

*The Morrill Act of 1862 established a Land Grant University
in each state where The Leading Object
would be instruction in agriculture and related fields*

**THE
LEADING
OBJECT**

NMSU's College of Agriculture and Home Economics

Vol. 14, No. 10, October 2000

The Dean's Perspective

The "vision thing" was something that one former U.S. president talked about as being an important part of leadership. We have been blessed with strong leaders in our college and university, including John Owens, who announced that he will be leaving to head agricultural and natural resource programs at the University of Nebraska.

His tenacious hold on a vision, which included first class facilities, stable funding and new student programs that appealed to broader audiences, was an important part of shaping the college since the mid-1980s.

Likewise, you will see in our interview with President Jay Gogue in this issue that he has some clear visions that will affect our future. Namely, he sees a greater commitment to making our instruction accessible to place-bound students and clients. He also wants us to continually explore new majors and degree programs that address current and future realities for our students.

I, too, have visions for our future, as I am sure many of you have. It is time to share those visions as part of our strategic planning process. The Committee of Seven has been asked to reconvene, and I hope you will be active with your representatives on the committee.



Homecoming activities planned

An open house, donors' breakfast and contests in door decorating and pumpkin carving will be featured homecoming activities Oct. 12-13. The theme for the 2000 NMSU Homecoming is "NMSU: Where Dreams Become Reality."

The door decorating contest for offices in the College of Agriculture and Home Economics will be judged by an external panel. The winner will have the department or office name engraved on a traveling trophy and can display it until next year's contest. Honorable mention will receive a fruit basket. The door decorations are restricted to 5 feet on either side of the door, and the hall must be kept clear of obstructions.

The pumpkin carving contest will have four categories: funniest, scariest, most original and sweepstakes. Winners of the pumpkin carving contests will receive fruit baskets. For judging, pumpkins should be placed to the right of the door.

Judging for both contests will begin at 2 p.m. on Thursday, Oct. 12. Winners will be announced Friday, Oct. 13 at 3:30 p.m. during the 2000 Outstanding Alumnus reception on the north patio of the arid lands center. Carl Faubion, Mesilla Valley farmer and former NMSU regent, will be this year's distinguished alumnus. Anibal Pordomingo, professor of animal and range sciences at the University of La Pampa in Santa Rosa, Argentina, will be the 2000 distinguished international alumnus. The college's alumni and donors breakfast will be Oct. 13 at 7:30 a.m. in the Livestock Judging Pavilion.

The open house for the new Center for Sustainable Development of Arid Lands will be held Oct. 13. College ambassadors will be available at the building after the alumni and donors breakfast for guided tours, questions or information about self-guided tours. ❖

Owens to take Nebraska post

John C. Owens, NMSU executive vice president, has been named vice chancellor for the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln. He also will be vice president for the institute in the University of Nebraska system.

Owens is scheduled to begin his new duties Jan. 1.

Owens, who has been at NMSU since 1977, expressed excitement about his new job but said leaving NMSU will be difficult.

"It is the university where I came of age in the classroom and the laboratory, and it's the place where I learned so much about myself intellectually, socially and spiritually," he said. "Virginia and I reared our children here and our feelings about NMSU, Las Cruces and New Mexico are confounded with so many of our professional and personal experiences that we have great difficulty viewing our departure from dispassionate perspectives."

Continued on page 2

Ag & Home Ec week results

The National Agri-Marketing Association (NAMA) won the 2000 Agriculture and Home Economics Week sweepstakes for most points during contests Sept. 18-23. FarmHouse Fraternity and Alpha Gamma Rho Fraternity took second and third places, respectively.

Prepared Speech Contest

1. Kelly Jones, FarmHouse
2. Julie Bostick, NAMA
3. Erica Lunn, Equestrian Team

Impromptu Speech Contest

1. Azori Dodd, NAMA
2. Craig Lockwood, Agricultural and Extension Education Club (AXED Club)
3. Stephanie Lewis, Ceres Women's Fraternity

Discussion Meet

1. Maureen McCamley, Equestrian Team
2. Michael Ronquillo, Alpha Gamma Rho
3. Jeremy Kohler, NAMA

Quiz Bowl

1. Block and Bridle
2. NAMA
3. Alpha Gamma Rho

Talent Show

1. Jarren Ray, FarmHouse
2. Kin Ray, AXED Club
3. Danilee Maddox, NAMA

Comedy Show

1. Equestrian Team
2. FarmHouse
3. AXED Club

Queen Contest

1. Ryan Prieto, Hospitality and Tourism Student Association (HTSA)

2. Felicia Chacon, NAMA

King Contest

1. Bladimir Costa Guerra, HTSA
Jeremy Kohler, NAMA
2. Michael Ronquillo, Alpha Gamma Rho
3. Brian Baumgaertner, FarmHouse
Beau Jackson, Farm Bureau

Ag Games

1. Alpha Gamma Rho
2. FarmHouse
3. AXED Club

Owens continued

His wife Virginia was a faculty member in NMSU's College of Education.

Owens has been executive vice president, the chief academic officer at NMSU, for three years. He previously served 12 years as dean and chief administrative officer of the College of Agriculture and Home Economics.

During his tenure, the college's undergraduate enrollment rose 50 percent, from a low of 897 students in fall 1988 to 1,344 students in fall 1997. Owens oversaw the creation of an interdisciplinary major in environmental science and the Hotel, Restaurant and Tourism Management department that now has 300 undergraduate students.

Fisher confirmed as department head

James Fisher was confirmed as department head of Agronomy and Horticulture on Oct. 9. He has served as interim head of the department since August of 1997. He joined the faculty of NMSU in 1975 as superintendent of the Agricultural Science Center at Mora.

Since then he served on the Faculty Senate and represented

Owens was the driving force in securing federal and state funding for two new buildings on the NMSU campus: a \$22 million arid lands center finished this summer and a \$7 million Agricultural Research Service building scheduled for completion in summer 2001.

"John has contributed greatly to NMSU and to the people of our state," said NMSU President Jay Gogue. "John and Virginia will be missed, but the impact of their time at NMSU will always be appreciated."

"John's quest for excellence has made a positive impact on the College of Agriculture and Home Economics," said Jerry Schickedanz, dean and chief administrative officer. ❖

NMSU to the National Collegiate Athletic Association. He was winner of the T.D.A. Cockerell Award and Distinguished Teaching Award.

"Jim's long-term experience as a professor and researcher will provide a stable base for Agronomy and Horticulture," said Jerry Schickedanz, dean and chief administrative officer. ❖

NMSU receives turfgrass royalties

NMSU's College of Agriculture and Home Economics received an \$85,000 royalty check from sales of NuMex Sahara, an improved, seeded Bermuda grass variety. Since 1987, NuMex Sahara royalties to NMSU have totaled more than \$500,000.

Arden Baltensperger, NMSU professor emeritus, represented Pennington/Seeds West in present-

ing the royalty check to Dean Jerry Schickedanz. NuMex Sahara is sold through a research and marketing partnership between NMSU and Pennington/Seeds West.

Royalties went to NMSU, the New Mexico Crop Improvement Association and the U.S. Golf Association. NMSU's share of the royalties will support the Extension turfgrass program. ❖

Deans' Coffee Time

Wednesdays, 8:30-9:15 a.m. GTH Foyer



President Gogue shares his vision for NMSU

President Jay Gogue reflected on the task ahead of him as NMSU president when he was interviewed by *The Leading Object* on Oct. 3.

The Leading Object: *You are in the meeting and listening phase of your presidency. Have you encountered any surprises?*

President Gogue: At the end of the first three months of my presidency I traveled some 12,000 miles across New Mexico, and one of the things I have found is that people from different parts of the state interpret their history very differently — say someone from Raton versus someone from Española. What that means for us is that expectations for NMSU vary even more than expectations normally do for a university from different groups like students, parents and faculty.

I have found that the top issues for our students are first, survival to graduation; second, don't mess with my first amendment rights; and third, mechanical issues like parking, food, dorm life and so forth. For parents, it's campus safety, finding jobs for their kids and cost.

TLO: *Are you hearing any convergence of opinion about NMSU?*

President Gogue: I have found a great value for the quality of teaching and degrees from NMSU. That is critical for our role as a university and there has been no criticism of our degree programs. At the same time, I'm seeing the demand for access to those programs is growing very rapidly among people who are place-bound because of jobs or family. There isn't as much access to our educational programs as is needed. Nationally, only 37 percent of college students are between the ages of 18 and 23. It is a big issue.

TLO: *How do you see our response to that need playing out?*

President Gogue: I have to be careful because my experience in South Carolina reflects a state where no one was more than 20 minutes from a college. My experience in Utah reflects a big state, like here, where access was an issue. There we offered 25 of our 180 degree programs to 11,000 people everyday through Extension offices, high schools and community colleges. Now, the rules are different here and the cultures are different here, but I do know that one way or another access to degree programs will be accomplished, either through state universities or, if we don't respond, through private colleges.

TLO: *What kind of change do you feel responsible for creating at NMSU?*

President Gogue: We have to figure out how to get college participation rates up. Nationally, 66 percent of high school graduates go on to college. In New Mexico, it's 44 percent, and we are second in the nation in high school drop-out rate. We have to get involved in the K-12 system to get more kids into college. Our College of Education is going to be important in this. We are going to have to improve NMSU's graduation rates, too. They are low. I think a very real question is: Do we have degree offerings relevant to today's world? Our academic rigor is good, but we must always ask, what are the hopes and dreams of our students and be sure we offer high quality, relevant degrees. A lot of institutions are designing curricular and degree offerings that are very different from traditional majors. I'm going to encourage such developments here.

TLO: *You were quoted in the Las Cruces Sun-News saying that research and teaching were doing well, but that Extension and outreach needed some work. What precipitated those remarks?*

President Gogue: Well, I didn't say that. What I had talked about in that interview was that there were complaints about campus services, not the Extension Service. I have heard general support for Extension from the formal organizations like commodity groups and Farm Bureau. I have received some positive comments about 4-H and FFA, too.

Extension is the only unique function a land-grant university has. It has an incredibly important and unique role. If done right, Extension could be the best thing we could do to bring the state together. Extension needs to look at how to maintain, develop and keep constituents. Even while we look forward we should never fail to serve the traditional clientele. I believe you should dance with the one who brought you. The most important function of an Extension agent is to develop relationships with agricultural producers that give producers the confidence that they can get the answers they need.

At the same time, Extension needs to be thinking in broader terms regarding its staffing over time. For instance, if I was asked to approach the legislature for 30 agricultural specialists to be housed in our county offices, I probably wouldn't be successful. But if I approached them for 30 computer specialists to help each county train community people, I would have a better chance. I'm excited, by the way, about Extension's e-commerce project.

We should never make changes to the detriment of our basic programs, but we may find that we can strengthen our basic programs by branching out. We may find that the best way to help our beef industry, for instance, is to use telecommunications to take our beef specialists to distance education sites in our county offices. ❖

Winner new Jicarilla agent

Curtis Winner recently began work as the new Extension 4-H agent for the Jicarilla Tribe at Dulce for New Mexico State University's Cooperative Extension Service.

Winner will coordinate agricultural programs and work with the county's 4-H program.

"I would like to focus on beef cattle production and how to improve rangeland conditions," he said. "My goal is to be able to help people find solutions to problems."

Winner, a native New Mexican, previously worked as a ranch foreman for the L-Bar Ranch in Cebolleta. He served two years in the U.S. Air Force during the Gulf War.

An Albuquerque Cibola High School graduate, Winner earned a bachelor's degree in agricultural and extension education from NMSU in 1996.

Garcia rejoins Extension

Lisa Garcia of Santa Fe recently returned for a second stint with Extension in Santa Fe County.

She spent four years in the county from 1990 to 1994. This time, Garcia will work with the 4-H program in home economics and the school enrichment program.

"My goal is to enhance the lives of all the kids I work with in a positive way," she said.

A Santa Fe High School graduate, Garcia earned her bachelor's degree in home economics from NMSU in 1986 and will complete her master's degree in education from the College of Santa Fe this fall.

Millerd honored

Celina Roa Millerd, a marriage and family therapy major in the College of Agriculture and Home Economics, was featured as one of the nation's top 100 Hispanic college students in the June issue of SuperOnda magazine. A second-year NMSU graduate student, Millerd has a 4.0 grade point average.

Millerd, a single mom, has two children, Rebecca, 13, and Michael, 10. "They are very responsible," she said. "They understand that Mom has homework too, and sometimes that means late nights at the computer lab."

The Alamogordo native works at Mesilla Valley Hospital as a student therapist.

Kinzer receives award

H. Grant Kinzer, head of Entomology, Plant Pathology and Weed

Science, received the Lifetime Achievement Award in livestock entomology. The award was presented in June by Schering-Plough Animal Health Corporation at the 44th Annual Livestock Insect Workers Conference in St. Augustine, Fla.

The award recognizes outstanding achievement and contributions to the field of livestock entomology. Kinzer received a plaque and a weeklong, all-expense-paid trip for two to any destination in the continental United States.

Animal use training set

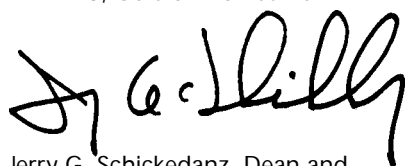
An animal use seminar from the Institutional Animal Care and Use Committee will be held Thursday, Oct. 26 from 1:30 to 4:30 p.m. in Corbett Center Auditorium.

The seminar is required to be held every two years for certification or recertification of individuals in areas where animals are used for teaching, research or any exhibitional purposes. It will be open to faculty, staff, students and the public.

Topics covered during the seminar include new federal regulations and guidelines for research activities involving the use of animals.

The Leading Object is dedicated to encouraging communication among all areas of NMSU's College of Agriculture and Home Economics.

Department of Agricultural Communications
NMSU, MSC 3AI
Las Cruces, NM 88003-8003
(505) 646-2701
Rm. 173, Gerald Thomas Hall



Jerry G. Schickedanz, Dean and Chief Administrative Officer

Need to meet with the dean?

No appointments necessary on Fridays, 3-5 p.m.*

*Occasionally the dean is called away, but time is blocked for drop-ins.



Printed on recycled paper

NMSU is an equal opportunity/affirmative action employer and educator. NMSU and USDA cooperating.