

## Kansas Sesquicentennial 2011



*Courtesy R & R Research Services, Inc.*

### R. CARL HOSENEY

CEREAL CHEMISTRY

R & R Research Services, Inc.  
Kansas State University



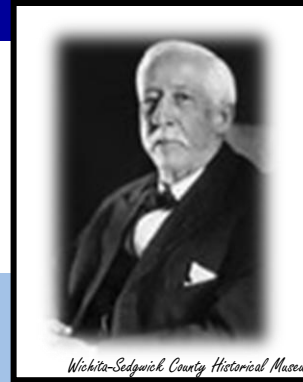
## R. Carl Hosenev 1934-

- Born in Coffeyville.
- Earned degrees in grain science from KSU.
- Cereal chemistry studies all the physical and chemical changes occurring as grains of any kind are transformed into things like bread, cookies, corn flakes or even into animal feed.
- By understanding what happens with the milling of grain, the dough and the yeasts as well as which additives make a better dough and how that affects the baking, he helps companies improve their food products.
- "Food, while we are all familiar with it, from a physical and chemical point of view is very complicated," says Hosenev.

**EXTRA COOL:** He has worked with many food companies including Frito-Lay, General Mills, Nabisco and Nestle (which is a Swiss company).

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*Wichita-Sedgwick County Historical Museum*

### ALBERT ALEXANDER HYDE

INVENTOR

The Mentholatum Company  
Wichita



## Alexander A. Hyde 1848-1935

- Born in Massachusetts. Moved to Leavenworth in 1865.
- In 1889, started the Yucca Company in Wichita to make shaving creams, soaps, etc.
- Interested in the way menthol could soothe and relieve pain, he wanted to make an ointment that could relieve a head or chest cold or a sore throat.
- After four years of research and consulting with doctors and pharmacists he introduced Mentholatum Ointment in 1894. It was an instant success. Built a factory in Wichita in 1914.
- The company is no longer headquartered in Wichita, but Mentholatum Ointment is still popular around the world.

**EXTRA COOL:** An elementary school in Wichita is named in his honor.



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*Courtesy of The Land Institute*

### WES JACKSON

Agricultural and  
Environmental Science

The Land Institute, Salina



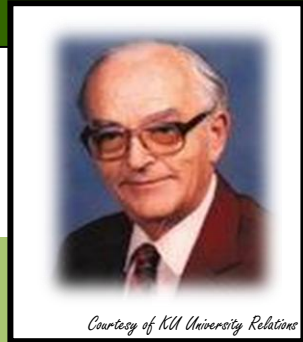
## Wes Jackson 1936-

- Born and raised near Topeka.
- Earned degrees in biology from Kansas Wesleyan in Salina, in botany from KU and in genetics from North Carolina State.
- A pioneer in the "green" movement, he founded The Land Institute in Salina in 1976.
- Promotes natural systems agriculture. His team is developing perennial (comes up every year) grain relatives of our major crops to replace annuals that must be sown each year. These have a longer growing season, deeper roots and use moisture better than annuals. They also store more carbon dioxide and need less fertilizers and pesticides.

**EXTRA COOL:** Named by *Smithsonian* as one of "35 Who Made a Difference." *Life* magazine called him one of "100 important Americans of the 20<sup>th</sup> century."

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*Courtesy of KU University Relations*

### RICHARD K. MOORE

ELECTRICAL ENGINEERING /  
COMPUTER SCIENCE

The Information and  
Telecommunications Technology  
Center (ITTC), Lawrence



## Richard K. Moore

- Working with NASA, he pioneered the use of short wavelength (microwave) radar systems for satellite-based remote sensing.
- Moore developed the wind scatterometer, a radar sensor that measures winds over the oceans, allowing weather forecasts farther in advance.
- Founder of the Radar Systems and Remote Sensing Lab at the University of Kansas.
- Co-recipient of the 1995 Australia Prize for scientific research; also awarded many U.S. engineering honors.

**EXTRA COOL:** Moore's innovations are used worldwide to identify hurricanes, cyclones or other weather in early stages. Also, to map and make images of cloud-covered landscapes and sea ice or to monitor soil moisture levels.

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