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Two listening sessions remain

The last two ANR listening sessions will be held in Parlier and Davis. The Davis listening sessions — one of five in a series being held around the state to solicit input from key leaders, partners and ANR employees on the Division's future and programs — are full. Space is still available at the Parlier sessions.

Two sessions are planned for each location: ANR personnel will meet at 9:30 a.m. to 11:30 a.m. and separate sessions for external clientele will be held at 1:30 p.m. to 3:30 p.m.

Remaining meeting locations:

Feb. 19 – Parlier

Multipurpose room of Kearney Research and Extension Center

Feb. 26 – UC Davis

Alpha Gamma Rho room in Buehler Alumni Center

ANR administrators, including the vice president, interim associate vice president, campus deans and Cooperative Extension regional directors, will be attending to hear suggestions.

Online registration and details about the listening sessions are available at <http://groups.ucanr.org/directions/>. For more information, contact Lynne Buenz at (510) 987-0027.

Revised proposal for statewide organization on Web

“A Proposal for Improvement of the Statewide Functions of ANR,” written by a 15-member working group chaired by Interim Associate Vice President Lanny Lund, is available on the Web in Word and pdf. This proposal is a revised version of the ANR - An Improved Statewide Organization concept originally released in September.

In the proposal, the term “statewide programs” is used as a collective designation for statewide units, programs and activities of ANR.

The working group, composed of internal and external stakeholders, made eight recommendations. One recommendation is to use the key functions for statewide programs outlined by the ANR Working Group as the basis for establishment, disestablishment or reengineering of statewide programs.

Criteria of the review process would include a program's ability to:

- Provide leadership to bring together ANR resources to address strategic issues for the public good.
- Participate in processes to identify

and prioritize ANR critical issues.

- Develop educational tools that summarize and synthesize information for end users to reduce “transaction time” within the University and with external stakeholders.
- Obtain and allocate grant funds at all levels of ANR to support work on strategic issues.
- Provide external liaison/contact for internal and external audiences.
- Provide a “face” for ANR that is accessible to the public.
- Be a key communicator for ANR programs.
- Provide accountability for resources leveraged and used and the results achieved in Statewide Programs.
- Maintain and manage service activities within ANR.

To download a copy of the 18-page report, go to the ANR Future Directions Web site: <http://groups.ucanr.org/directions/> and click on “ANR: Improvement of Statewide Functions.”

PPACs make recommendations on critical issues

The “Program Planning Advisory Committees Report 2003 – ANR Critical Issues” is available in pdf format on the ANR Web site under Divisionwide Planning (<http://ucanr.org/internal/planningi.shtml>).

The 91-page report contains PPAC recommendations of critical issues identified by the three PPACs in Agricultural, Human and Natural Resources. The report will be reviewed by Executive Council and Program Council, who will make recommendations to VP Gomes.

Each critical issue description includes a statement of the issue, which includes the importance to California, relevance to the ANR mission, and confirmation of feedback from key stakeholders. Also included in each description is an assessment of current ANR capacity and outcomes and impacts that would be expected to result from ANR research and extension efforts to address the issues.

This report provides another source of information for ANR leaders to consider in planning for ANR's future directions and programs.

WEB SITE UPDATES

IPM Web site redesigned

The [UC IPM Web](#) site has a new look. A major goal of the new design is to help residential and agricultural users find solutions to their pest problems more easily. Also, by more clearly identifying the site's ready-to-use information, end users will be unlikely to confuse what UC scientists know and recommend with what is still under study.

The new design, which shares some of the look of the UC ANR site (www.ucanr.org), also

- makes the "how-to" information easier to find
- organizes agricultural information by crop
- makes it easier to find pest models, tools, and calculators
- simplifies access to information stored in databases
- cross-references "how-to" information with related research findings.

Another objective is to make the pages more accessible to disabled users by conforming to World Wide Web Consortium coding standards. The new standards also help the pages to be adapted to new technologies, such as cell phone or personal digital assistants that, because of their small size, require more flexible formatting.

Not all changes will be implemented at once, users will be introduced to new aspects over several months. — *Joyce Strand*

New nav tool for pest management guidelines

A new dimension has been added to the UC IPM Web site with the creation of an easy-to-use seasonal activity guide that helps users to better access information and recommendations in the [Prune Pest Management Guidelines](#).

With this tool, growers can integrate monitoring and management activities for multiple pests, which is truly the essence of IPM. By simply selecting a season—dormant/delayed dormant,

bloom, fruit development, or postharvest—the user immediately gains access to information about

- why the time period is important in an IPM program
- which pests need to be monitored and how
- photo keys for identifying major and minor pests likely to be encountered
- monitoring forms in PDF format that can be printed out.

Direct links from each time period to the prune guidelines make this program a great tool for easily locating relevant information. Additional seasonal activity programs are planned for other guidelines in the Pest Management Guideline series. — *Mary Lou Flint*

Calaveras Grown launches Web site

The jumping frog — an icon of Calaveras County thanks to Mark Twain — is the symbol of the county's agricultural goods. Shoppers can identify locally produced items as those

bearing the Calaveras Grown logo, with its smiling frog. Now Calaveras County growers and ranchers are trying to reach consumers through the Internet.

The Calaverasgrown.org Web site lists members' contact information and their products, such as cashmere yarn, premium olive oil and heirloom tomatoes. The site also features a farm trail map showing members' locations, membership information and even the Calaveras Grown theme song.

"Small farms that don't have the money to market their products through commercial channels are usually the first to go under," says Ken Churches, UC Cooperative Extension farm advisor for Calaveras County.

The goal is to build community support for agriculture, agri-tourism, and preservation of open space in Calaveras County, Churches explains.



ANR associate editors needed

Nominations are being accepted now for ANR associate editor positions in four subject areas: agronomy and range sciences, pest management, 4-H youth development, and postharvest biology and technology.

Associate editors are advisors, specialists and faculty nominated by the Communications Advisory Board and appointed by Interim Associate Vice President Lanny Lund to manage the technical peer-review process for ANR educational materials. Associate editors serve three-year terms.

Associate editors make significant contributions to the quality of ANR educational materials. Although their primary responsibility is to oversee peer review of manuscripts and scripts in their subject area and then decide on programmatic acceptance of the materials, their position encompasses much more. They arrange for periodic review of publications, slide sets and videos; they encourage authors to write new and revise older publications; and they serve as a link between ANR Communication Services and the Division's programs.

The four associate editors whose terms end on July 1, 2004, are Lee Jackson, agronomy and range sciences; Mary Louise Flint, pest management; Ann Brosnahan, human and community development-4-H youth development; and Elizabeth Mitcham, postharvest biology and technology. These existing associate editors are welcome to reapply.

To nominate yourself or a colleague for associate editor in one of the above subject areas, please provide the following information by March 5 to Ed Weber, chair of the Communications Advisory Board: candidate's name, address, phone number, e-mail address, areas of expertise, and workgroup or continuing conference memberships. Weber's e-mail address is eaweber@ucdavis.edu and mailing address is UCCE Napa County, 1710 Soscol Avenue, Ste. 4, Napa, CA 94559-1315.

If you have questions about the responsibilities of ANR associate editors, contact Joe Grant, Associate Editor chair, at (209) 468-2085 or e-mail at jgrant@ucdavis.edu. — *Ann Senuta*

In Memoriam

Wildland specialist Ted Adams dies

Theodore “Ted” Ellery Adams Jr., UCCE wildlands specialist emeritus based at UC Davis, died of pulmonary complications on Jan. 9, 2004, at age 67.



Ted Adams

Adams received bachelor's and master's degrees in range management from UC Davis. Before coming to UC Davis, he served in the U.S. Army's Medical Service Corps and worked with the U.S. Department of Agriculture Soil Conservation Service.

Adams, who worked for Cooperative Extension from 1972 until his retirement in 1998, was best known for his studies on oak regeneration. His early research included examination of biomass productivity and regrowth of chaparral to reduce wildfire hazards. He later delved into the propagation of native perennial grasses to determine if certain

species were better suited for vegetation restoration, according to long-time colleague Chuck Vaughn.

“Ted started working at the Hopland Research and Extension Center in 1975,” recalls Vaughn, staff research associate at Hopland REC. “He maintained an active research program here through 1998, and published more than 20 papers on that work.”

“Ted was a positive, hard-working advocate for the Hopland Center. He served three 3-year terms on our Research Advisory Committee, including a 3-year stint as Chair.”

In the mid-1980s, the Legislature provided funding to establish UC's Integrated Hardwood Range Management Program (IHRMP), based at UC Berkeley. One of the reasons this program was created was because several native California oak species were not regenerating adequately. Before the IHRMP personnel were hired in 1986, Adams began research on why oaks were having difficulty regenerating, accord-

ing to IHRMP program manager Doug McCreary. Adams' initial findings provided a baseline of information.

Because of this background, Adams became an active member of the Hardwood Workgroup that was established when the IHRMP was officially formed.

He was a regular speaker at the biennial Oak Regeneration Field Days held at the Sierra Foothill Research and Extension Center, where much of Adams' oak regeneration research took place. His research is still generating valuable information. Last year, McCreary initiated a project to evaluate cattle impacts to sapling-sized oaks, which were remnants of plantings Adams established in the late 1980s.

“Those of us in the IHRMP are saddened by Ted's passing,” says McCreary, “but are grateful for his research, his good nature, and his willingness to do whatever was necessary to further the goals of the Program and the long-term conservation of California's majestic oaks.”

Retiring

Mullen retires after 34 years with UCCE

San Joaquin County vegetable crops farm advisor Bob Mullen has retired after 34 years with UC Cooperative Extension.

Mullen began college intent on becoming a dentist. But after transferring from UC Berkeley to UC Davis and taking a few agriculture classes, he changed his course. Mullen earned a bachelor's degree in 1965 in a major that was called “truck crops.”

Following three years in the Navy, Mullen joined UCCE in Contra Costa County in January 1970. He also worked in the San Diego County CE office before transferring to San Joaquin County, where his family put down roots and Mullen made his mark on the agriculture industry.

Over the years, Mullen conducted about 1,000 research trials and wrote 200 scientific reports and papers. He worked

extensively in processing tomatoes, fresh-market tomatoes, melons, potatoes, onions and asparagus. Because of his vast experience in asparagus, the second leading vegetable crop after tomatoes in San Joaquin County, his expertise is routinely sought throughout the nation and in foreign countries.

In 1981, ANR honored Mullen with a Distinguished Service Award for conducting an “Outstanding Research Program.” In 1996 he became an honorary member of the California Weed Science Society and in 1998 he shared in another ANR Distinguished Service Award for “Outstanding and Creative Team Work.” In addition, numerous commodity groups – including the California Asparagus Commission, the California Tomato Growers Association and the California Fresh Market Tomato



Commission – have recognized Mullen for his career of service to California's vegetable industry.

Mullen, who was awarded emeritus status, plans to work part time concluding trials and helping farm advisors who will be taking on parts of his former role. His free time will be spent pursuing travel, photography and fishing with his wife, Maureen, children, granddaughter and friends.

— Jeannette Warnert

Retiring

Communicators Beall and Berke retire

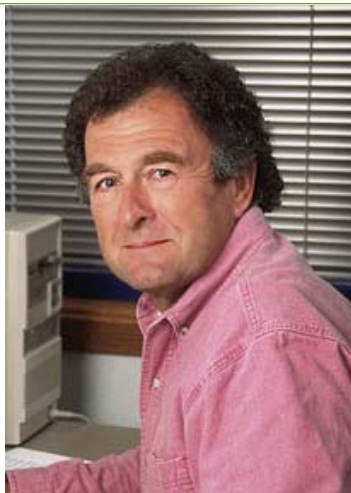
They arrived at the University within months of each other, spent 29 years as co-workers, and, fittingly, Gary Beall and Karen Berke both retired in early January.

Communication Services Academic Coordinator Karen Berke took her childhood love of cooking and made a career out of it—without donning a chef’s hat. Instead, she concentrated in home economics, nutrition, and communications in college, and after graduating from the University of Wisconsin at Madison, headed for the U.S. Department of Agriculture in Beltsville, Md. A few years of food and nutrition research and marketing taught Berke that “I’m too people-oriented to be stuck in a lab.” So, like many young people in 1968, she headed west, first to USDA’s regional communications office in San Francisco, then as Communications Unit coordinator for Cooperative Extension in 1974.

Like tens of thousands of students, Berke found UC “a great place to learn. With all the experts in agriculture, I was like a sponge.” She connected researchers with communicators; she paid attention to what was timely and knew how to distribute it, whether on radio, TV or in the written press.

Berke helped move the CE Communications Unit into desktop publishing and computer-generated graphics in the early 1980s, piloting the University’s first satellite program in 1988 and coordinating the popular Teletips, which purveyed home and garden information via the phone system. She managed the statewide press-release service and coordinated four statewide communication “schools” for Division staff.

Later she became Academic Coordinator for distance learning and co-produced a national training for over 2,000 health and nutrition professionals in 36 states. Her most recent project was to develop an Eatfit online training program for teachers using the Eatfit middle



Gary Beall



Karen Berke

school nutrition and fitness curriculum.

She never forgot her initial interest in cooking, regularly delighting her co-workers with her home-baked goodies. But she won’t stay in the kitchen after retirement. She wants to take further classes in communications tools, and attend to her two beloved horses. “I’ll miss the people and the learning opportunities here at the university, but I’m not stopping!” Berke says.

Communications Coordinator Gary Beall does not hesitate when asked about his post-retirement plans. “More time with family and friends, hiking, gardening, skiing and golf, for starters,” he says emphatically.

After stints with the California State Department of Education and San Joaquin County Office of Education, Beall supplemented his BS in journalism from Cal Poly San Luis Obispo with an MS in journalism from the University of Oregon. After three years as assistant editor at Oregon State University’s Agricultural Experiment Station, Beall headed back to California and to UC Davis as a communications specialist in September 1974.

There Beall helped researchers and Extension advisors and specialists in animal and avian sciences, wildlife and fisheries biology, and the vet school communicate with their audiences. He developed feature stories and a research column for the agricultural trade press, news stories for the mass media, a Suburban Rancher publication series for small-scale landowners, and newsletters for industry audiences.

He researched risk communication, particularly in the areas of food safety and biotechnology, and served for many years as a coordinator for Extension’s Agricultural Information Office at UC Davis. Most recently, Beall shared his time with ANR Communications Services, where he worked on a variety of special projects, and the UC Agricultural Issues Center, where he assisted with writing, media relations and editing.

Beall says his fondest memories are of the people he worked with. “My mission was to help these folks move information from the laboratory and research plots to the people who could benefit from it. I feel I’ve done a good job with that,” he says. — Ann Senuta

ANR REPORT

UNIVERSITY OF CALIFORNIA DIVISION OF AGRICULTURE AND NATURAL RESOURCES (ANR)

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