



Institute of Agriculture and Natural Resources — AT WORK FOR NEBRASKA

December 2007

From the Vice Chancellor

Hard to believe the end of 2007 is in view as we deliver this third issue of our new At Work for Nebraska newsletter.

I hope you're enjoying this quarterly newsletter, which provides brief nuggets of information on how the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln is at work for Nebraska. For more information on a topic, follow the link to the Web at the end of each brief.

We in the Institute also hope you'll browse our At Work Web site — atworkfornebraska.unl.edu. Click IANR Conversations for video on how IANR team members are at work for Nebraska all across our state.

As I look back over 2007, certainly the exciting independent study* of the Institute, which we call At Work for Nebraska and which was released early this year, is one highlight. That study found IANR provides a conservative 15 to one return on each state tax dollar invested with us.

In our state where one in three jobs depends in some way upon agriculture, the report said, "... *expanding the agricultural sector could benefit every county in the state. Agriculture and associated processing industries are highly diffused across every Nebraska county; therefore, the more direct and indirect effects of expansion in the sector are felt much more widely than with more narrow, geographically focused sectors.*"

Because it speaks well for Nebraska's future, this is one of the findings I enjoy most in the report: "*Much of what is required for 21st century success (innovation, technology transfer, human capital enhancement, productivity improvement, networking, and quality of environment and place) is directly addressed through the mission and operations of IANR.*"

The Institute of Agriculture and Natural Resources truly is at work for Nebraska. We are pleased to be Nebraskans' partners in helping our state grow.

John Owens
NU Vice President and
Harlan Vice Chancellor, IANR



Grounds for optimism

Nebraska groundwater levels may be on the mend. Recent UNL monitoring data show slowing declines and, in some cases, actual increases, thanks to above-normal precipitation and more efficient irrigation.



For more information: atworkfornebraskanewsletter.unl.edu/#optimism

Rust never sleeps



Soybean rust was identified for the first time in Nebraska in October. Confirmed in a southeast Nebraska field, the disease arrived too late to have any impact on the 2007 crop. UNL crop specialists will continue to be on the lookout in 2008 for the disease.

For more information: atworkfornebraskanewsletter.unl.edu/#rust

CASNR's enrollment up

Fall enrollment is up 11.7 percent at the College of Agricultural Sciences and Natural Resources, and officials are delighted. CASNR's increase of 152 students is the highest in academic colleges at UNL, partly through efforts of Nebraskans for Nebraska. The 100-member group provides a statewide message about student opportunities in CASNR. New degree programs, such as food technology for companion animals, also are attracting student interest. CASNR's increase is its largest since 1970, putting current enrollment at 1,455 students.

For more information: atworkfornebraskanewsletter.unl.edu/#enrollment



*No state tax funds were used in financing this study.

Not the retiring types

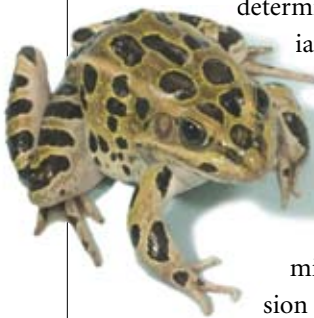
More than half of rural Nebraskans would like to retire early, but most don't expect to — and even when they do, many expect to continue working, according to the Nebraska Rural Poll.

For more information: atworkfornebraskanewsletter.unl.edu/#retiring

Leaping to aid amphibians

Frogs and toads help control disease-carrying insects, and skin secretions from some help treat cancer. But worldwide, 2,000 of the world's known 6,000 amphibians are threatened with extinction due to fungus and other environmental factors. UNL Extension is working with Omaha's Henry Doorly Zoo to

determine if amphibian problems exist in Nebraska. If amphibians are declining here, they want to determine why. Extension also collaborates with pet stores to test reptiles for dangerous salmonella bacteria.



For more information: atworkfornebraskanewsletter.unl.edu/#frogs

A masterful landscape exhibit at Nebraska arboretums

An exhibit drawn from the field-study sketch books of nationally recognized Heartland landscape painter Keith Jacobshagen, presented by the Nebraska Statewide Arboretum (NSA), brings the work of one of the state's greatest artists to a statewide audience. The sketches, paintings and journal entries in Jacobshagen's notebooks reveal a deep love of the land — offering a natural tie-in to the nine NSA arboreta hosting the exhibit in Brownville, Peru, Hastings, Crete, Chadron, Alliance, Fremont, Omaha and Lincoln through fall 2008.



For more information: atworkfornebraskanewsletter.unl.edu/#landscape



Red Carpet sweeping the state

A community's biggest proponents may well be front-line employees: cashiers, wait-staff, clerks and attendants. The University's Red Carpet Service program teaches front-line employees the importance of their role in bringing valued tourism dollars to rural, small-town communities. Red Carpet teaches awareness

and the importance of positive first impressions, attitudes, responses to travelers' needs and knowledge of local "hidden treasures" in promoting regional tourism.

The train-the-trainer approach makes Red Carpet Service different than other community hospitality/tourism programs. Extension educators and specialists working with the Nebraska Rural Initiative customize the program for individual communities and provide initial training. Front-line employees who are trained then teach the program again and again to others in the community, which multiplies the scope and benefits.

For more information: atworkfornebraskanewsletter.unl.edu/#redcarpet

Newsletter Info

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