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Spotlight on New Member: Richard Buchanan

Retired Personnel, Department of Finance

In the early 1970s, Richard attended Central State College just long enough to become a CPA and start a career with Kerr-McGee Corporation. He spent the next ten years ascending to Chief Accountant, Worldwide O&G Exploration and Production. The Oil Embargo of 1973 and the Natural Gas Policy Act of 1978 sent energy prices soaring. In 1981, he quit Kerr-McGee and opened a CPA practice that specialized in small energy producers.



Mexico to the best job he ever had! He made, and saved, lots of money, but it was lonely!

In 1996, Enesco moved everything to Shanghai, closed the plant, paid off his contract; and he re-turned to Stillwater. Richard entered, then dropped, a PhD program in Finance; but Dr. Janice Jadow persuaded him to continue teaching Corporate Finance. Later, Dr. Bud Lacy also hired him to teach Managerial Accounting.

Teaching began as a 'pastime' when Dr. Henry Critchlow, OU, engaged him to lecture in energy investor seminars, and Dr. Ruth Lewis, Accounting School Head at OCU, hired him to teach Oil and Gas Accounting. This became Richard's 'pastime' until the CPA practice grew too large. In 1985, energy prices collapsed, bankrupting small producers. The accounting practice failed.

Teaching these courses to almost 6,000 students comprised a 22-year 'hobby' for Richard. It was immensely rewarding but not lucrative. Fortunately, it was part-time work, which allowed him to continue making 'a living' as a CPA. He was the only adjunct ever remembered to have 'straddled' both Accounting and Finance. Richard retired in 2017 at the age of 71. He said he needed a new hobby—and found plenty!

Richard found he could do CPA work for 'old gringo retirees' living in San Miguel de Allende, Mexico. On July 4, 1986, Richard and his family arrived to an idyllic life 'south of the border.' It ended in 1991 when Richard's son's health forced the family to return to the U.S. Richard began a degree in International Business at OSU, which ended abruptly in 1993 when Enesco, manufacturer of Precious Moments giftware, offered him the position of CEO (Director General) in its 1,200-employee cross-border Mexican maquiladora. He followed Lee Manzer's advice and returned alone to

BlueCross/BlueShield

Changes in Medicare Part B

By now, you should have received a letter from BC/BS regarding a change in the date on which your premiums will change if you carry Medicare Part B insurance through BC/BS. The new rates become effective on January 1, not on the usual date of April 1. The change is necessitated because of new legislation (Senate Bill 990) recently passed by the legislature.

Committees and Groups

Ambassador and Alumni Relations

Russell Wright(chair)/
Judy Lewis

Archive /Historian

Barbara Miller

Benefits

Anne Matoy

Catering and Reserva- tions

Clem Ward

Communications

Zane Quible

Courtesy

Carol Olson

Directory

Zane Quible

Facilities

Althea Wright

Faculty Council

Barbara Miller

Finance

Ron Elliott(chair)/
Sharon Nivens

Investment Club

Ron Miller

Making the Most of Re- tirement

Zane Quible

Meet and Greet

Althea Wright (chair)/
Kay Keys

Membership

Michael Lorenz

Name Tags

Russell/Betty Wright

Nominations

Anne Matoy

Technology Group

Glade Presnal

Tours and Travel

Cathy Shuffield

Web Site

Zane Quible

Spotlight on Long-Time Member: Sue Williams Professor Emeritus Human Development and Family Science Department

Sue Williams was raised on a cattle ranch in western New Mexico. She has served Oklahoma State University and the College of Human Sciences since 1977 as a Cooperative Extension Specialist, professor and department head of Human Development and Family Science as well as the Interim Director of the School of Hotel and Restaurant Administration, now Hospitality and Tourism Management.



During her tenure at Oklahoma State University, she procured and managed approximately \$5 million in external research and program grants and contracts. She specialized in taking university research and translating it into a practical application for the community.

As a cooperative extension specialist, her responsibilities included residential energy management, environmental education, leadership development and family policy programs, working extensively on public policy development in Oklahoma. As a university administrator, she provided extensive resource management, organizational leadership and strategic decision-making skills to the academic units she served.

Sue retired from the Cooperative Extension Service in 2010 and from university administration in 2015. Currently, she is the Oklahoma State University Ombud-

person, reporting directly to the OSU President.

She has served OSU in numerous voluntary leadership roles including chair of the United Way Campaign and chair of the OSU Faculty Council. In

2013, Sue and her husband Joe received the OSU Loyal and True Award.

Sue is a Certified Mediator with the Oklahoma Supreme Court of Oklahoma Alternative Dispute Resolution System. As an associate of the Charles Kettering Foundation, Sue moderates public forums on controversial issues in an effort to gain public perspective on the issue. She has moderated hundreds of forums across the nation and internationally and has served as an instructor for preparing people to serve as forum moderators and recorders.

She holds a Ph.D. in Environmental Science from OSU, a master's degree in Resource Management and Finance from Iowa State University, and a bachelor's degree in Home Economics Education from New Mexico State University. She is also a graduate of the Harvard Management Development Program.

Sue acknowledges that a very supportive family and outstanding co-workers have made all of her accomplishments possible. These special people made many opportunities a reality.

A Retirement Activity: Seed Your Future®

Douglas C. Needham¹, Retired Vice President, Education

Longwood Gardens, Kennett Square, PA

During my tenure at OSU and at Longwood Gardens, I became increasingly concerned by the lack of young people studying horticulture and by the merger or closure of departments of horticulture at universities across the U.S. Interestingly, my colleagues in Canada, Japan, New Zealand, and the United Kingdom had the same concerns with the future of horticulture in their countries; and in 2013, those in the U.K. released “Horticulture Matters,” a report by the Royal Horticultural Society, outlining the skills gap in horticulture in the U.K.

With “Horticulture Matters” as a model for what we could do in the U.S., I approached Mike Neff, American Society for Horticultural Science; Mary Meyer, University of Minnesota; and John Dole, North Carolina State University, at the ASHS Annual Meeting in July 2013. These three colleagues were equally concerned and, more importantly, committed to understanding the problem and making a difference. Joined by two additional colleagues from Longwood, Brian Trader and Marnie Conley, we six became the Steering Committee for “Promoting Horticulture in the United States – A National Study and Action Plan,” which later was branded Seed Your Future®. We knew we needed to conduct research to understand how people perceive horticulture and horticulture careers, and we needed a marketing firm to help us communicate our vision of a world where everyone understands and values the importance of plants and the people who work in the art, science, technology, and business of horticulture. By April, 2014, we had contracted FleishmanHillard in partnership with Scholastic to conduct research and to develop marketing and education materials for our mission to promote horticulture and inspire people to pursue careers working with plants.

Seed Your Future® has grown significantly since its inception, thanks to its National Leadership Cabinet, Advisory Council, Executive Director, Fleishman Hillard and Scholastic, and to the nearly \$4.7M in donations. These gifts enabled



us to conduct the research to understand our audience and to develop the social media, digital media, and BLOOM!® education materials to inspire and educate youth about the power of plants.

Two years into the BLOOM!® campaign, with the partnership of Scholastic, the movement has reached 600,000 middle school teachers, impacting an estimated 4.1 million students. Social media brings plants to the top of the feed where students dwell on Instagram and adults dwell on Facebook, totaling more than 15.5 million impressions and 23.3 million total reach for our horticulture careers videos, “What’s Your Plant Power” quiz, and more.

In 2019, Seed Your Future® began work to reach a second audience – college and university age students. In the coming year, we’ll expand our reach to encourage more enrollment in college and university horticulture programs.

To learn more about Seed Your Future®, visit our website SeedYourFuture.org.



¹Professor of Floriculture, Oklahoma State University 1989-2007, and Vice President of Education, Longwood Gardens 2007-2017. Upon his retirement in July, 2017, Doug and his wife, Jackie, retired to Stillwater, OK. Doug was recognized by Purdue University in 2017 as Distinguished Agriculture Alumnus, and he was awarded the Veitch Memorial Medal by the Royal Horticultural Society in 2018. Doug continues to serve Seed Your Future® as a member of its Advisory Council. In August 2019, Doug was honored with the Distinguished Service Award by the Department of Horticulture & Landscape Architecture at OSU.

*A Retirement Trip: Artists and Aristocrats:
A Cruise of the Northern Mediterranean*
*Michael Lorenz, Professor Emeritus, College of Veterinary Medicine
and Velda Lorenz*

This trip involved a cruise from Rome to Barcelona from October 30 to November 8 and sponsored by the OSU Alumni Association. Our line was Oceania on its midsized ship Sirena. Our itinerary included Rome, Florence, Monaco (Monte Carlo), Toulon, Marseille, Palma de Mallorca, Valencia, and Barcelona.



In Barcelona, we toured the Basilica of Sagrada Familia, a UNESCO World Heritage site designed by Antoni Gaudi to reflect God's light on the outside instead of inside as in most cathedrals. The building is named for the holy family, and the sculptures on the outside depict all the Bible stories in great detail. Of the 12 towers, the

Sailing occurred at night with stops each day in a new port with opportunity for tours or self-directed sightseeing. We had previously visited Italy, but this was our first visit to the French Riviera and to Spain. We had planned for warm and dry weather; but to our surprise, the weather was cool and wet. We had a major storm during our visit to Marseille, and we were riding in the upper deck of an open hop-on, hop-off bus! The wind was terrible, and we were pelted with sand and spray from the sea.

We thoroughly enjoyed the stops in Spain. Palma de Mallorca is a major vacation area for Europe-



ans and has great weather. One of the highlights of Valencia is the futuristic City of Art and Sciences. This is a cluster of modern buildings with fantastic architecture. It includes one of the largest aquariums in Europe, a planetarium, and art museum. It is all built on a reclaimed river bed that extends through the city as a park with green space and trails.



one depicting the crucifixion and resurrection of Christ is very moving. Some towers are still under construction. We also visited the Sant Pau Art Nouveau site. It is a jewel of Modernista architecture designed by Montaner and was built from 1902-1930. It served as a hospital from 1916-2009 and was a landmark in hospital construction with open space and beautiful freestanding buildings connected by tunnels. In 1997, it was declared UNESCO World Heritage. We thoroughly enjoyed Spain and hope to return to visit Madrid.

This was our fourth cruise with Oceania and our third cruise with the OSU Alumni Association. We have booked cruises on Oceania in 2020 (Dublin to Dublin) and in 2021 (Athens to Istanbul). If you would like more information on small-ship ocean cruising, please contact us.