

EPSILON SIGMA PHI
Alpha Zeta Chapter – Texas

Southern Region Visionary Leadership Award



Nominee's Name: Bob Robinson, Ph.D.

Title: Regional Program Director - Ag & Natural Resources, North Region

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Position and Dates of Extension Employment (If applicable):

Regional Program Director, Agriculture and Natural Resources, North Region - 2004 to Present

Panhandle District Extension Director, Texas Cooperative Extension, Amarillo - 1997 to 2004

Professor, Animal Science, WTAMU - 1998 to Present

Panhandle and South Plains District Extension Director, Texas Agriculture Extension Service, Amarillo and Lubbock - 1995 to 1997

South Plains District Extension Director, Texas Agriculture Extension Service, Lubbock - 1985 to 1995

Randall County Extension Agent - Agriculture, Canyon, Texas - 1976 to 1985

Potter County Extension Agent - Agriculture, Amarillo, Texas - 1970 to 1976

Education: Ph.D., Animal Science, Texas Tech University, 1989
M.S., Animal Science, Texas A&M University, 1975
B.S., Animal Science, West Texas State University, 1970

Outstanding Professional Accomplishments:

Texas A&M University Board of Regents - Regents Fellow designations - 2006

Texas Tech University - Graduate of Distinction - 2006

Texas Tech University - Animal Science Hall of Fame - 2005

Texas Pork Producer's - Order of the Golden Pig - 2005

6 Texas Cooperative Extension Superior Service Awards - 2004, 2002, 1997, 1996, 1995, 1986

Epsilon Sigma Phi State Team Awards - 2003

3 Texas A&M University Vice Chancellors Awards in Excellence - 2002, 1995, 1995

Epsilon Sigma Phi State Team Awards - 2001

Distinguished Alumni West Texas A&M University - 2000

2 USDA Technology Transfer Awards - 1999, 1994

Epsilon Sigma Phi - State Award for Visionary Leadership - 1998

Professional Agriculture Workers of Texas Extension Leadership Award - 1997

Texas Governor's Award in Environmental Excellence - 1995

National Extension Leadership Development Graduate - 1995

7 Journal Publications

Statewide committees include: State 4-H Center; Texas Cooperative Extension Organizational Excellence; Rural Economic Development; Horse, Swine, Beef, Cotton, Corn, Wheat, Plains Regional Council; Texas A&M/Tech Steering Committee; Extension Professional Development in Water, Agriculture Chemical, Training and Curriculum; USDA National Resource and Environmental Management, Visioning and Resource Mobilization; and Volunteerism.

Outstanding Programmatic Accomplishments:

Bob Robinson has championed Extension developing partnerships to enhance outreach and program efforts. The following is a summation of some of his most significant efforts.

AgriPartners - During the early 90's, Dr. Robinson saw the contraction of the agribusiness field staff in the High Plains of Texas. He also understood that Extension's financial resources were limited and Extension was being asked to do more with limited personnel. He brought together the agribusiness community, commodity organizations and agriculture leaders to address the problem of limited resources to service the agriculture industry in the High Plains of Texas. He was able to "sell" the value of Extension's network and unbiased research-based information to the agriculture community. Thus, AgriPartners was born. AgriPartners is a program structure whereby agribusinesses and commodity groups provide resources to Extension to hire paraprofessionals supervised by local county Extension agents and specialists in the High Plains. The primary emphasis of the AgriPartners program is to provide "now" information for producers to make in-season decisions. Crops are monitored for growth stages, pests and water usage. Data is sent to a central location on a weekly basis where it is reviewed by specialists and then recommendations are provided to producers to allow them to adjust their management scenario. The AgriPartners program has received state and national awards and is held as the model of a public/private partnership for Extension. The regional water plan for the Panhandle of Texas is based on AgriPartners data.

AgCARES - Another public/private partnership is the Agriculture Center for Applied Agriculture Research Extension Systems. Dr. Robinson saw the need for a large-scale demonstration farm in the southern High Plains. The farm is used to demonstrate the latest research-based agriculture systems. The Lamesa Cotton Growers Association (a clientele organization) provided 320 acres, irrigation systems and operation funds to be used for AgCARES. The research findings has resulted in profitable management changes by many farmers in the region.

IPM - Dr. Robinson is a leader in the IPM program. He has increased the number of Extension agents - IPM 300% (4 to 12) in the last 15 years. He also led the initiative whereby local producers raise funds to provide the EA-IPM with pickups. The High Plains of Texas has the largest group of county Extension agents - IPM in the nation.

CREET - Dr. Robinson led the formation of CREET, once again championing Extension partnerships. CREET, the Cooperative Research, Education and Extension Team, is composed of Texas Cooperative Extension, the Texas Agricultural Experiment Station, Texas Veterinary Diagnostic Laboratory, West Texas A&M University and U.S. Department of Agriculture-Agriculture Research Service in the High Plains. CREET has been a catalyst for joint programming, joint appointments and multi-disciplinary legislative funding initiatives. CREET has been cited as the model by which land grant universities should function.

Volunteerism - Dr. Robinson chaired the statewide committee to enhance Extension's efforts in the recruitment, training, management and empowerment of volunteers. Programs such as Master Gardeners, Master Marketers, Master Naturalists and 4-H Master Volunteers have proven to be most effective in enhancing Extension's outreach efforts in Texas.

County - Dr. Robinson was the leader in securing funds largely from private sources to build two state-of-the-art Extension centers in the two counties which he served. These two new centers, both completed in the last five years, have helped to raise the visibility and effectiveness of Extension programs in Potter and Randall counties.

Support Statement:

From the time Bob began his career, he has been about five steps in front of everyone else. He was instrumental in developing the AgriPartners program in the South Plains and then starting up an improved program on the High Plains. His ability to build functional teams has strengthened Extension and benefitted the people of Texas. His advise is sought after by local, regional and state leaders. He is very deserving of this recognition.