Welcome from the Director

Welcome to the Texas A&M AgriLife Extension Service Centennial Conference! The last time we held an agency-wide conference was in 1999, and much has transpired over the past 15 years. As we commemorate the 100th anniversary of the Smith-Lever Act, we celebrate the legacy of Extension, appreciate its present, and imagine its future. The act was introduced in Congress on May 8, 1914, by Senator Hoke Smith of Georgia and Representative A. F. Lever of South Carolina and was signed into law on July 2, 1914. It was designed to expand vocational, agricultural, and home demonstration programs in rural America. From those agrarian beginnings, cooperative extension has evolved to serve a wide range of human needs, while continuing to support agriculture, conservation, and a healthy economy, in both rural and urban settings.

The Smith-Lever Act was amended on November 12, 2002, to recognize the expanded role of Extension work with families and communities, in youth development, and even in the energy sector. Over the past century, Extension has adapted to changing times and landscapes, and it continues to evolve as we meet the challenges of the 21st century. I hope that as we come together this week to honor Extension’s past, each one of you will find inspiration to continue the great work you are already doing for the people of Texas and discover new ways to extend knowledge and provide solutions for our future.

Dr. Douglas Steele, Director
Texas A&M AgriLife Extension Service
TUESDAY, JANUARY 7
Celebrating the Legacy of Extension

3:00 – 5:30 p.m.  Extension Retiree Social  
**Hilton College Station and Conference Center, North and South 40 Room**  
Refreshments sponsored by the Texas A&M Foundation

5:30 – 7:30 p.m.  Preconference Reception and Legacy Convocation  
**Hilton Ballroom**  
Welcome: Dr. Douglas Steele, Director  
Tyrus R. Timm Honor Registry induction of Dr. Ed Smith, Director Emeritus

The Tyrus R. Timm Honor Registry of Former Students in Agricultural Economics recognizes graduates who have reached a significant level of accomplishment in their chosen field. The inductees represent the highest standards of integrity and character, as recognized by their peers. The Honor Registry is named for a former faculty member and department head who led the department for 20 years during its rise to prominence in teaching, research, and extension.

Reception Speaker: Dr. Chester Fehlis, Director Emeritus  
Sustaining Our Legacy: Lessons Learned from a Century of Success

WEDNESDAY, JANUARY 8
Embracing the Past, Present, and Future of Extension

7:30 – 9 a.m.  Registration  
Continental Breakfast  
**Rudder Exhibit Hall**

8:30 – 9:45 a.m.  General Session  
**Rudder Theatre**  
Defining Extension’s Future through Five Grand Challenges  
• Feeding Our World  
• Improving Our Health  
• Protecting Our Environment  
• Enriching Our Youth  
• Growing Our Economy

State of the Agency Address: Dr. Douglas Steele, Director

9:45 – 10:15 a.m.  Break

10:15 – 11:20 a.m.  Expanding Extension’s Horizons Today  
**Rudder Theatre**  
Keynote Address I: Haydn Shaw, Expert in Multiple Generations, Leadership, and Change
11:30 a.m. – 1:00 p.m. Networking Lunch Buffet  
*Memorial Student Center, Bethancourt Family Grand Ballroom*

1:15 – 1:30 p.m. Special Award Presentation and Remarks  
*Rudder Theatre*  
Commissioner Todd Staples, Texas Department of Agriculture

1:30 – 2:45 p.m. Extension Awards Presentation  
*Rudder Theatre*  
Superior Service Awards, Partnership Awards

2:45 – 3:20 p.m. Break  
*Rudder Exhibit Hall*

3:25 – 4:30 p.m. Planning for Extension’s Growth Tomorrow  
*Rudder Theatre*  
Keynote Address II: Dr. Robert Kriegel, Authority on Change and Human Performance

5:00 – 6:30 p.m. Social Reception  
*Brazos County Expo Complex*

6:30 – 8:30 p.m. Dinner  
*Brazos County Expo Complex* (See map inside back cover.)  
Featured Speaker: Susan M. Redford, Ector County Judge

**County Partnership Recognition**  
- Angelina County Judge Wes Suiter, North and East Texas County Judges and Commissioners Association  
- Ector County Judge Susan Redford, West Texas County Judges and Commissioners Association  
- Zapata County Judge Joe Rathmell, South Texas County Judges and Commissioners Association

**THURSDAY, JANUARY 9**  
*Chancellor’s Partnership Recognition*

7:30 – 9 a.m. Registration  
*Rudder Exhibit Hall*  
Continental Breakfast

9 – 10 a.m. Vice Chancellor’s Awards in Excellence  
*Rudder Theatre*  
The Vice Chancellor’s Award in Excellence is the highest honor given by Texas A&M AgriLife and recognizes outstanding achievements by AgriLife personnel. Meritorious work is recognized in 17 categories.

10 – 10:30 a.m. Break  
*Rudder Exhibit Hall*  
Coffee, refreshments
10:30 – 11:40 a.m.  Chancellor’s Partnership Recognition and Keynote Address
                    Rudder Theatre

11:45 a.m. – 1:30 p.m. Chancellor’s Partnership Luncheon
                    The Zone Club, Kyle Field
                    Recognition of Federal Government Partnership:
                    Congressman Bill Flores
                    Recognition of State Government Partnership:
                    State Representative John Otto
Guest Speakers

Haydn Shaw
Expert in Multiple Generations, Leadership, and Change

Haydn Shaw is a leading expert on multiple generations, leadership, change, and turning around negative work environments and employees. He has worked with more than 1,000 businesses, not-for-profit, and governmental organizations. He speaks and consults more than 170 days each year to clients who consistently invite him back.

Hailed as a “leadership guru” by the Washington Post, Mr. Shaw has delivered hundreds of convention keynote addresses and intimate off-site talks. Known for taking groups from hilarity to deep reflection, he combines rich content with “use-tomorrow” tools. His presentations make an impact because he does his homework, designing each one for the audience’s unique needs. Having worked with hundreds of organizations, Mr. Shaw connects with virtually any group in any industry, and he brings practical and inspiring examples from the boardroom and the front line.

He also has worked with FranklinCovey for 21 years as a senior consultant and is one of their most requested keynote speakers specializing in FranklinCovey leadership, execution, and personal productivity methodologies.

Mr. Shaw travels from Chicago, where he lives in a multigenerational household with his Gen Xer wife, Laurie, his Traditionalist mother-in-law, his disabled Gen X brother-in-law, and his Millennial children.

Todd Staples
Commissioner, Texas Department of Agriculture

Todd Staples is the 11th Texas Commissioner of Agriculture and recently was re-elected to serve a second four-year term in this statewide elected office. Commissioner Staples believes the free enterprise system and individual responsibility are the keys to prosperity for Texas.

From his earliest days of public service as a member of the Palestine City Council through his tenures in the Texas House of Representatives and later in the Texas Senate, Commissioner Staples has championed such critical issues as protection of private property owners’ rights, workers’ compensation reform, school finance reform, and improving the education of Texas’s leaders of tomorrow, just to name a few.

As leader of the Texas Department of Agriculture, Commissioner Staples is diligent in his efforts to support private sector job creation
and economic development across the Lone Star State; improve consumer protection from the grocery store to the gas pump; lead true eminent domain reform in Texas; and play an enormous role in continuing to improve the healthy lifestyles of young Texans.

He is also focused on the promotion of agricultural products and businesses using the GO TEXAN marketing program and has expanded trade opportunities for Texas producers. Commissioner Staples has accomplished these priorities with a philosophy that puts family and taxpayer interests first, while also focusing on efficiency.

Commissioner Staples was born in Anderson County, where he was active in high school FFA and was elected state FFA vice president. He attended Texas A&M University, where he graduated with honors with a degree in agricultural economics.

Commissioner Staples began serving in public office in 1989, when he was elected to the Palestine City Council. In 1995 he was elected state representative and served three terms in the Texas House before being elected in 2000 to the state senate, where he served two terms. His public service continues today as Agriculture Commissioner. Following his first election in 2006, he was re-elected to a second term in 2010.

Commissioner Staples and his wife, Janet, have four grown children.

Dr. Robert Kriegel
Authority on Change and Human Performance

U.S. News and World Report called Dr. Bob Kriegel one of this country’s leading authorities in the field of change and human performance. A New York Times best-selling author, Kriegel was a commentator on National Public Radio’s Marketplace program, has done two specials for PBS, and has been a guest on television programs such as The Oprah Winfrey Show and The Big Idea with Donny Deutsch.

Formerly an All-American swimmer, Dr. Kriegel was a pioneer in the field of sports psychology and has coached both Olympic and professional athletes. He was also a commentator on ESPN. The New York Times said his work “spurred a revolution in performance practices.”

Dr. Kriegel has taught in the Stanford Graduate School of Business Executive Program and was an advertising executive at the Young & Rubicam Group, where he managed Proctor & Gamble and Travelers Insurance accounts. His books, If It Ain’t Broke...BREAK IT! and Inner Skiing were international best sellers, and his book Sacred Cows Make the Best Burgers, made Business Week’s best-seller list. His latest book on innovation and out-of-the-box thinking is How to Succeed in Business without Working So Damn Hard.
Judge Susan Redford began her first term as the county judge for Ector County in January 2007. Prior to her election she served as the 70th District Court prosecutor in the Ector County District Attorney’s Office from 2004 to 2006, assistant county attorney from 2002 to 2004, and Child Abuse and Sexual Assault attorney in the District Attorney’s Office from 1999 to 2002. Judge Redford began practicing law in Odessa, Texas, in 1997, working in the private sector handling criminal, family, employment, and probate matters.

Judge Redford obtained an Associate of Arts degree from South Plains College and a Bachelor of Arts and Master of Public Administration degrees from Angelo State University. She is a graduate of Texas Tech School of Law. Judge Redford is a member of the State Bar of Texas, the Ector County Bar Association, the Ector County Young Lawyers Association, the Odessa Rotary Club, Ector County Republican Women, and the Odessa Information and Discussion Club. She is also an advisory board member for the John Ben Sheppard Leadership Institute, president of the West Texas County Judges and Commissioners Association Board, board of directors member for the Texas Association of Counties, chairman of the Board of Directors for Permian Basin Regional Planning, chairman of the Midland Odessa Transportation Organization Metropolitan Planning Organization (MOTOR MPO), and an ex officio director for the Odessa Chamber of Commerce.
2013–2014
SUPERIOR SERVICE AWARDS
TEXAS A&M AGRI LIFE EXTENSION SERVICE

The Superior Service Awards recognize Texas A&M AgriLife Extension Service faculty and staff members who provide outstanding performance in Extension education or other outstanding service to the organization and to Texans.

COUNTY EXTENSION AGENTS
Mr. Mark Arnold, CEA–Agriculture and Natural Resources, Ellis County
Mr. Brent Batchelor, CEA–Agriculture and Natural Resources, Matagorda County
Ms. Paula Butler, CEA–Family and Consumer Sciences, Navarro County
Dr. J. D. Ragland, CEA–Agriculture and Natural Resources, Randall County
Ms. Daphne Richards, CEA–Horticulture, Travis County
Mr. James “Todd” Vineyard, CEA–Agriculture and Natural Resources, Wise County

EXTENSION SPECIALISTS
Dr. Jeffrey Ripley, Assistant Professor and Extension Specialist, Agricultural Leadership, Education, and Communications
Dr. Dale Rollins, Professor and Extension Wildlife Specialist, Wildlife and Fisheries Sciences

EXTENSION PROGRAM SPECIALIST
Mr. David Wright, Military 4-H and Youth Development Program Specialist

DIVERSITY
Randall County Dream Team
Ms. Leesa Wood Calvi, Extension Program Specialist and former CEA–Family and Consumer Sciences
Ms. Kim Peters, CEA–4-H and Youth Development
Dr. J. D. Ragland, CEA–Agriculture and Natural Resources
Mr. Shannon Walsh, Urban Program Coordinator

VOLUNTEERISM
Ms. Julie Massey, CEA–Coastal and Marine Resources, Galveston County

UNIT
Texas 4-H Conference Center

TEAMS
Agriculture and Natural Resources Regional Scan Forms Project
Mr. Marvin R. Enser, Regional Program Leader (West)
Mr. Paul Pope, Extension Program Specialist–Evaluation, Agricultural Leadership, Education, and Communications
Dr. Jeff Ripley, Assistant Professor and Extension Specialist, Agricultural Leadership, Education, and Communications
Mr. Ronald C. Woolley, Regional Program Leader (Central)

North Plains Efficient Profitable Irrigation in Corn (EPIC)
Mr. Mike Bragg, CEA–Agriculture and Natural Resources, Dallam/Hartley Counties
Mr. Brad Easterling, CEA–Agriculture and Natural Resources, Sherman County
Mr. Marcel Fischbacher, CEA–Agriculture and Natural Resources, Moore County
Ms. Kristy Synatschk Slough, CEA–Agriculture and Natural Resources, Hutchinson County
Mr. J. R. Sprague, CEA–Agriculture and Natural Resources, Lipscomb County
Mr. Scott Strawn, CEA–Agriculture and Natural Resources, Ochiltree County

Replicated Agronomic Cotton Evaluation (RACE)
Soil and Crop Sciences Department
Dr. David Drake, Assistant Professor and Extension Agronomist
Dr. Dan Fromme, Associate Professor and Extension Agronomist
Mr. Mark Kelley, Extension Program Specialist
Dr. Gaylon Morgan, Professor and State Extension Cotton Specialist
Mr. Dale Mott, Extension Program Specialist
Mr. Jonathan H. Ramirez, Agricultural Research Technician

Texas GROW! EAT! GO! Development and Pilot
Family Development and Resource Management Unit
Ms. Alice Kirk, Extension Program Specialist–Child Health and Wellness
Mr. Michael Lopez, Extension Program Specialist–Health
Ms. Gabby Mayer, Extension Assistant
Dr. Judy Warren, Professor and Special Initiatives Coordinator

Horticultural Sciences
Ms. Jayla Fry, Extension Program Specialist
Mr. Randy Seagraves, Extension Program Specialist
Ms. Karin Wallace, Extension Assistant
Ms. Caren Walton, Project Coordinator
Ms. Lisa Whittlesey, Extension Program Specialist

Additional team members, AgriLife Extension
Dr. Susan Ballabina, Associate Director for Program Development and former Regional Program Leader (East)
Ms. Norma Davila, CEA–Family and Consumer Sciences, Nueces County
Dr. Elaine Fries, Regional Program Leader (Southeast)
Ms. Rusty Hohlt, Project Specialist, Nueces County
Dr. Dean McCorkle, Extension Program Specialist, Agricultural Economics
Dr. William “Alex” McIntosh, Professor, Department of Sociology and Department of Recreation, Park and Tourism Sciences
Mr. Michael Potter, CEA–Horticulture, Montgomery County (formerly in Nueces County)
Ms. Brittany Rico, Extension Graduate Assistant, Department of Recreation, Park and Tourism Sciences
Dr. Sharon Robinson, Associate Professor and Extension Nutrition Specialist
Ms. Gloria Fernandez VanZante, Extension Associate–EFNEP, Nueces County

Additional team members, non-Extension
Dr. E. Lisako J. McKyer, Associate Professor and Director, Transdisciplinary Center for Health Equity, Department of Health and Kinesiology, Texas A&M University
Dr. Marcia Ory, Regents Professor, Department of Health Promotion and Community Health Sciences, Texas A&M University School of Rural Public Health (HPCHS, SRPH)
Ms. Ashley Wilson, Research Associate, HPCHS, SRPH
Dr. Alexandra Evans, Associate Professor, Michael and Susan Dell Center for Healthy Living, University of Texas School of Public Health (MSD Center, UTSPH)
Dr. Deanna Hoelscher, John P. McGovern Professor in Health Promotion and Director, MSD Center, UTSPH
Ms. Carolyn Smith, Research Coordinator, MSD Center, UTSPH

Texas High Plains Risk Management Education
Ms. DeDe Jones, Extension Program Specialist–Risk Management, Agricultural Economics
Mr. James “Jay” Yates, Extension Program Specialist–Risk Management, Agricultural Economics

AGENCY LEADERSHIP
Dr. Christopher Boleman, Assistant Director for 4-H and Youth Development

OFFICE SUPPORT
Ms. Stephania Lucia Alvarez, Extension Assistant–Better Living for Texans, Harris County
Ms. Wanda Powell, Office Manager, Limestone County
Ms. Michelle Sensing, Office Associate, District 5–Overton
Ms. Karin Wallace, Extension Assistant, Horticultural Sciences

DISTINGUISHED CAREER
Ms. Adelita Figueroa-Muñoz, CEA–Family and Consumer Sciences, Hidalgo County
Dr. Steve George, Professor and Extension Specialist, Horticultural Sciences
Mr. David Winkler, CEA–Agriculture and Natural Resources, Bosque County
Established in 1999, the Extension Partnership Award recognizes vital alliances with agencies, organizations, and others beyond The Texas A&M University System. We honor those partners whose dedicated collaboration and support have significantly enhanced the outreach and impact of AgriLife Extension programs for the people of Texas.

Blackland Income Growth Program
For 52 years, the Blackland Income Growth (B.I.G.) Program has represented a partnership among agricultural leaders and Extension educators in the 23-county Blackland Prairie region of Texas. Along with its primary mission to increase agricultural profitability and sustainability in the region, the program also engages in serving small-acreage landowners, promoting good nutrition, and supporting 4-H youth.

The B.I.G. and AgriLife partnership propels annual efforts that include a major two-day educational conference in Waco, a chartered bus agriculture tour to other states, college scholarships for 4-H’ers, professional development opportunities for Extension county agents, and important applied research and result demonstrations.

Strategic planning and implementation for these activities and other collaborations involve the B.I.G. officers, members of the board, and members of nine committees — an organization of some 100 volunteers representing various commodities and interests, who work with Extension’s personnel and program area committees.

Every winter, 450 to 500 participants register for the B.I.G. Conference, which coincides with the Mid-Tex Farm and Ranch Show and showcases topics that address the key issues facing producers and area residents. To date, conference proceeds and other fundraising have enabled B.I.G. to award college scholarships totaling more than $200,000 to some 175 young people for the study of agriculture, natural resources, or consumer science. The bus tour every fall has taken in 35 states and featured the agricultural operations of upstate New York in 2013.

Whether inspiring farmers, ranchers, and communities to innovate or encouraging the next generation of producers, the B.I.G Program helps to pave the way. No matter the endeavor, AgriLife Extension can count on the leaders and volunteers of the B.I.G. Program to make a difference for Texas and especially for the counties of Bell, Bosque, Burleson, Collin, Coryell, Dallas, Denton, Ellis, Falls, Fannin, Grayson, Hill, Hunt, Johnson, Kaufman, Lee, Limestone, McLennan, Milam, Navarro, Rockwall, Tarrant, and Williamson.
Rio Farms, Inc.
A private farming organization, Rio Farms is a unique 18,000-acre operation in Hidalgo, Willacy, and Cameron Counties. It was established in 1941 to train tenant farmers, some of whom started such successful enterprises that they helped put the Rio Grande Valley on the world map of agriculture. At the time, an Extension county agent sat on the Rio Farms Board of Directors and a strong working relationship with Extension has continued ever since.

By 1972, the organization converted to a research and demonstration operation, which today has a widespread and well-deserved reputation for cutting-edge agricultural research and collaboration. The partnership with AgriLife Extension has flourished through a long history of organizing top-notch educational events for producers.

Programs range from field days and grower meetings to scout schools and farm worker training, covering the production of cotton, sugarcane, grain sorghum, corn, soybeans, sesame, wine grapes, and more. Over the years, Rio Farms has helped research a long list of potential crops for the area and has served as an Extension cooperator for result demonstrations pertaining to water quality, irrigation technology, nutrient management, and variety trials.

In short, no ag tour in the Rio Grande Valley is complete without a stop at Rio Farms, which generously hosts many delicious meals. International groups, Extension faculty from other states, and participants in our own Texas Agricultural Lifetime Leadership (TALL) program are among the many learners who visit Rio Farms.

Key to this partnership are long-time Rio Farms staff: Mr. Dale Murden, president and general manager, who received the 2009 TCAAA Man of the Year in Texas Agriculture Award; Mr. Andy Scott, director of research, who recently marked 40 years at Rio Farms; and Mr. Juan Garza, farm manager. Besides considerable time and effort, their support even extends to the loan of Rio Farms’ commercial-size equipment, as well as personnel, to aid Extension projects across a four-county area. We are immensely fortunate to have partners whose commitment makes an immeasurable contribution to agricultural knowledge worldwide.
Exit Koldus Parking Garage toward Houston St.; turn right.
Turn left onto Joe Routt Blvd.
Turn right onto FM 2154 / Wellborn Rd.
Take ramp right and follow signs for FM 60 West.
Bear right onto FM 60 / Raymond Stotzer Pkwy.
Take ramp right for TX 47 toward Riverside Campus.
Turn right onto FM 1688 / Leonard Rd.
Turn right onto Jones Rd.
5827 Leonard Rd.