

2018 reCONNECT

WSU COLLEGE OF AGRICULTURAL, HUMAN, AND NATURAL RESOURCE SCIENCES



HEART
of a
COUG



MESSAGE from the DEAN

In times of change, one thing will always sustain us: the larger-than-life WSU Cougar heart.

Courage, generosity, perseverance, humility, integrity, intensity, expertise, and service. These are some of the key traits that define what it means to be a Coug. They help us maintain our direction and power our forward progress.

These Cougar traits will also fuel the Drive to 25, our university-wide mission to be recognized as one of the nation's top 25 public research universities, and these traits will also prepare us to welcome and embrace new leadership in the college.

The next Dean of CAHNRS is Dr. André-Denis Wright, an outstanding person with the perfect skill set to lead the next chapter in the evolution of our college. As for me, I look forward to returning to research and the classroom after

five years of service as Dean of CAHNRS. It has been a great privilege to serve as Dean of this extraordinary college, and to be able to observe the outstanding accomplishments and successes of our faculty, staff, and students.

Contributions large and small, by individuals and organizations alike, provide substantial support for the success of CAHNRS Cougs, both in the classroom and in their futures after graduation. Cougs give in all manner of ways; they give of their time, their farms, their experience and perspectives, their skills and talents, and their dollars. In the pages of this issue of ReConnect, you'll read about the hearts of many real Cougars. The generosity of our alumni, the perseverance of our students, the hard work of our staff, the commitment to excellence by our faculty, and the courage and heart of so many members of our CAHNRS family: these stories provide vivid reminders to all of us about why we do what we do.

Please join me in celebrating the tremendous gifts our fellow Cougs have shared, and the heart with which they have done so.

Ron Mittelhammer

reCONNECT

2018

reCONNECT is published yearly by the College of Agricultural, Human, and Natural Resource Sciences' Alumni and Development Office.

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STAFF

Publisher

Ron C. Mittelhammer
Dean, CAHNRS

Editor

Marta Coursey

Writers

Christina Mangiapani
Seth Truscott
Scott Weybright

Photographers

Darrell Kilgore
Christina Mangiapani
Seth Truscott
Scott Weybright
WSU Photo Services
Matt Ziegler

Graphic Design

Gerald Steffen

Digital Designer

Lesa McPeak



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CAHNRS

HAPPINESS IN A CRANBERRY BOG



Stepping into a dry, crunchy cranberry bog in July, Malcolm McPhail inspects his crop every day to make sure the marble-sized, nutrient-packed berries are growing as they should.

The best qualities of a passionate spokesperson and experienced farmer manifest in Malcolm. He and his wife Ardell offer guests a glass of cranberry juice like other hosts offer tea or coffee.

"Cranberries are so good for you," said Malcolm, who proudly wears cranberry-covered shirts regularly. "I have several glasses of cranberry juice every single day. And I'm still farming at 82."

The McPhails own around 100 acres of cranberry bogs near Long Beach on Washington's west coast.

Before the bogs are flooded for harvest, cranberries are low to the ground and can be hard to pick. And while they know the ins and outs of a cranberry bog like few others, the McPhails are steeped in general agriculture knowledge as well.

Malcolm started his career as a WSU Extension agent, working 15 years in four counties around Washington. All the while, he kept a sign posted in his office that said "I'd rather be farming."

Taking a chance

In 1981, he and Ardell decided to take the plunge and go out on their own. They became farmers.

"A big part of it was putting my money where my mouth was," Malcolm said. "I wanted to prove that I could do what I was telling others they should do."

A fellow Extension agent encouraged Malcolm to go into cranberries, and he's been farming in bogs ever since.

"He considered buying a dairy farm, but I had no interest in that," Ardell said. "We bought our cranberry farm and have been thrilled with it."

The couple works their farm together, with Ardell spending time every year riding a 'beater,' the equipment driven through the flooded bogs that knocks the cranberries off their stems so they float to the top.

"I enjoy getting out into the bogs and helping bring in the crop," she said.

Dedication to Extension

Ardell, who earned a master's degree in adult and continuing education from WSU, also served as an Extension agent before they bought their farm.

"We loved working for Extension and helping so many people every day," Ardell said.

As they left Extension to start their own farm, they took knowledge-sharing skills and experiences with them. They got together with other local growers. They organized and hosted bog tours several times each year, allowing growers to share ideas and experiences.

"Part of Extension is getting people together, and we knew how valuable that is," Malcolm said. "We still meet once a month, and we meet with our local Extension expert as much as possible."

The McPhails have no interest in retiring. Working in the field is their passion, but now they've got help so they can travel to see family or visit friends. Two of their three sons are involved in the family business nearby.

Ardell also stays connected with her WSU Extension background by writing a newsletter for Extension retirees.

"Even though we didn't technically retire in Extension, it was and still is a huge part of our lives," Ardell said. "It's led us to where we are, and we couldn't be happier."



DONOR SPOTLIGHT

Go Cougs!

PURSuing PASSION

This pair leaves a legacy

The Velekes are a team, and just like their disciplines—horticulture and wine—they complement each other.

Patricia loves wine, and spent over four decades learning and growing with the Washington wine industry. Between pouring through *Wine Spectator* every month and traveling to tastings throughout the state as a Wine Specialist for Safeway, she gained a formidable passion for vino.

Arlen loves plants, as evidenced by several decades in the horticultural industry. During those years, he developed a cooperative for small nursery retailers so they could get the same price points as the big guys—and stay competitive.

It's the combination of these passions as well as a genuine affinity for WSU that prompted

the Velekes to create two endowments: one for Horticulture and one for Viticulture & Enology. Establishing these scholarship funds ensures that WSU students have the foundation to build successful careers in their industry, and solidifies Patricia and Arlen's legacy. A legacy characterized by their natural warmth, generosity, and undying Cougar heart.

As Patricia offers up a glass of one of Arlen's favorite wines—a Chateau Ste. Michelle Cabernet—he tosses another log on the fire. On the back deck, surrounded by potted plants and huddled around the crackling flames, the conversation is easy. That feeling, the one you get when you're amongst family, that's the feeling these two create. Because, for Patricia and Arlen, if you're a Coug, you're family.

Patricia & Arlen Veleke

LAND-GRANT LOYAL

I was very fortunate to have been raised in rural America and to have benefitted from the Land-Grant Act all my life: 4-H in my youth, an education at Iowa State, and employment at WSU.

In an ideal world, we provide for ourselves and others in need. Student support is important to me, which is why we established scholarships for Human Development students who study, work, and contribute to their home communities while pursuing their degree.

I believe a family financial plan includes saving and contributing to benefit our larger community. It all adds up.

~Joye



Joye & Don Dillman

Couple provides financial support for more than 40 years



I care deeply about what it means to be a land-grant University. I was raised on a farm in rural Iowa where a different land-grant university, Iowa State, made a huge difference in my life through its education efforts to improve farm and rural household practices.

This is my 48th year on the WSU faculty, and I appreciate very much the opportunity WSU has given me to help communities. By giving each year, I feel we are helping to fulfill the land-grant mission.

~Don



THEIR LEGACY IS ALL IN THE NAME OF A QUALITY EDUCATION

"We have absolutely no doubts that our financial wellbeing was made possible because of getting a quality education," said Faye Whitworth. "So we want to ensure that's possible for others as well."

Faye and Terry Whitworth decided to contribute to the health and longevity of the M.T. James Entomological Collection at WSU—for the benefit of future generations of both professional entomologists and students of entomology.

In retirement, Terry focuses on taxonomic work with blow flies. This is a diverse group of flies that includes forensically important species as well as some species that can be pests of birds

and livestock. Terry says the collection at WSU has been indispensable for his research. The collection houses over 1.25 million insects and ranks as one of the largest research and reference collections in the Pacific Northwest.

"Borrowing specimens from the WSU collection has been really important for my taxonomic research over the years," Terry said. "I've donated many specimens to the museum as well. It's an extremely valuable and excellent resource."

The love of land-grants developed long before all that, however. While earning their bachelor's degrees in Missouri, Faye and Terry met, married as sophomores, and moved West. At Utah's land-grant university, Terry got a PhD in entomology and Faye got a master's in history and social sciences. Once they completed their degrees, they moved to Washington where Terry began working as an entomological consultant and Faye got a high school teaching job.

Terry and Faye have never stopped learning; graduating college was just a step in their educational journey. As an educator for 37 years in Spanaway, near Tacoma, Faye cited a love of learning as a major driver for their giving habits. And also a love of the land-grant mission.

"We're very invested in science that solves problems, science with real-world applications," said Faye. "Taking what we know and actually using it in the real world is very important to us. That's what land-grants do, and we support that."

"The Puyallup Extension Service is a good example of how universities can reach out to help the public; we're lucky to have the Experiment Station nearby," Terry added.

It's that attitude, and that gratitude, that makes a Cougar's heart swell.



Retiring?

Marriage, children, career move, grandchildren, retirement.

Our lives are full of life-changing moments that make us stop and reflect on taking care of the people and causes that mean the most to us. Wherever life leads you, consider being a part of creating a bright future for Washington State University through your estate plans.

Call the WSU Foundation Gift Planning Office at 800-448-2978 or visit foundation.wsu.edu/giftplanning to create your legacy today.

WASHINGTON STATE UNIVERSITY  FOUNDATION

Let's Build Something Together

Perseverance is a defining characteristic of a WSU Cougar. Lee Mendez knows all about it. Establishing an organic greenhouse on the WSU Pullman campus takes a lot of it, said Lee, President of the Organic Agriculture Club.

"Before I came to WSU and people would say 'Go Cougs!' I didn't really know what that meant. And now I totally understand it," he said. "This experience has really taught me what being a Coug is all about."

Building an organic greenhouse has been an interdisciplinary, collaborative learning opportunity—from conceiving the idea to procuring funding to manufacturing plans to physically building it. To tell the story of this process, Lee has to prepare: he breathes in deep and shakes his head slowly.

"What it takes to actually build something, and the amount of people who are involved...it's a ton of work," he said. "Having the support of professors and the excitement surrounding the project really made it worth it, and made me appreciate not having to do it all on my own."

The work started when the Organic Ag Club noticed something troublesome: they weren't retaining members from year to year. So they racked their brains for ways to keep students invested and active in the club. The answer? Their very own, dedicated organic greenhouse.

"At Wenatchee Valley College, we had a greenhouse. I was able to apply what I was learning in my ag courses in that greenhouse," Lee said. "It really had an impact on me, so it seemed like a no-brainer."

But that seemingly simple idea turned out to be a bit more complicated in practice. After securing funds for the kit to build the green-

house from the Environmental Sustainability Alliance—a student group working to promote sustainability and environmental stewardship at WSU—the real work of logistics, location, and labor began, totaling more than three times the cost of the greenhouse itself.

"At first, we felt completely disheartened," Lee said. "But then we started brainstorming ways to cut down that cost. With in-kind donations and added cost-cutting measures, we were able to get the total project cost down significantly."

While the money was definitely an obstacle, the Organic Ag Club never lost sight of why they were building something together.

"We want to leave a legacy. We want to see other students get the same depth of understanding and develop the same love of agriculture—that's what the greenhouse is for," Lee said. "Not to mention how much I appreciate what this school has already given me. The quality of education, the professors, being involved in this project: it makes me want to give something back."

Along with perseverance, giving back is a big part of what makes a Coug a Coug.

"This school is full of researchers pushing the boundaries of science and full of students who are seriously here to make a change in the world. These are humble people trying to make something of themselves—building a foundation for the future," he added.



Lee Mendez, president of the WSU Organic Agriculture Club



GIFT COMES FULL CIRCLE

It's been a long, hot summer. Don Tapio's fir trees are bursting with new growth, and growing fast.

Armed with shears and a sharp knife, Don ventures into the marching rows of trees on his farm near Rochester, Wash., to carefully snip, prune, and shape, ensuring these firs will have that classic holiday look come Christmas.

The annual round of care is hard work, but also great fun for Don, who loves the labor of maintaining his family's 115-year-old farm.

"It changes every day," he said.

Don grew up here, before the firs, when it was a dairy and berry farm. Over his 36-year career as a WSU Extension agent, this place has been a home base and a living laboratory that helped him understand what fellow growers and landowners face.

Today, it's also his principal means of helping his community, and paying back a gift from 50 years ago that changed his life.

The gift

Tall, slim, and fair-haired with an easy smile, Elwood Walter Kalin Sr., was more than just a professor to his horticulture students at WSU.

"We were like family," said Don.

Elwood—"Woody" to his friends—constantly sought ways for his students to learn and grow, regardless of how that affected his time or his pocketbook.

Every Saturday, he drove his students to the wholesale floral houses in Spokane to learn how to judge flowers. The team

he coached traveled the Northwest and became a national winner.

Back home on Don's farm, money was tight. His father, John, worked at an Olympia plywood plant to pay the bills. During Don's sophomore year, John lost his job, jeopardizing his son's budding college career.

Woody came to the rescue, arranging for Don to receive a scholarship from the Washington Federation of Garden Clubs.

The scholarship "was a godsend," said Don. "It came at just the right time, and gave me enough to stay in school until my dad could find work again. I never forgot it."

Later, Woody was instrumental in helping Don get a summer internship with Pierce County Extension.

"When I went to WSU, I had never been off the farm," Don said. "Woody sensed that. He wanted to get students like me out there to see what the world is all about."

That experience led directly to a more-than-30-year career as an Extension agent in King, Snohomish, Grays Harbor, Pacific, and Thurston Counties, as well as with the Washington Department of Agriculture.

The pay forward

Don's Extension work kept him busy and on the move. But when he was back on the Palouse during graduate school, he would often visit and chat with Woody.

"At the time, he was getting closer to retirement, and we eventually lost

touch," Don said. Woody died of cancer in 1993.

But Don did find a way to say thank you. Over the years, his Extension work often brought him in touch with gardening clubs and the nascent WSU Master Gardener program. Supporting these groups as much as possible became a point of honor for Don. Because he had never forgotten the help they had provided, through Woody, to keep him in school.

"My goodness, from King County, to Pierce, Snohomish, to Grays Harbor, there must have been hundreds of speaking engagements," he said. "I always did them as a payback to the clubs, and to Woody."

For the past ten years, Don has also donated his trees and cuttings to the Olympia Garden Club for their annual holiday wreath sales. Last year, the sales provided nearly \$5,000 in grants to elementary, middle, and high school gardening programs in Thurston County communities like Olympia, Lacey, Tumwater, and Tenino.

The sales also help fund the Washington State Federation of Garden Clubs scholarship for students.

Don's donations have made a huge difference, said Darlene Miller, Olympia Garden Club's grant chairwoman.

"Don is the epitome of 'paying it forward,'" she said.

Through his evergreen gifts, Don tends to young people's growth.

"It has come full circle," Don said. Woody would be proud.



↑ Professor Elwood "Woody" Kalin visiting a WSU greenhouse in 1953.

↓ Retired WSU Extension agent Don Tapio tends future Christmas trees on his Rochester family farm.



HEART — of — COUG

For many Cougs, the bond with CAHNRS is part of a family tradition that spans generations.

Meet three families whose Cougar heart draws loved ones together, honors past pioneers, and inspires a new class of Cougs.



Orlin viewing experimental, large-seeded camellia oilseed plants with student Holly Lane.

Thrill of learning comes home, with heart

Bouncing up a one-lane dirt track in the mountains of China's remote Yunnan province for nearly 14 hours in a government vehicle, Orlin Reinbold was a long way from home.

For three generations, his family's business, Landmark Turf & Native Seed, has helped farmers save their land from erosion and protect the environment.

Orlin's grass seed adorns the Mile High Stadium, where the Denver Broncos play. It covers major league ballfields, and the fairways and greens of the U.S. Open and the PGA.

Success, though, "that doesn't make me who I am," says Orlin. "Most of life is about associations, meeting people, understanding a culture—those are the real experiences."

So when he was directed to inspect grass seed farms in far-flung corners of China, the Spokane resident jumped at the chance. That meant long rides, late flights, and encounters with strangers, few of whom spoke English.

Taking stock at the end of a particularly exhausting drive, he paused for reflection. "What am I really doing here?" Orlin thought. Adventures like these, he decided, lead to deeper understanding.

*"If you're not learning,
it's no fun."*

~Orlin Reinbold

And Orlin believes that deeper understanding leads to world-changing advances. For his global pursuit of knowledge, commitment to continuing his family legacy, and desire to help young people expand their horizons, Orlin embodies the heart of a Cougar.

Legacy of learning, leading

Family traditions at WSU run deep. From his grandparents straight on down to his daughter, Orlin's family is full of Cougs. There's every chance that a fifth generation, Orlin's grandchildren, will also be Cougars.

But the WSU legacy isn't the only one this family keeps—they're also innovators.

It was Orlin's paternal grandfather, August, who was one of the first to plant winter wheat near Davenport. And it was August's ideas about conservation that spurred a visit to the family cemetery—one of the few places where native grass still grew—to compare the topsoil there to the topsoil in his own fields.

"He surmised that the fourth generation would never farm his fields because there wouldn't be any topsoil left," Orlin said.

That discovery fueled August to help set up regional conservation districts, which led directly to the family's grass seed business. August's seeds let farmers plant native grasses that stabilized stream banks and slowed erosion, still a major concern for Washington farmers.

Today, Orlin continues his grandfather's legacy by supporting efforts to breed new landscaping grasses

and explore resources in the 80-year-old seed vaults on campus.

At the new WSU Plant Growth Facility, Orlin got a hands-on look at experiments run by students of Michael Neff, head of WSU turfgrass research.

"I wouldn't be doing any of this without Orlin," says Neff. "Thanks to him, my students are getting real work experience. Along with financial support, Orlin gives me a lot of intellectual support and insight. He's shown me the challenges that his industry faces. It's a total collaboration."

With Orlin's help, WSU could become the leading center for drought-tolerant grasses that need little fertilizer or chemicals. Living lawns could protect our water resources.

"Let's be the university that does that!" he said. ♥

HOLLY LANE

Fundamental problem solver

Digging into the secrets of plant genetics, Holly Lane, a senior in agricultural biotechnology, sees herself as a problem solver.



"Taking a step back fills in the bigger picture," said Lane, who is gaining real, fundamental research experience thanks to funding from Orlin Reinbold. "If you know how something works, you can make it better."

Lane is part of Dr. Michael Neff's 'Big Seed' project, which looks at how plants make longer seedlings that can be planted deeper, helping them thrive.

"As a student, it's great to see that somebody in the industry thinks that what you're doing is important," she said. "You see that your dreams are valid." ♥



CONSTANT INNOVATORS

Learning never stops for brother-sister duo

As Carol Quigg and her brother Jerry Sheffels walk the field's edge at Wilke Farm, Jerry plucks an ear of grain, rolls it in his hand, and then examines it closely—with good reason. Crop discoveries made here will ultimately affect his nearby farm, and could change, for the fourth time in his life, the way he does business.

"The farmer who does it just like his dad, who did it just like his dad—that doesn't really cut the mustard anymore," explains Jerry. "Farmers today have to be flexible."

Both Jerry, a Lincoln County wheat farmer, and Carol, a Spokane Valley resident, 1958 Home Economics alumnus, and former WSU Extension agent, are fearless innovators. Because of that, they've both made a big impact here at Wilke Farm and on WSU's Agricultural Technology & Management undergraduate program, or AgTM.

Little sprouts

Last spring, Carol watched in delight as third graders at Pullman's Sunnyside Elementary were quizzed by student members of the AgTM Club, who taught the youngsters lessons on food, farms, and science over the course of the semester.

"Their arms were shooting up," she said.

"They saw the full circle, from planting to harvest to food," said Jim Durfey, AgTM advisor.

Then, the group of more than 100 kids, dubbed "The Little Sprouts," munched on the fruit of all that knowledge: fresh-made hummus. Carol sponsored it all, challenging WSU students to bridge education and agriculture.

"I'm not an active farmer, but I am very interested in education and agriculture," she said.

Right out of college, she worked as a WSU Extension agent in Whitman County.

"Working with farm people is a very special thing," said Carol, who treasured the community spirit and work ethic she encountered. She formed friendships that last to this day.

One of Carol's biggest life lessons is that learning never stops, and that education has to change with the times.

"We can't be hidebound," she says. "There's too much at stake."



The partnership

At Wilke Farm, every crop planted by WSU Extension agent Aaron Esser grows with the aim of improving the soil, saving money, and boosting farmers' bottom lines.

Jerry and Carol are Esser's partners, helping support the farm in many ways. Most recently, they funded a new multipurpose building to be named "Roger's Shed" in honor of Jerry's late son, a CAHNRS alumnus killed in a plane crash in 2001. The new building will store equipment and provide a meeting place for farm events.

"For me to be successful, it takes people like Jerry and Carol, who are willing to step up and stick their necks out," Esser said. "Down the road, that benefits everyone."

"I think they're visionaries," he added. "They're leaving a lasting impression for generations to come." ♥



Family Inspires Statue Builder



"My first memories of Washington State were going to the football games, which always included a visit to Butch's den to see the live cougar," remembered Gary Schneidmiller, a 1973 School of Economic Sciences alum.

"Cougar Pride," the four-ton bronze mountain lion that adorns the entrance to WSU's Martin Stadium, sits exactly on the spot where Butch's den housed those original real-life felines in years past. If you've ever posed for a photo in front of this huge, regal cat, you have Gary to thank for it.

Honoring family, tradition

After earning a business degree from WSU in 1971 and a master's degree in agricultural economics before entering real estate, Gary stayed involved with his fraternity and the university. When he was handed the plans for the remodel of Martin Stadium, an idea struck him.

"I noticed a blank spot labeled 'art piece,'" he said. "The moment I saw it, I realized this could be a way to honor my parents. 'Cougar Pride' was the perfect representation of a WSU tradition, in the perfect place."

Created by two Spokane artists, Mike and Chester Fields, "Cougar Pride" honors Schneidmiller's parents, the late Manuel "Mannie" and Gladys Schneidmiller. Both were dedicated Cougs.

Back to the land

Gary's parents both grew up in large homesteader families who valued hard work and education.

Mannie graduated with a WSU agronomy degree in 1941, then promptly went to Quantico, Virginia, to become an officer in the US Marines. During World War II, he rose to Lt. Colonel, commanding landing vessels at Tarawa, Tinian, Saipan, and Okinawa—some of the bloodiest battles of World War II. After the war, Mannie returned to Washington and built a large grass seed business in the Spokane Valley area with his brother Elmer, also a Cougar. It's still in the family today.

Gary's mother, Gladys, received a scholarship to Washington State, but family finances led her to attend a Spokane business school, where she could



Gary Schneidmiller, '73 Economic Sciences, holds a photo of his father, Mannie, who served as a Marine in World War II. The original statue, built to honor Gary's parents, has pride of place next to Martin Stadium.

work her way through. Education was always her passion, and Gladys was an enthusiastic volunteer for local school boards. Mannie, too, sat for nearly 30 years on water district, highway district, and professional associations.

A lasting legacy

Mannie and Gladys were both benefactors of WSU, giving generously to support the university and many other organizations. Gladys and Mannie's most lasting legacy is a scholarship fund that has supported nearly 20 WSU students through college.

"I want the students who get this to stretch a little bit," Gladys told Gary, "but still have it easier than it was for me and your dad."

Not a single recipient has failed to graduate.

"It's hard to believe that it's all a reality," wrote current WSU recipient Ethan Payton. "I hope I make your family proud as I take this next step."

"You didn't know my mom well," Gary replied. "But she would have been—she is—so excited for you." ♥

Dean's Excellence Fund

SMALL GIFTS. BIG DIFFERENCE.



FUND FUELS STUDENT PASSIONS

The Dean's Excellence Fund translates small gifts into big differences. Created by many donations over several years, the fund supports students who show passion for education and a desire to help others, all in the face of out-of-the-ordinary challenges.

Each year, CAHNRS academic departments nominate students for the award and the Dean chooses two recipients: one undergraduate and one graduate student.

Breaking down barriers



Growing up in north-west Pakistan's Khyber Pakhtunkhwa province, **Shima Bibi** watched her fellow girls drop out of school, while boys stayed in class.

"That did not seem right," Bibi said. "I was determined to make a difference."

Encouraged by her teachers and family, she stayed in school, led her classes in grades, and ultimately became an international scholar.

In 2017, Bibi was the first recipient of the Dean's Excellence Scholarship, which powered her vital discoveries in digestive health at the School of Food Science. Graduating last fall, she continues to pursue science in Pakistan, where she plans to make a difference for girls just like her.

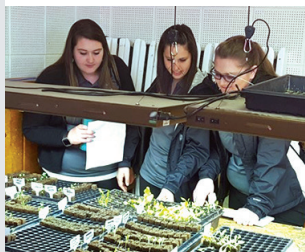
Making his father proud

"I learned to value the smallest of things," says **William Navarro**, current undergraduate recipient of the Dean's Excellence Scholarship. The junior in Animal Sciences and aspiring veterinarian grew up working in the apple orchards, farms, and feedlots of central Washington.

"Working for a feed yard sparked my interest in animal wellness," Navarro said. "But I never thought I would leave town, let alone continue my education."

When William was 11, his father, Guillermo, died.

"It was probably the toughest hardship I have ever endured," he said. "That's why I try to be the best I can in life. I want to do well in school, so my father can look down on me and say he's proud."



Training future ag teachers

Excellence funding sent students **Mariah Julson, Megan Blyzka, Reni Lucido, and Shania Simons** to Wyoming last spring for the National Association of Agricultural Educators conference.

There they learned how to find a mentor, manage their finances, supervise livestock projects, or run a lab and a mechanic's shop—indispensable skills as they begin their careers.

"Thanks to the funding, we were able to attend the entire conference and the students were really able to gain the full experience," said advisor Candis Caraway. "This was a great way to help them transition from being students to being agricultural educators."

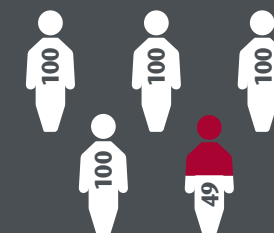


Interested in fueling passion? Contact Britta Nitcy at nitcy@wsu.edu or 509-335-6479 to contribute to the Dean's Excellence Fund.

2017 BY THE NUMBERS



Donations came from 36 States & British Columbia



449

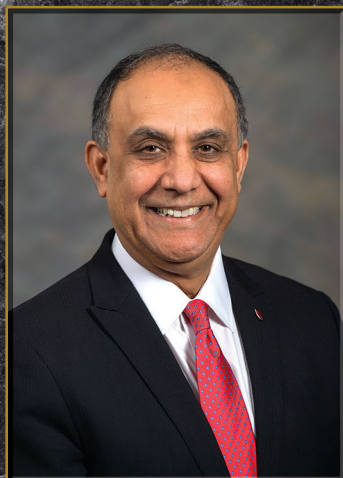
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Smallest and Largest Gift Amounts

WALL OF HONOR

From a small farm to global diplomacy, a Cougar comes home



Asif Chaudhry grew up on a small subsistence farm in Pakistan and spent most of his career working for the United States government on four continents. But it's his years at WSU he calls the most transformative and influential of his life.

"When I landed in the US, it was a cold winter morning in January, 1983," said Chaudhry, who earned a PhD in agricultural economics from WSU in 1987. "Something happened in my four years here. I gained a level of confidence and academic background that left me feeling like I could accomplish anything."

Two years ago, after spending 27 years as a senior foreign officer in the US departments of State, Defense, and Agriculture, Chaudhry came back to Pullman to become WSU's Vice President of International Programs.

"My life has been unreal, like a dream," Chaudhry said. "When I go back to my village in Pakistan, I almost have to pinch myself thinking of the life I've led. And much of that was made possible by this university."

Last spring, CAHNRS honored the life and career of this incredible alum by naming him to the college's Wall of Honor. The wall recognizes outstanding academic and professional achievements of alumni, volunteers, and leaders who have been extraordinary legacy builders.

Individuals honored on the wall serve as an inspiration and role model for students, staff, faculty, and administrators through leading by example and serving as a leader.

"From day one, I felt like I was home at WSU," Chaudhry said. "And I want to help bring new students here from around the world. This university is a part of me, and I think Pullman is the most beautiful place in the US. This town has always been so welcoming to international students from diverse backgrounds. Living in a place like Pullman and being affiliated with this extraordinary institution makes life very special indeed."

PASSION FOR FRUIT YIELDS BUSINESS VENTURE

Craig Campbell loves growing apples and pears at Harmony Orchards, the orchard his family has owned in the Yakima Valley since the 1920s. His love of tending fruit trees grew into a budding interest in hard cider.

"I hadn't had much cider prior to opening the cidery," said Campbell, who is co-owner of Tieton Cider Works in Yakima. "My interest is in growing the fruit, both apples and pears, that we use to make cider. But I really like to drink it now."

Campbell, a 1973 WSU grad who majored in horticulture, grew up on the farm in an agriculture family and is the third generation of his family to attend WSU.

"WSU is a great school that my family has a long relationship with, and they do great work with tree fruit," Campbell said.

To show his appreciation, Campbell and his wife Sharon donated support for two scholarships to help the next generation of students in WSU's Department of Horticulture.

This year, the recipients are Joaquin Orlando-Huerta, a senior from Yakima, and Jesus Rodriguez, a senior from Chelan.

"My passion is growing fruit, and I want to help young people if that's what they want to do, too," Campbell said. "We need more educated people and WSU will definitely provide the necessary tools for the next generation to succeed."



Campbell used his horticulture degree in the tree fruit industry for several years, working for a distribution company in San Jose, Calif. Later, he started his own business, CDS Distributing, Inc., and spent 30 years living in the Bay Area.

He returned to Washington to take over the family orchard. And when a friend talked about an increasingly popular drink called cider, the idea for Tieton Cider Works was born. Campbell grew and tested 40 varieties of cider apples to see what grew best in Washington. He's whittled that down to about eight apple varieties and eight pear varieties.

In addition to regular apple cider, Tieton makes pear cider (often called 'per-ry') and a variety of other ciders that include fruits like apricots, cranberries, and cherries.

"I took what I learned at WSU and turned that knowledge into the highest producing and tastiest cider varieties," Campbell said.



Adopt-a-Coug

Coug-shaped hearts are forged right here at Washington State University, as the Cougar spirit draws in folks from all backgrounds and walks of life. It's the traits of a Cougar that set apart their hearts from others: Service. Courage. Perseverance. Humility. Generosity.

Mandy Minick and Patricia Veleke are living proof.

Exhibiting genuine loyalty and affection for Washington State University with a special understanding of Cougar spirit, Mandy and Patricia are Cougs at heart. So we've made it official: both have been adopted into the Cougar Nation.



Do you know someone who didn't attend WSU but has the heart of a Cougar? Nominate them to be recognized with an Adopted Cougar Award by contacting the Alumni Association at 1-800-258-6978. Learn more by visiting alumni.wsu.edu.



Patricia Veleke (L) and Mandy Minick, with husband Dave (R), are officially adopted into the Cougar family.



Members of AMDT's winning student design team. From left, Jenny Chan, Kaisha Bauer, and Leah Schwallie, worked with WSU First Lady Noel Schulz to create spirit wear for professional women that will now be sold at the Compton Union Building on the WSU Pullman campus.

SHOW YOUR SCHOOL SPIRIT WITH PROFESSIONAL COLLEGIATE WEAR

AMDT

More than 1,000 WSU women, including alumni, faculty, and regents, joined WSU First Lady Noel Schulz and students in the Department of Apparel, Merchandising, Design and Textiles to create new spirit attire that enables professional women of every shape and size to show their Cougar colors with pride.

The clothing that sprang from their partnership will be available for purchase at the WSU CUB store in Pullman.

A need for options

Last fall, teams of AMDT juniors competed to design professional clothing with collegiate flair for women over 30, including plus sizes.

The competition began with an idea from WSU First Lady Noel Schulz. Newly arrived from Kansas State, and needing to swap her

purple Kansas wardrobe for crimson and gray, Schulz noticed a gap in the market.

"There are few professional clothing options for women over 30, outside of game day attire," said Debbie Christel, the AMDT assistant professor who led the class.

The numbers speak for themselves: More than a thousand women took part in an online survey crafted by the students to share their clothing needs.

"People really embraced it," said Schulz.

"If you're wearing Cougar colors, we want you to feel proud," said Kaisha Bauer, a design and merchandising major on the first-place team, whose Chanel jacket is now available at the CUB.

"Most people have to work for years before that happens," said Christel. "Our students are real designers now."

Touchdown for perfect spuds

Alumni tailgate bash feeds WSU potato research

Washington grows more potatoes per acre than any other state, and our \$4.6 billion spud industry turns out the best ones in the world. Neighbor state Idaho, home of the Boise State Broncos, is famous for its number one cash crop, with more than 13 million pounds of potatoes harvested annually.

So it wasn't surprising that fresh, hot French fries were the hit of the party last fall, when the J.R. Simplot Company and the Washington Potato Commission hosted a tailgate bash for alumni from WSU and Boise State on Sept. 9 on the Hulbert Hall Plaza.

Both organizations support CAHNRS researchers in their quest to breed better potatoes and halt devastating virus and insect threats, like the tiny Psyllid insect—which spreads a disease called zebra chip that leaves potatoes with black lines, a bitter taste, and no chance of being sold.

Scientists like horticulture professor Rick Knowles help Northwest farmers grow spuds that not only resist heat stress and disease but also stay fresh longer and grow to the ideal size, shape, and texture for perfect French fries and other value-added products.

"Working with partners like Simplot ensures our research is directly useful for farmers and industry," he said. "These partnerships help our



Mighty potatoes: Partners from the J.R. Simplot Co. presented their finest fries at the Simplot-Washington Potatoes Tailgate Party, held prior to the Boise State football game Sept. 9 in Pullman.

students work on real-world problems that increase the competitiveness of the potato industry, adds value to their research, and can also lead to new career opportunities."

The ongoing partnership with the Commission and Simplot also produces environmentally sound farming practices, new irrigation and harvest techniques, and better equipment designs.

The end goal: better spuds and happier farmers. Now that's an idea that anybody, Cougar and Bronco fans, can sink their teeth into.



Spice it up with WSU SEASONINGS & RUBS

Whether you want to infuse your kitchen creations with flavor or spice up your grillin' game, Washington State University's got you covered. The WSU Department of Animal Sciences has officially released WSU Seasonings & Rubs.

These curated blends can replace an entire spice rack. The WSU Espresso Seasoning & Rub pairs perfectly with steak, pork, salmon, and chicken, combining espresso and peppers to provide a smoky, robust complement to the meat. The WSU Everything Seasoning is a tasty addition to any meal, promising to take your dishes from ordinary to exceptional.

BOTH seasonings are available at Cougar Quality Meats through WSU Premium Beef; WSU Connections stores in Everett, Spokane, and Pullman; Dissmores IGA, Ferdinand's Ice Cream Shoppe, and Crimson & Gray in Pullman; the Dahmen Barn in Uniontown; and online:
connections.store.wsu.edu.





Donation seeds the future with genetic diversity

Bruce Tainio's family and family business, Tainio Biologicals, Inc., have donated thousands of varieties of seed germplasm that he created over several decades as a geneticist near Spokane.

"Bruce worked with WSU professors for years," said Steve Becker, chief science officer at the company and Bruce's son-in-law. "He loved how WSU became such a respected leader in sustainably growing crops and respecting the soil for future generations."

The donation includes seeds of different varieties of wheat, peas, barley, sunflowers, onions, and more, said Marc Tainio, Bruce's son and customer education officer at the family business.

"Dad began creating this seed library in the 1960s, about 20 years before he started Tainio Biologicals," Tainio said. "We're so happy his work will be saved and used in the future. It's a treasure trove of genetic diversity in seeds."

Over 1,000 seed varieties went to WSU's Twin Vista Ranch in Nordland.

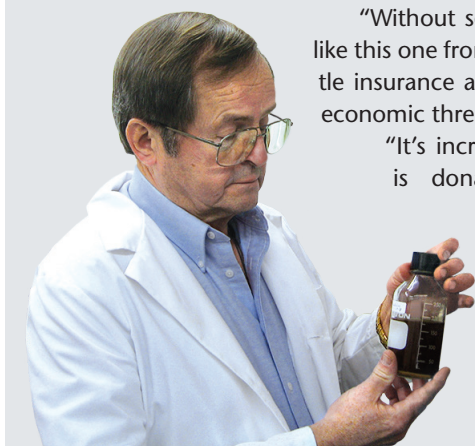
"We'll grow many of these to see if they could be useful to farmers on the Olympic Peninsula, and then keep those as a seed bank for local farmers," said Laura Lewis, director of WSU Jefferson County Extension.

Seed banks are backups for our food security, Lewis said. Keeping seeds from multiple variations of the same crop creates a source of different genetics. Genetic diversity is essential in case new pests or diseases emerge, or if new traits are preferred.

"Without seed banks and germplasm collections like this one from the Tainio family, we are left with little insurance against ecological, environmental, and economic threats to our food system," Lewis said.

"It's incredibly thoughtful, the way his family is donating this collection without any restrictions. It benefits both WSU and small farmers," Lewis said. "Our mission is to make sure seed is publicly available without complications."

Bruce Tainio in the lab.



Economic connections that add up

Relationships built at WSU have life-long impacts.

"My career and friendships continue to be enriched from my relationship with this university," said Bruce Penguber, 1973 Agricultural Economics alum and the president of Globalwise Inc., an agricultural economic consulting firm. "I use my education every day in my work, and I developed so much during my time as a student at WSU, so now I give back however I can."

For Penguber, part of giving back to his alma mater means serving as chair of the School of Economic Sciences (SES) Friends Development Committee.

The committee is a group of alumni and friends whose primary goal is to connect with its alumni base. But their mission goes beyond fundraising.

"We foster ideas and facilitate information exchange between businesses, alumni, and faculty," Penguber said. "And the money we raise provides scholarships and learning opportunities for students. It's incredibly fulfilling work."

SES faculty members appreciate the ability to stay in touch with alums as well.

"If we didn't have this committee, we would have far less interaction with our alumni," said Richard Shumway, an SES emeritus professor and faculty liaison to the committee. "They greatly impact the school's continuing connection with our graduates."

Each fall, during WSU's Homecoming Weekend, the committee hosts three big events on the Pullman campus.



Bruce Penguber, center, '73 Agricultural Economics, talks with students, including Economics graduate students Isaac Duah, left, and Boris Houenou, right, at the 2017 School of Economic Sciences Colloquium.

The first is a career discussion where current students interact with a panel of visiting alumni to learn what they do and how they use their education.

The second is a lecture and discussion, where the committee works with the school to bring in speakers to address alumni, faculty, and students on important contemporary economic topics.

Finally, the committee hosts a banquet and auction to recognize outstanding students and alumni, and to raise money for the school.

"I love this university," Penguber said. "My parents, brother, sister, and two children went to WSU. I'm happy to support the type of experiences that helped me so much as a student. And it's a lot of fun working with other graduates to benefit this important program."



Meet Forest. He's a future Coug.

How do we know that? Well, those proud parents behind him—Lee and Hayley Mendez—they met, fell in love, and pursued their passions at WSU. The knowledge and experience Lee gained in Organic Agriculture and Soil Science prepared him to return to Wenatchee to help the tree fruit industry he grew up working in. Hayley's degree in Landscape, Nursery, and Greenhouse Management with a minor in Horticulture is the foundation for the family's dream of starting their own farm.

So how do we know Forest will be a Coug? Because Washington State University is where futures are forged.

Tell us your story.

CONNECTING WITH CAHNRS



KEEP UP with what's happening in CAHNRS.



CONNECT with former classmates and professors.



DISCOVER internships or jobs openings in your field.



SHARE your #CougHearted stories with us.