



Public Service & Outreach
THE UNIVERSITY OF GEORGIA

18th
*Annual Public
Service & Outreach*
Meeting and Awards Luncheon

The Land Grant University in the 21st Century

Thursday, February 12, 2009
9 a.m. to 2 p.m.

Georgia Center for Continuing Education
Conference Center & Hotel

Keynote Speaker:
Dr. Charles B. Knapp
UGA President Emeritus
Distinguished Public Service Fellow



Public Service & Outreach
THE UNIVERSITY OF GEORGIA

2009 AWARDS FOR EXCELLENCE IN PUBLIC SERVICE AND OUTREACH

MEETING AND AWARDS PROGRAM

Thursday, February 12, 2009

- 9:00 a.m.** **Registration** *Pecan Tree Galleria and Hill Atrium*
Refreshments served
- 9:45 a.m.** **Welcome** *Mahler Auditorium*
Dr. Art Dunning, UGA Vice President for Public Service and Outreach
- 10:00 a.m.** **Keynote Address** *Mahler Auditorium*
"The Land Grant University in the 21st Century"
Dr. Charles B. Knapp, UGA President Emeritus,
Distinguished Public Service Fellow,
UGA Institute of Higher Education
- 11:00 a.m.** **Break**
- 11:15 a.m.** **Plenary Session** *Mahler Auditorium*
"The State of Public Service and Outreach
at the University of Georgia"
Dr. Art Dunning, UGA Vice President for Public Service and Outreach
- 11:45 a.m.** **Luncheon and Presentation
of Awards for Excellence in
Public Service and Outreach** *Magnolia Room*
Welcome
Dr. Art Dunning, UGA Vice President for Public Service and Outreach
Remarks
Dr. Michael Adams, President of The University of Georgia
Presentation
Public Service and Outreach Staff Award for Excellence
Scholarship of Engagement Award
Walter Barnard Hill Award for Distinguished Achievement
in University Public Service and Outreach
Video and Presentation
Walter Barnard Hill Distinguished Public Service Fellow
Closing Remarks
Dr. Art Dunning, UGA Vice President for Public Service and Outreach
- 2:00 p.m.** **Adjournment**
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FEATURED SPEAKERS



Art Dunning

Art Dunning has spent nearly 30 years in higher education: as a faculty member, senior administrator, and, since 2001, as Vice President for Public Service and Outreach at the University of Georgia.

Since arriving at UGA, Dr. Dunning has been asking the tough questions about the role of outreach in the university, “Why are we doing this? Do we have to do it this way?” He is challenging and redefining what it means to be a land-grant institution. While not losing sight of the historical land-grant mission and the broad range of people that it serves, he is changing the way UGA reaches out to Georgians. He has introduced initiatives that seek to address the complex human and economic issues that the state, the nation and the world face. These “big ideas” are bringing together diverse people from the campus and the community and they are finding ways to work together and use knowledge to tackle community challenges.



Charles Knapp

Charles Knapp, president emeritus of the University of Georgia, joined the Institute in fall 2005. His tenure as president (1987-1997) was marked by increased emphasis on teaching excellence, sharp growth in research funding, strong minority programs, successful completion of the largest fund-raising initiative in the university’s history and construction projects totaling more than \$400 million.

Since leaving the university, Dr. Knapp has served as president of the Aspen Institute and as a partner with Heidrick & Struggles where he led the firm’s higher education practice. He has continued his involvement in higher education, with senior appointments at the American Council on Education and the Association of Governing Boards of Universities and Colleges, among other affiliations. He teaches courses on the college and university presidency and on academic leadership in higher education.

2009 AWARDS FOR EXCELLENCE IN PUBLIC SERVICE AND OUTREACH

Award Recipients

<i>Public Service and Outreach Staff Award for Excellence</i>	Dianne Campbell Marie Scoggins
<i>Scholarship of Engagement Award</i>	Virginia Nazarea
<i>Walter Barnard Hill Award for Distinguished Achievement in</i>	Phillip Roberts
<i>University Public Service and Outreach</i>	Mark Risse Ronnie Barentine Robert Brewer Michael Rupured
<i>Walter Barnard Hill Distinguished Public Service Fellow</i>	Keith Delaplane

2009 PUBLIC SERVICE AND OUTREACH STAFF AWARD FOR EXCELLENCE

About the Award

The Public Service and Outreach Staff Award for Excellence is the most prestigious award for staff members and recognizes individuals who have demonstrated a strong work ethic, commitment to service, and exceptional job performance. The award honors outstanding effort, encourages workplace creativity and innovation, and celebrates the achievements of public service and outreach staff. Eligible staff members must have been employed for a minimum of two continuous years in any public service and outreach unit. This is the award's third year.



Dianne Campbell

Southeast District Cooperative Extension

Dianne Campbell, senior accountant for the Southeast District Cooperative Extension, has served The University of Georgia since 1972. She began her university career as a member of the support staff for the district program development team, and she later assumed some accounting duties for the operation of the district. In her current role, she is responsible for the financial affairs of more than 200 employees, 40 county offices and three research and demonstration farms.

Her work in the Southeast District has helped set the standard for other districts. She has been responsible for hiring more than 30 support staff members, handling compensation policy issues, and expediting the bid process through UGA Purchasing and Procurement. She is a mentor, advisor and leader of district accountants, and she offers leadership and expertise at the county level.

Campbell has emerged as the leader of her peer group of senior accountants. She conducted her work with skill and integrity through several redistricting processes, policy alterations, office relocations and leadership changes. She maintains an excellent work ethic, even during less than ideal situations, including performing her duties without electrical power.

Campbell is, indeed, central to the success of the Southeast District Cooperative Extension Office. Associate Dean for Extension, Dr. Beverly Sparks commented, "Dianne sets the tone for professionalism in our unit. . . Being in a remote location may not make her well known in Athens, but her work has statewide impact."



Marie Scoggins

Marine Extension Service

Marie Scoggins has worked with the Marine Extension Service (MAREX) since 1990, and for The University of Georgia for more than 23 years. With a thorough knowledge of MAREX's mission, she manages all of the financial and administrative operations from Savannah to Athens. During her service with MAREX, she has managed more than \$60 million of state, federal, and private funding. Additionally, she works directly with a host of agencies, including Skidaway Institute of Oceanography, Georgia Department of Natural Resources, Georgia Environmental Protection Division, and South Carolina Sea Grant Consortium.

She is the first resource for an extensive range of business issues in her department. She manages fiscal matters, human resources, procurement, promotion process, sponsored programs, and strategic planning processes. Scoggins also handles budget development and performance measure reporting to the Governor's Office of Planning and Budgets. Moreover, Scoggins initiates a number of job-related workshops on such an array of issues as proper P-card usage and hazardous chemical safety procedures for MAREX and other invited University of Georgia units, including the Marine Institute and Cooperative Extension Service.

Scoggins' commitment to her work is evidenced by her service on the PSO Performance Measure Committee, Office of Purchasing and Procurement's new purchasing system focus group, and as MAREX's Automated Security Self-Evaluation Tools (ASSETs) representative, which included the development of MAREX's Business Continuity Planning and Disaster Recovery Planning document that encompassed MAREX's Hurricane Plans.

Director Randall Walker credits Scoggins for serving as a major bridge between the employees on UGA's main campus and coastal employees. Her personal interactions with employees have helped her to identify potential internal issues before they become problems. Certainly, Scoggins is a consummate professional who is considered a key leader in her unit.

SCHOLARSHIP OF ENGAGEMENT AWARD

About the Award

2008 is the inaugural year for the Scholarship of Engagement Award, a new campus-wide award that honors a tenured associate or full professor whose scholarship has made significant contributions toward identifying or addressing issues of public concern and whose work advances civic engagement through scholarship and service-learning opportunities for students.

Engaged scholarship enriches knowledge, addresses critical social issues and benefits communities. Service-learning projects provide academically-based activities that connect student learning to outreach and engagement in a community context. At “engaged institutions,” faculty and students are involved in teaching, research and service in an integrated way. The Scholarship of Engagement Award provides the honoree with a \$5,000 faculty development grant to sustain or enhance current outreach projects or to develop new ones.



Virginia D. Nazarea

Franklin College of Arts and Sciences

Virginia D. Nazarea, professor and director of the Ethnoecology/Biodiversity Lab, has made unique contributions to The University of Georgia's Department of Anthropology since 1994. She demonstrates her commitment to service-learning by developing classrooms without walls for students, communities, and the world.

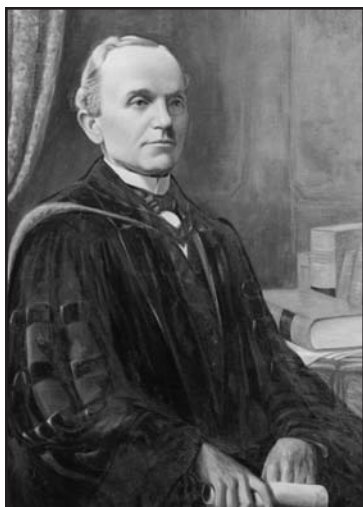
Nazarea focuses on the preservation of knowledge and practices associated with traditional varieties of dietary and ritual crops that are disappearing due to modern agriculture. Through her "memory banking" approach, she systematically collects indigenous and heirloom seeds, their genetic material and their cultural associations, in order to enhance biodiversity.

In her curriculum, Nazarea creates opportunities to involve her undergraduate and graduate students in the documentation, recovery, and application of local knowledge for cultural resilience. She and her husband, Dr. Robert Rhoades, established the Southern Seed Legacy (SSL) in order to help communities preserve Southern crop heirlooms. Her work has supported the indigenous peoples of Cotacachi, Ecuador, in conserving their ancestors' agricultural and culinary practices; helped to record the life histories of those who attended the log schoolhouse built by African-Americans in Taliaferro County, Georgia, during segregation; and organized Rabun County's Foxfire archives of Appalachian culture.

Nazarea's teaching philosophy, centered on mutually respectful knowledge exchanges, has had a multiplier effect on students. Inspired by her classes and seminars, students have gone on to found organizations similar to the Southern Seed Legacy in New England and in the Ozarks. Locally, Nazarea has influenced the development of FOLK (Furthering Our Local Knowledge), which facilitates the conservation and exchange of local knowledge among different groups and generations, and PLACE (Promoting Local Agricultural and Cultural Experience), which established the Athens Farmers Market in Bishop Park. Best said by Professor and Department Head, Ervan Garrison, "Dr. Nazarea's professional approach is one of the finest examples of the continuous feedback between research-teaching-community involvement."

For the last 14 years, she dedicated her passion and expertise to the needs of diverse peoples and to finding innovative ways to preserve their cultural and biological legacies. Nazarea is the winner of the Georgia Archivists President's Award, national Praxis Award, and William Owens Creative Research Award. She brought almost \$1 million to the university through her research, and she is frequently called upon nationally and internationally to be keynote speaker and program advisor. She has authored several books on the relationship between cultural memory and biodiversity and offers courses such as "Landscapes and Memories" and "Anthropology of Roots and Rooting" at UGA.

2009 WALTER BARNARD HILL AWARD FOR DISTINGUISHED ACHIEVEMENT IN UNIVERSITY PUBLIC SERVICE AND OUTREACH



About the Award

Since 1992, the Walter Barnard Hill Awards have recognized distinguished achievement in public service and outreach by University of Georgia faculty members and service professionals. Each recipient is judged to have made contributions to the improvement of the quality of life in Georgia or elsewhere of an order that greatly exceeds the normal accomplishments of a productive faculty member. A maximum of five Hill Awards may be presented each year. Each awardee receives a permanent salary increase of \$2,000 beyond the raise provided through the normal allocation process, a medallion and framed certificate. Only Hill Award winners are eligible for appointment as a Walter Barnard Hill Distinguished Public Service Fellow.

The award is named in honor of Chancellor Walter Barnard Hill, who led the University of Georgia from 1899 until his death in 1905. Hill first articulated the university's modern public service and outreach mission. He admired the close relationship that existed between the University of Wisconsin and the state of Wisconsin and led a pilgrimage of nearly 100 Georgians to see the "Wisconsin Idea" in action. As a result of this journey and the power of Hill's vision, Georgia's leadership endorsed Hill's plan for a modern, land-grant university and backed that endorsement with increased support for the institution.



Phillip Roberts

College of Agriculture and Environmental Sciences

Phillip Roberts has served The University of Georgia in the College of Agriculture and Environmental Sciences as an extension entomologist since 1996. He dedicates his expertise to developing integrated cotton and soybean insect pest management programs, a critical component of sustaining profitable production. He serves the community by providing comprehensive extension and outreach educational programs to support Georgia's cotton and soybean producers.

He was among the first to recognize the link between cotton lint quality and stink bug injury. His work with the damage assessment for monitoring and treating boll sucking bug activity has become a cotton industry standard. He has been an instrumental force as farmers

transitioned from conventional production and pest management practices to transgenic Bt cotton and related management strategies. Richey Seaton, executive director for the Georgia Cotton Commission that Roberts' work has contributed to "significant savings for our producers and enhancement of our cotton quality and quality of life, overall, in Georgia."

Roberts is said to be a leader in information dissemination and training for producers, crop consultants, cotton scouts, agribusiness personnel, the agrichemical industry, and other Extension professionals. He has been invited as a featured speaker for over 160 national and international meetings, and teaches at most cotton scout schools conducted in the state. He organizes the largest of these schools held annually at the Rural Development Center in Tifton.

Roberts' commitment to scholarship is evident in the various works he has published in the Beltwide Cotton Conferences, the largest international cotton research conference in the world. He contributes to the Georgia Pest Management Handbook, co-authored a field guide of cotton stinkbugs, and publishes the widely recognized Cotton Pest Management Newsletter. In addition, Roberts helped secure more than \$1 million for insect pest management research, and he continues to make significant contributions to the field.



Mark Risse

College of Agriculture and Environmental Sciences

Dr. Mark Risse, professor and extension engineer, has been an integral part of The University of Georgia's College of Agriculture and Environmental Sciences for the last 14 years. Focusing on agriculture pollution prevention technologies and water resource management, he conducts high-impact programs to meet the needs of the local and national communities. Risse also serves as the extension coordinator for the Department of Biological and Agricultural Engineering.

Among Risse's accomplishments is his work with the State of Georgia to implement a comprehensive agriculture pollution prevention program (AgP2) that provides technical assistance and applied research for farmers, commodity groups, and state and federal

government organizations. Within this program, AgP2 staff members have assisted more than 5,000 producers and individuals in improving the environmental soundness of their structures and management practices. The team has developed and implemented innovative programming related to nutrient management planning and environmental management systems for agriculture, in addition to developing environmental assessment tools to help ensure the sustainability of Georgia's agriculture.

Regarding animal waste management and water quality, Risse has established The University of Georgia's AWARE team (Animal Waste in Research and Extension), which organizes conferences and field days, and provides input for regulatory services in Georgia. He serves on the board of directors for the National Animal and Poultry Waste Management Center and chairs its outreach and education committee. Recently, Risse was awarded a USDA grant to develop the National Livestock and Poultry Environmental Learning Center (www.extension.org) that hosts monthly Webcasts viewed by hundreds of technical specialists around the country.

Risse also coordinates water resources programs for the College of Agriculture and Environmental Sciences and represents Georgia on regional and national water resource teams. Through these efforts, he has delivered 100 in-service training courses for extension agents and other professional groups. He represents The University of Georgia on numerous state committees and task forces and leads the state effort to develop a Water Conservation Implementation Plan for Georgia's agriculture. Northeast District Extension Director John Parks notes that Risse's achievements have "improved the efficiency of his co-workers, the productivity of agriculture, and the well being of numerous citizens."



Ronnie Barentine

College of Agriculture and Environmental Sciences

Ronnie Barentine has served as the county extension coordinator in Pulaski County since 1994. He is responsible for coordinating and providing leadership for the entire extension program, including programming in agriculture and natural resources, support for family and consumer science, and 4-H youths. In addition, he plans agriculture and natural resources programs for Pulaski County's \$65 million agriculture industry.

He is regarded by many as the national leader and Georgia's foremost county agent authority in the discipline of conservation and sustainable agriculture. He was invited to participate in the U.S. Department of Agriculture and the National Association of County Agricultural Agents' Sustainable Agriculture Research and Education (SARE)

"Fellows Program," and he is honored as one of only four nationally-selected county extension agents to study sustainable agriculture in the U.S. over the next two years.

Barentine made incredible contributions to the peanut industry as well, developing the "Peanut Intensive Management Program" to assist peanut producers. Furthermore, he advanced the peanut industry with his discovery of the peanut disease, *Diplodia collar rot*.

Barentine also has played a significant role in the adoption of conservation systems and technologies. He has dedicated his career to the agricultural needs of some 300 local farmers. With his pioneering work in developing the method of conservation tillage, he helped Pulaski County farmers become more profitable and sustainable. *"Ronnie has had a very positive impact on farming practices in Pulaski County. . . he has been instrumental in solving problems in conservation tillage. . . all our farmers now practice conservation tillage,"* said farmer Barry Martin of Barentine's devotion to agriculture.

The American Society of Agriculture and Biological Engineers rated conservation tillage number six on the list of the top 15 innovations over the last 100 years. His great achievements in this soil conservation practice and to public service make Barentine invaluable to the university and to the study of agriculture.



Robert Brewer

College of Agriculture and Environmental Sciences

Robert Brewer serves as senior public service associate for The University of Georgia and as a county extension agent in agriculture and natural resources for Towns County. He has worked for the last 18 years to become a leader in apiculture education. In fact, he co-founded the Young Harris Beekeeping Institute and expanded it to include the Georgia Master Beekeeping Program, a program that has since been internationally adopted. He has demonstrated great leadership by organizing his local beekeeping association, serving as a past president of the Georgia Beekeepers Association, working as a member of the board of directors for the Eastern Apiculture Society, and founding the Mountain Beekeepers Association.

Whole-heartedly committed to outreach, Brewer develops apicultural programs for a wide-reaching audience. Locally, he has given basic apiculture presentations to 2,500 school children, who refer to him as “the Bee Man.” Brewer is frequently called upon by beekeeping and non-beekeeping groups alike to give lectures and presentations. He is a well-known speaker, not only locally, but on a state-wide, national, and international basis as well.

Brewer tirelessly works to identify causes of disorders that affect honeybees and takes on the challenge of keeping local beekeepers’ bees healthy and productive. His work in this regard is a true reflection of his dedication to the mission of The University of Georgia, College of Agriculture and Environmental Sciences, UGA Cooperative Extension, and Public Service and Outreach.

Brewer’s 18 years of expertise as a honey show judge earned him the opportunity to be among the first honey judges to be certified by the United Kingdom’s Welsh Beekeepers Association, and the only American to hold the title of senior Welsh honey judge. Michael Young, Chairman of the Institute of Northern Ireland Beekeepers commends Brewer for his “zeal toward promoting all fields of apiculture this side of the Atlantic.” Currently, he serves as the state-side director of the program, and conducts a two-year honey-judging course in conjunction with the Young Harris Beekeeping Institute.



Michael Rupured

College of Family and Consumer Sciences

Michael Rupured, consumer economics specialist and senior public service associate, has served the extension faculty within the Department of Housing and Consumer Economics since 1999. He is a nationally recognized leader in financial literacy, formerly holding the position of national program leader in family economics with the Cooperative State Research, Education and Extension Service, USDA in Washington, D.C.

His expertise and commitment to the field has earned him a great deal of respect from his colleagues. He is the past president of the Association for Financial Counseling and Planning Education (AFCPE), and is the former editor of Family Economic News, the leading state, land grant teaching, research, and extension faculty

newsletter. Rupured serves as the executive director of the Eastern Family Economics and Research Management Association.

Rupured has been central to building a collaborative relationship between the College of Family and Consumer Sciences' teaching staff and state 4-H program. Together, they have developed comprehensive financial education and training programs that impact youths, limited-resource persons, young families, and senior citizens across Georgia. These programs have been the foundation for Rupured's continued research, publications, and national speaking engagements.

Rupured functions as a faculty mentor, providing county agents with the necessary support to attend and present their work at national and regional conferences. Furthermore, Rupured engages students in community outreach. He has arranged for financial planning majors to provide credit report consultations for Expanded Foods and Nutrition Educational Program staff; he has also facilitated the placement of volunteers with family and consumer science agents in county extension offices. These volunteers have gone on to improve significantly the financial literacy programming in Clarke, Houston, Muscogee, and Clayton counties.

Dr. Jane Schuchardt, national program leader with the Cooperative State Research, Education and Extension Service, USDA, said it best when she acknowledged Rupured's lasting contributions to his field: "Michael has changed the way colleagues across the nation provide extension programs. He has a way of creatively developing innovative programs to meet the needs of people."

2009 WALTER BARNARD HILL DISTINGUISHED PUBLIC SERVICE FELLOW

About the Award

The Hill Fellow Award is UGA's highest award in public service and outreach, and is comparable to a distinguished professorship. It recognizes sustained, distinguished, and superb achievement in university public service and outreach, and contributions to improving the quality of life in Georgia or elsewhere. The selection committee considers long-term achievements, special projects having extraordinary impact, and collaborative efforts. The creativity, impact, and superb nature of a Hill Fellow's achievements are of a magnitude that greatly exceeds the normal accomplishments of a productive faculty member. Similar to the Hill Award recipients, the appointee receives a salary increase of \$1,000 beyond the raise provided through the normal allocation process, and the appointee also receives a supplementary fund for use in the advancement of his or her program of work.

Like the Hill Award, the Hill Fellow Award is named in honor of Chancellor Walter Barnard Hill, who led the University of Georgia from 1899 until his death in 1905. His desire for more university involvement in the state of Georgia and his application of these goals and ideas helped pave the way for a modern land-grant university.



Keith S. Delaplane

College of Agriculture and Environmental Sciences

Keith S. Delaplane, professor and extension entomologist, is a world-renowned expert in beekeeping, an industry that contributes more than \$75 million to Georgia's economy each year. He has developed integrated pest management strategies that address diseases, pests and other factors that threaten to destroy or impair bee colonies. His methods have been adopted by the beekeeping industry at home and abroad to manage major honeybee pests.

In 1992, Delaplane co-founded the Young Harris College Beekeeping Institute, which is now home to the Georgia Master Beekeeping Program, and a honey judge certification program offered in cooperation with the Welsh Beekeepers' Association in the United Kingdom.

In 2005, he worked in with the Georgia Department of Agriculture to develop a statewide plan to prepare Georgia's emergency responders, beekeepers, and citizens for the arrival of Africanized bees. Today, he is an internationally recognized figure working diligently to find a solution for the decline of Honey Bee populations, an issue known as Honey Bee Colony Collapse Disorder (CCD). Delaplane, serving as project director, along with collaborators from other universities recently earned The University of Georgia a \$4.1 million award to begin mitigating the impacts of CCD on the world food supply. Additionally, Delaplane was selected as chairman and organizer of an expert panel reviewing the USDA's five-year research plan for bees and pollination.

Delaplane is committed to making significant contributions to the art and science of beekeeping. He is the author of more than 200 publications, including *First Lessons in Beekeeping*, editor of the world's most prestigious apicultural journal, and creator of the award-winning, internationally broadcasted television series, *Honeybees and Beekeeping: A Year in the Life of an Apiary*, which still airs after fifteen years. His website received more than 120,000 visits last year, and continues to be a testament to his value as a resource for both apiculturists and lay people.

For such contributions, Delaplane received the James I. Hambleton Memorial Award for Outstanding Research, the most prestigious award in North America for applied bee research given by the Eastern Apicultural Society.

County Extension Coordinator J. Keith Fielder captures Delaplane well in saying that "his willingness to look outside the box for inspiration and answers have allowed him to provide necessary and useful research-based information to an industry and an avocation which in recent times had been beset with enormous difficulty."



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