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Toll-free number aids Spanish-speaking firestorm victims

AsisTel de la UC, the new phone-based information service recently launched by the ANR's Spanish Broadcast and Media Services, now includes 29 concise messages in Spanish about dealing with the aftermath of wildfires. The messages are accessible via a toll-free number — (800) 514-4494. The messages deal with a wide range of topics, from important phone numbers and completing the insurance claim to the health and emotional well-being of adults and children.

Within days of the fires, *Myriam Grajales-Hall*, *Alberto Hauffen*, *Lita Charlot* and *Lisa Rawleigh* of Spanish Broadcast and Media Services (SBMS) gathered and adapted information for the Spanish-speaking people displaced by the firestorms. They quickly distributed the phone number to UC Cooperative Extension county offices, the media and agencies providing relief.

"Many in the fire-ravaged communities are Latino immigrants, with limited information in Spanish to help guide their recovery," said Grajales-Hall, SBMS program manager. "We hope these phone messages will help fill the gap in a useful, easily accessible manner."

Recorded at the SBMS studio, the new *AsisTel de la UC* messages feature aid available through Federal Emergency Management Agency (FEMA), the Red Cross, the Small Business Administration

Dynes discusses CE in Web chat

During his first weeks in office, President *Robert Dynes* held Web chats with UC alumni, faculty and staff, and students.

One of the questions President Dynes received during the faculty and staff Web chat concerned Cooperative Extension.

QUESTION: Welcome. Could you please share with us your perspective of UC Cooperative Extension and its role in the larger University system, the state and local communities, as well as your vision for our organization for the future?

DYNES: The University of California was created as a land-grant institution to serve the agricultural needs of the state of California. I don't see that that responsibility has diminished at all. We've taken on many additional responsibilities, of course, but California is the breadbasket of North America, and we should maintain that position – UC needs to play a leading role in that.

The cuts in this area have been horrendous, and I very much regret the impact that has on individuals and programs – particularly after the cuts in these areas in the early '90s.



President Robert Dynes

Listening sessions planned

Locations are being chosen and dates are being set for ANR listening sessions, according to *Lanny Lund*, Assistant Vice President-Programs. Beginning in January, Vice President *Gomes* in cooperation with the Executive Council and Program Council, will hold listening sessions at several locations around the state to hear stakeholders' thoughts on structural changes proposed for ANR. Details will be released in a special edition of ANR Report.

(SBA) and other local, state and federal agencies; information on insurance coverage issues, obtaining disability and unemployment insurance, as well as home repairs and warnings about scams that tend to surface in the wake of disasters.

Health concerns are also addressed in guidelines for donating food to shelters, handling food safely when facing interruptions of power, and dealing with the ever-present blanket of ash, as well as recommendations regarding exposure to smoke and how to know if one's symptoms are smoke-related. New messages are being added on handling ash and debris from burned struc-

tures and preparing for mudslides.

AsisTel de la UC provides useful information in Spanish to individuals, families and communities on topics of current interest. Available 24 hours a day at (800) 514-4494, it is updated on a regular basis or in response to major events, such as the devastating wildfires.

The statewide toll-free number was announced Oct. 17 as part of a media campaign to provide materials in Spanish for Diabetes Month in November.

Fire recovery resources

<http://ucanr.org/firecovery.shtml> (English)

http://espanol.ucanr.org/Temas_Especiales/ (Spanish)

Hauffen assists Latino fire victims

Alberto Hauffen, a senior public information representative for Spanish Broadcast and Media Services, gave this firsthand account of his experience with the Southern California fires last month. Hauffen is based on the UC Riverside campus.

As most residents along the San Bernardino Mountains, my wife, our two children, and I kept an eye on the flames charring our foothills during the weekend of fires. Monday, on my way to work, I looked at the hills, and I decided to go back home. The flames that I thought were put out the night before were coming dangerously close to our East Highlands Ranch community. That night people who live two blocks north of our house were ordered to leave.

Fortunately, no houses were damaged, and the next day, late afternoon, the fires were controlled. So, that evening I went to the shelter that was set up by the Red Cross for evacuees at the former Norton Air Force Base, now the San Bernardino International Airport. There were more than 900 people there — most from Big Bear, Arrowhead and other mountain communities.

The Red Cross didn't have enough bilingual volunteers to assist non-English-speaking fire victims. So, I offered to help.

I met several Latino immigrant families. These families, in my opinion, will be hit the hardest, since they depend on low-income jobs in construction and service in restaurants and hotels. They do not own homes in those pricey resort communities, but they feared to have lost whatever they had. "Now I'm left as I came: no job, no home, nothing," a single mother of four told me.

Some Latino fire victims expressed despair after being told they had to supply a Social Security number among other documentation in order to qualify for fire relief. Many of them are undocumented immigrants.

I spent that Thursday and Friday helping Red Cross officials with interpreting and translating messages for evacuees, and with conveying announcements through the PA system at the hangar used as a shelter.

Elliott Chaparral Reserve burned in wildfire

The Elliott Chaparral Reserve is "toast," wrote Natural Reserve System steward *Larry Cozzens* in an e-mail to colleagues after the San Diego wildfires. The 107-acre reserve he oversees was part of the land scorched in the Cedar Fire, which destroyed homes in neighboring Scripps Ranch.

"The bright side is there were no structures on the reserve, and we don't have to clear any brush for that fence project we've been thinking about," Cozzens quipped.

About 95 percent of the habitat at Elliott Chaparral Reserve burned, but many eucalyptus trees were left standing, said *Isabelle Kay*, who manages Elliott and three other reserves in the San Diego area.

"There are tiny patches that did not burn, in which birds are sheltering — quail, towhee, gnatcatchers, rufous-crowned sparrows," Kay said. None of the adjacent houses burned.

"We are turning our attention to the major safety concerns," Kay said. "The eucalyptus burned at their bases, and many are very unstable if they haven't toppled already. The fire crews apparently felled the ones that threatened the power lines onsite. The gaps in the fence are now apparent, so we will be hustling to get the fencing in. We are also concerned about erosion on the very steep slopes."

Bill Bretz, manager for two UC Irvine reserves, was unable to complete an annual report due on Halloween because he and his family were being evacuated

from their home, which was threatened by the Cedar Fire. Bretz and his wife lost their house and all their belongings to a brushfire in 2001, but this recent fire spared their home.

The Natural Reserve System (NRS) has been very concerned about the fire risk at the James Reserve in the San Jacinto Mountains near the town of Idyllwild.

"Years of drought and bark beetle infestation have turned the area into a tinder box," said *Chen Yin Noah*, NRS associate director. "In anticipation of just this type of firestorm, the reserve has been seeking funding support for its fire-hazard reduction plan, which will include thinning the understory fuel ladder and cutting dead trees, implementing a building defense system using chemical fire suppressants, and increasing the reserve's water storage capacity."

"Although the cost is not going to be cheap, in the event of a wildfire, the cost of replacing our buildings, equipment, and loss of the reserve for much meaningful use is conservatively a multimillion dollar proposition," said *Mike Hamilton*, the James Reserve's resident director. "This is to say nothing of the potential human cost."

The last NRS reserve to burn in a wildfire was the 3,900-acre Landels-Hill Big Creek Reserve in the Santa Lucia Mountains along the Big Sur coast. In 1999, a substantial portion of the reserve burned, although reserve staff and fire fighters managed to save the facilities.



Assembly thanks 4-H efforts

Assemblywoman Rebecca Cohn, right, presented (from left) 4-H leader Deborah Lang, and El Sereno 4-H Club (Santa Clara County) members Jennifer Ku, Julisia Banach and Margo Lang, with a state Assembly resolution thanking them for their commitment to preventing domestic violence. With Cohn's help, the four are leading efforts to raise awareness among high school students about domestic violence.

Gary Lang

RECs call for project proposals

Shafter Research & Extension Center (SREC) is soliciting proposals for new and continuing research projects for calendar year 2004.

Proposals are due Dec. 2, 2003.

SREC is a cotton research facility located on 120 acres in the Southern San Joaquin Valley. Field, laboratory and greenhouse space is available for cotton and other field crops.

For more information, contact Brian Marsh at (661) 868-6210 or bhmarsh@ucdavis.edu.

Forms can be downloaded at <http://danrrec.ucdavis.edu>.

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Kearney Research & Extension Center (KREC) is soliciting proposals for new and continuing research and demonstration projects for the period Nov. 1, 2003, through Oct. 31, 2004. Proposal forms can be obtained at <http://danrrec.ucdavis.edu/rec/form/index.html> and are **due Nov. 19, 2003.**

Kearney has new state-of-the-art greenhouse facilities. Other specialized research support facilities include a core postharvest research facility, core sample handling facility (with cold storage and dryers) and assorted laboratories. For specialized research support facility questions, please contact Laura Van der Staay at (559) 646-6030 or lvdstaay@uckac.edu.

Located on 330 acres in the San Joaquin Valley, Kearney is suitable for many row, tree and vine crops. For field research support questions, please contact Chuck Boldwyn at (559) 646-6020 or cboldwyn@uckac.edu. Research project proposal forms may be submitted electronically to Janie Duran at jduran@uckac.edu.

Ross, Williams announce retirement

Jimmie Ross

Jimmie Ross, superintendent of the West Side Research and Extension Center, retired Nov. 3 after 14 years orchestrating agricultural research projects at the 320-acre facility just south of Five Points.

Ross, who is of Cherokee Indian descent, was born in his grandparents' Buck Mountain farmhouse in Pope County, Ark. He earned bachelor's and master's degrees at California State Polytechnic University, San Luis Obispo, then started his agriculture career as a row-crop farmer in Oregon. Ross later spent three years administering a vocational education program for Native Americans in Bethel, Alaska.

"When I left for Alaska, I was sure I'd be happy if I never heard the ker-chunk, ker-chunk of a baler again. But when spring-time came and I was pushing paper, I missed it," Ross said.

To get back into farming, Ross became superintendent of the Matanuska Research Farm in Palmer, Alaska. An avid outdoorsman, Ross said he enjoyed the hunting and fishing, "but nine winters in Alaska is enough."

Ross said he felt privileged to work with local farmers, UC academics and the staff at the West Side REC for 14 years. – *Jeannette Warnert*



Jack Williams

A two-year stint working with farmers in Kenya as a Peace Corps volunteer inspired *Jack Williams'* career in sharing agricultural innovation with others. Following nearly 34 years with UC Cooperative Extension, most recently as director of the Sutter/Yuba county office, Williams will retire Jan. 23.

Williams earned a bachelor's degree in English at Hanover College in Indiana before going to Kenya. There, he said, the farmers were tending high-volume sugar cane plantations with little machinery.

"I realized I enjoyed growing crops and working with people to apply practical science to improve agriculture," Williams said.

When he returned to the United States, Williams earned a master's degree in agronomy at UC Davis, then joined UC Cooperative Extension staff in early 1970 as the rice, field crops and soil farm advisor in the Sutter/Yuba county office.

Williams worked with specialists and advisors, California Cooperative Rice Research Foundation breeders and USDA rice geneticists to study rice varieties for production in California. During his career, he participated in the development of 38 public rice varieties, which have helped average annual yield climb from 5,500 pounds to 8,000 pounds per acre. A wide array of grain types is now available to California growers, including long grain, medium grain, short grain, basmati, premium quality, sweet rice and aromatic rice.

Williams also worked on rice fertility, weed control and disease management. When the Legislature voted in 1992 to phase down rice straw burning, Williams helped develop regulations and a training program to certify rice disease inspectors.

Williams was the 2003 recipient of the California Rice Industry Award. – *Jeannette Warnert*



Names in the News

Vasquez selected for FACT

Stephen Vasquez, viticulture farm advisor for Fresno County, has been selected to participate in a new eight-month leadership/advocacy program offered through Fresno County Farm Bureau. The program is titled "Future Advocates for Agriculture Concerned about Tomorrow" (FACT).

Vasquez is one of eight in the inaugural FACT class, which includes farmers as well as people who work in nonagricultural occupations. The group meets monthly for presentations on subjects including advocacy, labor, air quality, trade, land use and water. Vasquez said he applied for the program to expand his knowledge of agriculture beyond viticulture.

Sonoma County Master Gardeners win DPR award

The California Department of Pesticide Regulation (DPR) presented its 10th annual IPM Innovator Awards to recognize California organizations for their Integrated Pest Management (IPM) accomplishments. The UCCE Master Gardener Program in Sonoma County was honored for its creative approach to practical IPM tips for urban homes and gardens.

Sonoma County Master Gardeners provide IPM education and outreach through their Pesticide Use Reduction Education (PURE) project. Funded by a grant from the City of Santa Rosa, the group provides a basic IPM education aimed at residential audiences. For example, the project developed a system called BUGS to convey IPM concepts:

- Be sure you know the problem.
- Use common sense (tolerating some level of pests).
- Get physical (with traps, water sprays, natural enemies).
- Substitute less-toxic products.

The project has developed notable outreach efforts, including workshops and a demonstration garden at the Sonoma County Fair. In two years, more than 50,000 people came in contact with PURE through these efforts.

Campbell receives Editors' Prize

UC Cooperative Extension policy specialist *David Campbell* has received the annual Editors' Prize for the best scholarly paper in the journal *Nonprofit Management and Leadership*.

Campbell's article, "Outcomes Assessment and the Paradox of Nonprofit Accountability," appeared in the spring 2002 edition of the journal and was based on research with nonprofit economic development organizations in California's North Coast region.

The \$2,000 prize accompanying the award will be presented to Campbell at the Nov. 20-22 annual meeting of the Association for Research on Nonprofit Organizations and Voluntary Action in Denver. Campbell is director of the California Communities Program.

Bender honored by Avocado Society

San Diego County farm advisor *Gary Bender* won the Oliver Atkins Award for Excellence and Service to the California Avocado Nursery Industry. The California Avocado Society recognized Bender for his work on improving avocado rootstocks in cooperative projects with UC Riverside faculty and his recent completion of an avocado production book.

Lemaux lauded by plant biologists

CE specialist *Peggy Lemaux* received the American Society of Plant Biologists' Dennis Robert Hoagland Award. In its citation, the society noted Lemaux's "highly productive research career, the results of which have been especially important to the success of agricultural biotechnology. She developed and perfected the technologies that have led to development of transgenic maize, barley, wheat, turfgrass and other monocotyledonous plants."

Marin County CE honored

Marin County CE received one of eight annual Awards of Excellence from the Marin Economic Commission. The office was recognized for preserving agricultural viability by leveraging \$250,000 to help Marin farmers diversify their products.

Bennett, Kent graduate from Career Development Program

Cheryl Bennett and *Claudine Kent* were among 20 UCOP employees recently honored for completing UCOP's 2003 career development program. They were chosen from 55 staff members who applied to be in the inaugural nine-month course.

The program is designed to develop a qualified and motivated pool of staff members who will be able to compete for higher-level administrative and professional positions.

The group met monthly to build skills in public speaking, business writing, resume/cover letter writing, interviewing skills, team process, goal setting and UCOP culture. Participants also used program stipends to take college courses and seminars, attend conferences and purchase reference materials.

ANR REPORT

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