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.”

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...
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 mail is involved. “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. Banko 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 market 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.

Hoosier Haylift

Hoosier generosity shone through when Indiana farmers had a chance to help other unfortunate farmers. As hog prices headed for the cellar, Hoosier hay bales were loaded into the cargo hold of a barge headed for drought-plagued ranches in Oklahoma and Texas.

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

Connections

“Extending the University” continued from cover

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

Photo by T om Campbell

Photo by Kathleen Dutro
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 as a specialty. There is another upper-level international business course at another campus.

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.

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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 BUC7, which Dean Pfendler helped his 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.”

I thought of the advice of both as best a young man can do. Only once did I reluctantly fail to do so. I did NOT marry that farm.

Ralph Livengood, General Ag, ’85
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 ’96, 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 Kremmert 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 you want. It’s early, most of your classmates aren’t up yet. You can’t wait to take apart today’s case study on the Purdue campus.

Some things, like deadlines, never change. 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. Fanny, even though you have only been face to face to 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 tell 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 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 early 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.

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 Kremmert 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.l.akridge.1@purdue.edu
Four honored at Fish Fry

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. “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.

Bohl graduated from Montana State University in 1953 and earned his MS (1967) and PhD (1971) from Purdue. He is a champion of the cause of quality teaching,” says Lowell Hardin, professor emeritus and former department head of agricultural economics.

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 Peitz, 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 1991. 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 Svagir, 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 botany and plant pathology.

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Wadsworth stepping down as Extension director

by Olivia Maddox

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.
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 IE. Mellus 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 Zamarano 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’80, 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.

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.
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 do that, too.’" When he began working at Dole, where she helped design an irrigation system for 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." 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." Wettschurack'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. 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 Kranert 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

Alumni Profile:

Kathy and Larry Wettschurack

From Design to Distribution: Wettschuracks do it all

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 agricultural engineering branch and she was secretary of the student agricultural engineering branch. They then became correspondents 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. Years, Frances Allen, are currently living in Seymour, Ind.

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.

John F. McKeen, 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, retired 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.

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 do 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."
Jim Ross, BS’71, Reno, Nev., recently celebrated his 20th year as urban forest 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 Union/First Data in St. Charles, Mo.

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Class Notes continued on page 10
Deaths of emeritus of biochemistry.

1, 1998. Mertz was professor of biochemistry, Helena, Mont., passed away Feb. 8, 1998.


MS'48, Volga, S.D., passed away Aug. 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.


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

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

Ashworth named head of Horticulture and Landscape Architecture Department by B ddy Gotz

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.

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.

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:

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

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.
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.

June 9-11
Animal Science 4-H Workshop for Youth, West Lafayette campus. Contact Clint Rusk at (765) 494-8427.

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, Burlington, 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.

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: bcarter@purdue.edu.

October 16
Purdue vs. Michigan State - Homecoming Football Game

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 ______

City_________________________ State ________ Zip ______________ Address ___________________________

Country_________________________ City_________________________ State ________ Zip ______________

Home Phone _______________ E-mail __________________

News (job, family, community activities) ___________________________
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 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.”

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.

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.