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CAES recruits Director of Agricultural Sustainability

The College of Agricultural and Environmental Sciences (CA&ES) and ANR seek an internationally recognized leader in agricultural sustainability to serve as Director of the CA&ES Agricultural Sustainability Institute (ASI) and the systemwide UC ANR Sustainable Agriculture Research and Education Program (SAREP).

The selected candidate will be the first holder of the UC Davis W.K. Kellogg Endowed Chair in Sustainable Food Systems and will be responsible for providing leadership and direction to the agricultural sustainability programs at UC Davis and throughout California. The candidate must be qualified for appointment as a full professor and have an outstanding record in teaching, research, and extension/outreach activities related to agricultural sustainability.

A detailed position description is online at <http://www.aes.ucdavis.edu/FacStaff/ASP/openFacPos/default.htm>. Applicants should submit requested materials on-line at <http://asidirectorsearch.caes.ucdavis.edu>. Inquiries should be directed to Howard Ferris, Search Committee Chair, College of Agricultural and Environmental Sciences Dean's Office, University of California, One Shields Ave, Davis, CA 95616; (530) 752-8432; hferris@ucdavis.edu. The position is open until filled, but to ensure consideration, applications should be received by **Dec. 1**.

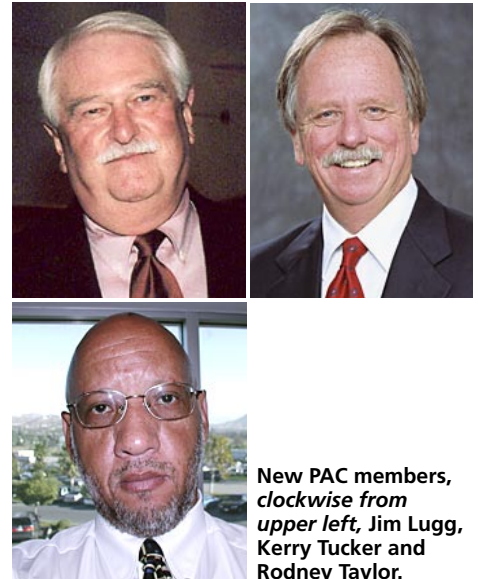
Dynes appoints 3 new PAC members

President Robert Dynes has appointed Rodney Taylor, Kerry Tucker and Jim Lugg to the President's Advisory Commission on Agriculture and Natural Resources.

Taylor is the director of nutrition services for the Riverside Unified School District. Previously, Taylor was director of food and nutrition services with the Santa Monica-Malibu Unified School District, where he was instrumental in implementing the "Farmers' Market Fresh Fruit and Salad Bar" program, which has been recognized as a national model for school districts. Taylor has started a pilot "Farmer's Market Salad Bar" program in the Riverside Unified School District at Jefferson Elementary.

Tucker is chief executive officer of Nuffer, Smith, Tucker, Inc. public relations firm. He brings 30 years of experience in strategic planning, issue anticipation/management, public relations and coalition building with agribusiness, healthcare and government agencies. He worked with the California Institute of Food and Agricultural Research at UC Davis to create the first issue-anticipation system exclusively for food and agriculture. He describes his issue-driven public relations process in the 1997 book, "Public Relations Writing: An Issue-Driven, Behavioral Approach."

Since 1966 Lugg has been president of Salinas-based TransFRESH Corporation, which supplies modified and controlled atmosphere processes for the fresh food industry. Lugg also served as a Director of Fresh International Corporation, the holding company for Bruce Church, Incorporated, Fresh Express Foods, and a number of other companies, including TransFRESH, until the company was sold in 2001. Lugg serves on the UC Berkeley College of Natural Resources Advisory Board, and as the



New PAC members, clockwise from upper left, Jim Lugg, Kerry Tucker and Rodney Taylor.

Berkeley representative on the UC Davis College of Agriculture and Environmental Sciences Dean's Advisory Council. In 2003 he was named to the USDA National Agricultural Research, Extension, Education, and Economics Advisory Board. Lugg began his career as a Cooperative Extension assistant in Kings County from 1956 to 1958, then served as a Monterey County farm advisor from 1958 to 1963.

Original members Frieda Rapoport Caplan, chairman of Frieda's Foods, Inc.; Bob Gallo, co-president of E&J Gallo Winery; Karen Miller, co-owner of Royal Oak Farms; and Len Richardson, editor of California Farmer magazine, graduated from the commission on June 30 after serving two three-year terms.

The PAC brings senior leaders from around the state to meet with the University twice a year to share new information and ideas, surface emerging issues and challenges facing California and gain exposure to the breadth and range of UC research, teaching and Cooperative Extension programs.

UC celebrates Chinese university centennial

Higher agricultural education in China originated with the founding of China Agricultural University in Beijing in 1905. In September, CAU celebrated its 100th anniversary by inviting 128 university presidents from around the world to a forum on higher education. Vice President Gomes and UC Riverside Chancellor France Córdova participated in the World University Presidential Forum on behalf of UC.

The centennial was held in conjunction with the World Agricultural Congress at the Great Hall of the People. During the five-day event, Gomes engaged in discussions about higher education and was one of four delegates who summarized the forum. Córdova delivered a speech titled, “The Land Grant Model: A lesson from the past, an investment in the future.”

At the closing ceremony, CAU bestowed its highest honor — the title of Honorary Professor — to five university leaders: Córdova, Gomes, (Germany’s) University of Hohenheim President Hans Peter Liebig, (Denmark’s) Royal Veterinary and Agricultural University Rector Per Holten-Andersen, and Hebrew University of Jerusalem President Manachem Magidor.

“Clearly, China has one of the fastest growing populations in the world and is a major player in agriculture. It is important to continue our existing relationships in China and we should encourage new interactions for our faculty and our students,” said Gomes.



Andrew Jackson, UC Berkeley molecular geneticist, arrived at CAU during the event to begin a three-month sabbatical there.

“We have students and faculty going back and forth between UC and CAU,” Gomes said, noting that UC has signed a number of memoranda of understanding with CAU. In 1998, Gomes accompanied former UC Riverside chancellor Ray Orbach to sign an MOU with CAU.

Joseph Jen, U.S. Under Secretary of Agriculture for Research, Education, and Economics, and Robert Gallo, California wine-maker and former UC President’s Advisory Commission member, also attended the centenary event.

President Robert Dynes is visiting China this month to meet with UC alumni and to address higher education issues on a universitywide basis.

Snapshot of VP & AVP activities

Over the past four weeks, VP Gomes engaged in the following meetings:

- 9/12-17 World Agricultural Congress/China Agricultural University centennial
- 9/19 Pres. Dynes Cabinet
- 9/20-21 UC Regents
- 9/26 Pres. Dynes Cabinet
- 9/28 State Board of Food and Agriculture
- 9/30 Ag Sec. AG Kawamura
- 10/3 Pres. Dynes Cabinet
- 10/6 CAES Dean’s Advisory Council
- 10/7 Dan Dooley, President’s Advisory Commission chair
- 10/11 CSU Agricultural Research Initiative Board

Over the past four weeks, AVP Standiford engaged in the following meetings:

- 9/20 Shafter Cotton Field Day
- 9/23 Program leaders Karen Varcoe and Tim Paine, and UCR campus leaders
- 9/28 North Coast & Mountain Region county directors/ IPM
- 10/4 Western Region CSREES
- 10/5 Research & Extension Center directors
- 10/6 Academic Assembly Council
- 10/11 Program leaders
- 10/12 Program Council
- 10/13 Regional directors



Fresno County farm advisor Pam Giesel, coordinator of the county’s Master Gardener program, examines pepper plant in one-acre garden where Master Gardeners demonstrate growing vegetables for the hungry. The Master Gardeners donate produce from the Garden of the Sun to homeless shelters and foodbanks in the county and teach local gardeners how to get involved in the “Plant a Row for the Hungry” program.

Names in the news

Roush named director of PD Grant Program

Rick Roush has been appointed director of the UC Pierces Disease Grant Program, effective Sept. 1. The UC-Davis-based entomologist succeeds Bob Webster for a three-year term.



The director is responsible for soliciting request for proposals annually, coordinating the peer-review process, awarding grants to successful projects, developing appropriate outreach venues to publicize the ongoing research, and coordinating with other UC research programs such as Exotic/Invasive Pests and Diseases Research Program and Viticulture Consortium.

Roush will retain his duties as director of the Statewide IPM Program and interim director of the Sustainable Agriculture Research & Education Program.

Schneider named NFCS advisor

Constance L. Schneider has accepted the position of UC Cooperative Extension Nutrition, Family and Consumer Sciences Advisor, Fresno County.

Currently, Schneider is the UC Nutrition Social Marketing Academic Administrator, the lead agency director for the Central Valley Regional Nutrition Network for Healthy, Active Families, a 3-year, \$2.6 million California Nutrition Network USDA funded program. As Director, she administered and managed comprehensive project activities including developing education and training programs for nutrition, physical activity, food assistance, and social marketing.

Schneider, a registered dietitian, earned her BS in Dietetics & Nutrition



at Florida International University in Miami. She earned her PhD in Nutrition & Food Management at Oregon State University in Corvallis. Schneider will begin as NFCS advisor on Dec. 1.

Medrano wins animal breeding award

The American Dairy Science Association named Juan F. Medrano, professor in the Department of Animal Science, the 2005 recipient of the J.L. Lush Award, for his contributions to dairy cattle breeding research. The award, sponsored by ABS Global, was presented at the awards ceremony held during the society's annual meeting in Cincinnati.

Horowitz named Yolo County 4-H advisor

Marcel Horowitz has accepted the position of 4-H youth development advisor in Yolo County. Horowitz began her new appointment on Oct. 15.

"The Yolo County UCCE office staff members, especially the 4-H volunteer staff, are delighted to have Marcel Horowitz join the Cooperative Extension team," said Diane Metz, Yolo County director. "She brings a wealth of health and nutrition education and volunteer experience which will strengthen the 4-H Youth Development program in Yolo County. Marcel's strong background in promoting wellness through lifestyle choices will give a new burst of life to the meaning of the 4 H's: Head, Heart, Health and Hands!"

Horowitz earned her BS degree in Health and Community Services and MA degree in Organizational Wellness at CSU Chico. Most recently, she has been working as a Youth Nutrition Educator & Researcher (SRA) with the UC Davis Department of Nutrition, Expanded Food and Nutrition Education Program.

Horowitz can be reached at mhorowitz@ucdavis.edu or (530) 666-8722.



Retiring

Gloria Brown

UCCE's first county-based African American academic employee, Gloria Brown, ended her 36-year career in San Francisco and San Mateo counties when she retired Oct. 12.



Emboldened by the feminist and civil rights movements, Brown applied for the home economics advisor position in the late 1960s, even as she was seven months pregnant. After a brief maternity leave, she embarked on a career distinguished by her commitment to aiding the Bay Area's underserved and African American communities. In her first CE role, Brown offered nutrition education to limited-income families, helping them stretch their food dollars, eat a healthy diet, and use free foods such as dried eggs and powdered milk.

In 1986, Brown was promoted to county director and director of the Richard J. Elkus Youth Ranch. With new duties, Brown continued her community service by partnering with other organizations. She was part of the group that founded the Mills-Peninsula Health Services African American Health Committee, which offers nutrition, physical activity and diabetes management education and breast and prostate screenings.

Brown has received numerous awards, including the Leonard Houston Carter Award from the local chapter of the NAACP in 2004, the National Football League Award for Community Service "Community Quarterback Award" from the San Francisco 49ers in 2002, and she was named one of the 10 most influential African Americans in the Bay Area by CityFlight Magazine in 2003.

Brown completed her bachelor's in home economics, with an emphasis on nutrition, at Texas Southern University in Houston and a master's in public administration at the College of Notre Dame in Belmont.

She does not plan to have a traditional retirement party. Instead, she prefers donations be made to Elkus Ranch, Delta San Francisco Peninsula Foundation, or the Mills-Peninsula African American Health Services Health Committee — programs Brown plans to volunteer in.

— Jeannette Warnert

To read the full story, go to <http://news.ucanr.org/newsstorymain.cfm?story=712>

Hurricane update

Last month *ANR Report* reported that, according to NASULGC, there were five Cooperative Extension employees missing from Louisiana and 12 missing from Mississippi after Hurricane Katrina struck the Gulf Coast. Subsequently all CE staff members in Louisiana and Mississippi have been accounted for.

Hurricane Rita spawned a tornado that damaged a dozen buildings on the Mississippi State University campus, but fortunately no one was seriously injured.

After Hurricane Rita, NASULGC announced that the fund initially designated to assist Cooperative Extension's victims of Hurricane Katrina would be extended to CE victims of Hurricane Rita in Louisiana, Mississippi and Texas. Therefore, funds postmarked after Oct. 1, 2005, will be available to CE family members affected by either storm. Funds postmarked prior to that date will be available only to those affected by Katrina. Allocation of the funds is subject to application and approval.

Checks payable to "NASULGC - Katrina Extension Disaster Fund" may be sent to the National Association of State Universities and Land-Grant Colleges, Department 0545, Washington, DC 20073-0545.

ANR REPORT

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CNR forms Center for Fire Research and Outreach



The Cedar fire burned more than 280,000 acres and killed 14 people. The Center for Fire Research and Outreach will coordinate efforts of UC and government agencies addressing wildfire.

The College of Natural Resources has established the Center for Fire Research and Outreach to coordinate fire-related research and outreach within CNR and the Berkeley campus, and among Cooperative Extension advisors and specialists and other UC campus faculty, and government agencies.

The center is a result of a \$933,389 one-year grant from Homeland Security that Maggi Kelly, CE geographical information systems (GIS) specialist and UCB adjunct associate professor, and Max Moritz, CE wildfire specialist and UCB adjunct assistant professor, received in May.

The center will help coordinate state and local public-education efforts, response during wildfires, and post-fire recovery and restoration efforts, according to Moritz.

One of the main activities of the center, which is co-directed by Scott Stephens, assistant professor, and Moritz, is devel-

oping a database called the Fire Information Engine. The Web-based system will provide information to help firefighters and homeowners assess and mitigate fire hazards in their communities. Using interactive maps, the Fire Information Engine webGIS will color-code a location's fire hazard, rating it on a scale of "low" to "extreme." The site also assesses variables that affect fire spread, such as slope steepness and vegetation density, and the probability of a structure burning based on its building materials.

Data are being collected for San Diego and the Berkeley/Oakland area for the pilot project.

To see a demonstration of the Fire Information Engine, go to <http://fire-center.berkeley.edu/fie/>.

For more information about the center, go to its Web site <http://firecenter.berkeley.edu/> or contact Max Moritz at mmoritz@nature.berkeley.edu or (510) 642-7329.

Sea Grant offers fellowships

The California Sea Grant College Program is accepting applications for the following Graduate Fellowship Programs for 2006:

- National Marine Fisheries Service — Sea Grant Joint Graduate Fellowship Program in Population Dynamics. Deadline is **Feb. 10**.
- National Marine Fisheries Service — Sea Grant Joint Graduate Fellowship Program in Marine Resource Economics. Deadline is **Feb. 10**.
- Sea Grant Industry Fellowship Program. Deadline is **Feb. 10**.
- Knauss Dean John A. Knauss Marine Policy Fellowship. Deadline is **March 1**.

Please contact Shauna Oh at shaunaoh@ucsd.edu or (858) 534-4440 for more information. Formal announcements are on the California Sea Grant Web site at <http://www.csgc.ucsd.edu/EDUCATION/SgEducationIndx.html> or the National Sea Grant Web site <http://www.seagrant.noaa.gov/funding/rfp2006.html>.