

WILSON PÉREZ  
AGRICOLA RAMÍREZ  
CHALATO 92  
FARMACIA HERRERA



*Annual*  
**Report**  
*2009*



# **From Day One, Zamorano has Changed My Life**

*"My life has taken a radical 180 degree turn. Sharing time with young people from 20 different countries and getting integrated in the fields, as I always dreamed of, is a daily incentive for me to be at Zamorano, in addition, to the fact that this was the place God and my mother wanted for me", says Juan René Cruz.*

*The only thing he asked for was a job to help his mother and younger brothers and sisters .... He was offered a scholarship at the school he always dreamed of; his mother died 15 days after he entered Zamorano.*

**El Heraldo**  
September 26, 2009

Opposite page: While making preparations for the 45th anniversary of the Class of '64, Dr. Mauricio Salazar, former Director of Graduate Affairs and himself a member of the Class of '64, found a copy of this newspaper article in the Registrar's Office:

**"AN ENGINE THAT MUST NOT BE TURNED OFF HAS IGNITED AT ZAMORANO"**  
*Dr. Gustavo Balcázar Monzón, guest of the government of Honduras and Minister of Agriculture of Colombia, participated at the ceremony of the twentieth graduation of agronomists at the prestigious Pan-American School in the Valley of Zamorano.*  
Colombian newspaper, 1964



Por GUSTAVO BALCAZAR MONZON

INSTITUTO WILSON FERRER  
ESCUELA AGRICOLA PANAMERICANA  
APABRIL 55  
VALLE DE ZAMORANO

# EN EL VALLE DE ZAMORANO SE HA ENCENDIDO UN MOTOR QUE NO DEBE DETENERSE

Invitado por el Gobierno de Honduras, el doctor Gustavo Balcázar Monzón, Ministro de Agricultura de Colombia, participó en la ceremonia de la vigésima graduación de agrónomos en la prestigiosa Escuela Panamericana del Valle de Zamorano.

El discurso que el Ministro Balcázar pronunció en esta oportunidad es un testimonio de la fe que los líderes democráticos de nuestra América tienen en las nuevas generaciones -como estrategias para las batallas por el desarrollo social económico que se libran en todo el continente.

Inmenso honor me han dispensado los directivos de la Escuela Agrícola Panamericana, al invitarme a decir algunas palabras en la ceremonia de la vigésima graduación. Lo agradezco de verdad a nombre del gobierno de Colombia y en el mío personal, no sólo por lo que intrínsecamente significa- que ya es bastante y excede en mucho mis méritos y aspiraciones- sino por la señalada circunstancia de que este lugar y esta ocasión han dado espléndido marco, en años pretéritos, para que la voz de muchas gentes ilustres del Continente se escuchara y el pensamiento de ellas y su imaginación iluminaran perspectivas insospechadas ante alumnos que aquí han recibido, por modo integral y simultáneamente, la formación académica y el entrenamiento de campo.

Si la educación es o debe ser un proceso durante el cual el hombre se adapte al medio en que vive, adquiera habilidad para desenvolverse en él y para abrir las fuentes del bienestar, al mismo tiempo que para asumir posiciones críticas que le permitan avizorar la necesidad y aun la urgencia de múltiples transformaciones, estoy seguro de que la Escuela del Valle de El Zamorano cumple inmensurable labor magistral. No al estilo de la tradición bien poco pragmática y por lo tanto imperfecta de Latinoamérica. No la del texto muerto o anquilosado, pero otra vital que no desmaya en la persecución de leyes y efectos naturales hasta ahora desconocidos. Que no vacila ante el imperativo de la comprobación experimental y funde al hombre con la realidad circundante, no para que sea siervo irredento de la tierra sino para que amorosamente sea su dueño y la reciba y la posea y la conserve como patrimonio que es de la humanidad.

El contemporáneo fenómeno del incremento demográfico, calificado como "explosivo" por Raúl Prebisch, ha concentrado la atención general en la necesidad de producir más para atender a nueva y gigantesca demanda. Esa inquietud gene-





## Our MISSION

Zamorano prepares leaders through rigorous educational programs based on Learning-by-Doing, character and value formation, entrepreneurship, and pan-Americanism, and contributes to the region's economic development through applied research activities and outreach which support its educational programs.

## Editorial TEAM

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## Special THANKS

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### Anti-discrimination policy

Zamorano does not discriminate in admissions, financial aid programs, educational programs, or employment against any individual on the basis of that individual's ethnic origin, race, color, religion, gender or nationality.

Above: Students take a break from their crop management duties in the Ornamentals and Fruit Plants Production Nursery.



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Member of the Board of Trustees  
Zamorano, November 2009

## Letter from the CHAIRMAN OF THE BOARD

Dear Friends,

**T**here is a proverb stating that smooth seas do not make skillful sailors. 2009 challenged the Zamorano community with rough seas that inspired us to re-evaluate how we support our mission. Beginning with Ken Hoadley's letter, this annual report serves to illustrate the remarkable achievements of this challenging year.

Rough seas are instructive and strengthening and require a dedicated captain and thoughtful master plan. I am pleased that Zamorano has both. The year served to highlight Dr. Hoadley's leadership and the effective partnership of faculty, staff, alumni, students, benefactors and trustees. Never has the team been more dynamic, or a master plan more exciting.

The collaboration that characterizes the Zamorano family was evident when the Board of Trustees met in Quito, later in Atlanta, and also on campus. For us, no meeting venue is as constructive as the latter - but it is indeed gratifying for the Board to experience the scope and relevance of Zamorano in the international arena.

To all of you who read this annual report, and to those of you who support us, we thank you. I trust that you will be impressed with Zamorano's accomplishments in 2009.

Sincerely,

**Frederick FALCK**  
Chairman, Board of Trustees



# PRESIDENT'S Overview 2009

BIBLIOTECA WILSON POPENOE  
ESUELA AGRICOLA PANAMERICANA  
APARTADO 88  
TEGUCIGALPA HONDURAS

Dear friends,

S

uccess under adverse conditions has a long history at Zamorano. Tradition has it that Dr. Popenoe selected the Yeguaré Valley as the site for the new school because its soils were not good – saying that if students could make them productive they would be successful anywhere.

2009 was certainly a year of adverse conditions. We began the year facing a worldwide recession that threatened to rival the great depression of the 1930s. Then came the “swine flu” pandemic and fears of its spread throughout our student body. Finally, the installation of an interim government in Honduras on June 28 led to the international isolation and further social and economic instability in our host country.

I am happy to report that despite such “distractions” we are able to look back on 2009 as one of the best years in our history.

We began the year with 1,095 students – the highest number in our history – and graduated 209 new engineers in December, again a record number. These numbers reflect two important trends. First, the Zamorano alumni associations, which manage admissions in most countries, have been successful in attracting increasing numbers of qualified applicants to our degree programs. And second, increasing numbers of governments in the region have implemented scholarship programs to help students with high potential but limited economic means to attend Zamorano. We are grateful for the partnerships we share with governments and bilateral development agencies in Central America and beyond, as well as for the continuing scholarship support we receive from alumni, friends and philanthropic organizations throughout the world.

To house our growing student population we were grateful to receive a generous grant from USAID which,

combined with additional funds from the Zamorano endowment, allowed us to begin construction on a new 150-bed dormitory complex. We also completed construction of a new microbiology laboratory (again, with the support of USAID), and through the generosity of the Zemurray Foundation and many individual donors, the renovation of the Zemurray Building, Zamorano’s emblematic original structure.

In late 2009 I announced my intention to step down as President of Zamorano at the end 2010, after eight wonderful years with this remarkable institution. During this period in which my wife Leana and I have been privileged to be associated with Zamorano, we have seen significant growth not only in the student population and the physical infrastructure, but also in the quality of our faculty and programs, the impact of our research and outreach activities, and especially the prestige achieved by our graduates. And not least, we have been fortunate to witness a strengthening of our institutional administration and finances which provide the critical support for our mission. A process is currently underway, under the leadership of the Zamorano Board of Trustees, to select the next President of Zamorano, who will assume his or her responsibilities on January 1, 2011.

In closing, Leana and I wish to express our profound gratitude to all the members of the Zamorano community – alumni, faculty and personnel, trustees, and friends – for your support during these eight wonderful years, and extend our best wishes as Zamorano continues at the service of the Americas.

Yours very truly,



**Kenneth L. HOADLEY**  
President

# ZAMO



**T**he mission of the Panamerican Agricultural School -- better known as Zamorano University -- has not changed since Founding Director Dr. Wilson Popenoe welcomed the first group of 63 students to campus in 1943. Zamorano remains dedicated to improving the lives and circumstances of Latin Americans by providing an exceptional education to young people from the region.

Over the years, with its success, Zamorano's size and scope have grown. Today the University educates more than a thousand students from countries throughout Central and South America and the Caribbean. More than a third of its student body is female, and Zamorano is moving closer to parity with every new entering class. Students at Zamorano earn a four-year undergraduate degree that provides a strong educational foundation in each of four interrelated academic disciplines: Agricultural Science and Production, Food Science and Technology, Agribusiness Management, and Socioeconomic Development and Environmental Science. By the time a Zamorano graduate, he or she will have chosen a major,

completed advanced coursework, and written a senior thesis based on original research in one of these disciplines.

Since its inception, Zamorano University has also been known as an educational institution that combines academic rigor with hands-on learning -- what is known as Learning-by-Doing. Zamorano students spend time in classrooms and laboratories, as well as out in the field -- in the manufacturing plant, greenhouse, cloud forest, and other locations -- where they learn through real-life experiences. Today, students complete more than 35 practicums during their four years.

The university also maintains a strong commitment to the formation of values and character. The invisible curriculum asks for a great deal on the part of students -- they are obliged to wear a uniform, adhere to a strict schedule, and keep their dormitories neat and clean, among other requirements. Yet it is this very same discipline that helps Zamorano shape young people into respected and successful individuals committed to improving life in Latin America and beyond. Many of the most vocal proponents of this



# ZAMORANO

## Past • Present • Future

"Throughout tropical America there is not only ample room, there is a crying need for soundly trained agriculturalists familiar with the climates, soils, and crops of this part of the world and conversant with the basic principles of agricultural science. Tropical America itself would seem to be the logical place to train such men, and it is the hope of Escuela Agrícola Panamericana that it may play a useful role."

Dr. Wilson Popenoe, 1948<sup>1</sup>

approach are graduates, who attest that the "invisible curriculum" helped make them the effective professionals and citizens they are today.

As Zamorano embraces its traditions and successful educational programs, it also strives to look for ways to improve. The University continues to move forward with its application for Southern Association of Colleges and Schools (SACS) accreditation, that will increase opportunities for Zamorano students, graduates, faculty, and partners, and to further strengthen its effectiveness. Zamorano is also developing new and exciting course offerings in the areas of biotechnology, coastal management, food analysis, and computer science, among others, to ensure that its course offerings remain relevant and in the vanguard in its areas of expertise.

Certainly 2009 was a challenging year for Zamorano as it faced the Honduran political crisis of last summer and fall. Zamorano is grateful that the strife and unrest witnessed in some areas of the country never reached its campus; faculty and staff worked hard to ensure that students experienced as few disruptions in the regular routine as possible. With successful elections



### Zamorano: The Agricultural Heart of America

*"Zamorano has become one of the higher education centers of excellence in the field of agricultural industry in Latin America. Each year, tens of students come from countries far away to live and study at Zamorano..."*

El Heraldo  
September 20, 2009

held in November and new President Porfirio Lobo Sosa taking office in January 2010, life in Honduras has largely returned to normal. In addition, Zamorano proudly reports the new government includes eleven alumni serving in senior positions, including the vice president designate, the minister of agriculture, the undersecretary of national security, and the undersecretary of sustainable rural development.

The coming year also promises to be one of change. Zamorano President Dr. Kenneth Hoadley, who has admirably led the university for the past seven years, announced last December that he would be leaving at the end of 2010. An international search is now underway to find a new leader for the school.

As a private, non-sectarian institution, Zamorano University would not have succeeded for so many years were it not for the assistance of its many friends and supporters. "We are grateful for the faith that our many friends continue to show in our work and mission", says Dr. Hoadley.

1. Agriculture in the Americas, a U.S. Department of Agriculture publication, 1948



The best measure of our success  
is our alumni. Our graduates  
-- or Zamoranos as they proudly  
self-designate -- are individuals of  
personal and professional  
accomplishment.

# Our Grads

## Pilot SURVEY

Reveals **IMPRESSIVE** Accomplishments By Recent **GRADUATES**

In 2009, the Office of Institutional Effectiveness, under the supervision of Dr. Raul Zelaya, completed a survey of recent Zamorano graduates.

The initial survey was limited to the classes of 1998 through 2007, and sought to answer questions about where our graduates are currently living and working and what types of employment and/or advanced study they have completed or are currently pursuing. More than 80 percent of these graduates were contacted, and 34 percent of them completed the questionnaire. This is a high rate of return for such alumni surveys and provided a great deal of valuable information.

These Zamoranos can be found in 27 countries on four continents. As might be expected, given the composition of the student body, Ecuador and Honduras claim the greatest number of graduates, with Zamoranos also residing in significant numbers in El Salvador, Guatemala, Nicaragua, and the United States. Many of those in the United States are currently enrolled in masters or doctoral programs.

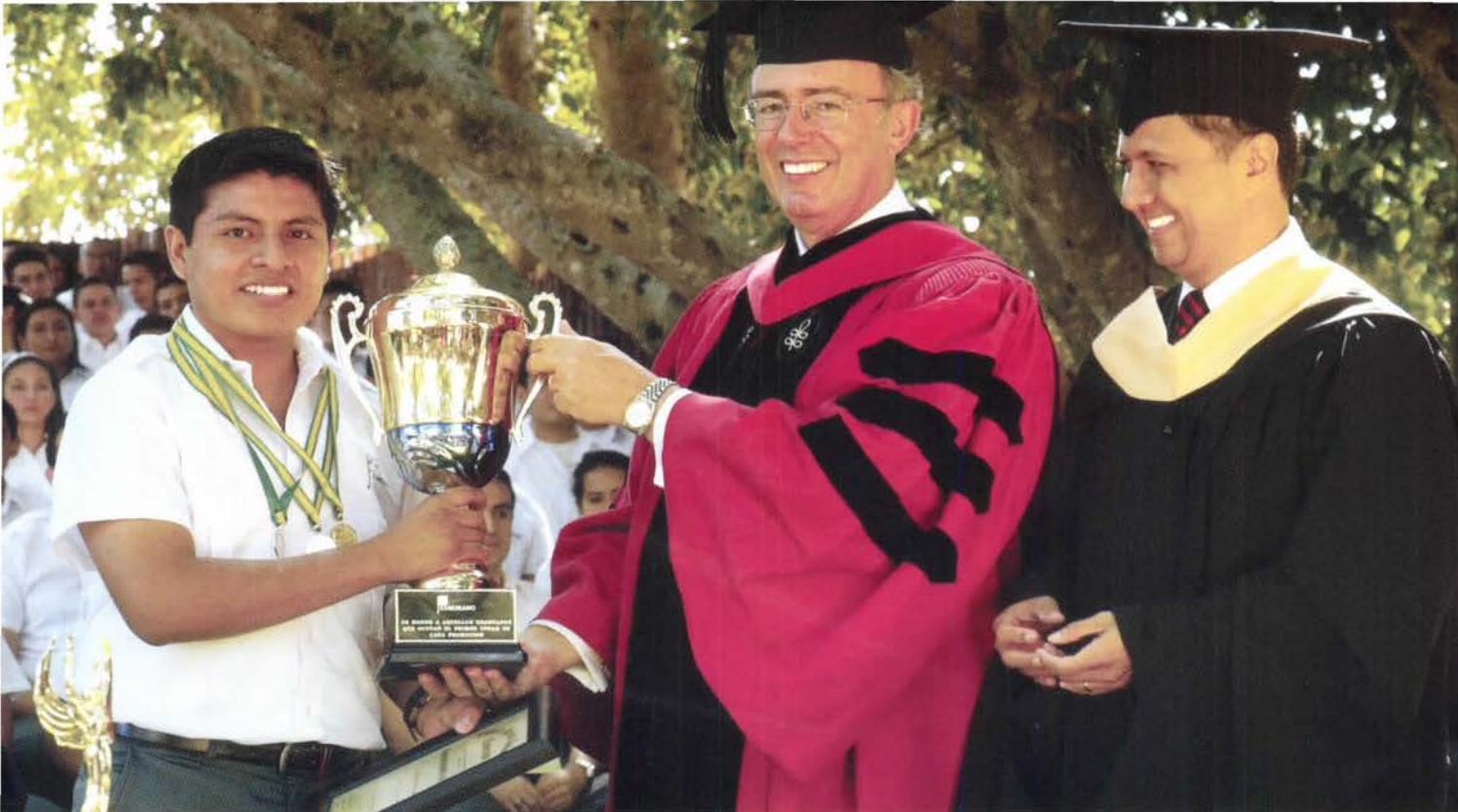
Overall, more than 10 percent are heads of businesses, and 42 percent hold senior management positions. Fourteen percent are in graduate or post-graduate programs. Given the high unemployment rates throughout Latin America and the Caribbean, this represents a tremendous accomplishment on the part of Zamorano graduates.

The Zamorano Office of Institutional Effectiveness will launch a new and more comprehensive survey effort in May 2010, encompassing all Zamorano graduates and asking questions on a wider variety of topics, including leisure and volunteer activities.

### GRADS Evaluate ZAMORANO Education







## Luis Moisés Peña Lévano: BEST IN CLASS, 2009

Luis Moisés graduated at the top of his class in December 2009, winning not only the school cup for the best student with the highest grade-point average, but also the award for the best performance in the Learning-by-Doing practicums and the best performance in his career discipline, Food Science and Technology (AGI). A popular student, his Zamorano nickname was *El Presidente*, "perhaps because I hope to be a natural leader, and my classmates said I was good at diffusing tense situations -- but maybe also to remind me to be humble!"

Born and raised in the southern coastal city of Chincha Alta, Peru, Luis Moisés is the first in his family to go to college. He was able to attend Zamorano because of the generous support of The Nippon Foundation, which provided a full scholarship for his four years of undergraduate study. "I'm grateful that Zamorano cultivates relationships with international donors like The Nippon Foundation, and one of my dreams is to someday be a Zamorano scholarship donor, too!"

His favorite class was food processing and engineering, taught by Dr. Adela Acosta, because "we learned universal methods and tools that can be applied to improve any product and any work environment." His senior thesis examined ways to increase the shelf life of Zamorano's chocolate milk by manipulating such variables as temperature, pasteurization, and the amount of a common preservative. His advisor, Dr. Luis Fernando Osorio, observed, "Luis Moisés was a

tremendously diligent student, naturally adept at chemistry and computer modeling."

While spending his senior pasantía (work study trimester) at Purdue University, Luis Moisés realized he wanted to pursue an advanced degree "to continue preparing myself to start my own business. Peru has a lot of agricultural potential. The problem is we don't have much industry. So I see developing my own company as the best way to help my people."

Currently on a three-month internship at the University of Georgia, Luis will begin a master's program in applied economics at Georgia come fall.

"Zamorano gave me a global perspective on the world. I learned that things that happen in Peru happen in other countries, too. I want to expand my ability to understand complex issues from an international vantage point, and then be able to apply that knowledge in my hometown. Zamorano gave me the chance to dream bigger dreams, and the confidence to achieve them."