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## UNL institute officials draft 'aggressive' plan for budget priorities

By Jerry Guenther  
Senior Reporter

A plan released Friday that directs the future of the Institute of Agriculture and Natural Resources will keep Nebraska on the "vanguard of agriculture, the state director of agriculture said.

George Beattie said officials from the University of Nebraska-Lincoln institute have chosen a "very aggressive course" in their plan, which identifies seven budget and programming priority areas in the next three years. Beattie spoke at a luncheon during the institute's open house Friday.

The seven target areas that institute officials have emphasized in the plan are the following:

- Agriculture and agribusiness profitability
- Biotechnology and other basic research

- Human resources development
- Nutrition and health
- Rural revitalization
- Value-added processing of agricultural commodities.

- Water and environment

Beattie said Nebraska must develop its human resources. The youth are the state's greatest asset, he said.

Martin Massengale, UNL chancellor and NU interim president, said it is crucial for Nebraska to have citizens who can make strong, solid decisions.

Massengale said students with a broad-based education are a key component in the state's future success.

One way institute officials said they hope to develop human resources in Nebraska is to enhance education for both traditional and non-traditional students.

Irv Omtvedt, vice chancellor of the institute, said Nebraska must develop and expand the processing industry in the state.

Although Nebraska ranks fourth nationally in agricultural production, Omtvedt said, the state ranks 20th in processing.

Strengthening programs at the UNL Food Processing Center, Agriculture Marketing Center and Industrial Agricultural Products Center is a high priority of the institute, Omtvedt said.

Institute officials also are concerned about environmental issues, Omtvedt said.

Nebraska has a well-developed irrigation system, Omtvedt said, but water contamination increasingly has become a problem.

Omtvedt said the institute also has set a goal of being recognized as one of the top five agricultural and natural resources institutes by the year 2000.

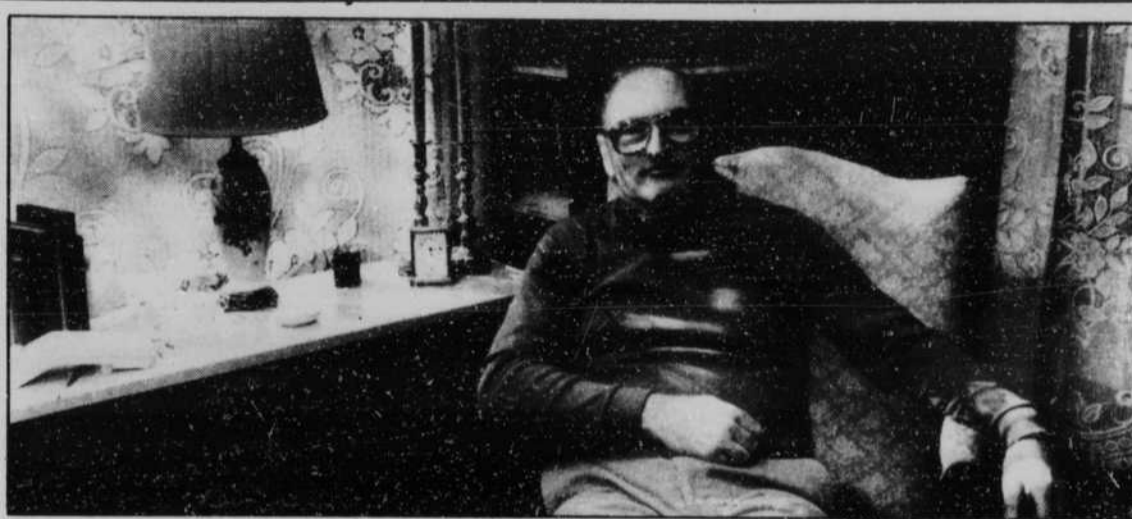
Because agriculture is so important to the state, Massengale said, having the institute reach the top five is a very important goal.

A strong agriculture program also contributes to the overall educational excellence of UNL, he said.

Robert Weber, president of Agricultural Builders of Nebraska Inc., said the institute's current goal of ranking in the top five by the year 2000 is comparable to where the university's football program was 20 years ago.

Weber said Nebraska did not develop an excellent football program because of one great player or coach, but because of a strong commitment from everyone in the program.

Nebraskans will benefit in the future from the commitment of everyone involved in achieving the institute's goals, Weber said.



William Lauer/Daily Nebraskan

UNL political science professor Ivan Volgyes

## Professor aims to captivate audience

By Lisa Donovan  
Senior Editor

Ivan Volgyes teaches class like a one-act play. He's animated. He's dramatic. And he has a captivated audience. Volgyes knows he's a good actor.

"I think I'm a good teacher for one reason -- that is I prepare for every lecture," says the UNL political science professor.

And he has his lines memorized.

"I memorize my notes... I tell (students) dirty jokes if needed. I use anything I can, any technique to keep them interested and alive," he says.

Volgyes says a captivated audience keeps him alive.

When students ask questions and discuss policy, professors know they are reaching them, he says.

"You see, teaching is about the worst occupation because we really don't get any feedback," he

says.

Actors get response by getting applause, he says, "but a teacher never gets that type of applause."

"Occasionally somebody will say 'Gee prof, I enjoyed this...' or 'Thank you,' but that's all," he says.

Volgyes says the applause he gets takes another form.

"I get the greatest joy out of students coming back to visit."

Volgyes says he has had graduates come back to visit since he started teaching at the University of Nebraska-Lincoln in the fall of 1966.

To see how the Hungarian immigrant arrived, one must go backstage to see where he began -- before his arrival at UNL.

Volgyes came to the United States in 1956 after the Hungarian revolution. He says he came to the United States because it was a "chance of a lifetime."

At age 20, Volgyes set off for "the land of opportunity" with nothing but a close friend, a few of his favorite books and many expectations.

Volgyes says the learning began the day he landed in the United

States.

After a short stint at the University of South Dakota at Vermillion, Volgyes continued his education at American University in Washington, D.C., from August 1958 to August 1961, where he earned a bachelor's degree in international politics, a master's in Soviet and East European studies and a doctorate in comparative and international politics.

Volgyes' description of his college experiences is similar to that of many college students -- he did odd jobs to make ends meet.

"In the meanwhile I worked at various places -- slinging hash... I also worked as a cleaning person at an office building."

But that all changed in 1959 when Volgyes went from custodian to speech writer for one of the most famous Americans in the 20th century.

"I landed a job as one of the literally dozens of speech writers for President Kennedy's... campaign."

In 1965 he taught at Denison University in Granville, Ohio, a

See VOLGYES on 2



## A money-saver for students Customized textbooks to be future option for professors

By Roger Price  
Staff Reporter

Beginning next year, McGraw-Hill will offer professors an opportunity to design their own textbooks.

Robert Lynch, executive editor of McGraw-Hill's college division, said professors will be able to customize textbooks for their classes using material from a computerized database.

Lynch said the database will include the original text, study guides, and other supplementary material and related journal articles. Professors also will be able to add their syllabus and class notes to the text.

Any of the material in the database can be included or deleted from the textbook allowing students to purchase just one book, 100 percent of which will be used, Lynch said.

He said the new system will save students money because they will only have to purchase one textbook, which will be priced about the same as regular textbooks.

"With this system, you don't have to buy the extras. You're paying for exactly what is used," Lynch said.

Next year, only one accounting book will be available in the database, but Lynch said he envisions the database growing "monthly, weekly or even daily."

By the fall of 1991, Lynch said, the database will include texts for calculus, algebra, social science readings and additional accounting texts.

Because each textbook will be customized to a particular class, Lynch said, the national book warehouses most likely will not buy the books once they have been used.

Local buyback of the books is still a possibility if professors continue to use the books they have designed, he said.

Lynch said it is not McGraw-Hill's intention to compete with local copy shops, but he said the customized textbooks offer many advantages over photocopies.

The main difference between the customized book and the photocopied packet, Lynch said, is that the book will be professionally typeset, paginated, have a table of contents, and all materials used in the class will be bound in one textbook.

Lynch said the customized textbooks will be offered to professors beginning in January for the fall of 1990.

Professors who choose to use a customized textbook will select items to be included in the book from a list of all related materials in the database, Lynch said.

The only limitation to what can be included in the customized books is obtaining the permission of the authors for their work to be included in the books.

Authors of materials included in the customized books will be paid royalties in about the same way they are now, Lynch said.

Each work included in the customized book will be considered a unit, and authors will be paid based on the number of times their unit is included in the books.

## Students compete in modified events at 7th annual UNL rodeo

By Jerry Guenther  
Senior Reporter

About 40 students braved cool temperatures and a half-dozen rodeo events at the seventh annual University of Nebraska-Lincoln rodeo Sunday afternoon.

George Pfeiffer, associate professor of agricultural economics and faculty adviser to the UNL rodeo club, said the event gives students an opportunity to compete in an actual rodeo, although the events are modified to make them safer.

The rodeo, which was at the rodeo practice arena north of East Campus, featured events ranging from wild cow riding to dummy-calf roping.

Melanie Macfee, a human development and special education major, competed in the women's steer-riding event.

Although she has ridden steers in the rodeo during the past two years, Macfee said, that experience did not help her much Sunday.

"I was afraid of going over the top and falling into the horns," Macfee said.

Macfee took first place in the event.

Rhonda Hansen, a junior majoring in natural resources, said she had fun, even though she was nervous during her ride.

"You don't really see anything," Hansen said. "You just want to get off."

Chandra Plate, a junior majoring in agricultural education, said she was not nervous, even though Sunday was the first time she had ridden a steer.

"Once you get on them, you lose your

nervousness," she said.

Plate, who said she is more accustomed to riding horses, ended up taking second place in the event.

Keith Carter, a senior majoring in animal science, said he enjoyed competing in the men's wild cow riding event.

"It was more fun than my last date," Carter said.

Peter Schram, a senior majoring in agribusiness, wore a friend's motorcycle helmet during his ride.

Schram ended up getting thrown off the cow after a couple of seconds, but said he wasn't discouraged by his first ride.

"I was just trying to hang on," he said.

Jason Pieper, an undeclared freshman, and Todd Ballentine, a senior majoring in animal science, teamed up to earn second place in chute dogging, an event where one contestant grabs a steer by the horns and wrestles it down while the other contestant pulls on the tail to slow it down.

Pieper ended up tossing the steer over after it dragged him and Ballentine about fifteen yards.

"I didn't think it would be that hard to keep my feet in front of me," Pieper said.

Pfeiffer said he was pleased with how the rodeo events turned out and said he was happy and that nobody got hurt.

"I'm always glad when the girl's steer-riding is over," Pfeiffer said. "That's the most dangerous event in the entire rodeo. They seem to forget to let go."