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Kearney celebration to be held May 5

Kearney Research and Extension Center will celebrate its 40 years of research by inviting the public to the 330-acre Parlier facility on May 5 for tours of its agricultural field research plots, laboratories and facilities, followed by a free barbecue lunch.

Festivities begin at 9 a.m. At noon, VP Gomes will preside at the dedication of Kearney’s new \$3 million, 20,000-square-foot greenhouse. Pre-registration is not necessary.

Dynes says no VERIP in near future

Editor’s note: The following question recently submitted to Dynes’ Desk is one that has been of interest to members of the Division. If you would like to correspond with President Dynes, you may do so via his Web site: <http://universityofcalifornia.edu/president/desk.html>

E-mail: Will the University consider offering faculty and/or staff a voluntary early retirement incentive program (i.e., a VERIP) in the near future?

Bob Dynes: The short answer is “no.” I know many faculty and staff are eager for some form of early retirement incentive program under the UC retirement plan, but it just doesn’t make sense for the University right now, or even in the next several years, for a number of reasons:

- UC has been growing and, even considering the state budget constraints, we believe we will need to retain the majority of our faculty and staff to support the core academic mission. We’re already facing major challenges and costs

in recruiting faculty.

- Offering a VERIP, even if only to targeted groups, would represent a significant cost to the UC Retirement Plan (UCRP), and we must be very careful about how much we burden the plan. A recent actuarial analysis found that the likelihood of having to resume contributions to UCRP within the next five years has increased substantially. Funding a VERIP would cause employer and employee contributions to the University’s retirement program to begin sooner than would be the case without a VERIP. We are particularly concerned about doing anything that could cause contributions to resume during a time when the state is not providing adequate funding for faculty and staff salary increases.

So, the bottom line — while I certainly understand the wishes of many faculty and staff on this subject — is that the University will not offer a UCRP retirement incentive, like the former VERIP programs, for the next three years, and has no current plans to offer such a program after that time.

Advocacy training sessions held

In March, ANR held advocacy training sessions in Davis, Riverside and Modesto and 30 people, predominantly county directors and advisors, attended.

Mike Miller and Paula Hamilton of Martinez-based Brown-Miller Communications, Inc., led the eight-hour training sessions.

Steve Nation, executive director of governmental and external relations, worked with Miller and Hamilton to ensure the sessions focused on UCCE and our unique county-state-federal funding partnership.

Miller discussed how to build rela-

tionships with policy-makers. To start, he suggests scheduling a brief “get to know you” meeting or inviting them to a field day to see the work ANR is doing that affects their constituents.

A major part of the training was message development, which many participants said in an evaluation was the most valuable component. Miller discussed how to craft clear, concise compelling messages about specific topics. In a separate room, Miller videotaped participants meeting with a county supervisor played by Hamilton, then the group reviewed each video to see whether the visitor was able to

convey the desired message to the supervisor. If Hamilton led the visitor on a tangent, Miller explained how to politely bridge back to the message.

After the critique, participants were videotaped during a second interview and everyone saw that they had honed their techniques for making their point.

Although the camera made some people nervous, participants said they found practicing delivery of their message and the feedback very helpful.

One participant wrote, “It was well worth my time. I hope I can have a follow-up session sometime.”

Youth, Families and Communities conference to be held May 3 and 4

“UC Delivers—Research-based Programs for Youth, Families, and Communities” will be held May 3 and 4 at Buehler Alumni Center at UC Davis.

The conference, which is being co-sponsored by the UCCE Human Resources Program and the UC Davis College of Agriculture and Environmental Sciences (CAES) combines the annual Human Resources conference and the CAES Fourth Annual County Advisors Meeting in order to conserve resources and offer a more comprehensive and exciting program.

The conference begins at 1:30 pm on Monday and concludes at 4:30 pm on Tuesday. The agenda is designed to emphasize the linkages between research and practice, according to Karen Varcoe, Human Resources Program Leader.

“We hope to have many opportuni-

ties for interaction among campus and county faculty,” Varcoe says.

Assemblymember Lois Wolk, chair of the Assembly’s Human Services Committee, and Bonnie Reiss, senior advisor in the governor’s office, have been invited to join in a discussion about research and its impact on youth, families and communities.

County advisors’ and campus faculty’s travel, housing, and per diem expenses will be covered for two nights, May 3 and 4 to attend the conference. If you plan to attend only the related group meetings to be held on May 5, you will need to charge your expenses to the group meeting you will be attending.

To register or for more information, please contact Jane Craig at (909) 787-5241, fax (909) 787-5607 or jane.craig@ucr.edu.

“Five Days to Security”

Sign up now for this free class to protect your computer against spam and viruses. Every day from May 3 to 7 a short 10 to 15 minute lesson will be delivered to you via e-mail. All the lessons are being developed by IT folks in ANR Communication Services. Topics include:

1. Spam, spam, spam and more spam.

How to use the campus spam assassin. Using other spam and junk filters in Eudora, Outlook, etc.

2. Viruses and Attachments. Setting up and using Symantec anti-virus: Live update, scans, quarantine.

3. Windows Update. How to set it up and run it automatically.

4. Spyware. What it is and how to stop it with programs such as Spybot R&D and Ad-aware.

5. Killing pop-up ads.

Register for the class at:

http://groups.ucanr.org/anrcs/Five_Days_to_Security/ — Claudia Myers

4-HYD Center releases report on rural youth well-being

Rural youth are more likely to engage in risky behavior than their urban counterparts, according to “California’s Rural Youth,” a report on the health and well-being of adolescents ages 12 to 17 in rural California by the 4-H Center for Youth Development.

“The higher rates of smoking among rural youth are of great concern,” says lead author Katherine Heck, UC 4-H Youth Development associate specialist. “In the future, many of these young people will face health problems because of smoking. We found that about 8% of rural adolescents smoked cigarettes regularly, and more than half of them began smoking before age 13.”

Heck and her ANR colleagues noted rural youths were nearly four times as likely to smoke cigarettes frequently and significantly more (39%) drank alcohol than urban youths (29%). More than one in four (26%) rural California adolescents has ridden with a driver who had been drinking alcohol whereas 17% of urban youth have.

“Rural areas often lack public forms of transportation that might be available

in urban areas, so drinking and driving may be a greater problem for rural youth,” she reasons.

Despite certain challenges, rural adolescents have bright futures, according to Stephen Russell, director of the 4-H Center for Youth Development. “Most rural youth, 79%, said there was a purpose to their lives, and 82% reported having goals and plans for the future,” Russell says.

Other key study findings:

- One in five of California’s rural adolescents was born outside the United States; 46% speak a language other than English at home.
- Almost half of rural adolescents in California are Latino.
- Over 15% of California’s rural youth lived in families whose income was below the poverty line in 1999, compared with 18% for youth in the state as a whole.
- About 14% of California’s rural youth had no health insurance.
- Students in rural areas are less likely to drop out of school. In the

2001-2002 school year, about 1.5% of students in rural schools dropped out of school — less than half the drop-out rate for students who attended urban schools.

- About 65% of rural youth had an adult at home who talked with them about their problems and 77% had an adult at home who listens.

To gather data for the report, Heck collaborated with John Borba, 4-H youth development advisor for Kern County; Ramona Carlos, research associate, 4-H Center for Youth Development; Ken Churches, 4-H youth development advisor for Calaveras County; Susan Donohue, Expanded Food and Nutrition Education Program advisor for Butte County; and Arlene Hyde Fuller, 4-H program representative for Mendocino County.

To obtain a copy of the report, go to <http://fourhcyd.ucdavis.edu/extend-ing/specialreports.html> or contact the 4-H Center for Youth Development, (530) 754-8433, fourhcyd@ucdavis.edu.

Names in the news



Mike Poe, left, holds Communicator Award, Jim O'Brien, center, and Ray Lucas, right, holds Telly Award.

Christensen to receive ASEV's top award

The American Society for Enology and Viticulture (ASEV) will confer its Merit Award on Pete Christensen, Cooperative Extension specialist emeritus, Department of Viticulture and Enology, at the society's 55th annual meeting in San Diego in June.

Liebhardt's sustainable ag research honored

Bill Liebhardt, former director of UC's Sustainable Agriculture Research and Education Program, has been chosen to receive the 2003 Seventh Generation Research Award.

He will be presented the award at the Tri Societies annual meeting in Denver, Colo., during the Consortium for Sustainable Agriculture Research and Education and Tri Societies co-sponsored Sustainable Agriculture Roundtable on Nov. 3.

Communication Services wins award for Sea Grant documentary

"Time for a Change: Alternatives to Copper-based Boat Bottoms," a 30-minute television program produced by ANR Communication Services for the UC Sea Grant Extension Program, has won two major awards.

The program documents the need to reduce the use of copper-based antifouling paints applied to boat hulls and replace them with nontoxic varieties. It was shown on UCTV via the Dish Network nationwide and various Cali-

fornia cable TV systems in March.

"Time for a Change" received the Award of Distinction from The Communicator Awards 2003, a television production competition. The award recognizes programs that exceed industry standards in conveying a company's or organization's message. The video won in the category of Cable TV/Public Affairs Program.

The program also received a 2004 Telly Award for its high standard of excellence in video production. The 25th Annual Telly Awards received over 10,000 entrants from the U.S. and internationally. "Time for a Change" won in the category of Informational TV or Cable Program. Past winners include NASA, MSNBC, Boeing, New York Yankees, and others with larger budgets and staffs than ANR's.

ANR CS Managing Producer-Director Mike Poe was the documentary's producer and director, and Producer-Director Jim O'Brien served as the primary videographer and editor. Producer-Director Ray Lucas was also a member of the production team during the 18-month production period. They share these honors with Sea Grant marine advisor Leigh Taylor Johnson and program representative Jamie Miller of the UC Sea Grant Extension Program, San Diego. Johnson and Miller contributed to the video, which features field trials they are conducting, as producers and writers, and both of them appear in the video.

— Ann Senuta

Retiring

Gary W. Hickman

Gary W. Hickman, UC Cooperative Extension county director and horticulture advisor for Mariposa County will retire July 1.

Hickman's 26-year career with UC included 23 years in San Joaquin County as an environmental horticulture advisor before transferring to Mariposa County, where he has served for the past three years.

After leaving UC, he will be working as a greenhouse vegetable consultant on contract with the U.S. Agency for International Development on foreign assignments.

Carol Powell

Carol Powell, UCCE family, nutrition and consumer sciences advisor in Santa Barbara County, retired in February after 21 years with UC.

She took her first home economics job with Michigan State University in 1972. To escape Michigan's harsh winters, Powell joined UC Cooperative Extension in Stanislaus County in 1983. There she conducted educational programs in nutrition, money management, parenting and human development. Powell launched a stress management program to help farmers cope with their high-risk careers.

Powell started the state's first food stamp hotline in Stanislaus County. The service prescreened callers anonymously, letting them know whether they were likely to be eligible for food stamps. The service has been duplicated in many other counties.

In 1988, Powell transferred to the Santa Barbara County office, where she was involved in the Expanded Food and Nutrition Education Program, a finance management program for military personnel, lead testing of cooking and eating utensils, and programs aimed at



Retiring

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reducing violence and teen pregnancy among the community's youth.

In addition, she served as a link between Latino residents and UC specialists in the area of pesticide safety.

"We were able to offer unbiased expertise on matters of pesticide drift and community safety," Powell says. "That helped ease tensions in the community."

During her career, Powell received the Marge Michael Award for program excellence from the California Association of Family and Consumer Sciences, and the National Potato Board Award for leadership of the Southern Region home economists' Spanish radio nutrition program.

Powell, who is certified by the Santa Barbara Wildlife Care Network to nurse wounded wild animals back to health and return them to their natural habitats, said she looks forward to having more time to care for animals in need.

— Jeannette Warnert

Wayne L. Schrader

Wayne L. Schrader, vegetable and strawberry advisor in San Diego and Orange counties, retired in February following 21 years of service with UCCE.



In the 1980s, Schrader focused on groundwater pollution, irrigation and infertility management. In an effort to extend information in different ways, he started the San Diego County Agricultural Directory. The directory served as a central source of information on the importance and impact of agriculture, production methods and costs, marketing, postharvest handling, and agricultural services and resources in San Diego County.

Schrader collaborated on the development of a production-cost evaluation computer program. The copyrighted program helped vegetable growers accurately determine production costs, profitability of crops, fields,

and production periods with small and inexpensive microcomputers.

It was through Schrader's research efforts that San Diego County farmers began producing artichokes to diversify their crops. Schrader and fellow farm advisor Keith Mayberry are joint owners of a U.S. plant patent for breeding the Imperial Star artichoke, the leading variety planted from seed and used in California, Spain, North Africa, Mexico, Central America, South America, Australia, France and China.

One of many research grants he received was a grant from USDA to develop a Web site for the Vegetable Research and Information Center at UC Davis. It became the impetus for updating many vegetable production guidelines for California.

Schrader has been invited to other states and other countries, including Egypt, Peru and Japan to share his expertise. He has been an active member of the American Society for Horticulture Science, Western Plant Growth Regulatory Science, American Plasmiculture Society and Sigma Xi.

Schrader and his wife, Linda, are retiring to Eagle, Idaho.

— Terry Salmon

Wilbur Reil

Cooperative Extension farm advisor Wilbur Reil retired in March after providing research information on walnut, almond, prune, grape and pear production to Sacramento Valley farmers for 34 years.

Reil was raised on a 100-acre family tree fruit farm in Oroville, Calif.

"I worked there all during high school and college. I enjoyed the work and enjoyed the lifestyle," he said, and earned a bachelor's degree in agricultural production at UC Davis in 1961, and a master's degree in horticulture in 1974.

In 1970, Reil joined UC Cooperative Extension as a staff research associate, eventually working alongside specialists in pomology, plant pathol-

ogy and entomology primarily on pear, almond and walnut research projects.

In 1983, Reil became tree crops farm advisor for Yolo and Solano counties. An important accomplishment of Reil's career was developing a growing method that allows walnut farmers to harvest a crop one to three years earlier than in a typical new walnut orchard. The system involves planting trees close in hedgerows. In addition to earlier harvest, the hedgerow planting allows for mechanical pruning, which is less expensive than hand pruning.

"Years ago, farmers were sharp individuals, but not many were college graduates. Farmers used to be the ones driving the tractors and working in the fields," Reil said. "Today, farmers are highly technical and skilled. They need very technical information. So we as farm advisors are moving into more technical aspects of agricultural production."

In 2000, he received a Distinguished Service Award from the Solano County Farm Bureau.

Reil retires to his bucolic 16-acre home site in Yolo County. He doesn't intend to farm, he said, but will spend more time on hobbies including the antique engines and farm equipment that he collects, restores and displays at local fairs. Reil said he also looks forward to traveling with his wife throughout the western United States.

— Jeannette Warnert

ANR REPORT

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ANR Report is issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, W.R. Gomes, Director of Cooperative Extension, University of California.

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