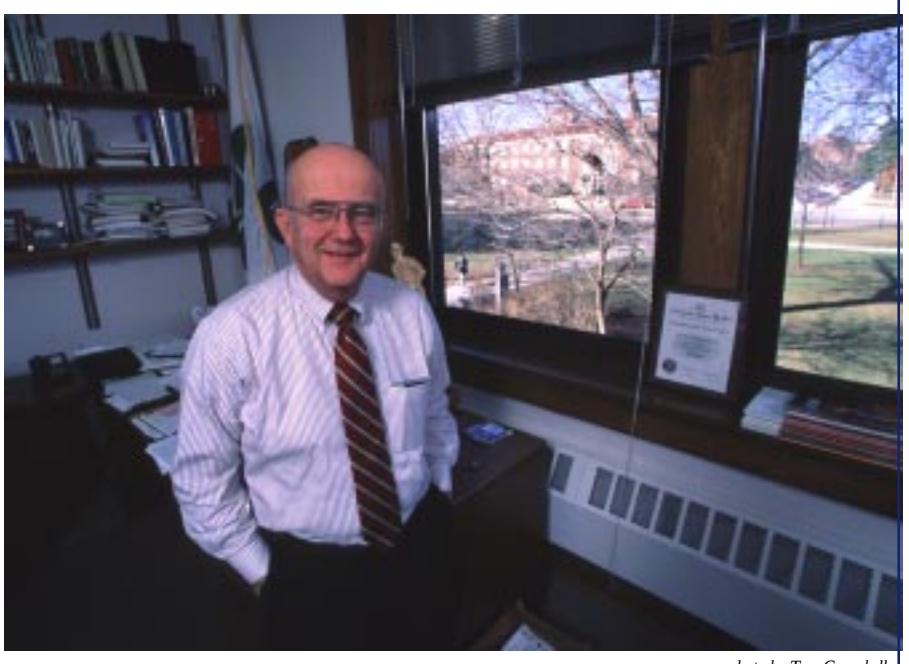

photo by Tom Campbell

Hank Wadsworth, who has guided Purdue's Extension Service for the past 16 years, is retiring in June.

The Cooperative Extension Service of the 21st century will be characterized by "knowledge to go" — programs and services that are readily accessible and are delivered in a variety of formats to meet our fast-paced, information-based society.

"Extension will need to perceive potential problems and have a quick, well-organized response," says Purdue Extension Director Henry A. "Hank" Wadsworth. "A greater proportion of the population will be able to use self-service programming; however, we still need to serve those who don't have these skills. Extension has a long heritage of working with people who are struggling to put the pieces together. We need to continue to help them while offering self-service to those who have the capabilities."

Although Wadsworth has cast his predictions for Extension's future, he will leave its implementation to new leadership. In June, Wadsworth will retire as associate dean of Purdue Agriculture and director of Purdue Extension, a position he has held for 16 years.

"Hank has been an invaluable asset to Indiana from the day he returned as director," says Purdue Dean of Agriculture Victor L. Lechtenberg. "County by county, he helped lay a foundation for Extension to remain a strong player in every community in this state."

But it hasn't been an easy task. Wadsworth's first mission when he took the job in 1983 was to reduce administrative overhead. Statewide, 10 separate Extension districts had to be pared down to five.

When federal funding for Extension and research failed to keep pace with inflation during the Reagan administration, Wadsworth had to reduce 60 positions over a four-year period.

"In the decision-making process, my style has always been to involve the people who were going to be impacted by a decision," Wadsworth says.

"Because we were able to look far enough into the future, we were able to make these adjustments with only one termination. As a result, I don't think Indiana was hurt as much as other programs in the country."

In 1993-94, 30 additional positions were lost. Then a phenomenal thing happened. Counties stepped forward with funding and reinstated 54 of those positions.

Wadsworth calls that grassroots initiative "an absolutely incredible testimony to what the people of Indiana thought was important."

Now, in the final months under Wadsworth's direction, Extension continues to look to the future. Plan of Work, a planning process that takes place every five years or so, charts the course for Purdue Extension at both the state and county levels. The process began last winter when each county was asked to identify priority issues. Based on input from more than 5,000 people, Extension specialists and county educators drafted plans that address the most important concerns statewide.

Indiana's strong county-based system is essential for this type of grassroots approach to program planning. "The strongest Extension organizations are those that have strong county support," Wadsworth says. "Not all states have it. Only five states get a higher percentage of their (Extension) budget from counties than Indiana does."

Purdue Extension divides programs into four areas:

- Agriculture and natural resources, which focuses on production agriculture, economics, and environmental programs.
- Consumer and family sciences, which works with families of every type, providing finance and nutrition education, child development and parenting programs.
- Leadership and community development, which works with civic leader training and public policy.
- 4-H Youth, which works with 250,000 Indiana children on educational projects and out-of-school programs.

"Resources for these programs are always going to be a concern," Wadsworth says. "The biggest challenge in the years ahead is getting funds from the outside on a competitive basis, or on a fee-per-service basis as a way of supplementing the public appropriation funds."

After earning bachelor's, master's and doctoral degrees from Cornell University, Wadsworth began his career in 1962 as a member of Purdue's agricultural economics faculty. In 1973 he returned to Cornell as associate director of Extension. He was director of Extension at Oregon State University from 1976 to 1983 before taking the same post at Purdue.

BUG Bowl '99

photo by Tom Campbell

The weather was not fit for man or bug, but more than 11,000 people attended Bug Bowl '99, April 17-18 on the Purdue campus anyway. In above photo, Duncan Meyer, 2, and Emily Meyer, 5, keep a Madagascar hissing cockroach at arm's length.

Credits

Purdue Agriculture Connections is published three times annually by the Purdue University Department of Agricultural Communication for the Purdue Agricultural Alumni Association. It is distributed free to more than 40,000 School of Agriculture students, alumni and friends.

Send letters and editorial comments to Department of Agricultural Communication, 1143 AGAD Building, West Lafayette, Ind. 47907-1143; (765) 494-8084.

Send questions about the association and address changes to the Agricultural Alumni Association, 1140 AGAD Building, Room 1, West Lafayette, Ind. 47907-1140; (765) 494-8593.

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Department notes

Entomology

Megan Taylor will be the first graduate student to begin the Peace Corps Master's International Program, a joint project between the Peace Corps and several universities throughout the United States. Taylor is a first-year graduate student.

Botany and Plant Pathology

PhD student **Clive Lo** was the I.E. Melhus Invited Graduate Student Symposium speaker at the American Phytopathological Society meeting in Las Vegas in November.

Don Scott, BS'56, received the distinguished Service Award from the North Central Division of the American Phytopathological Society at their recent meeting in Ames, Iowa. Scott is a professor emeritus.

PUCESA has given its 1998 Senior Award to **Gail Ruhl**, senior plant disease diagnostician in the Plant and Pest Diagnostic Laboratory. Ruhl was cited for her extraordinary contributions to Extension during the past 19 years.

Food Science

Phillip E. Nelson, BS'56, PhD'67, has been selected as the 1999 Tanner Lecturer for the Chicago Section of the Institute of Food Technologists. Nelson will address the institute on active research in the food science sector during its May 10 meeting in Rosemont, Ill.

Rich Linton has been appointed assistant director of Agricultural Research Programs. Linton is also director of the USDA-Purdue Food Safety Engineering project.

Agricultural Communication Service

The Outstanding Junior and Outstanding Student for the 1998-99 school year is **Erin Hutchison.** **Megan Kuhn** is the Outstanding Senior. They recently received scholarships and plaques sponsored by The Farmer's Exchange, Indiana Prairie Farmer and the Indiana Farm Bureau, respectively.

Horticulture and Landscape Architecture

The Indiana Nursery and Landscape Association honored **Bruno Moser** with the 1998 Award of Merit. Moser received the award at the Professional Landscape and Nursery Trade Show in January.

Kim Wilson is an assistant professor and is teaching undergraduate courses in landscape architecture.

Tomara Jean Fleury, a senior majoring in horticulture science, has been accepted into Phi Beta Kappa honorary society.

Phillip San Miguel is the director of the new Agricultural Genomics Center. San Miguel had previously completed postdoctoral research in Purdue's Biology Department.

Agricultural Education

Graduate student **Carla Henriquez** is a 1998 Fulbright Scholarship recipient. Henriquez was the assistant to the academic dean at Zamorano University in Honduras. She was one of three Fulbright recipients from a pool of 84 candidates in Honduras. She is currently pursuing her graduate degree in agricultural and Extension education.

4-H Youth

Colleen Brady has joined the staff as an Extension specialist. A native of Michigan and former faculty member at Michigan State University, Brady's expertise is in companion animals (4-H animals other than cattle and pigs).

Biochemistry

Kimberly Mayer and **Sihong Chen** earned second place in the 1998 Procter and Gamble Awards for Student Research in Life Sciences. Mayer was recognized for her work in DNA processing, Chen for her work in enzyme mechanisms.

Agricultural and Biological Engineering

Mike Ladisch, BS'74, PhD'77, has been elected to the National Academy of Engineering. Ladisch becomes the 12th representative from Purdue's Schools of Engineering to be recognized for his contributions to the field of engineering. His induction into the academy will be held in Washington in October.

A native of Argentina, **Osvaldo H. Campanella** is conducting research in the mechanical properties of biological materials and instructing courses in food process and biological engineering as an assistant professor in food process engineering. Campanella previously was senior lecturer at Massey University in New Zealand.

Animal Sciences

Tilden W. Perry, MS'74, PhD'50, is currently editing the fifth edition of the 676-page book, "Feeds and Feeding," for Prentice-Hall publishing. The book is a sophomore-level college textbook with applications for Extension educators, nutrition consultants and livestock managers. Perry is professor emeritus of animal nutrition.

John Eggert has received the National Swine Improvement Federation Graduate Student Award. The award recognizes a graduate student conducting research in the area of swine genetics.

Eggert has been conducting research in the area of fat tissue growth and pig quality. He accepted the award Dec. 5 at Michigan State University.

Agronomy

Sally Mackenzie's research on cytoplasmic male sterility, soybean cyst nematode resistance and wheat genomics has earned her the 1999 Purdue University Agricultural Research Award. The award includes a $1,000 honorarium and $5,000 of Agricultural Research Program funds for Mackenzie's research programs.

William McFee has been awarded honorary membership in the Indiana Seed Trade Association. The award was presented at the Indiana Crop Improvement Association's annual conference on Nov. 12.

Chi-hua Huang, PhD'82, has accepted a scientist position with the National Soil Erosion Laboratory with an adjunct professor appointment in Agronomy. Huang had been a soil scientist in the department.

Agricultural Economics

More than 260 agribusiness professionals attended the 1998 National Conference for Agribusiness sponsored by Purdue's Center for Agricultural Business (CAB) Dec. 7-8.

Conference sessions were based on the results of a survey of 1,700 U.S. farmers conducted by the CAB. Survey results will be presented in a book scheduled for release later this spring.

Janet Ayres, BS'73, PhD'83, is the recipient of the 1998 Hovde Award of Excellence. Ayres was cited for "20 years of helping rural Hoosiers improve their communities." The award is presented annually to a Purdue staff or faculty member who has made outstanding contributions to the progress of rural Indiana.

Ayres is assistant director for leadership and community development for the Purdue Extension Service.

Forestry and Natural Resources

Edmund R. Buckner, a PhD candidate in natural resource policy has been named a Dean John A. Knauss Policy Fellow for 1999. Buckner has been assigned to the office of U.S. Rep. Ron Kind of Wisconsin for one year and will serve as the liaison and primary point of contact for the Upper Mississippi River Congressional Task Force.

International Programs in Agriculture

David Sammons has been elected chair of the International Agronomy Section of the American Society of Agronomy. Sammons, associate dean and International Programs director, will represent international interests of the society and assist planning their annual meetings through 2001.

ClassNotes

John F. McKee, BS'35, W. Lafayette, Ind., is a retired county Extension educator and is also a volunteer with Rotary International.

Rex B. Davis, BS'38, is a retired guidance director from Beech Grove, Ind. He and his wife of more than 60 years, Frances Allen, are currently living in Seymour, Ind.

Robert E. Stone, BS'57, Lebanon, Ohio, retired from National Bank & Trust, Wilmington, Ohio, after working there for 16 years. He and his wife will be celebrating their 40th wedding anniversary on May 31st. They plan to enjoy their retirement by spending time with their children and grandchildren.

Harry J. Hughes, BS'59,'fietired in December 1997 after more than 37 years in management with J.C. Penney Co. He and his wife, Jean Miller Hughes BS'60, live in Hannibal, Mo., where he is involved with community and church volunteerism.

Robert (Bob) Holm, BS'62, MS'64, PhD'69, Belle Mead, N.J., has been named executive director of IR-4, based at Rutgers University in North Brunswick.

Robert L. Thompson, MS'69, PhD'74, Arlington, Va., will be awarded an honorary doctorate of science degree from Pennsylvania State University at their May 1999 commencement ceremony. Thompson is an agricultural and rural development policy expert who is noted for his dedication to reducing poverty and hunger worldwide through the development of environmentally sound agricultural policies.

Glenn G. Peters, BS'70, is living in San Antonio, Texas, where he is a production test pilot with Fairchild Dornier.

Alumni*Profile:*

Kathy and Larry Wettschurack

From Design to Distribution: Wettschuracks do it all

His story

Larry Wettschurack figured going to college would be his last chance to mess around and have some fun. Four years to play and get it all out of his system before buckling down to the full-time business of working on the family farm just a few miles west of Purdue's West Lafayette campus.

"I knew if I had to work for the rest of my life, that college would be my last chance to really have a good time," Wettschurack says. But between his junior and senior years, Larry changed. His goals, career, and his life changed, too.

"College is a maturation process," he says. "I was learning more and more about myself, and I learned I didn't want to raise hogs."

Wettschurack's horizon began to expand beyond the boundaries of the family farm when he began meeting Purdue School of Agriculture graduates who had achieved professional success after earning their degrees.

"During my junior year I got to meet more and more alumni who were successful at what they were doing," Wettschurack says. "I thought to myself, 'I can to that, too.' I decided I didn't want to go back to the farm and raise hogs. I like almost everything about farming. But I really didn't like raising hogs, especially in the winter. Tractors would break down, pipes would freeze, it wasn't much fun."

Her story

Kathy Peterson grew up on a 66,000-hen egg farm near Wahiawa, smack dab in the middle of the Hawaiian island of Oahu.

Her grandfather, James Peterson, started farming in 1910 on ground he purchased from the guy across the street who could afford his own grass tennis court, a man by the name of James Dole.

Kathy's father, Alan, and his brother, James, ran the operation, but like any family farm, everyone pitched in and helped.

Her three siblings and three cousins each had responsibility for one of the 11 hen houses on the farm. Kathy begged and pleaded for her own, too.

At the age of 4, Kathy was the "small" in the term small business owner. Each day she would collect and sort the eggs produced by the 6,000 hens in her hen house and sell them to drive-up customers.

When she wasn't selling eggs, she would follow her father around the farm, watching with interest as he built and repaired the equipment that made the farm run.

"The buildings were very old and very labor-intensive," Kathy remembers. "There was always something that needed to be fixed. I think I first got a fervor for engineering by watching my dad fix things on our farm."

But education was as much in her blood as farming. Kathy is a sixth-generation native Hawaiian. Her great, great, great grandfather, Amos Starr Cooke, left New England for Hawaii in 1851. For the next 13 years, Cooke was the private tutor of the royal Hawaiian families and their children.

Kathy followed in the footsteps of her two sisters and brother to Cal Poly, San Luis Obispo, to pursue an ag engineering degree. "I loved the farm, but I just didn't think there was any room for me back there," she says.

On campuses 2,500 miles apart, Larry Wettschurack and Kathy Peterson became active in the American Society of Agricultural Engineering (ASAE). Each was elected to a national office. In 1985, he was president of the student mechanization branch and she was secretary of the student engineering branch.

They began a correspondence addressing the issues of the organization.

Larry and Kathy first met in June of 1985 at a national ASAE meeting at Michigan State University. They met again in Chicago at the ASAE winter meeting in December, where Kathy sat next to Larry during a technical presentation.

And while it may not have been love at first sight, it was at least love at the second national meeting.

Larry proposed on Christmas Day, 1986, and they were married in Honolulu June 18, 1988.

By that time, Larry had put his Purdue degree to work, supervising pineapple production on Dole's 12,000-acre plantation on the island of Lanai.

After graduation from Cal Poly, Kathy joined Larry at Dole, where she helped design an irrigation system and a fumigant storage facility.

The island's laid-back work atmosphere, coupled with Dole's corporate decision to de-emphasize its agricultural operation on Lanai, forced Larry to think about doing something he always wanted to do, get his master's degree.

"I always had a goal to get my master's in business, but when I got out of school, I didn't have the maturity to do it," Larry says. "I just wasn't willing to work that hard. But once I started working after graduation, I realized that I was disappointed in my business savvy. So I put a lot of effort into doing whatever was necessary to go back to school."

Having no car payments, no children and an understanding wife certainly helped. The Wettschuracks looked for a school that could further each of their careers.

Goodbye Hawaii, hello Purdue.

Kathy could pursue a master's degree in agricultural and biological engineering, and Larry could fulfill his dream of getting a master's in business at the Krannert School of Management.

To make ends meet, Larry taught the lab portion of ABE 321, "Farmstead Management and Farmstead Electrification." He had left the farm, but the farm hadn't left him.

Kathy got a research grant to determine the cause of defects in the wide-belt sanding process of hardwood cabinet doors.

Agricultural and Biological Engineering Professor Gary Krutz knew Larry from his undergraduate days

Jim Ross, BS'71, Reno, Nev., recently celebrated his 20th year as urban forester for the City of Reno. He was the first officially titled urban forester in the State of Nevada. In his spare time, Jim enjoys hunting, fishing and riding motorcycles.

Juanita Sell Wheeler, BS'72, MS'75, is an accounting associate with Western Union/First Data in St. Charles, Mo., where she lives with her husband Doug, and their three children, Jessica, Tyson and Kenton.

Randall J. Miles, BS'74, MS'76, Columbia, Mo., is now the director of Historic Sanborn Field at the University of Missouri. Sanborn Field is the third oldest research field in the world; the oldest west of the Mississippi River.

Dennis R. Bacher, BS'78, returned to Germany in May 1997 as missionary to the German people. He started a German Baptist Church in April 1998.

Jane N. "Abby" Abbott-Rider, BS'84, Delphi, Ind., graduated in May 1998 with a master's degree in nursing from Indiana University and is currently an adult nurse practitioner. She also celebrated the birth of her third son in July. Graham joins brothers Ian and Andrew.

Carey McKibben, BS'84, operates a 1,100-acre crop and livestock farm in LaGrange, Ind. He was recently elected president of the Indiana Association of Soil & Water Conservation Districts in Indianapolis. Carey and his wife, Kim, have three children.

John M. Perry, BS'87, works at Dow AgroSciences in Indianapolis. He was presented the award for Excellence in Technical Service for his contributions to the company at the 1998 recognition banquet for research and development.

Grace C. Ju, PhD'90, received tenure and was promoted to associate professor at Gordon College in December 1997. Grace, her husband David, and their two children are currently living in Beverly, Mass.

Brent Buroker, BS'92, Birmingham, Ala., recently began a career as a financial adviser for PaineWebber Inc. He is licensed in securities of all types, including commodities and insurance products.

Lois (Bradtmueller) Courtney, BS'92, Ft. Worth, Texas, received her MBA from the University of West Florida in December of 1998. She is currently doing consulting work for

Class Notes continued on page 10

Name: Kathy and Larry Wettschurack
Occupation: Owners of Tyler Machinery Co.
Degree: Kathy, MS'92, Ag Engineering
Larry, BS'86, MS'92, Ag Engineering
Hometown: Warsaw, Ind.
Family: Two boys: Kyle, 3 1/2, and Ryan, 9 months

The Wettschuracks' favorite household power tools:

1. Lawn tractor
2. Cordless drill
3. Rototiller
4. Circular saw
5. Weed eater
6. Dust Buster
7. TV remote
8. Computer

photo by Tom Campbell

This $250,000 band saw, manufactured at Larry and Kathy Wettschurack's Tyler Machinery Co., was recently shipped to a company in Concord, Ontario, Canada.

at Purdue. Krutz served on Kathy's thesis review committee in 1992. Both Wettschuracks made a big impact during their stay on campus.

"Larry and Kathy were class leaders," Krutz recalls. "They were honest, pleasant, and they worked very hard. They both have a knack for solving problems and looking for answers."

Krutz tried to convince Kathy to stay on and earn her PhD, but in 1992, Larry had already taken his master's to Kendallville, Ind., as a manager for Group Dekko International, a manufacturer of office furniture electrical systems.

It was time for Kathy to restart her career, too. She landed a job as a machine design engineer at Tyler Machinery Co. in Warsaw, Ind.

Since 1964, Tyler has designed and built specialized woodworking and metalworking machinery used in the woodworking and furniture making industries. Larry joined his wife at Tyler in 1994 when he was hired as sales manager.

Larry would scour the country for sales prospects, then Kathy would design the equipment needed to do the job.

Kathy designed a new tool every 10 months or so—band saws, ripsaws, clamps, routers, and lately, sophisticated computer numeric control equipment ranging in price from $2,000 to $250,000.

While the primary sales market is the southeastern United States, where most furniture is manufactured, Tyler boasts of sales in Chile, Malaysia, Brazil, Saudi Arabia and Russia.

The Wettschuracks saw so much potential in the little company, they decided to buy the business in 1997.

Larry is president, handling administrative responsibilities and sales. Kathy is executive vice president with design, research and development, and customer service responsibilities. Annual sales are approaching $5 million.

The Wettschuracks follow one hard-and-fast rule: to make sure the work does not overwhelm them.

"Once we leave the building, we don't talk about work, period," Larry says. "And we don't talk about it once we get home."

That rule became easier to follow last summer with the birth of their second son, Ryan. Kyle was born in 1995. Larry and Kathy stagger their work shifts so they can spend more time at home with their children.

"We get home and start playing with the kids and it's real easy to forget about work," Larry admits.

Despite the family atmosphere of the business (30 employees), the Wettschuracks can go entire days without seeing each other.

"We used to not even talk about work during lunch, but since we bought the business, we've turned lunch time into our executive meetings," Kathy says.

The Wettschuracks moved cautiously when owner Dave Tyler approached them in 1996 with an offer to sell them the company. They took a week to think it over, then took a month to negotiate a purchase price. They retained the previous owner for a year to ensure a smooth transition.

After the sale was complete and the Wettschuracks took over in January 1997, the sale of the company wasn't announced for seven months.

"In case things didn't work out, we figured we could go back to the way things were before," Larry says.

The Wettschuracks have become totally immersed in the business. They haven't allowed themselves the luxury of a vacation, unless you count attending a pair of trade conventions in Florida and Colorado.

They run the business with a simple plan and an ambitious goal.

"We want to build on what we know and make it better," Larry says. "We try to keep our customers happy by offering good customer service. If we don't do that, they will never be a customer again."

The Wettschuracks expect to grow the business at an annual rate of 20 percent by providing high-quality products and innovative designs developed by this unique partnership.

And maybe, somewhere along the road, they might even be able to squeeze in a vacation.

Class Notes continued from page 9

Dayton Aerospace Inc. in the area of Integrated Process and Product Development.

Brian Demos, MS'92, Lockport, Ill., is a business manager at Armour Swift Eckrich. Brian and his wife, Kim, MS'92, celebrated a new addition, Alexander Patrick Demos, to their family on Nov. 8, 1998.

Andrea (Barnes) Hertsel, BS'94, has recently taken a career opportunity with Central Soya Co. as a commodity representative. Central Soya is a leading processor of soybeans in the United States and is engaged in grain merchandising and the production of soybean meal, refined vegetable oil, lecithin and soy proteins. Andrea and her husband, Kent, reside in Ft. Wayne, Ind.

Anthony L. Swinehart, PhD'97, Jonesville, Mich., is an assistant professor of biology and director of the museum at Hillsdale College, Michigan. He teaches wetland ecology, limnology and natural history in addition to guiding student thesis research.

Deaths

Kenneth R. Spurgeon, BS'42, MS'48, Volga, S.D., passed away Sept. 27, 1998.

Donald L. Howerton, BS'40, Booneville, Ind., passed away Aug. 8, 1998.

Edwin T. Mertz, HDR'77, Helena, Mont., passed away Feb. 1, 1998. Mertz was professor emeritus of biochemistry.

Ashworth named head of Horticulture and Landscape Architecture Department

by Becky Goetz

photo by Tom Campbell

Ashworth

After doing the job on an interim basis for the last nine months, Edward N. Ashworth has been named head of Purdue University's Department of Horticulture and Landscape Architecture. A Purdue staff member since 1987, Ashworth succeeds Randy Woodson, who became director of Agricultural Research Programs last July.

"We are very pleased to have Ed Ashworth heading up the Horticulture and Landscape Architecture Department," says Vic Lechtenberg, Dean of Purdue's School of Agriculture. "His leadership skills and vision are going to be a real asset to both the department and the School of Agriculture."

Ashworth has authored or co-authored more than 65 journal articles, reviews and book chapters. His research specialty is freeze injury and winter survival in woody plants.

Ashworth wants the department to provide top-notch education for students, as well as leadership in research.

"Biotechnology is rapidly changing all fields of biology, and agriculture is no exception," he says. "Our department needs to maintain leadership in applying technology to horticulture crops and to train our students to use this emerging technology."

In addition to counseling 31 undergraduate horticulture students, Ashworth teaches "Fundamentals of Horticulture," a beginning course for students from across the campus.

Students in horticulture have named Ashworth the outstanding teacher in each of the past three years. Before joining the Purdue staff, Ashworth worked as a plant physiologist for the United States Department of Agriculture in Maryland and West Virginia.

Ag Development offers sound investment opportunities

By Myron Davis, director, Agricultural Development

Because Americans are living longer and enjoying better health, sound financial planning for retirement is more important than ever. However, with the wild rides endured by those invested too narrowly in the stock market or, worse still, commodity prices' impact upon those heavily vested in farm land, you may be especially attuned to the investment planner's advice to "DIVERSIFY."

For those not too far from retirement, philanthropy on behalf of Purdue Agriculture can help diversify your portfolio and may even increase your retirement income.

Harry Schaller, BS'50, and his wife, Inger, achieved strategic diversification using one of two types of life-income trusts that can be especially attractive in retirement planning. The Schallers gifted shares of stock to Purdue in order to establish a charitable remainder unitrust. The stock had appreciated since its purchase, so would have resulted in a significant capital gains tax liability were it sold.

By gifting the stock to the trust, Harry and Inger avoided all capital gains taxes. What's more, the trust's ensuing charitable gift deductions were used to offset tax liability the Schallers had incurred with an unrelated sale of real estate. Today, in addition to diversifying their retirement portfolio with an instrument that will pay them income for the rest of their lives, the Schallers have the satisfaction of knowing that their trust will someday result in an outstanding gift endowment supporting scholarships in the Department of Agricultural and Biological Engineering.

Having referred, above, to one of two types of life-income trusts that can help diversify a retirement portfolio, I'll mention the Charitable Annuity Trust, which is quite similar. The primary difference is that the annuity trust will yield a fixed dollar amount for the term of the trust; whereas the unitrust yields a fixed percentage of the corpus balance.

If funded with the right kind of assets, both can result in significantly higher income for donors than the assets themselves yielded. Depending on personal preference and objectives, either type of life income trust can prove a very savvy tool for diversifying the retirement portfolio.

For more information about using trusts for retirement planning, contact the Agricultural Development Office.

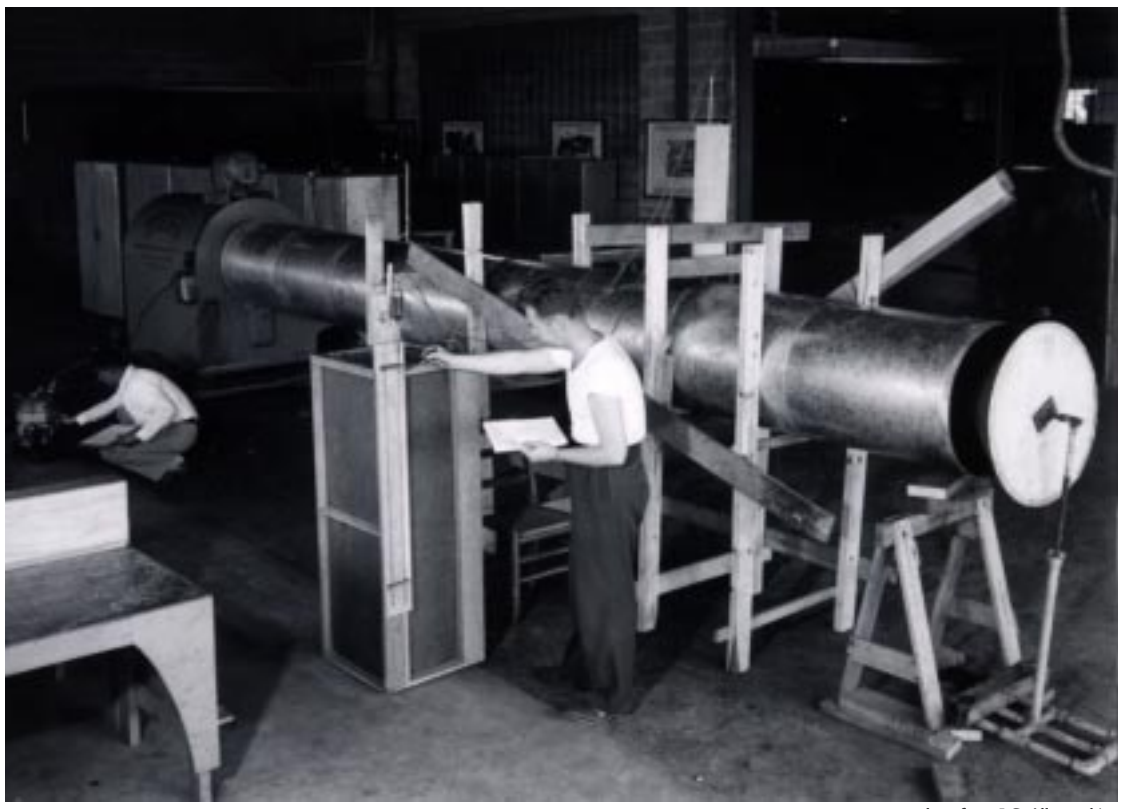

photo from J.C. Allen archive

What looks like an entry in the annual Rube Goldberg competition is actually a prototype grain dryer being evaluated in the Purdue University Agricultural Engineering Building in this 1947 photograph. An unidentified Purdue University agricultural engineer (left) measures the amount of fuel consumed by the All Crop Dryer Jr., while another researcher (center) measures the pressure inside the simulated grain drying column.

Agri Facts

Screaming for Ice Cream

Americans consume 16.2 pounds of ice cream per person each year, according to the Indiana Ag Statistics Service. Here are the top 10 ice cream producing states:

State Rank	Millions of Pounds Produced
1. California	105.8
2. Indiana	61.5
3. Massachusetts	56.4
4. Texas	48.8
5. Pennsylvania	46.3
6. Minnesota	41.1
7. Ohio	41.0
8. Illinois	35.5
9. New York	29.0
10. Michigan	26.7

1999 Agricultural Calendar of Events

April 23

Distinguished Agricultural Alumni Awards Convocation, Fowler Hall in Stewart Center, West Lafayette campus.
For more information or to register, contact Laurie Swift at (765) 494-8392 or e-mail:lswift@agad.purdue.edu.

April 24

Gala Week Pancake Breakfast, 7:30 a.m. to 9 a.m., Ag Administration Building front lawn. Tickets are $5 per person and are available at the door. Contact Ag Alumni Association at (765) 494-8593 or e-mail: dcl@agad.purdue.edu.

April 29

Food Science Industry Summit Day, Fowler Hall in Stewart Center. For tickets or further information, contact Steve Shelby at (765) 494-6303.

May 23-29

International Soil Conservation Organization Meeting, Stewart Center. For more information, contact Mark Nearing at (765) 494-8683

May 27

Cooperative Extension Service District Directors Meeting, 9:30 a.m. to 3 p.m. at the Central District office, Indianapolis. Contact Dan Stewart at (765) 281-1507.

June 9-11

Animal Science 4-H Workshop for Youth, West Lafayette campus. Contact Clint Rusk at (765) 494-8427.

June 21

State 4-H Round Up, West Lafayette campus. Contact Alice Blume at (765) 494-8435.

July 7-10

National Agricultural Alumni & Development Association (NAADA) Annual Conference, Cornell University, Ithaca, N.Y.
Sessions for professionals and volunteers in agricultural alumni and development programs. For more information, contact Donya Lester at (765) 494-8593 or e-mail: dcl@agad.purdue.edu.

July 10

New York Alumni Reunion, Ithaca, N.Y.
All Purdue Agriculture alumni in the Ithaca area will receive an invitation to this dinner event to be held in conjunction with the NAADA conference (see above). Contact Donya Lester at (765) 494-8593 or e-mail: dcl@agad.purdue.edu.

July 22

Purdue Alumni Breakfast, American Society of Animal Science Annual Meeting, Indianapolis, Ind. Contact Jeff Armstrong at (765) 494-4808 or Donya Lester at (765) 494-8593, or e-mail: dcl@agad.purdue.edu.

August 12-23

Pioneer Farm and Home Show, Indiana State Fairgrounds, Indianapolis, Ind. Contact Mauri Williamson at (765) 463-9829.

August 25 (tentative)

Area IX Golf Outing and Steak Fry, Darlington, Ind. For more information, contact Gary Standiford at (765) 477-7106.

September 9

Agronomy Field Day, Purdue University Agronomy Research Center, West Lafayette. Contact Ben Southard at (765) 494-4799.

Eastern Indiana Purdue Ag Alumni Annual Banquet, New Castle, Ind.
Featured entertainment from Purdue Musical Organizations. Contact Joe Russell at (765) 289-1330.

September 18

Agronomy Alumni Fall Brunch, West Lafayette, Ind. Brunch prior to Purdue's football game vs. Central Michigan. Tentative location is the Daniel Turfgrass Research Center, Lindberg Road. Group football tickets available. Contact Ben Carter at (765) 494-5825 or e-mail: bcart@purdue.edu.

October 16

Purdue vs. Michigan State - Homecoming Football Game

Animal Sciences Alumni & Friends Reunion, West Lafayette, campus. Third annual departmental reunion will feature a pregame luncheon. Group football tickets available. Advance registration required. Contact Donya Lester at (765) 494-8593 or e-mail: dcl@agad.purdue.edu.

Forestry and Natural Resources Alumni Tailgate Party, pre-game cookout. Group football tickets available. Contact Marty Brown (765) 494-3590 or e-mail:mbrown@fnr.purdue.edu.

Stay In Touch ...

Let your fellow students know what you are doing through Class Notes. Please complete this form and send it to: Debby Jakes, Purdue Agricultural Alumni Association, 1143 AGAD, Room 1, Purdue University, West Lafayette, IN 47907-1140. Please specify the complete names of any acronyms you include in your news, because some may be unfamiliar to us or to our readers. You also may e-mail your Class Notes information to Debby at: debby@agad.purdue.edu

Name (include former/maiden)_____ Degree/Date_____ Department _____

Address _____ Business_____ Title/Position _____

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Purdue Agriculture Connections

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What's New?

Designer Apples

by Tom Campbell

Some people don't know how to react to Steve Doud's designer apples.

"Some people think it's painted on and they try to rub it off," Doud says. But the logo is as much a part of the apple as the skin itself.

Doud, BS'70, takes an apple, a semitransparent, stick-on decal, and with a little help from Mother Nature, creates fruit with a flair that, for a price, says anything a customer wants.

Doud has put holiday greetings on apples for several years, but only recently showed his Boilermaker colors by putting the Purdue band logo on several apples he sells in gift packs.

The designer label bumps the price from 10-15 cents to about $1 per apple.

Doud, who owns and operates Indiana's second oldest orchard, selects the large, unripe fruit that makes the best candidate for this unique form of marketing. Adhesive labels are affixed to a green portion of the fruit in August and September. A portion of the label lets light through to the skin of the apple to promote ripening. The part of the apple that is covered prevents pigment from forming on that area of the apple.

A few warm days and cool nights (the most favorable ripening conditions) later, the sun has done its job and the sticker is ready for removal, revealing a label that will last as long as the apple itself.

It's an art as much as it is a science," admits Doud, who is getting plenty of help on the science side from Purdue horticulturist Peter Hirst.

Hirst has applied for a $15,000 grant from the Indiana Commissioner of Agriculture. He wants to find out if the apples can be picked before they ripen and placed in cold storage, then pulled out and exposed to a light source to satisfy consumer demand.

"If we could pick them while the apples are green and put them in cold storage until an order comes in from a bank, a car dealership, or whatever, then we could get the transfers printed, put them on the apples, give them a treatment that turns them red, and there you are," Hirst says. "It would be much more cost effective and that would be great."

Doud recalls: "I had a customer who called in October and wanted 400 apples printed by Halloween. Well, it just doesn't work that way."

photo by Tom Campbell

Peter Hirst with before (left) and after designer apples.

Currently, about half of the apples Doud tattoos produce acceptable results.

"There are so many uncertainties in the ripening process," he says. "If you put the label on too soon and the apple continues to grow, you won't get well-defined lines and the logo will appear somewhat fuzzy. The trick is getting the fruit when it is full-sized, but not red yet."

Doud says different varieties of apples yield different results. He's tried many on his 60-acre Denver, Ind., orchard, but he has high hopes for varieties developed by Purdue's Jules Janick.

Contact Doud at Doud Orchards, Rt. 1, Denver, Ind. 46926; (765) 985-3937; fax (765) 985-9433.