**UNIVERSITY OF FLORIDA** 

# CALS Connection

**CALS And CLAS Host New Marine Sciences Major** 



# LETTER FROM THE DEAN



# **Engage and Give Back**

e often forget to stop and think about how lucky we are to be Gators and to have (or have had) access to all the University of Florida has to offer. In our last issue, we highlighted some of the many opportunities in the College of Agricultural and Life Sciences and the Institute of Food and

Agricultural Sciences. CALS students have the opportunity to study abroad, engage in research, take classes on almost any topic imaginable, hone their leadership skills or participate in a huge selection of student clubs – to name just a few of the possibilities. And while college is a time to take advantage of these opportunities, it is also a time to reflect on who we are and who we are becoming. More than just a collection of "activities," the opportunities available in CALS are an invitation to engage fully with the campus and community. When we do so, we often grow in unexpected ways. Further, it is a chance to give back to those who helped us along the way and to pay it forward to those who need our help.

In this issue, we highlight some of the many ways that CALS alumni and students are engaged and giving back. The CALS Ambassadors – who give willingly every day – visited China. A new program, the Dean's Circle, allows our alumni to give back and support student programs. Some of our excellent food science and human nutrition graduate students are giving back with a curriculum to help children eat well and be active. Agricultural education students and alumni are covering Union County High School football on the radio. A CALS alumnus, Barrett Keene, is walking across the country to raise money for orphaned and abandoned children.

These and many more stories demonstrate the ways that CALS is engaged globally and across Florida. I invite you to become engaged with us and make a difference!

Go Gators!



Teresa Balser Dean

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# **Graduate Students Encourage Youngsters** to Eat Yummy Foods

BY CHELSEA POINDEXTER

ood science and human nutrition graduate students are creating an interactive nutrition curriculum for public elementary schools to promote healthy habits in kids.

Youth Understanding MyPlate (YUM) was designed to introduce nutrition concepts to pre-kindergarteners through second graders. The goal of the curriculum is to encourage children to eat a healthy, balanced diet and to be physically active.

The United States Department of Agriculture replaced the Food Guide Pyramid with MyPlate in June 2011. MyPlate is based on the 2010 Dietary Guidelines for Americans, providing food and physical activity recommendations for targeted age groups.

YUM was created in 10 months by five food science and human nutrition graduate students and two faculty members and was unveiled in June 2011. Students were given a group assignment to create a hands-on curriculum to earn credits for their health and wellness education course. The students collectively came up

elementary school.

with the six-lesson curriculum.

ment, each individual doodling our

own designs," said Lauren Headrick,

graduate student. "We weren't exactly

sure what the curriculum was about. We just knew it regarded nutrition.

We wanted to make the YUM logo fun

"We started out with the logo develop-

The YUM curriculum is aimed at children

as of now, but will hopefully develop in

and kid-friendly. We used the colors of the MyPlate food groups and an orange to represent the state of Florida."

YUM is divided into six lessons, progressing in complexity from the younger to the older age groups. Each lesson contains grade-specific learning programs and nutrition physical activities, a recommended children's book, a letter to parents, a healthy snack that pertains to the lesson and a worksheet.

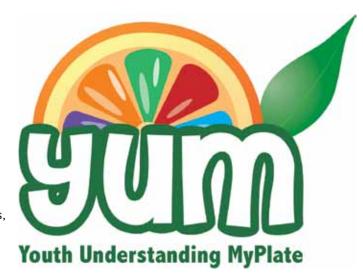
"The lessons were originally focused around the Food Guide Pyramid but had to be redesigned around MyPlate," said graduate student Cassie Gaisser. "I was relieved my lesson fit perfectly into the MyPlate program, since we had worked diligently on the curriculum for the past 10 months."

Headrick was responsible for the

lesson "Delicious Dairy," teaching children what is in the dairy in pre-kindergarten through second grade group and the importance of drinking 2.5 cups of milk every day the future to educate children throughout for strong bones and teeth. Gaisser was responsible for "Create your

> Plate," taking everything the students learned to create their own MyPlate.

"Designing a curriculum for the kids to grasp onto and understand took many months of revising and pilot testing." Gaisser said. "The YUM curriculum is aimed at children in pre-kindergarten through second grade as of now, but



will hopefully develop in the future to educate children throughout elementary

Twenty-eight county extension agents in Florida were given materials and trained on how to teach the YUM curriculum in their counties.

"YUM was our baby," Headrick said. "We nurtured it for 10 months through the ups and downs, revisions and deadlines. To see the finished product was worth it in the end. The response was awesome and everyone loved it."

For more information, contact Karla Pagán Shelnutt, assistant professor, at kpagan@ufl.edu. □

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Cover photo: iStockphoto.com

# **CALS Ambassadors Visit China**

BY KHALIL QUINAN AND TIFFANI LUCKEY

he College of Agricultural and Life Sciences Ambassadors participated in a 10-day study abroad trip to China in May 2011 to learn firsthand about Chinese agriculture.

The ambassadors experienced the culture, history, cuisine and language of different regions of China, while developing an appreciation and understanding of various horticulture developments and agricultural production. The trip consisted of visits to three cities: Shanghai, Xi'an and Beijing. They took part in activities that explored various applications of leadership in the community, such as visiting small farms and commercial farming operations.

"Ambassadors were exposed to the Chinese culture in every sense of the word," said Charlotte Emerson, CALS director of student development and recruitment. "They had the opportunity to visit a local farm, see significant historical sites in China and communicate with students from China Agricultural University."

The CALS Ambassadors are a group of students chosen based on their success in the classroom and leadership skills. Ambassadors create awareness of CALS academic programs and career opportunities in food, agriculture and natural resources among students, teachers,

advisers and the public.

The agricultural tour offered the opportunity for the Ambassadors interested in agribusiness to combine business with pleasure through sightseeing and intercultural communication.

"The visit was of great value in that students were able to experience various aspects of Chinese agriculture and visit many of the historical sites," Emerson said.

Carissa Emery, BSA '11, agricultural education and communication, said it was a once-in-a-lifetime experience.

"The entire trip was amazing and eye opening," Emery said. "China was a great experience for me because not only did I learn how other countries produce agricultural products, but I also learned firsthand the differences in our cultures. This made me very grateful for privileges I have in America and gave me a great respect for Chinese culture."

For Rusty Hartline, BSA '11 agricultural education and communication, the best part of the tour was getting to see the differences in the way Chinese people live and carry out their lives.

"When we visited a family farm outside of Shanghai, things were really put in perspective that Chinese people work hard for everything they have and they take pride in everything they do," Hartline said.

Many of the CALS Ambassadors were surprised to see the massive agricultural output Chinese farms produce daily.

"The main difference I see between farming in China versus farming in the United States is the incredibly high efficiency at which Chinese farms operate," said Alyssa Porter, BSA '11, entomology and nematology. "A greater number of highly specialized employees producing agricultural goods at lower wages has really taken Chinese agriculture to the next level. From extraction of the product to shipping, the farm does it all."

The trip provided a unique global perspective for the CALS Ambassadors, Emerson said.

"Seeing the world, regardless of the country, helps students open their minds to possibilities of jobs, travel and academics on a global scale," Emerson said. □

CALS Ambassadors learned about the culture, history, cuisine and languages when they visited three Chinese cities.



CALS Ambassadors took a tour of the Yingiao dairy based in Xi'an,

capitol of the Shaanxi province, during their visit to China in the



work hard for everything they have and

DEAN'S CIRCLE

# Donations to Dean's Circle Directly Benefit CALS Students

BY LAURA KUBITZ

he College of Agricultural and Life Sciences has a new way for alumni to stay engaged with the college, all while helping fund projects and initiatives that directly benefit students. The Dean's Circle started in October 2011 as the first structured annual fund program for CALS.

"Many other colleges at the University of Florida have a Dean's Circle, and I was surprised to learn there wasn't an annual fund program already established within CALS," said Christy Chiarelli, the associate director for development and creator of the Dean's Circle. "This is a great opportunity for alumni to be able to support their alma mater."

Julie Stocker, BSA '92 agricultural operations management, was the first alumna to join the CALS Dean's Circle. Stocker currently works for Syngenta.

"The dean has some great visions,"
Stocker said. "She wants to develop a
program that allows students from different disciplines to join together to develop
innovative industry solutions."

This project is tentatively being called the Dean's Challenge Curriculum project. The project would bring together students from different areas of study to help determine how to best feed a world population of 9 billion people.

"As we all know, food will play a pivotal role in the continued survival of our planet's people, and this project has the potential to provide usable solutions," Stocker said.

All of the funds collected through the Dean's Circle will benefit current CALS students. Teri Balser, dean of CALS, will use the money to meet her most pressing needs, said Chiarelli.

Within the

Dean's Circle, there are several giving levels for alumni to consider. Alumni can choose to donate anywhere from \$500 to \$10,000 annually and have the option to create a flexible payment plan that works with their budget. All donations are tax deductible. Those who join will receive periodic e-mails from Dean Balser about what is going on in the college along with a small token of appreciation that recognizes their membership.

Donations to the Dean's Circle may support student travel abroad, offer incentives to attract and retain innovative faculty, and provide scholarships. This will help provide students tools to lead on not only a local level, but an international level. Also, at any time, the dean has the ability to reach out to members of the Dean's Circle and ask for help with projects, shadowing or mentoring, which is a huge asset to our students, Stocker said.

Those interested in joining the Dean's Circle can contact Chiarelli at ccw@ufl.edu or visit http://bit.ly/CALS-Deans-Circle.

"The Dean's Circle is an opportunity for CALS alumni to interact with the Dean while providing funds that will directly impact and support students," said Chiarelli.

As Dean's Circle membership grows, so will the college's ability to serve our students.



Julie Stocker, BSA '92, was the first alumna to join the Dean's Circle for the College of Agricultural and Life Sciences.

# Dean's Circle Membership Levels

Tenured	\$10,000+
Chair	\$7,500
Director	\$5,000
Advisory	\$2,500
Fellow	\$1,000
Scholar	\$500

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University of Florida students and staff walked with Barrett Keene from Gainesville, Fla., to Brooker, Fla., in March 2012.

Barrett Keene is walking 3,475 miles in an effort to raise enough awareness and funds to purchase 25,000 school uniforms for orphans around the world. (Photo by: Laura Kubitz).



or Barrett Keene, walking 3,475 miles is sure to be a challenge, but he knows the benefits will be worth it.

Keene, BSA '05 agricultural education and communication, is working toward his goal to raise awareness and money for orphaned and abandoned children by walking across the country.

"It doesn't matter if my life sucks for eight months because we are going to impact the trajectory of the lives of thousands of children for their entire life." Keene said.

His initiative, called Go Walk America, is partnering with the Global Orphan Project, with the goal to raise enough funds to provide 25,000 school uniforms to orphans and impoverished children. Without school uniforms, children in some countries cannot go to school. This sponsorship will give children a chance to receive an education and provide jobs for adults at sewing centers through the Global Orphan Project's Go Threads sewing centers.

During trips to deliver supplies and care for children in orphanages, Keene connected with the sewing centers and orphaned children who have been helped by the Global Orphan Project. These visits provided the motivation he needs to conquer his goal.

"When we were young someone was there to tie our shoes, to cook us dinner, to hold us and to watch a movie with us," Keene said. "There are 150 million kids that don't know the comforts of having their parents around."

Keene started his trek on Jan. 28 from Miami and hopes to be in San Francisco by mid-September. Along the way, he will stop in several cities, including Atlanta, Nashville, St. Louis, Kansas City, Kan., Denver, Salt Lake City and Sacramento. He will also stop and speak at several churches and schools to spread the word about his mission and encourage people to get up and take action.

Keene invites anyone to walk with him whether for five minutes or five miles. In March, a group of University of Florida students and staff accompanied Keene on an 18-mile walk from Gainesville. Fla., to Brooker, Fla.

"It was great to walk with Barrett and be a part of his journey," said Sarah Burleson, AEC graduate student. "I was pretty sore the next day, but knowing I was walking to make a difference made the trek worth it. It was a blessing to be able to help Barrett toward his goal."

Ed Osborne, AEC department chair, said the department is proud of Barrett and many other graduates who are making their mark on life.

"Find your place in making a difference in the world, and whether big or small, many or few, be bold in pursuing your cause," Osborne said.

To support Go Walk America, visit http://gowalkamerica.org/ to donate \$20 toward the purchase of a school uniform for children. Keene also encourages people to participate in his 350,000 mile challenge. Participants can create an account on http://legacychamp.com/gwa and track the number of miles they swim, bike, run or walk toward the group's goal to reach 350,000 miles.

# **CALS and CLAS Host New Marine Sciences Major**

BY LAURA KUBITZ

he College of Agricultural and Life Sciences and the College of Liberal Arts and Sciences have teamed up to create a new marine sciences major. The new major will officially begin summer B of this year.

Students pursuing this major in CALS will prepare students for careers and graduate study in the areas of marine ecology and resource management, while those in CLAS will concentrate on the areas of marine biology, oceanography, marine geochemistry and marine geology.

The major was created for several reasons. At least once a week, Shirley Baker, associate professor and undergraduate minor coordinator for fisheries and aquatic sciences, says she gets inquiries from students and parents asking if there is a marine sciences option at the University of Florida.

"There is a lot of demand for this kind of degree," Baker said. "Not just from students, but from employers who wanted to hire students with these kinds of skills."

Also, CALS and CLAS already offer several courses related to marine sciences and have talented faculty in the field, but they are spread out throughout many different departments.

"We needed a way to bring them all together," Baker said. "This new major was the answer to that."

Baker will serve as the adviser for the CALS students. She is looking forward to helping students figure out how they can use the new major to fit their interests. The curriculum gives students a lot of flexibility when choosing their courses and electives. As long as students stay within the course requirements, they can customize the major to fit their specific areas of interest.

Carissa Wood will change her major from wildlife ecology and conservation to marine sciences because she wants to go to graduate school for marine ecology and do research to help preserve coral reefs and ecosystems.

"I am excited about the courses that deal with coral reefs." Wood said. "I can't wait for them to start!"

Sthefanny Houghton will change her major from forest resources and conservation to marine sciences. Her dream job is to work for the United Nations as a consultant for marineprotected areas and educate people around the world about the

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# Alumni Show Range of Career Possibilities within CALS

BY LAURA KUBITZ

ara Zwart spends her days thinking about food, but she is not a chef. She is the deputy manager for nutritional biochemistry at the Johnson Space Center in Houston. Zwart studies the relationship between nutrition and the physiological effects of spaceflight. The Nutritional Biochemistry Lab is also in charge of identifying the nutritional





Left Photo: Sara Zwart Right Photo: Hugh Dailey

requirements for extended-duration spaceflight. Traveling in space can cause several side effects on the body, such as bone and muscle loss. Space travelers have special dietary needs to combat the effects of living in the final frontier.

An astronaut's diet, while in space, consists of natural form foods, such as nuts, crackers and cookies; thermostabilized foods, similar to canned foods but provided in pouches; and rehydratable foods. The foods must have a long shelf life and be resistant to crumbling. Instead of bread, astronauts eat tortillas because there is less chance the crumbs will clog the air filter systems. Astronauts can choose from approximately 300 different foods.

Zwart graduated with a Ph.D. in nutritional sciences from the University of Florida in 2003 after earning a bachelor's degree in biological sciences from the University of Notre Dame in 1999. Instead of doing post-doctoral research at a university, Zwart completed post-doctoral research with the National Research Council, which allowed her to complete a fellowship at any government institution, including NASA.

"Being in CALS helped me achieve my goals by providing a solid education in nutritional sciences," Zwart said. "Having so many professors with unique experiences and backgrounds really inspired me to explore the different careers one could do with a degree from CALS."

Hugh F. Dailey graduated with a bachelor's degree in animal sciences in 1984. Dailey started to pursue an advanced degree in ruminant nutrition, but he decided that organic chemistry classes were not for him, and he got his first banking job from a friend and agricultural banker, Jimmy Glisson. Since then, Dailey has experienced success in the banking industry. He has served as the president and CEO of Community Bank & Trust of Florida since 1998. Under Dailey's leadership, the bank has grown to \$550 million in total assets and now operates eight offices in Sumter, Marion and Alachua counties.

"Several of the things that I have learned while at UF helped me during my life after college," Dailey said. "The contacts that I made in college have become lifelong friends, and I learned about leadership and responsibility while I was in Gainesville."

In 2009, he was appointed to the board of directors of the Jacksonville Branch of the Federal Reserve Bank of Atlanta. As part of the board of directors, Dailey has an influence on the decisions made by the Federal Reserve Board of Governors in Washington, D.C., that directly affect the economy. Dailey has a network of businesses he contacts on a regular basis to discuss economic trends, such as if they are hiring or laying people off. He then meets with other members of the board of directors of the Jacksonville branch to discuss the information they have gathered. On a rotational basis, one member of the Jacksonville Branch

board of directors travels to Atlanta to meet with the Sixth District Federal Reserve Bank board of directors, who reports to the Federal Reserve Board of Governors in D.C.

"I love my family, my job, my industry and my fellow bankers," Dailey said. "I am proud to be an alumnus of UF and continue to support the university whenever I can."

Dailey lives on a small farm in Ocala with his wife, Valerie, and their teenage daughter, Samantha, who hopes to one day attend UF. □

Sara Zwart stands in front of the Vehicle Assembly Building at Kennedy Space Center while on a trip to pick up in-flight food samples that were returned from the STS-133 mission.





# Friday Night Lights, AEC Style

BY ARIELLE CLAUDE

ollege of Agricultural and Life Sciences students are involved with on-campus activities, but they also find ways to contribute to their hometown communities. During fall Friday nights in Lake Butler, agricultural education and communication students Aaron Dukes and Zachary Sweat can be heard on Union County Radio, WUCR-FM 107.9, providing football commentary for Union County High School.

Dukes and Sweat have a passion for UCHS, their alma mater, and a deep love for the game of football. Dukes played football for Union County and Jackson-ville University before transferring to UF. He strives to stay involved with the team since he no longer plays. Sweat was never able to play football because of a leg injury in the seventh grade.

"Being able to be part of the Union County football tradition is something I always wanted to do but was never able to until this opportunity came along," Sweat said.

Both Dukes and Sweat began working with WUCR in middle school. Dukes worked as a student sports broadcaster, and Sweat served as the weatherman for the morning radio show. In high school, both continued their work with WUCR.

Charlotte Emerson, director of student development and recruitment for CALS, is also part of the broadcast team. Emerson, who has been on the broadcast team for seven years, does color commentary, sideline reporting and a coach's show on Monday nights as a recap to the games. Emerson, a 1994 AEC graduate, also taught Dukes and Sweat their first two years of high school.

"We all love high school football and

Being able to be part of the Union
County football tradition is something
I always wanted to do but was never
able until this opportunity came along.



AEC alumni and students Aaron Dukes, Charlotte Emerson, Tom Williams and Zachary Sweat provide radio commentary during Union County High School football games on Friday nights during football season.

sharing Union County football with others over WUCR-FM 107.9," Emerson said.

Alongside Dukes, Emerson and Sweat is 1984 AEC graduate Tom Williams. Williams records statistics for halftime and post-game use. During the games, current FFA member and UCHS sophomore Holly Tucker works the control panel from the station.

"Even though it's a small station, a lot of work is involved," Sweat said.

To prepare, Dukes, Emerson and Sweat look over the opponent's previous weeks' scores and secure rosters for both teams.

They travel as a group to away games, going wherever the team goes.

"We typically miss one or two games per season between the three of us, but we make sure the game is covered each week," Dukes said.

Live broadcasts are streamed and archived online at http://www.unioncountyradio.com. The radio show attracts an audience from across the country. Each week during the season, several hundred people tune in to hear the Tigers play, including corrections officers listening from the state prison on the Friday nights they have to work, Dukes and Sweat said.

"Coming back to Lake Butler each week to see my family, friends and relatives, while cheering the Tigers to victory, is what I love about what we do," Dukes said. □

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# United States Deputy Secretary of Agriculture Highlights Career Opportunities for CALS Students



hen the U.S. Deputy Secretary of Agriculture visited the University of Florida campus to speak, students in the College of Agricultural and Life Sciences had the opportunity to learn about career options in the agriculture industry.

Deputy Secretary Kathleen Merrigan said that because of the surging world population and demand for food production, there is a need for professionals in all aspects of the agriculture industry.

"There is really room for everybody," Merrigan said. "We need people to take on science and engineering. We need accountants; we need people who are into horticulture. There are so many different jobs related to agriculture both at United States Department of Agriculture and private industry - the sky is the limit."

Merrigan said the first step in securing a job in the government sector of agriculture is to complete an internship with the USDA. She said most of the USDA's work is completed outside of Washington, D.C., in field offices all across the country.

Merrigan said USDA interns are exposed to a variety of work experiences, some in fields that most people don't typically associate with agriculture, such as the Forest Service. Other areas currently staffed by students include legislative offices working on local food

policy and agencies dealing with animal health inspection and pest management,

"The responsibilities that go with the internship would be calibrated to where you are in your educational journey," Merrigan said.

Merrigan said.

Along with gaining career experience through internships, Merrigan advised students seeking jobs in the agriculture industry to prioritize communication skills.

"Everyone needs to learn to write well," Merrigan said.

She specifically emphasized the value of being able to write a clear research paper. She said this makes a student stand out to potential employers regardless of what industry they are seeking entry into.

The U.S. Deputy Secretary of Agriculture spoke to a packed audience hosted by the College of Agricultural and Life Sciences on Jan. 29. (Photo by: Dawn McKinstry)

CALS Ambassador Lauren Der emphasized the value of Merrigan's visit to campus in keeping future agricultural professionals connected with the government.

"Many of us will be working within different sectors of the agriculture industry in the future, and it is important that we maintain communication with the governmental leaders who make decisions for our industry," said Der, who assisted in hosting the pre-event reception for the deputy secretary.

Sarah Bush, agricultural education and communication graduate student, said Merrigan's visit to campus was also valuable in helping students see the link between everyday issues and legislative and political figures.

"It brought something so far away closer to home." Bush said. □





Deputy secretary Kathleen Merrigan informed students about internship and job opportunities available through the U.S. Department of Agriculture. (Photos by: Dawn McKinstry)

# **Alumni and Friends Award Winners**

# **2011 Award of Distinction Winners**



# CHUCK ALLISON BSA '78, MS '81 food and resource economics

Chuck Allison has worked for Prudential Financial since 1990. He currently serves as managing director for agricultural investments where he oversees agricultural lending operations, agricultural equity investments and Capital Agricultural Property Services Inc., the farm management

and real estate brokerage unit. Allison is a graduate of the IFAS Wedgworth Leadership Institute for Agriculture and Natural Resources and is a member of the Food and Resource Economics Advisory Board. He owns farms in Florida and California where he produces cattle, blueberries, avocados and other agricultural commodities. He lives in Orlando, Fla., with his wife, Vesna, and their three children.

## DON QUINCEY



Don Quincey, a fourth generation cattleman, has served as president of Quincey Cattle Company, an operation with 12,000 head of cattle, since 1995. He is an active participant in and supporter of UF/IFAS research projects, assisting students in the agronomy, agricultural and biological engineering, and entomology and nematology departments

by providing his pastures, cattle and fields to conduct research. Quincey is currently president of the Florida Cattlemen's Association and serves as chairman of the Suwannee River Water Management District. He lives near Chiefland, Fla., with his wife. Delana, and their three children.

## **2011 Horizon Award Winners**



### CINDY SANDERS

BSA '91 animal sciences and agricultural education and communication, MS '05 extension education

Cindy Bissett Sanders, a sixth generation Floridian, is currently the Alachua County extension director and a doctoral student studying extension administration and leadership. Sanders has developed several successful extension programs, including

the Alachua County Master Cattlemen Program, beef reproduction workshops, forage programs, and the Northeast Florida Beef and Forage Group Annual Hay Field Day. She also serves as chair of the UF/IFAS Northeast Extension District Tenure and Promotion Committee. Sanders lives in Micanopy, Fla., with her husband, Danny, and their three children.

### JIM SPRATT



BSA '01 interdisciplinary studies -turfgrass science

Jim Spratt has worked for the Florida Nursery, Growers and Landscape Association since 2006, currently serving as director of government affairs. He has been a CALS Alumni and Friends board member since 2009, is a former president of the Agricultural and Life Sciences College Council and was the first

council president from the environmental horticulture department. Spratt is an executive committee member for the Florida Agricultural Hall of Fame and is a former noble ruler of the Alpha Gamma Rho fraternity. He lives in Tallahassee, Fla., with his wife, Sharon.

## Marine Science cont. from page 7

conservation of the ocean and marine life.

Tom Frazer, professor and associate director of the School of Forest Resources and Conservation, said a tremendous amount of effort was out into making sure the major reflected the needs of future employers. Students who pursue the new major will be well-positioned

for graduate school or to be hired by organizations such as the United States Geological Survey, water management districts, and Florida Fish and Wildlife Conservation Commission, as well as private companies.

"Marine sciences is where my heart belongs," Houghton said. "I was one of the most excited to learn that this major is now available at UF. Marine sciences and Florida just make sense."

Students who are interested should speak with Baker or Kristina Haselier at khaselier@ufl.edu, academic services coordinator, about the new program.

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Alexa Last (animal sciences junior), Rebecca lee (agricultural operations management junior), and Devon Taylor (animal sciences freshman) prepare top sirloin filet, a lean and healthy cut of meat, and offer samples to customers at a Publix Super Market in Gainesville, Fla. The Gator Collegiate CattleWomen set up shop about three times a semester to raise awareness of beef products. They feature cuts of beef, such as London broil and sirloin filet, which are affordable and easy for college students and families to prepare. They are sponsored by the Florida CattleWomen and do their demos on Sunday afternoons when it is common for people to do th≠ir grocery shopping. (Photos by Laura Kubitz)