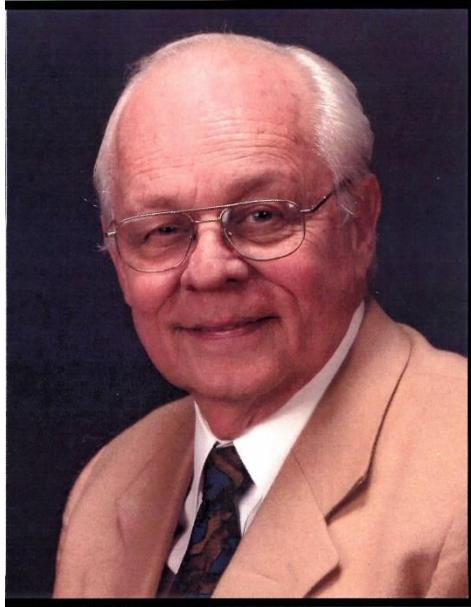




PANHANDLE STATE
FOUNDATION



John W. Goodwin, Ph.D.

Dr. John W. Goodwin Memorial Scholarship

Est. 2009

The Dr. John W. Goodwin Memorial Scholarship was established by friends and family in loving memory of Dr. Goodwin.

Remembering John Goodwin

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Goodwell, Okla. — Oklahoma Panhandle State University officials received word Saturday that John W. Goodwin, OPSU president from 1995-2002 and OPSU alumnus, passed away Friday, October 24. Since his retirement, Dr. Goodwin and

wife Phoebe had made their home in Fayetteville, Arkansas and the couple continued their ardent support for OPSU.

A native of Durham, Oklahoma, Goodwin graduated from OPSU in 1956 with a Bachelor of Arts degree in History. He declared more than once that the affordable, rural college offered him an opportunity to continue his education. He earned a Master's of Science and doctoral degrees in Agricultural Economics from Oklahoma State University. He taught and served as an administrator at OSU, in the University of Arkansas system, and he also worked for the United States Department of Agriculture before finally returning to his alma mater to take over as president in 1995.

During his tenure at OPSU, Goodwin spearheaded the construction of the Noble Cultural and Activity Center and also had completed preliminary planning of the Aggie Apartments that opened in August of 2004. Goodwin also moved the school to NCAA Division II and was president during the time the Rodeo Team won three National Collegiate Rodeo Team Championships. In fact, since he retired, Dr. Goodwin represented OPSU at several College National Finals Rodeos and followed the team closely.

Dr. Goodwin remained a teacher at heart and used every opportunity to pass along his knowledge. He was also an active and engaged learner, a trait that made him popular with students, faculty, staff and the public.

President Dave Bryant said, "Dr. Goodwin cared for students and had a special feeling for first generation college students. He was also one of the first people in the area to recognize the importance of recruiting and graduating Hispanic students. I am honored to carry on his legacy as President of OPSU."

10/28/2008

Dr. John W. Goodwin, Ph D, 73, of Fayetteville, AR, died October 25, 2008 in Vici, OK. He was born at home on January 1, 1935 in Durham, Roger Mills County, OK, to Robert L. and Obera (Hatley) Goodwin. He received his B.A. from Panhandle A & M (Oklahoma Panhandle State University) and his M.S. and Ph.D. from Oklahoma State University. An educator since 1964, Dr. Goodwin's scholarship supported the intellectual growth of thousands of students in more than 20 universities, who learned fundamental and advanced economic principals from his text books. He loved his work in the classroom and of all his awards and recognitions, he was most proud of being given the "Outstanding Teacher Award" by his students at Oklahoma State University.

A lifelong Democrat, he ran for US Congress (6th District of OK) in 1968, garnering 49% of the vote. He served the state of Oklahoma first as Deputy Commissioner of Agriculture and later as Executive Director of Agricultural Stabilization and Conservation Service (ASCS). He served in Washington, DC as the Associate Administrator of the ASCS for the Carter Administration.

As Vice President for Agriculture at the University of Arkansas, he oversaw the operations of the Arkansas Agricultural Experiment Station, Arkansas Cooperative Extension Service and the Colleges of Agriculture. He served as president of Oklahoma Panhandle State University from 1995 until his retirement in 2002.

He volunteered time and effort to a variety of organizations including the Democratic Party, Volunteers for Overseas Cooperative Assistance, and the National Alliance on Mental Illness. His volunteer service in Santa Cruz, Bolivia resulted in improved marketing strategies for local growers. He was a Master Mason and enjoyed his family, reading, politics, and travel. He maintained lifelong friendships with fellow faculty members, university staff and former students to whom he gave both solicited and unsolicited advice.

He is survived by his wife of 48 years, Phoebe Jane Goodwin, his four children, all of Fayetteville: Thomas Goodwin; Laura Goodwin and her husband Robert Kohler; Clariss Goodwin; John Ashley Goodwin and his wife Dawn, and four grandchildren,

Georgia, Jacob, Olivia and Owen; as well as two brothers, Dan Goodwin and wife Nancy of Stillwater, OK, and Thomas Goodwin and wife Frankie Mae of Durham, OK. He was preceded in death by his parents and a brother, Robert L. Goodwin Jr.

John W. Goodwin, the youngest of four sons of Robert L. and Obera Hatley Goodwin, was born on New Year's Day, 1935, in the Durham Community in Roger Mills County, Oklahoma. He grew up in that community, graduating from Durham High School as valedictorian in 1953. He received a small scholarship to attend Panhandle A&M. College where he enrolled that fall. While at Panhandle, he served as co-editor of the school newspaper, was on the yearbook staff and the debate team, and was active in all speech and music activities. Completing his degree in three years of study, Goodwin graduated among the top ten PAMC graduates of 1956, receiving the B.A. degree in history, with minors in speech and English. Goodwin worked for PAMC throughout his undergraduate years.

In the spring of 1956 the University of Connecticut solicited nominees for graduate study from small institutions with academic programs in agriculture. PAMC President Marvin E. McKee recommended Goodwin and the University of Connecticut offered him a research assistantship that would cover the cost of his graduate study, beginning in the fall semester of 1956.

The 1956-57 school year proved to be a real eye-opener for Goodwin. Having grown up in a "Jim Crow" state, he was vaguely aware some folks were more equal than others, but it wasn't very "real" to him. Goodwin concluded that: 1) folks in New England didn't like each other very much, and 2) he didn't like New England very much. At the end of the spring semester, he transferred to Oklahoma State University to complete his M.S. (1958), and Ph.D. (1961) degrees in agricultural economics.

During the summer of 1960, Goodwin convinced Phoebe Jane Woodward of Fairview to become his wife and lifelong companion. The next summer, their first son, Thomas Hatley Goodwin, was born.

Upon completion of his PhD degree in 1961, Goodwin accepted employment as a corporate economist with Armour and Company in Chicago, Ill. His primary responsibility was economic analysis and forecasting for dairy and poultry products; he achieved a national reputation in broiler price forecasting.

In spring of 1963, the Goodwin's' daughter, Laura Elizabeth, was born. The following winter, the Goodwin clan returned to Stillwater, where Goodwin had accepted a faculty appointment at Oklahoma State University beginning January 1964. He taught undergraduate classes and conducted research in livestock marketing. Over the next eight years, he received every award for teaching and student service offered by Oklahoma State University. He also received two national professional awards—one for teaching and one for research. Two more children would join the Goodwin family: Clariss Obera in 1965 and John Ashley in 1967.

In 1968, Goodwin was granted leave from OSU to run for U.S. Congress from the Sixth District of Oklahoma. Goodwin won the Democratic nomination handily, but lost the general election, though he garnered 49% of the vote. Goodwin returned to OSU and his teaching and research responsibilities. His research formed the basis for much of the financing for the development of cattle feeding in the High Plains. In 1973, he received the Outstanding Teacher Award for OSU. That fall, his first book (an introductory text in Agricultural Economics) was published and adopted by 22 American universities.

In 1974, Goodwin was again granted leave from OSU to serve as Deputy in the Oklahoma State Department of Agriculture. In that role, Goodwin to secure the reconstruction of the SL&SF (Frisco) railroad between and Enid, and he worked for

the passage of legislation that assisted livestock in adjusting to the impact of the Wage-Price Freeze during the Ford Administration. In 1977, Goodwin was appointed Oklahoma State Executive Director for the Stabilization and Conservation Service, the agency that administered U.S. farm programs, The following year, he was promoted to Associate in the Washington, D.C., headquarters.

Following his service in ASCS-USDA, Goodwin accepted employment as Vice for Agriculture at the University of Arkansas, overseeing the operations of Agricultural Experiment Station and Arkansas Cooperative Extension an operating budget of more than \$50 million annually. His agreement in that role for five years, then return to the faculty to teach, conduct research, and to write a book. In this time, he published two new editions of his first book and wrote a second text on agricultural price analysis and forecasting. In addition, he published several Spanish language monographs regarding work in Argentina and Bolivia.

In 1995, Goodwin accepted appointment as President of Oklahoma Panhandle State his alma mate, agreeing to serve five years. At that time, the institution was under economic and educational stress. The previous president departed Goodwell after less than a year of service. While solvent, OPSU was financially precarious. The records were such that auditors would give only a qualified audit. The visit by the North Central Association of Colleges and Schools had been postponed, NCATE accreditation (teacher education), which had been non-renewed would now be necessary for the livelihood of the university's teacher program. For Goodwin, the agenda was clear: the first order of business had to be financial stability. The second was to get accreditations secured.

In 1996, North Central granted OPSU a five-year accreditation, and in 1998, the auditors gave the institution the first unqualified audit in many years. Meanwhile, the State Regents for Higher Education granted OPSU the authority to establish a program in nursing, also one in swine management. New degree programs in art and

an interdisciplinary program in Art and Computer Information Systems were also established.

Goodwin credits students for bringing a great deal of honor and recognition to OPSU during his tenure. There were three national Intercollegiate Rodeo Championships. The Computer Information Systems group brought home a national championship. The Livestock Judging teams won numerous regional contests and were a national runner-up one year.

The physical look of the campus would change during Goodwin's presidency. A new beef barn and horse barn were constructed at the University farm in 2001. Ground was broken for the Noble Cultural and Activity Center in 2002. A new warehouse and motor pool were completed in 2002. New baseball and softball fields were constructed, with the labor provided primarily by the coaches and players of these sports.

In the fall of 2001, Dr. Goodwin had quadruple heart by-pass surgery and the following spring Phoebe had surgery for cancer. The conclusion he reached was that God was telling him something, so in the fall of 2002, he retired from the Presidency of OPSU and returned to northwest Arkansas where all of his children and grandchildren reside. Since then, the Goodwin's have done a good bit of traveling in Europe, South America, Central America and the U.S. They have also spent a lot of time with their grandchildren.

John W. Goodwin was a Life Member of the Panhandle State Association. In 2003, he was recognized as a Panhandle State Foundation Distinguished Contributor.