

NAME: William C. Morris

POSITION: Professor/Specialist

EDUCATION:

<u>Degree</u>	<u>Major</u>	<u>Institution</u>	<u>Date</u>
B.S.	Animal Science	Southern Illinois University	1965
M.S.	Animal Nutrition	Southern Illinois University	1966
Ph.D.	Animal Science	Iowa State University	1972

PROFESSIONAL EXPERIENCE:

Professor, Department of Food Science and Technology (1993-present)
 Associate Professor, Department of Food Science and Technology (1989-1993)
 Acting Department Head, Department of Nutrition and Food Science, The University of Tennessee (1988-1989)
 Associate Professor, Department of Nutrition and Food Science, The University of Tennessee (1987-1988),
 Technical Superintendent, A.E. Stately Manufacturing Company (1983-1987)
 Central Q.A. Laboratory Manager, A.E. Stately Manufacturing Company (1979-1983)
 Q.A. Supervisor, A.E. Stately Manufacturing Company (1977-1979)
 Research Food and Nutritionist, A.E. Stately Manufacturing Company (1973-1977)
 Research Nutritionist, Kellogg Company (1972-1973)

EXTENSION PROGRAM/RESPONSIBILITIES/ACTIVITIES:

As a specialist in Food Science and Technology, provide technical expertise to small and intermediate processors in the fruit, vegetable, sorghum and wine industries. Take leadership in initiating workshops on food safety, starting small food business and HACCP. Participate and provide technical information to the Center For Profitable Agriculture where appropriate. Provide in-service training to county extension faculty in the area of food safety, entrepreneurship, food labeling, home food preservation and current food issues. Respond to clientele by telephone, e-mail and mail on questions about specific food issues or problems. Provide technical information to the media (tv, radio, newspapers) when appropriate. Provide technical consultation to speciality food companies. Provide Better Process Control School courses to the low acid and acidified food industry. Coordinate a regional wine competition entitled "Wines of The South".

PROFESSIONAL ACTIVITIES:

Membership in Professional Societies:

Institute of Food Technologists (IFT) (Regional Section and National)
 The International Association of Milk, Food and Environmental Sanitarians (IMFES)
 Southeastern Food Processors Association, on the Board of Directors and Food Forum Editor

Board Advisor To:

Southeastern Food Processors Association
 Tennessee Viticulture and Onological Society
 Tennessee Farm Winery Association
 National Sweet Sorghum Producer and Processor Association
 Tennessee Specialty Food Association, Inc. (helped start Association in 1998)

Professional Recognition:

ES-USDA Review team for competitive Food Safety Grants
 Epsilon Sigma Phi Extension - Early Career Award
 Gamma Sigma Delta - Honor Society for Agriculture
 Alpha Zeta - Honor Society for Agriculture
 Phi Kappa Phi - Scholastic Honor Society
 Southeastern Food Processors Association Undergraduate Food Science Scholarship Award Honoring W. C. Morris - \$500/yr, 1996 - present
 The Robert Cook Southeastern Food Processors Memorial Scholarship Award \$4800, 2001
 Homer Blitz Award from the Tennessee Viticulture and Onological Society, 2002
 The William C. Morris Southeastern Food Processors Association Scholarship Endowment, \$17,500, 2003
 U. S. Food and Drug Administration 2004 Commissioners Special Citation Award

Activities in Professional Societies:

Institute of Food Technologists (Vol Section)
 Secretary/Treasurer (1991-1994)
 Institute of Food Technologists
 Scientific Communicator (1991-present)

UNIVERSITY SERVICE ACTIVITIES:**University**

Acting Department Head, Department of Nutrition and Food Science, 1988-1989
 Faculty Senate 1995-1998
 Faculty Senate Alternate 2004

Institute of Agriculture

Search Committee Chairman, 80% extension/20% Research Position 1998-1999
 Co-Chairman, Extension Food Safety and Quality Initiative Team, 1992-1998
 Committee Member - Food Safety and Quality Initiative 1998-present
 Tenure Mentor Committees - Dr. Greg Hulbert and Dr. P. M. Davidson (Chairman)
 Departmental Strategic Planning Review Committee
 Chairman of FS&T Department Newsletter Committee 1995 -present
 Department Awards Committee Member, 2000-present
 FS&T Department Head Search Committee Member, 2003
 Committee Member - Biosecurity Task Force for UTIA, 2003 - present
 Search Committee Member, Food Chemist Position, 2004

PUBLICATIONS:**Printed:**

Morris, W. C. and McCarty, I. E. 1994, Canning Vocabulary SP325B

Morris, W. C. 1996, Canning Acid Foods SP325-C.

Morris, W. C. and McCarty, I. E. 1997, Methods of Canning SP325-A.

Morris, W. C. and McCarty, I. E. 1998, Canning Vegetables SP325-D.

Morris, W. C. 1998, Low or No Sugar Jams, Jellies and Preserves SP325-F.

Morris, W. C. 1992, Getting Started In The Food Manufacturing Business In Tennessee PB 1399.

Mask, P. L. and Morris, W. C. 1991, Sweet Sorghum Culture And Syrup Production, Auburn University , ANR-625.

Morris, W. C. 1994, Vinegar Manufacture, PB 1397.

Beattie, S. and Morris, W. C. 1997, Food Training Manual - Introduction to Safe Food Handling for Convenience Store Personnel.

Lockwood, D. W.; Beattie, S. and Morris, W. C. 1997, Southeastern Regional Apple Cider Safety Workshop.

Morris, W. C. 1997, (revised) Getting Started In The Food Manufacturing Business In Tennessee PB 1399.

Morris, W. C. 1998, How Will Your Food Be Regulated PB 1604.

Morris, W. C., Disney, G. W., Melton, C. C. and Beattie, S., 1998, Food Safety Education and the UT Agricultural Extension Service. Tennessee Agricultural Science, No. 185. (Coordinated the publication of this Food Safety Issue).

Melton, C.C., Morris, W. C., Disney, G. W., Beattie, S., 1999, University of Tennessee Food Safety Certification Course.

Morris, W. C. 2000, (revised) Getting Started in the Food Manufacturing Business in Tennessee.

Pompelli, G., Draughon, A., Morris, W. C. 2001, Food Processing In Tennessee - Dynamic and Growing, Research Report 00-15.

M. L. Lane, H. Stimmel, C. Costello, W. C. Morris and P. M. Davidson, 2000, Effectiveness of Web-Based Food Safety Training to High School Teachers. Second NSF International Conference on Food Safety, Proceedings and Presentation of Paper.

Morris, W.C. 2002. Starting Your Own Wine Business.

Dalton, A., Davidson, P. M., Grandle, G., Holland, R., Hubbs, S. and Morris, W. C. 2002, Adding Value To Tennessee Agriculture Through Commercial Food-Processing Enterprises.

Russell, K., Weiss, J., Morris, W. C., Penfield, M. and Zivanovic, L. Resubmitted December 2003 to Journal of Food Quality, The Effects of Glass Shape on the Concentration of Polyphenolic Compounds and Perception of Merlot Wines.

Posters:

Russell, K., Weiss, J., Morris, W. C., Penfield, M. and Zivanovic, L. Resubmitted December 2003 to Journal of Food Quality, The Effects of Glass Shape on the Concentration of Polyphenolic Compounds and Perception of Merlot Wines, American Chemical Society, 2002.

Jarrard Jr., M., Morris, W. C. and Weiss, J. Development of a Quartz Crystal Microbalance System (QCM) for Detection and Quantification of Real-Time Volatile Compound Production in the Headpace of Wine Glasses. Exhibition of Undergraduate Research and Creative Achievement, CASNR, University of Tennessee.

Video Production:

Lockwood, D., Morris, W. C., Algood, T. T. and Cann, D.T., 1994. The Art of Making Apple Cider.

Morris, W. C., Geraldson, M. G. and Cann, D. T., 1994. Selling Sweet Sorghum.

Morris, W. C., Disney, G. W., and Cann, D.T., 1995:
Microbeman: The Continuing Adventures (4 part Series) 1995.
- The Case of The Perfect Pig.
- The Case of Wally's Salad.
- The Case of La Grande Burger.
- The Case of Conrad The Egg Head.

Morris, W.C. and Cann D. T., 1996:
LATCH-Host Sorghum.
Sorghum Festival.
Victor Stoll's Sorghum.

Morris, W. C. and Cann D. T., 1996, Volatile Acidity Analysis, The Cash Still-Wine.

Morris, W. C. and Cann, D. T. 1998, A Showcase of Tennessee.

GRANTS:

W. C. Morris and G. W. Disney, Food Safety Program for Low Literacy Food Handlers, 1994, \$32,145.

Tamplin, M. L and Morris, W. C., Implementation of Increasing Consumer Acceptance of Irradiated Food Through Consumer Targeted Educational Programs 1995, \$16,741, USDA..

Morris ,W. C. and Disney, G. W., Food Safety Programs for Low Literacy Food Handlers., 1995, \$19,926, USDA.

Morris, W. C. and Melton, C. C. Expanding and Utilizing Educational Materials Developed for Training of Commercial Food Handlers. 1995-1998, \$75,000 (\$25,000/yr for 3 years) USDA.

Morris, W. C. and Disney, G. W., National Recommendation for Disaster Food Handling 1996, \$48,813. USDA.

Tamplin, M. L., Morris, W. C. and Costello, C. A., Increasing Food Safety Training for the Food Service Industry Through Interactive Software Programs, 1996, \$64,971, USDA.

Lockwood, D. L., Morris, W. C. and Algoood, T.T Application of Viticulture and Enology to Tennessee Wines, 1998, \$5000. Tennessee Viticulture and Onelological Society.

Davidson, P.M., Morris, W.C. and Costello, C. A. Web Based Food Safety Training to Vocational High School Teacher, 1999, \$52,693, USDA.

Davidson, P.M., Morris, W.C. and Costello, C.C., HACCP Training for Food Service and Train the Trainer for County Faculty, 1999, \$30,000, USDA..

Morris, W. C. and Baxter, S., FDA, TDA and UTIA Joint Partnership Agreement, 1996-2002, \$14,000 (\$2,000/year). U. S. Food and Drug Administration.

Lockwood, D.W. and Morris, W. C. Fresh Produce Safety Training For the Southeast 2000-2002, subcontract with NCSU, \$12,800. CREES, USDA.

Costello, C. A., Davidson, P.M. and Morris, W. C. Morris. Internet -Based Food safety Education for Food Handlers Serving At-Risk Populations, 2001, \$31,950, Center of Excellence for Food Safety.

Morris, W. C., Davidson, P. M., Costello, C. A., and Haughton, B. Assessment of Food Safety Education materials and training Programs in day care Centers and Nursing Homes, 2002, \$12,775, Center of Excellence for Food Safety.

Lockwood, D. L. and Morris, W. C. A Fresh Produce Food Safety Training Program and Curriculum development for the Southeast, 2004, subcontract with NCSU, \$13,120. CREES, USDA.

Hill, T. K., Morris, W. C. and Wilson, J. L. Educational Outreach to Private Freshwater Prawn Producers For Increased Economic Opportunities, 2003-2004,\$12,022 Tennessee Department of Agriculture.

Morris, W. C., Davidson, P. M., Costello, C. A., Devereaux, M. J. And Haughton, B. A Multi-Faceted Approach to Improve Food Safety For Child Care Providers. 2003-2006, \$430,000. CREES, USDA.

Morris, W. C. Formation of The Tennessee Food Safety Task Force, 2002, 2003 \$10,000. U. S. Food and Drug Administration.

Contracts:

Better Process Control Schools \$98,322

Food Safety Certification Workshops \$3,500

HACCP Workshops, 2003, \$1,350

PROFESSIONAL DEVELOPMENT:

Basic Computer Training, 1995

Media Training, Sponsored by Institute of Food Technology, 1996

FDA and AFDOS Course on Hermetically Sealed Low Acid and Acidified Foods, 1996

The University of Arizona Better Process Control School - Train-the-Trainer Course, 1997
 Seafood HACCP Alliance in Cooperation with the Association of Food and Drug Officials -
 Train-the-Trainer Course, 1997.
 Illinois Certified Safe Cider Maker School, 1997.
 Developing and Implementing HACCP Programs in Small Meat and Poultry Processing Plants - Trainer,
 1998. (006405061998-10238)
 Certified Trainer for the National Restaurant Association's SERVSAFE Training Program, 1998
 Power Point Presentation, 1998
 National Workshop on Reducing the Microbiological Risk of Fresh Produce, 1999
 Lotus Notes Training, 1999
 Institute of Food Technology Annual Meeting, 1995, 1996, 1998, 1999, 2000 and 2001
 Apple Cider Food Safety Control Workshop, FDA, Center for Food Safety and Applied Nutrition, 1999
 Third Party Audit for Fresh Produce Food Safety, NCSU, 2004

INTERNATIONAL EXPERIENCE:

Activities Abroad

<u>County/Area</u>	<u>Purpose and Sponsorship</u>	<u>Dates</u>
México	Co-instructor for a HACCP Workshop; Instituto Tecnológico y de Estudios Superiores de Monterrey - Campus Querétaro (ITESM-CQ)	October 13-14, 1998

SPEECHES:**Tennessee Viticultures and Onological Society**

- Wine Analysis Workshops (Hands on 4 hours), this was done at three meetings
- Wine Sanitation
- Ozone
- Effect of Cooking on Residual Alcohol

American Wine Society

- Wine Analysis Demonstration

Illinois Winemakers and Vitners Association

- Workshops on Wine Analysis and Sanitation

Southeastern Apple Growers Annual Meeting

- Apple Cider Safety
- Good Manufacturing Practices and Sanitation
- Regulations Governing Food Manufacturing

National Sweet Sorghum Producers and Processors Association

- Crystallization, Use of Enzymes and the Refractometer
- GMP's and Sanitation
- Labeling Your Syrup
- Adulteration With Corn Syrup

School Food Service Workers - Food Safety Presentations

- Eastern, Middle and Western area meetings sponsored by the Tennessee Department of education. (Each session was comprised of approximately 200-250 food service workers.)
- Hamilton County (>600 workers/managers)
- Rutherford County (>50 workers/managers)
- Tipton County (>50 workers/managers)
- Blount County (>175 workers/managers)

Alabama Fruit and Vegetable Association

- Apple Cider Safety

Retail Food Protection Course (Co-Instructor)

- FDA and TDA Inspectors - Food Safety

Nutrition Science Institute

(Sponsored by the College of Human Ecology for high school science teachers)

- Food Safety
- Biotechnology, Irradiation
- HACCP

Tennessee Dietetics Association and Knoxville Dietetics Association

- Emerging Technologies in Food Science
- Where Food Science Is Headed in the Future
- HACCP

Memphis Area Nutrition Council

- HACCP in the Food Industry

Tennessee Vocational Education Conference

- Food Safety Hazards

State Correctional Food Service Workers

- Irradiation and Biotechnology

WIC's 25th Annual Meeting

- Food Safety for the Mother and Child - Where's the Risk?

Nutrition Labeling and Education Act

- I was trained by the FDA on this Act and delivered many programs in this area - Including In-Service to FCS Agents, SAAS, Sorghum Association, Starting Food Business Workshops, Knoxville and Tennessee Dietetic Associations, Ag 101 (3 sessions)

UT Science Club

- Food Irradiation

Agricultural Steering Committee

- Adding Value to the Food Industry

Deli Food Safety

- Kroger Area Managers

Agent In-Service Training

- "Hazards-R-Us" - Food Safety
- Emerging Issues in Food Science - (Interactive TV)
- Utilization of Microbman Videos - (Interactive TV)
- Home Food Preservation (6)
- Biotechnology and Natural Toxicants
- Nutrition Labeling and Education Act
- Food Safety, Train-the-Trainer (Slide set and narrative developed)
- University of Tennessee Food Safety Certificate Course (Train-the-Trainer)
- SERVSAFE - National Restaurant Food Safety Certification Course

Food Safety Training

- SHARE Employees (Volunteer Food Bank)

WORKSHOPS PLANNED, COORDINATED AND SPEAKER:**Sorghum Processing Workshops**

- Blairsville, Georgia and Hartsell, Alabama (2)

Starting Your Own Food Manufacturing Business (Organizer/Co-Instructor)

- Chattanooga (2), Nashville (2), Knoxville (2), Memphis, Morristown
- Alabama Health Department

Southeastern Regional Apple Cider Safety Workshop (Co-Instructor)

- Troy, Sevierville

"E-Z Stop" convenience Store Food Safety Training Workshop

- Knoxville

Seafood HACCP Alliance Workshop (Co-Instructor)

- Memphis, Nashville

Food Safety and Quality Workshop

An Introduction to Food Safety and Microbiology and Basics of HACCP

- Knoxville

Better Process Control School (Co-Instructor)

- Knoxville, Nashville
- Covington (2) (Industry specific for SLIMFAST, aseptic processing)

Meat and Poultry HACCP Workshops (3) (Co-Instructor)

- Knoxville, Nashville

TABLE TOP DISPLAYS PREPARED

- Food Irradiation - Tennessee Retail Grocers Association
- Food Production, Farm to Table - Tennessee Retail Grocers Association
- Sorghum Production and Processing - National Sweet Sorghum Producers and Processors Association
- Starting Your Own Food Business, with FDA - Tennessee State Fair, Nashville

INTERNATIONAL

- Mexico, Instituto Tecnológico y de Estudios Superiores de Monterrey - Campus Queretoro
- Polish Delegation at UT - Entrepreneurship and Federal/State Regulations
- Russian Delegation at UT - Entrepreneurship and Federal/State Regulations

VIDEO CLIPS FOR TV

- Making Sorghum
- Whites Old Fashion Apple Butter
- "UT Next Door"
 - Tailgating Food Safety
 - Home Food Preservation

NEWSLETTER

- Contributed to NSSPPA, Fruit News, TVOS, Tennessee Specialty Food Association

TAIL GATE PARTY

- Participated in Big Orange Tail Gate Party - helped coordinate the Vegetable Section (7)

CITATIONS IN "UT AGRICULTURE" PUBLICATIONS

- Fall, 1996 - Going The Extra Mile, Kelley Krohwinkel
- Winter, 1996 - who Can You Trust, J. Laurie Byrne
- Summer, 1997 - Is Your Wine Fine?, Kim Urquhart
- Spring, 2000 - Best, Jennifer Sparger

"GREEN TENNESSEE" ARTICLES

- "The Role of the Home Food Maker"
- "Can Apple Cider Make You Sick?"
- "How Safe Are Fresh Vegetable?"
- "What's the Truth About Food Safety?"
- "Are You Prepared to Preserve Things From Your Garden?"

UT CLASS PARTICIPATION

- Ag 101 - Speaker and Panel Discussions (6)
- FST 495 - Food Processing System Analysis and Evaluation (2)
- Public Health Seminar (2)

TELEVISION MEDIA

- Channels 6, 8 and 10
 - Cyclospora in Raspberries
 - Irradiation
 - E. Coli 0157:H7
 - Organic Foods
 - Nutritional Supplements
 - Hepatitis A Outbreak
 - NLEA
 - Food Safety During Tailgate Parties

MORRIS ACTIVITIES II**ASSISTANCE TO "SELECTED" ENTREPRENEURS (Most Successful Businesses)**

- Bell Buckle County Store (jams, jellies, sauces, dressings, salsa, desert toppings, drink mixes)

- Porky's Gourment Foods (hot sauces, barbeque sauce, steak sauces)
- Hillcrest Orchard (apple butter)
- White's Old Fashion Apple Butter (jams, jellies, butters)
- Big S Farms (hot sauces)
- Slawsa (relish)
- Austin Springs Jellorium (jams, jellies, dressings, sauces)
- Pepper Patch (Topsy-T-Cakes, jams, jellies, sauces, relishes, dressings)
- Hail Caesar (dressings, marinades, flavored pasta)
- Tennessee-T-Cakes (specialty cakes)
- Kelly's Katch (caviar)
- Jimmy Partello's Italian Hot Sauce and Salsa
- Truffels & Triffels (gift baskets)
- Duck River Orchards (apple cider, fried pies, fudge)
- Brother's Fine Food (hot pepper relish)
- Country Fresh Food & Confections (fudge)