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## UC hosts staff web chats on long-range planning

A web chat for UC staff will be conducted on Tuesday, April 18, from noon to 1 p.m. The web chat is part of the UC2025 long-range planning process and one of a series of web chats UC's Long-Range Guidance Team is holding with UC faculty, staff, alumni, students and other friends. The chats will provide updates on the team's progress, but also to seek input from these critical UC stakeholders about the issues they see facing the university in the year 2025.

The sessions will feature co-chairs Senior Vice President Bruce Darling and Acting Provost Rory Hume, as well as other team

members. ANR members are encouraged to provide input to the planning process and ask questions of those who are leading it.

A link to the login page will be added to <http://www.universityofcalifornia.edu/news/uc2025/> on the day of the web chat. Participants may submit questions beginning at 15 minutes before the moderated web chat begins. A transcript of the chat will be available on the site following the discussion.

More information about the web chats is available at <http://www.universityofcalifornia.edu/news/uc2025/webchats.html>.

## Citrus Research Center celebrates 100 years

UC Riverside will host a barbecue and open house for the campus' 100<sup>th</sup> anniversary of Agricultural Experiment Station research Saturday, April 22, from 10 a.m. to 5 p.m. Speakers for the event will include VP Gomes, Chancellor France Cordova, Dean Steven R. Angle and Riverside Mayor Ronald Loveridge.

In the early 1900s, citrus growers and civic leaders in Riverside County, concerned over the disease and pest problems that threatened crops, began lobbying state legislators to establish research centers to develop scientific solutions. In 1905, the Legislature passed a bill authorizing UC to establish a laboratory and citrus experiment station in Southern California.

The Citrus Experiment Station, now called the Citrus Research Center, was officially established on Feb. 14, 1907, and located at that time at the foot of Mount Rubidoux. In 1918 the station moved to what is now the A. Gary Anderson School of Management, where it became the foundation for the Riverside campus, which opened in 1954.

Over the past century, UC scientists have established an international reputation in agricultural research

and development, especially in semi-arid and arid horticulture and in natural resources.

"Our faculty, extension specialists and students address a wide range of agricultural, urban, and natural resource problems that are critical to the future of California," said Don Cooksey, executive associate dean for the College of Natural and Agricultural Sciences.

With its roots in citrus research, the station develops new varieties of the fruit and advances new production techniques. On several occasions, it solved pest and disease problems that could have wiped out California's citrus industry.

Very early in its history, the station's mission expanded to include research on other fruit and vegetable crops, as well as graduate education in the agricultural sciences. Today, researchers working in campus laboratories at the 500-acre experiment station and off-campus sites undertake studies in the plant sciences, environmental and natural resources, and pest and disease management. More than 50 different crops



The Citrus Experiment Station, built in 1918, is now home to the Anderson School of Management.

are grown annually for research, including citrus, turfgrass, grapes, avocados, date palms, corn, small grains, ornamental trees and shrubs, and cover crops.

A year-long centennial celebration begins with the April 22 barbecue and open house in Lot 30 at the corner of Martin Luther King Jr. Blvd. and Canyon Crest Dr. Admission and parking are free and lunch will be available for purchase. Activities will include tours of the experiment station and citrus tasting. There will also be an exposition area, a kid zone and a live band.

For more information, contact Carol Lerner, (951) 827-5089, [carol.lerner@ucr.edu](mailto:carol.lerner@ucr.edu).

## Names in the news

### Noel joins Communication Services

Bryon Noel has joined Communication Services as a Programmer III, reporting to Karl Krist.

Noel, who specializes in Web development multimedia production, works on chill calculators, the Master Gardener volunteer system and grant proposal systems for exotic pest, Pierce's disease and viticulture.



Bryon Noel

Noel can be reached at (530) 297-4442, [bjnoel@ucdavis.edu](mailto:bjnoel@ucdavis.edu), 1850 Research Park Drive, Davis, CA 95616

### Ong joins Financial Services

Julie Ong is the new senior accountant (Accountant III) for ANR Financial Services. Her responsibilities include preparation of detailed financial analysis and reports related to the Division. She also handles federal grants drawdown and reconciliation of STIP funds.

Her previous experience was with UCOP Corporate Accounting where she worked seven years in Capital Asset Accounting.

Ong can be reached at [Julie.Ong@ucop.edu](mailto:Julie.Ong@ucop.edu), (510) 987-0059, Fax: (510) 587-6491, 1111 Franklin St. 6317C, Oakland, CA 94607-5200



Julie Ong

### Marcum honored by cattlemen

Dan Marcum, farm advisor for Shasta and Lassen counties, was honored by the Fall River-Big Valley Cattlemen's Association as the first recipient of their Top Hand Award. This award is intended to recognize individuals who have provided an outstanding level of service to their organization, members and the Intermountain community. Marcum was recognized at a dinner held on April 1 in McArthur.

"Dan has provided the association with counsel on many issues that range from the McArthur Swamp to water quality," said Buck Parks, association director. "Dan's objectivity and unbiased perspective is beyond reproach."



Dan Marcum, left, receives award from Bill Buckman, a past president of the Fall River - Big Valley Cattlemen's Association, center, and Buck Parks, director, on right.

### Gomes named BANR chair, WSU "Distinguished Graduate"

VP Gomes was recently named chair of the Board on Agriculture and Natural Resources (BANR) of the National Academies. BANR is the major program unit of the National Research Council responsible for organizing and overseeing studies on agricultural production and related matters of natural resource development, including forestry, fisheries, wildlife, and land and water use. The Board is responsible for planning new studies, conducting oversight on projects carried out by its subsidiary committees, and making an annual appraisal of accomplishments and potential new initiatives.

— continued on page 3

## Butte County recruits 4-H advisor

A career-track academic candidate is being sought to develop, administer, manage, direct, and coordinate the 4-H Youth Development Program in Butte County. The 4-H youth development advisor will address the needs of youth within the context of their own communities, while working within the broader statewide 4-H mission and direction. The objective of the program is to provide experiential educational opportunities that encourage and develop citizenship, leadership, and life skills with a diverse youth audience.

A masters degree in behavioral sciences, education, youth or human development education or a related field is required. Specialty and/or professional experience must provide a broad and significant understanding of youth development, education program design, volunteerism, and program coordination. Effective writing and speaking skills are essential. Computer skills are essential and required.

Beginning salary will be in the UC Cooperative Extension assistant advisor rank DOQ. See CE Advisor salary scale at <http://www.ucop.edu/acadadv/acadpers/tab0506/table33.pdf>. The full position vacancy announcement for position #ACV 06-01 and required academic application are available at <http://cvr.ucdavis.edu>, or contact Cindy Inouye, UC Cooperative Extension Central Valley Region, 9240 Riverbend Ave., Parlier, CA 93648; [cinouye@uckac.edu](mailto:cinouye@uckac.edu), (559) 646-6535. Complete packets must be received by **June 16**.

## HREC calls for proposals

The Hopland Research and Extension Center seeks research project proposals for the period June 1, 2006 through May 31, 2007. Proposals are due on or before **May 1**.

The Center encompasses more than 5,300 acres of oak woodland, grassland, and chaparral rangeland in southeastern Mendocino County. It presently supports a diverse mix of projects in subjects that include animal science, range management, wildlife ecology, entomology and epidemiology, pest management, viticulture, and natural resources management.

New projects utilizing the Center's laboratory, greenhouse, resident sheep flock of 600 breeding ewes, 2-acre cabernet vineyard, wild black-tailed deer herd, non-native wild turkeys, or irrigated pasture (suitable for winegrape vineyard development) are specifically encouraged. The Center expects to award in excess of 2,500 hours of Center-provided labor to support approved projects during this coming cycle.

Proposals are due electronically to Jane Rohrbough, office manager, at [jhrohrbough@ucdavis.edu](mailto:jhrohrbough@ucdavis.edu). For additional information and proposal forms, visit the Center's Web site at [http://danrec.ucdavis.edu/hopland/home\\_page.html](http://danrec.ucdavis.edu/hopland/home_page.html), or contact director Robert Timm at (707) 744-1424 or e-mail [rmtimm@ucdavis.edu](mailto:rmtimm@ucdavis.edu).

Gomes was also named “Distinguished Graduate: Science, Education and Technology” by Washington State University. He received the honor April 7 at the WSU Department of Animal Sciences 21<sup>st</sup> Annual Recognition Program in Moscow, Idaho.



Reg Gomes

### Research facility named for Mulla

The Coachella Valley Mosquito and Vector Control District named its 5,590-square-foot biological control research facility at its Indio headquarters after Mir S. Mulla, UCR entomology professor, during a dedication ceremony April 6.

“The district was founded in 1928 to control the eye gnat problem that impacted life in the Coachella Valley and spread conjunctivitis (pink eye) to such an extent that schools had to be closed from time to time to control its spread,” district general manager Donald Gomsis said. “In the 1950s the spread of St. Louis Encephalitis by mosquitoes added to the growing number of vector problems the district had to contend with.”



The Mulla family from left, son David, daughter Janet, wife Lelia, and Mir S. Mulla in front of the building bearing his name.

Mulla championed the use of natural enemies to control pests, which eventually helped bring the eye gnat, biting midge and mosquito problems under control in the Coachella Valley. This development is considered a key factor in allowing the tourist and resort industries to flourish in the valley.

### Department of Defense commends 4-H

The 4-H Youth Development Program’s service to children, youth, and families of military personnel has been recognized with a Department of Defense Certificate of Commendation signed by Secretary of Defense Donald H. Rumsfeld.

Chanda Gonzalez, UC’s 4-H military liaison based in Riverside, was presented with a framed copy of the commendation with a personalized message on the back

during the State 4-H Military Liaison meeting in March in Washington, DC. The commendation states,

“The leadership and staff of the USDA National 4-H Youth Development have distinguished themselves by continuous exceptional service to the children, youth and family members of our military men and women in uniform around the world. The 4-H youth development professionals have provided exceptional training and technical assistance in establishing clubs and other programs on military bases worldwide which ensure quality educational programs are available wherever families move. Since the beginning of the Global War on Terrorism, 4-H has expanded support to children of National Guard and Reserve Service members who are geographically dispersed. The Department of Defense takes pride in presenting this certificate of commendation to the Department of Agriculture, for the thousands of children and youth whose lives are touched by the extraordinary efforts of the 4-H youth programs and for the outstanding service to the Department of Defense.”

## In memoriam

### Robert Fridley

Robert Fridley, UC Davis professor emeritus of biological and agricultural engineering, died March 19 at age 71.

Fridley earned a bachelor’s degree from UC Berkeley in 1956, a master’s in agricultural engineering from UC Davis in 1960 and was appointed assistant professor at UC Davis in 1961. He was a visiting professor at Michigan State University in 1970-71 and was awarded a doctorate from Michigan State in 1973. From 1974 to 1976, he served as chair of UC Davis Department of Agricultural Engineering.

He is widely recognized for his studies of the mechanized harvesting of

tree fruit, including developing shaking devices now widely used to harvest almonds and walnuts.

Fridley held several patents on fruit harvesting and handling, and co-authored a book, “Principles and Practices for Harvesting Fruits and Vegetables,” (1983) with Mike O’Brien from UC Davis and Burt Cargill from Michigan State University.

From 1977 to 1985, he worked at the Weyerhaeuser Company in Tacoma, Wash., focusing initially on forestry, then becoming involved in aquaculture. Fridley returned to UC Davis in 1985 to direct the Aquaculture and Fisheries Program.

Fridley chaired the Project 2000



Strategic Planning Steering Committee for CAES and was appointed executive assistant dean in 1989. He officially retired in 1994, but served as a special assistant through 2000.

Fridley received numerous honors throughout his career and was elected to the National Academy of Engineering in 1985. In 2000, he was appointed to serve on the National Research Council’s Board on Agriculture and Natural Resources.

He is survived by his wife, Jean Fridley; his mother, Gladys Fridley; sister, Betty Runkle; three sons: James of Seattle, Wash.; Kenneth of Tuscaloosa, Ala; and Michael of Columbus, Miss.; and eight grandchildren.

— Andy Fell & Pat Bailey

## Master Gardeners on UCTV

The California Master Gardener series will be aired every Thursday night at 8 p.m. in April. If you miss the series on TV, you can view it on the Web at <http://www.uctv.tv/gardening>

## 4-H Center to host symposium May 4-5

The 4-H Center for Youth Development will be hosting "Youth in Development in the 21st Century" on May 4-5, at the UCD Buehler Alumni & Visitors Center.

Panel presentations have been organized around the themes of "Youth and Health," "Youth and Culture," and "Youth and Engagement." Speakers will include nationally known researchers and youth development experts Ana Mari Cauce of the University of Washington, Shep Zeldin of the University of Wisconsin, K.A.S. Wickrama of Iowa State University, and Marc Braverman of Oregon State University (most recently from UC Davis). Presenters and moderators will also include David Campbell, Rand Conger, Richard Enfield,

Carole MacNeil, Fe Moncloa, Adrienne Nishina, and Sherri Zidenberg-Cherr from UC Davis and UCCE. Deborah Stewart, a pediatrician from UCD Medical Center, will be a moderator.

The symposium is open to UC faculty, UCCE youth development staff and students. The first day, May 4, will run from 8 a.m. to 5 p.m., with the 4-H CYD hosting lunch for attendees. On May 5, from 8 a.m. to 11 a.m. participants will meet at Hart Hall, Room 3201 to discuss issues raised during the previous day's meeting.

There is no charge to attend the conference, but participants must register online using the link <http://groups.ucanr.org/Youthdevconf> no later than April 26.

## ANR extends bilingual info via phone

A toll-free call-in message line created by ANR Spanish Broadcast and Media Services has been steadily increasing its outreach to underserved Latino populations in English and Spanish. In observance of the 100<sup>th</sup> anniversary of the 1906 San Francisco earthquake in April, SBMS has partnered with the Governor's Office of Emergency Services to provide earthquake preparedness tips.

*AsisTel* was launched in 2003 with messages in Spanish about fire recovery and diabetes. In 2005, working with the ANR Body Weight and Health Workgroup, 20 messages were added to provide practical nutrition and health information aimed at combating obesity. Those messages marked the expansion of *AsisTel* to include English recordings.

Additional messages are being prepared on agricultural safety. The diabetes messages already available in Spanish will soon be recorded in English.

Telephone call-in is a simple, easily accessible technology that places timely information at the fingertips of Californians who don't have easy access to the Internet. The call tracking data show that it is a popular vehicle for information retrieval. From March to December of last year, *AsisTel* received more than 2,800 calls. The most popular message in English and Spanish was "Fad diets and weight loss products." In English "Daily activities to lose weight" was a close second; in Spanish the next closest, with just under half the calls, was "Why are the poor more likely to be overweight?"

To review *AsisTel* messages, call (800) 514-4494. If you have information on agricultural safety or earthquake preparedness that you would like to see included on *AsisTel*, e-mail project coordinator Myriam Grajales-Hall at [myriam.grajales@ucr.edu](mailto:myriam.grajales@ucr.edu). Your suggestions for future topics are also welcome. — Jeannette Warnert

## Updated listing of Oakland-based staff on Web

A printable list of all Oakland-based staff is now posted at the bottom of the ANR directory page: <http://ucanr.org/direct.cfm>. The PDF document identifies each employee's unit affiliation, title and their contact information.

## Snapshot of VP & AVP activities

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

- 3/15–16 Regents, Los Angeles
- 3/17 Budget Initiative Retreat, San Damiano
- 3/19–20 UC Senior Leadership Forum, Irvine
- 3/22 California Farm Bureau Federation Board Meeting, Sacramento
- 3/27–29 Administrators Implementation Team for Enhancing Customer Service Satisfaction Meeting, CSREES, Washington, DC
- 3/30 Executive Council, Davis
- 3/31–4/1 Agricultural Executives, Morro Bay
- 4/7 Received Distinguished Graduate in Science Education and Technology Award, Washington State University, Moscow, Idaho
- 4/13 CAES Dean's Advisory Council, Davis

### Each Monday

President's Cabinet

### Twice a month

UC VP Cabinet with the President

### Each Monday

ANR VP Cabinet

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

- 3/17 Budget Initiative Retreat, San Damiano
- 3/21–23 Western Extension Directors, San Diego
- 3/29 Central Valley Region staff, Sacramento
- 3/30 Executive Council, Davis
- 4/11 Regional Directors, Fresno
- 4/12 Program Council, Fresno

## ANR REPORT

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