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## Upcoming Events

### January

- 18th-MLK Holiday
- 19th-Spring semester starts

### February

- 2nd-Retiree Coffee
- 8th-10th SAEA

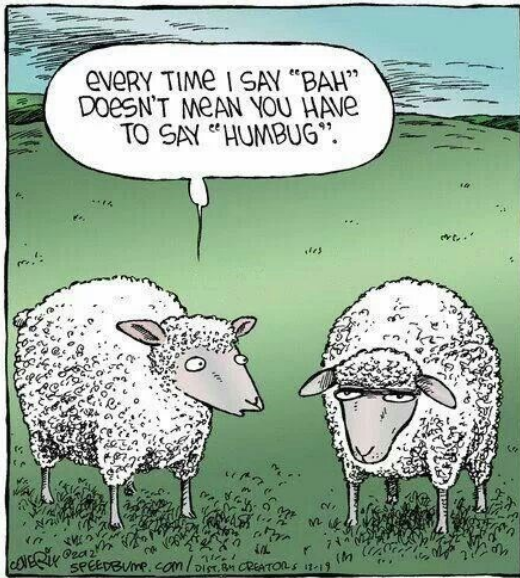
## *Rosson's Roundup*

The week before classes has been jam packed with activities-preparing for the departmental review, reviewing materials for the MAB review, RPTS search committee, a department head workshop, the Extension Conference and the Vice Chancellors Awards ceremony. Congratulations again to the Extension Farm Bill Team and the AFPC for their efforts that were highlighted at the conference. Congratulations also to Mac Young and Marco Palma who received Superior Service Awards.

I want to focus on a couple of the sessions at the conference that seemed to be very relevant to what we do. While the theme of the conference was Growing a Healthy Texas, there were two consecutive sessions on Myths and Facts About Agriculture and Food Production. Members of the panel were Jason Skaggs (Texas and Southwestern Cattle Raisers), Darren Turley (Texas Association of Dairymen), Wayne Cleveland (Texas Sorghum Producers), Steelee Fischbacker (Texas Wheat Producers), Brandon Gunn (Texas Pork Producers) and David Gibson (Texas Corn Producers). Members of all of these industries have faced extreme adversity from things ranging from weather, disease, food contamination, misinformation and outright deception. The purpose of these sessions was to explore ways for AgriLife and industry to work together to get sound research-based education to the public to deter some of these myths. What came through clearly to me was that there is a role we can have for both research and extension, but it may need to take a bit different form than in the past. Some of the 'take away' ideas from these sessions were: (1) being able to communicate more effectively with a more diverse audience; (2) seek better methods to reach the public and policy makers; (3) work on building trust with the consumer; (4) more effective messaging-concise, fact-based, unbiased, credible and action oriented; and (5) relating to a different constituency than in the past-younger, urban, connected to the world, aware and better educated. These are some significant challenges we face and close cooperation with industry, consumer groups, policy makers and the media will be important in designing highly effective and impactful research and extension programs. I think we can expect more opportunities to pursue some of these challenges in the near future.

As we get ready for next week, please remember to post your syllabus in Howdy. I've met with some of our new transfer students this week and they are eager to learn! We are expecting about 103 new undergraduates this semester, so look for some new faces in the halls and welcome them to campus.

Enjoy the long weekend and see y'all next week!



## Upcoming Birthdays

David Ernstes	1/15
Suzy Pryor	1/20
Sandra Norman	1/24
John Siebert	2/01



**Thank You!!**  
**Anonymous Donor**  
**& Candice Foster**

*for hosting Friday coffee*



## Position Announcements

**Assistant Professor**, Environmental Policy at Northeastern Illinois University, Department of Geography & Environmental Studies. Tenure track, PhD is required by time of appointment. The successful candidate will play a leading role in the department's environmental policy and management track of the Environmental Studies B.A. Send letter of application, curriculum vitae, statement of teaching philosophy and research plan, and contact information for three references (at least one addressing teaching effectiveness) to [ges-search@neiu.edu](mailto:ges-search@neiu.edu) with subject "Environmental Policy Position." Please attach all of your application materials as one PDF file. Priority will be given to applications received by February 1, 2016. Appointment begins August 2016. For more information please consult <http://ges.neiu.edu>.

**Extension Agricultural Economists**, Kansas Farm Management Association, Northeast. This is a joint appointment between KFMA NE and K-State Research and Extension. Holton and Hutchinson, Kansas. Plan and develop an Extension educational farm business management program for commercial farms cooperating with the Farm Management Association in Northeast Kansas. Send cover letter, resume, and official transcripts; and, arrange for three letters of reference to be sent. Application material may be sent electronically to Mary Huninghake ([mhuningh@ksu.edu](mailto:mhuningh@ksu.edu)). For more information contact: Kevin Herbel, Administrator, Kansas Farm Management Association Program. Office/Mobile: (785)532-8706; or, e-mail: [kherbel@ksu.edu](mailto:kherbel@ksu.edu). The KFMA program website is [www.agmanager.info/kfma/](http://www.agmanager.info/kfma/). Screening of applications will begin on March 4, 2016. The starting date for the position is on or after May 1, 2016 and is negotiable with the KFMA, NE Board of Directors and KFMA Administrator.

The Office of Energy Policy and Innovation at the Federal Energy Regulatory Commission is currently recruiting for an **Economist** (GS-110-11/12/13). The posting opened Monday, January 4, 2016 and closes on Monday, January 25, 2016. Please click link below or go to USAJOBS or [www.FERC.gov](http://www.FERC.gov) for additional information.

[Click here for more position announcements](#)

Faculty, staff, and graduate students are encouraged to submit articles and photos on current events

Deadline for all submissions is noon, Thursday.

Please send your information to [valnoyes@tamu.edu](mailto:valnoyes@tamu.edu)