

## INSIDE

- [2 Advocacy advisory council meets](#)
- [3 Nominate UCCE colleagues for Distinguished Service Awards](#)
- [4 Employment opportunities](#)
- [5 Call for proposals: Desert REC, Sierra Foothill REC](#)  
[Names in the news](#)
- [6 CAES opens Contained Research Facility](#)  
[UC experts to participate in 22nd California Small Farm Conference](#)
- [7 Communication Services update](#)  
[Oak Regeneration Field Day set for April 22](#)
- [8 In memoriam: Dugger, Rush](#)  
[Advanced advocacy workshops scheduled](#)

## ANR Strategic Vision draft released

Colleagues:

I am very pleased to provide the draft "Strategic Vision for the Division of Agriculture and Natural Resources." The process which led to the development of this draft was coordinated by a ten-person Steering Committee appointed by former Provost Rory Hume which I co-chair with UC Regent Fred Ruiz. Our goal was to develop a demand-based vision for ANR, which will guide future resource allocation and planning by our campus and county components of ANR.

This draft was developed from excellent background analysis of the trends facing the state by five working groups of your colleagues and partners. The working groups identified a broad range of agricultural, natural resource, human health and nutrition, and human development issues that will be facing the state in the year 2025. The Program Council worked closely with the chairs of the five working groups to produce a rough draft of the strategic vision for ANR which I shared with the Steering Committee several weeks ago.

We are now ready to share this widely with all members of our ANR community to make sure that we have adequately covered the range of topics that will be facing the state. The document can be viewed via the following link:

<http://ucanr.org/anrstratvisiondraft>

I will be holding two town-hall meetings using Adobe Connect to step through the general process that resulted in this document and highlight some of the key findings. These hour-long sessions are scheduled on Tuesday, Feb. 24, 11 a.m.-12 noon and Thursday, Feb. 26, 3 p.m.-4 p.m.



Following these town-hall meetings, the deans/associate deans, regional directors, and program leaders will be organizing a variety of opportunities to provide input to this strategic vision document. We will concurrently obtain input from the diverse array of stakeholders that we serve.

Our goal is to complete this strategic vision in time for our ANR Statewide Conference, scheduled for April 27 to 30 in Sacramento. We will devote time at the meeting to discuss implementing this vision in our future planning efforts. I am hopeful that all of you will attend the statewide conference.

We look forward to your ideas and input on this exciting new look at California's future and our role in keeping California healthy, productive and sustainable. Thanks for all your work in making ANR such a vibrant and stimulating place to work, and for your dedication to the people of this state.

Daniel M. Dooley  
Vice President

### ANR Statewide Conference link is now on your portal

The conference Web site link can now be found on everyone's ANR portal under My Links in the left column. It should appear at the top of the list as 2009 Statewide Conference. The site features an introductory video from Dan Dooley, the agenda, location and directions, and registration information.

The [ucanr.org](http://ucanr.org) site features the link to the conference as soon as one clicks on For ANR Employees.

### Governor signs state budget

On Feb. 20, Gov. Schwarzenegger signed a state budget for the rest of 2008-09 and the 2009-10 fiscal year that contains \$115 million in new permanent funding reductions for the UC system. ANR's allocation of the cuts has not been determined.

ANR Report will provide details when they become available.

# Advocacy advisory council meets

The ANR Advocacy and Strategic Communications Advisory Council met for two hours on Feb. 13 in Davis to begin discussing how to build recognition and support for ANR among policymakers.

The council's goal is to advise VP Dooley on the implementation of an "advocacy through education" initiative that engages the entire ANR community (county-based and campus-based) and ANR stakeholders in building long-term relationships with members of Congress, the state Legislature, county boards of supervisors, and their staffs.

Formation of the council (see below) was a recommendation in the ANR Advocacy and Strategic Communications Task Force Report, which was released in June 2008 ([http://groups.ucanr.org/advocacy2009/Task\\_Force\\_Reports](http://groups.ucanr.org/advocacy2009/Task_Force_Reports)), to advise VP Dooley on setting priorities, mobilizing ANR stakeholders, identifying key decisionmakers, creating messaging materials, and measuring success.

In giving the council its charge, VP Dooley said, "We need to build on our relationships and use them to our advantage." He noted that ANR is uniquely positioned around the state so that its advocacy efforts can work for the broader

university as well as the Division. In his role as UC interim senior VP for external relations, Dooley said he is exploring how to mobilize employees, students, friends of the university and others to get them involved effectively in advocacy efforts.

Dooley said he is looking to the council to help formulate an action plan and identify strategies for building a sustained, coordinated ANR advocacy and strategic communications program. One of the first priorities will be to develop guidelines for ANR personnel and stakeholders who wish to engage in advocacy efforts, and create a web-based database with profiles on state and federal elected officials and information on ANR programs under way in every legislative district.

Steve Nation, executive director of ANR Governmental and External Relations, reviewed the task force's key findings, recommendations and actions taken since the report was released. "With the efforts going on at UC to involve the entire ANR community to further our image and relevance, whether it's three or five years down the road, we'll see an increase in public and private support for our programs," Nation predicted.

He added, "It will be important to listen and be responsive to legislators and their staffers, in order to build credibility that ANR provides unbiased, science-based information to help solve problems, inform public policy, and improve the lives of their constituents." Dooley pointed out that a recent UC Davis study on the Sacramento-San Joaquin Delta helped shape public policy because it was an independent analysis. "Part of the process is to hear what the issues are," Dooley said. "We are providing a public service to legislators."

Nation noted several actions under way in ANR to build a statewide advocacy program, including launching "Advocacy Through Education" training for academics and staff and the creation of a user-friendly advocacy Web site ([see page 8](#)).

Dooley added that the ANR Strategic Plan, a draft of which is being circulated in ANR for comment, will link to the advocacy and strategic communications plan.

The council outlined a list of activities and priorities to be addressed over the next several months, with the goal of fully implementing an ANR advocacy through education initiative by early summer. The council will meet next in May.

## ANR Advocacy and Strategic Communications Advisory Council

Dan Dooley, Vice President (chair), Agriculture & Natural Resources, Oakland  
Tom Baldwin, Dean, College of Natural & Agricultural Sciences, UC Riverside  
Mick Canevari, County Director, UCCE San Joaquin County, Stockton  
Susan Donohue, County Director, UCCE Butte County, Oroville  
Corny Gallagher, Senior Vice President, Bank of America, Roseville  
Pam Geisel, Academic Coordinator, ANR Statewide Master Gardener Program, Davis  
Keith Gilles, Dean, College of Natural Resources, UC Berkeley  
Pete Goodell, IPM Area Advisor, ANR Statewide IPM Program, Kearney Agricultural Center, Parlier  
Sharon Junge, Interim Director, ANR Statewide 4-H/ Youth Development Program, Davis  
Mark Kramer, Federal Governmental Relations Director, The Nature Conservancy of California, San Francisco  
Susan McKee, Director of State Relations, Chancellor's Office, UC Riverside  
Bennie Osburn, Dean, School of Veterinary Medicine, UC Davis  
Kim Rodrigues, Regional Director, UCCE North Coast & Mountain Region, Davis  
Terrell Salmon, County Director, UCCE San Diego County, San Diego  
Richard Smith, President and CEO, Paraiso Springs Winery, Soledad  
Rachel Surls, County Director, UCCE Los Angeles County, Los Angeles  
Neal Van Alfen, Dean, College of Agricultural & Environmental Sciences, UC Davis

### *Ex-Officio Members*

Cynthia Barber, Director, ANR Office of Development Services, Oakland  
Steve Nation, Executive Director, ANR Office of Governmental & External Relations, Oakland  
Bob Sams, Director, ANR Office of Communication Services & Information Technology, Davis

### *Staff to Advisory Council*

Lorrie Mandorlao, Administrative Assistant, ANR Office of Governmental & External Relations, Oakland

# Nominate UCCE colleagues for Distinguished Service Awards

ANR and Academic Assembly Council are seeking nominations for the Distinguished Service Awards. The awards recognize and reward outstanding accomplishments by UCCE academics in five areas:

- Outstanding Research
- Outstanding Extension
- Outstanding New Professional
- Outstanding Team Work
- And new for 2009 – Outstanding Leader

The Distinguished Service Awards are meant to recognize service and academic excellence in UC Cooperative Extension over a significant period of time. Awards are meant to highlight the use of innovative methods and the integration of research, extension and leadership by UCCE academic advisors, specialists and academic coordinators. Only individuals in these academic title series are eligible for these awards. Self-nomination is encouraged.

The award is presented to the top applicant in each of the five categories. The winners will receive a certificate and \$4,000, except for outstanding team work, for which academic team members will share \$8,000. The award is given as a personal monetary amount and is subject to taxation.

Each nomination packet must include the following items:

1. Cover page stating name of person(s) being nominated along with their unit address, telephone number, fax number, e-mail address, the award category desired for consideration, and length of service the individual(s) has/have with UC.
2. Letter of nomination: One page (self nomination encouraged).
3. Summary of achievements: 3 to 5 pages tailored to the criteria of the particular award category, the Mission of ANR and the Core Issues.
4. Complete bibliography of relevant work authored by nominee(s): follow guidelines designated for the Program Review Dossier. For Outstanding Team Work nominations: only selected highlights from each applicant's bibliography should be included. In the case of publications with multiple authors, the role played by the nominee should be noted.

5. Letters (3) of recommendation/support from peers/faculty, clientele, and supervisor – if not the one serving as nominator

The deadline for submitting the nomination packet to Jeanette Sutherlin at [jmsutherlin@ucdavis.edu](mailto:jmsutherlin@ucdavis.edu) is **March 9, 5 p.m.**

## Evaluation Criteria

In general, adherence to the Mission of ANR and Core Issues shall be of utmost importance in evaluating nominations. Nominees must cite specific means of having evaluated the impact of their work.

Selection will be based on the following:

- Criteria established for each award category (see below).
- Programmatic quality and balance.
- Demonstrated recognition by fellow academics, clientele & professional groups.
- Demonstrated activities that embrace the spirit and goals of Affirmative Action.
- Nomination letter.
- Recommendation/support letters.

## Evaluation process and award announcement

A committee reviews all eligible applications and makes a recommendation to the Associate Vice President, who makes the final decision. Award recipients will be notified upon decision by the Assembly Council Program Committee.

The Distinguished Service Award presentation will take place at the Statewide Conference April 27–30.

Recipients of the 2009 awards will be expected to serve on the next selection committee.

## Award description and criteria

### 1) Outstanding Research

Activities shall be those eligible to be included in the section of the 2008 E-Book on Extension, Research and Creative Activity (with a focus on research). The committee will evaluate the record for:

- academic excellence.
- innovative methods of obtaining new knowledge.

- impact of research on clientele and level of adoption.
- incorporation of research into extension programs.

### 2) Outstanding Extension

Activities shall be those eligible to be included in the section of the 2008 E-Book on Extension, Research and Creative Activity (with a focus on extension). The committee will evaluate the record for:

- academic excellence.
- impact and level of adoption by targeted clientele.
- usefulness as an extension model of how to plan/conduct/evaluate and share information.
- level of innovation/creativity.
- outreach to under-served audiences/clientele.

### 3) Outstanding New Professional

Candidates for the Outstanding New Professional Award are restricted to Academic Assembly members (advisors, specialists or academic coordinators) who have worked in UC Cooperative Extension less than 10 years at the time of their nomination. Criteria for selection for this award are the same criteria for the Outstanding Research and/or Extension awards.

This award is meant to recognize outstanding beginnings in UC Cooperative Extension.

### 4) Outstanding Teamwork

Activities shall include interdisciplinary and multi-institutional teams working on applied research or extension activities. The committee will evaluate the record for:

- academic excellence.
- impact of activities on target audience/clientele.
- evidence that the combined effort resulted in contributions greater than an individual member.
- cross-disciplinary integration among UCCE and appropriate faculty, workgroup members, and others as appropriate.

– continued on page 4

### 5) Outstanding Leader

This is the first year for this category. This award is to recognize academics in ANR that have provided leadership in their program area or discipline. The purpose is to foster leadership within our organization. It is designed to recognize an individual. The committee will evaluate the record for effectiveness, inspiration, innovation, coaching and personal self-knowledge.

- Effectiveness: Description of breadth and depth of significant leadership contributions the nominee has made to ANR. His /her work identifies a measurable record of accomplishment.
- Inspiration: Examples of how the nominee has inspired a shared vision, developed long term objectives and enabled other academics.
- Innovation: Examples of how the nominee advanced an innovative strategy that directly addressed an issue. The work represents creativity and/or a departure from usual practice.
- Coaching: Examples of how the nominee has fostered leadership development in others and helped them achieve.
- Personal self-knowledge: Description of how the nominee's personal accomplishments contributed to their development as a leader.

For further information, contact Jeanette Sutherlin, [jmsutherlin@ucdavis.edu](mailto:jmsutherlin@ucdavis.edu) or Max Moritz, [mmoritz@nature.berkeley.edu](mailto:mmoritz@nature.berkeley.edu).

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Brian Brandt of American Farmland Trust's Ohio office, left, joins Jeff Mitchell and Carol Frate at their booth at the World Ag Expo in Tulare.

## Employment opportunities

### Tehama, Glenn and Colusa counties: Livestock, rangeland and natural resources advisor

UCCE is seeking a career-track academic advisor to conduct a county-based extension, educational and applied research program in livestock management, rangeland and natural resources serving Tehama, Glenn, and Colusa counties (headquartered in Red Bluff). To assure full consideration, application packets must be received by **March 6** (open until filled).

These programs will address issues such as watershed management, environmental quality, soil and resource conservation, efficient and sustainable production and marketing of livestock, safe and nutritious food for consumers, and sound stewardship of the natural resources in the range and wildland areas.

A master's degree in natural resources, animal science, range management, ecology or watershed management, or closely related discipline, is required. Candidates with advanced degrees in other related fields may be considered. The candidate should have a working knowledge of and familiarity with emerging issues in livestock and/or natural resource management. This would include upland watershed management; water quality and downstream pollution (non-source point pollution), production economics of variable production systems, food safety, ranch management (including small producers), watershed restoration, animal health, herd / flock management, exotic species, and knowledge of market development and resource management. Field experience is highly desired, along with demonstrated familiarity in conducting research and educational programs.

Beginning salary will be in the CE Assistant Advisor rank, dependent upon applicable experience and professional qualifications.

The full announcement for #ACV08-02 and required academic application form are available at <http://ucanr.org/cvr/joblisting>; or e-mail [recruit08-02@uckac.edu](mailto:recruit08-02@uckac.edu).

### UC Riverside: Assistant Professor/ Assistant Water Specialist

The UCR Department of Environmental Sciences is accepting applications for a tenure track, assistant professor/assistant CE specialist in water resource management. Closing date for applications is **March 1**.

This 11-month, tenure-track position (75% Cooperative Extension/25% Instruction & Research) will start July 1. Applied research areas may include economic analysis of water resource management and policy in California; water rights and transfers, conjunctive management, and water conservation and reuse; public policy analyses of water quality/quantity issues; and water resource management issues related to land use. Outreach responsibilities include information transfer between researchers and regulators, irrigation districts, municipal water purveyors, county-based CE advisors, and growers.

The teaching load is anticipated to be one quarter-length course per year in environmental, natural, and water resources management. There may be participation and supervision of graduate students in the Environmental Sciences program and in other campus Ph.D. programs (e.g., Economics, Public Policy). There will be an opportunity to be a part of the newly formed Water Science and Policy Center that is housed in the department.

Criteria for appointment include a Ph.D. in an applicable social or policy science discipline with demonstrated expertise in water resource management. Graduate-level training in environmental economics and/or public policy analysis is desirable. The candidate must exhibit strong quantitative and analytical skills and possess a strong commitment to teaching excellence at both undergraduate and graduate levels, and teaching experience is highly desirable.

Salary is commensurate with education and experience.

The complete position description and application process can be viewed by going to the department Web site at <http://envisci.ucr.edu>. For more information, contact Search Committee Chair Kurt Schwabe at [kurt.schwabe@ucr.edu](mailto:kurt.schwabe@ucr.edu).

## Call for proposals

### Desert REC

The Desert Research & Extension Center (DREC) is soliciting proposals for new and continuing research and demonstration projects for the period July 1, 2009 - June 30, 2010.

Located in the Imperial Valley, DREC's primary research areas are desert agriculture, bio-energy crops, vegetable crops, field crops, alfalfa breeding, livestock, environmental and feedlot management, irrigation and drainage management, plant nutrition and pest management.

The center is comprised of 193 acres of irrigated land, five greenhouses with 1,600 square feet of year-round growing needs and laboratories capable of animal, plant, soil and water analyses with space for visiting scientists.

Other resources include a weather station, pressurized underground irrigation system with filters, research feedlot cattle facility with 116 pens and 700-head capacity, furnished dormitories for graduate students and a furnished two-bedroom house

for visiting researchers. Approximately 10,500 hours of labor will be awarded to support approved projects.

To obtain proposal forms, go to [http://ucce.ucdavis.edu/files/programs/3911/Call\\_for\\_2008-2009\\_Research\\_Proposal\\_Forms.htm](http://ucce.ucdavis.edu/files/programs/3911/Call_for_2008-2009_Research_Proposal_Forms.htm). All proposals must be e-mailed to [dldriskill@ucdavis.edu](mailto:dldriskill@ucdavis.edu) by **April 10**.

For information on submission of forms, contact Debra Driskill at (760) 356-3061 or [dldriskill@ucdavis.edu](mailto:dldriskill@ucdavis.edu). For more information regarding research opportunities, contact Jose DeSoto, center director, at (760) 356-3065 or [jfdesoto@ucdavis.edu](mailto:jfdesoto@ucdavis.edu).

### Sierra Foothill REC

The Sierra Foothill Research and Extension Center (SFREC) is soliciting proposals for new and continuing research for the period May 1, 2009 - April 30, 2010.

Proposals are due at SFREC by **March 6**. The center expects to award approximately 2,300 hours of labor to assist continuing and new research projects.

The center comprises 5,721 acres of northern Sierra foothill oak woodland-annual grass rangeland. Several watersheds fall within its boundaries, with

Yuba River frontage along the southern edge, offering opportunities for wild-life, water-quality and riparian-habitat studies. There are 160 acres of irrigated pasture, with a herd of 350 beef cows and 100 yearling calves.

Other resources include a weather station, GIS database, and other long-term databases related to hardwoods and annual rangeland pasture use by cattle; beef cattle fertility, disease and production levels; stream hydrology in managed watersheds; climate and range forage yields. Facilities include a laboratory for chemical and biological analyses, meeting rooms, a 13-bed dormitory and six cattle-working areas.

To obtain proposal forms, go to <http://groups.ucanr.org/sierrafoothill/Research/>.

For information on electronic submission of forms contact Chris Feddersen at (530) 639-8800 or [cafeddersen@ucdavis.edu](mailto:cafeddersen@ucdavis.edu). For more information regarding research opportunities, contact Art Craigmill, center director, at (530) 639-8800 or [alcraigmill@ucdavis.edu](mailto:alcraigmill@ucdavis.edu).

## Names in the news

### Worker named 4-H SET coordinator

Steven Worker has been named 4-H Science, Engineering and Technology (SET) Coordinator, effective Feb. 1. In collaboration with the 4-H SET leadership team of Richard Mahacek,



Martin Smith, Lynn Schmitt-McQuitty, and Sharon Junge, Worker is responsible for creating and implementing major program development, volunteer development and curriculum delivery strategies for the 4-H SET program plan.

A member of the 4-H staff since 2001, Worker had been the State 4-H Program Representative coordinating older youth programs, recognition and technology.

In his new role, Worker will develop, implement, and provide staff and volunteer development training for the 4-H SET programs throughout the state, based on

the California 4-H YDP SET plan. He will also create and oversee 4-H SET curriculum development and dissemination; and coordinate 4-H SET marketing, communication and outreach with county-based programs to increase visibility and public relations for the California 4-H YDP SET Program.

For more information about SET, go to <http://www.ca4h.org/projresource/SET/>. Worker can be reached at (530) 754-8519 or [smworker@ucdavis.edu](mailto:smworker@ucdavis.edu).

### Ohlendorf, Bradley honored by Common Threads

Barbara Ohlendorf, UC Statewide Integrated Pest Management Program publications coordinator, and Francine Bradley, UC Davis poultry specialist, are among six northern California women who will be honored for their contributions to agriculture and their communities.

The women will be honored on March 5 during a luncheon and "Common Threads" award ceremony at UC Davis. The program is sponsored jointly by the UC Davis College of Agricultural and Environmental Sciences (CA&ES)

and the California Agricultural Leadership Foundation (CALF).

The other Common Threads award recipients include Molly Watkins, a rancher and family farmer from San Joaquin County; Eloise Fischer Spence, a rancher from Calaveras County; Caroline Vann, a cattle rancher from Colusa County; and Ann Silva, a dairy farmer from San Joaquin County.

In addition to distinguishing themselves in their careers, these women have all lived lives of giving back to their communities by educating the public about agriculture.

To register for the event, go to <http://commonthreads.ucdavis.edu>.



Barbara Ohlendorf



Francine Bradley

# CAES opens Contained Research Facility

The College of Agricultural and Environmental Sciences has opened a state-of-the-art Contained Research Facility for invasive and exotic plant pests.

Located west of campus on Hopkins Road in Davis, the facility is designed for research on finding effective and environmentally sound strategies to prevent, detect, eradicate, and/or control plant pests that pose risks to California's rich and diverse agriculture and ecosystems.

"The Contained Research Facility offers researchers a unique and important opportunity to support California agriculture," noted Bryce Falk, UC Davis professor of plant pathology and faculty director of the facility.

"The Contained Research Facility is designed for research on potentially invasive or non-indigenous plant pests, as well as identified quarantined pests already in California," said Michael Parrella, professor of entomology and associate dean of the College of Agricultural and Environmental Sciences. "These pests include weeds, insects, mites, fungi, nematodes, protozoa, viruses, and bacteria. Examples that are currently being studied at the facility include light brown apple moth, glassy-winged sharpshooter and Pierce's disease,

tomato apex necrosis virus, and cucurbit yellow stunting disorder virus."

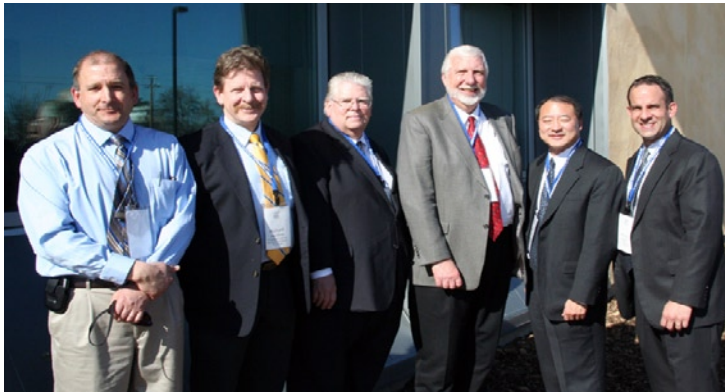
The Contained Research Facility consists of greenhouses, growth chambers, and laboratories. Each of the six greenhouses has its own environmental and air system. The facility meets federal safeguards to ensure that organisms being studied are not released to the outside; safety measures address specialized procedures for disposal of liquid and solid wastes, ventilation and air filtration, building access, and other unique containment features.

The U.S. Department of Agriculture has inspected and approved the facility as a biological safety level 3 plant (BSL3-Plant) facility.

Primary users will be UC scientists and other researchers affiliated with private companies and governmental agencies such as the California Department of Food and Agriculture and the U.S. Department of Agriculture.

Space in the facility is shared on a project-by-project, recharge basis. For information on using the facility, contact Sandy Kelley, Contained Research Facility manager, (530) 754-2104, [skkelley@ucdavis.edu](mailto:skkelley@ucdavis.edu) or visit the facility's Web site at <http://crf.ucdavis.edu>.

– Ann Filmer



Above, Officiating and speaking at the Contained Research Facility opening were (left to right): Michael Parrella, CA&ES associate dean; Rick Standiford, ANR associate vice president; Andrew Hammond, Pacific west area director for USDA-ARS; Neal Van Alfen, CA&ES dean; Robert Tse, CDFA deputy secretary; and David Pegos, CDFA assistant secretary for legislation.

Right, More than 100 people from UC Davis, ANR, government agencies, and private companies turned out for the opening of the Contained Research Facility.



## UC experts to participate in 22<sup>nd</sup> California Small Farm Conference

More than 20 academics from throughout ANR will be sharing their expertise with hundreds of participants at the California Small Farm Conference, March 1-3 in Sacramento.

Farm advisors and specialists from nine counties, three campuses, one REC and two statewide programs will present on an array of topics relevant to small-scale farmers and farmers market managers.

"The Small Farm Conference consistently gathers more than 400 farmers and other agriculture professionals each year," said Shermain Hardesty, director of the UC Small Farm Program and a member of the conference's board of directors. "This is an important outlet for ANR professionals to connect with small-scale farming communities, and I'm proud of the widespread cooperation this year from throughout UC."

Day-long tours on March 1 will address the topics of urban agriculture (led by Kristin Reynolds, UC Small Farm Program), small-scale livestock and niche meat marketing (led by Roger Ingram, UCCE Placer), and cherry production and marketing (led by Shermain Hardesty, UC Small Farm Program; Joe Grant, UCCE San Joaquin; and Beth Mitcham, UC Davis).

Participants will have the chance to hear from 10 different Cooperative Extension experts on production of various specialty crops, including pomegranates, dry beans, olives and olive oil, and specialty root vegetables.

UC experts will also be speaking on issues related to farm stands, farmers markets, and regional food—as well as small farm equipment and natural resources conservation.

The UC Small Farm Program is an organizing sponsor of California Small Farm Conference, the state's premier gathering of small farmers and those who support them. For more information about the California Small Farm Conference, visit [www.californiafarm-conference.com](http://www.californiafarm-conference.com).

## Communication Services update

### ANR associate editors needed

Recruitment is now under way for ANR associate editors in three subject areas: environmental horticulture, natural resources and pomology, viticulture & subtropical horticulture.

Associate editors are nominated by the Communications Advisory Board and appointed by Associate Vice President Rick Standiford to manage the content peer-review process for ANR educational materials. In doing so, associate editors ensure that the content of ANR publications and videos is as scientifically accurate as possible.

Associate editors also encourage authors to write new and revise older publications, and they serve as a link between ANR Communication Services and the Division's programs. With their efforts, associate editors significantly contribute to the quality of extension and outreach programs statewide. ANR associate editors' terms are four years, beginning July 1, 2009.

To nominate yourself or a colleague for associate editor in one of the above subject areas, please provide the following information by **April 17** to Joe Connell, chair of the Communications Advisory Board's recruitment subcommittee: candidate's name, address, phone number, e-mail address, areas of expertise, length of service with ANR, workgroup or continuing conferences to which candidate belongs, and description of candidate's prior involvement with both Communication Services and with ANR and other peer review processes. E-mail nominations to Connell at [jhconnell@ucdavis.edu](mailto:jhconnell@ucdavis.edu) or mail to UCCE Butte County, 2279-B Del Oro Avenue, Oroville, CA 95965.

If you have questions about the responsibilities of ANR associate editors, contact Joe Grant, associate editor chair, (209) 953-6100, [jagrant@ucdavis.edu](mailto:jagrant@ucdavis.edu); or Ann Senuta, Communication Services publications manager, (530) 754-3908, [aesenuta@ucdavis.edu](mailto:aesenuta@ucdavis.edu).

### Online catalog publication promotion codes

One of the features of the online catalog software is the ability to issue promotion codes for tracking sales. After testing this

program with UCCE San Diego County for several months, Communication Services is now ready to roll out the program statewide.

Here are the details:

- Counties or programs that conduct sales of publications can be issued a promotion code for use by customers in the online catalog only. Telephone, fax, or mail orders are not eligible.
- The codes do not expire.
- In order to encourage customers to use your promotion code, customers using a promotion code will receive a 10% discount on their order. (Discounts cannot be combined. So for example, Master Gardeners cannot combine their standard discount and a promotion code to get a 50% discount.)
- Participating counties or programs will receive 30% of the net sales (product totals excluding taxes and shipping) generated by customers using their codes.
- Carol Lopez in our Oakland warehouse will run quarterly reports to determine any sales revenue due participating counties. Revenues less than \$50.00 will roll over to the next reporting period.

To get started, simply e-mail Cynthia Kintigh at [cckintigh@ucdavis.edu](mailto:cckintigh@ucdavis.edu) with a request. Your promotion code will be set up in the system and e-mailed back to you along with suggested wording for use of the codes in event flyers and other promotional materials. Once received, you can start using it right away.

Keep in mind that there are pros and cons to using the code – it's easier on you and your staff when schlepping publications to events; but you do lose out on impulse purchases that are more likely to occur at events. People are often more likely to buy publications at an event; once they go home they can forget, or change their mind.

Contact Kintigh if you have questions about the promotion codes at [cckintigh@ucdavis.edu](mailto:cckintigh@ucdavis.edu) or (530) 754-3911.

## Oak Regeneration Field Day set for April 22

On April 22 the IHRMP will host Oak Regeneration Field Day at the Sierra Foothill Research and Extension Center (SFREC) in Yuba County. These field days have been held every two to three years since 1989 and provide an opportunity to share information about the most effective procedures for artificially establishing native California oaks and to view oak research trials at the SFREC. Some of the oak plantings have now been in place for over 20 years, providing an opportunity for participants to view older oak plantings and observe how trees mature.

This year's field day will feature a variety of research trials including a study comparing livestock impacts to varying sizes of oak seedlings, the causes of variability in acorn crops, how treeshelters affect seedling growth, and comparisons of planting seedlings vs. acorns.

The field day will consist of indoor and outdoor sessions and is designated for restoration professionals, arborists, woodland owners and managers, professional foresters, nursery operators and others interested in the ecology, management and restoration of California's oak woodlands. The workshop fee is \$35 and will cover the morning refreshments, handouts, and a catered lunch.

For further information, contact Sherry Cooper at (530) 224-4902 or Doug McCreary at (530) 639-8807, or look at the announcement and registration form on the IHRMP Web page (<http://danr.ucop.edu/ihrmp/>). Registration is limited and will be on a first-come, first-served basis and will close on **April 15**.



## In memoriam

### W. Mack Dugger

W. Mack Dugger Jr., former dean and professor emeritus of UCR's College of Natural and Agricultural Sciences, died at his Riverside home on Dec. 26, 2008. He was 90.



A plant physiologist, Dugger came to UCR's statewide Air Pollution Research Center in 1960 from the University of Florida. Three years later he became professor of botany and, in 1964, chair of the then-Department of Life Sciences in the College of Letters and Sciences.

In 1968, Life Sciences was renamed the Department of Biology and combined with the Citrus Experiment Station and the Agriculture Research Center to create a single college of Biological and Agricultural Sciences. Named the first dean of this college, Dugger guided the difficult merger of an academic faculty and research and outreach personnel of the Citrus Experiment Station. Rapid expansion followed, with the new college seeing its enrollment tripling in the first three years.

In 1974, physical science departments were added to create the College of Natural and Agricultural Sciences. This unique blending of agricultural, life, and physical sciences was a bold new step for the campus, and one that required all of Dugger's considerable administrative and diplomatic skills to accomplish.

Dugger served as dean from 1968 until 1981, when he returned to teaching and research in the Dept. of Botany and Plant Sciences. He will be remembered particularly for his work with plant irrigation systems and his research on the subject of boron. Dugger, who retired in 1990, was honored with UCR's prestigious Emeritus Faculty Award for 1996-97.

A native of Georgia, Dugger received his B.S. in soil botany at the University of Georgia in 1941 and an M.S. in plant physiology from the University of Wisconsin in 1942. After service in World War II, he received his Ph.D. in plant physiology from North Carolina State College in Raleigh in 1950.

Dugger is survived by his son, Thomas, and daughter, Lucinda, and three granddaughters. Donations in his memory may be sent to the UCR Botanic Gardens.

– Sara Clausen

### Gary Rush

Gary A. Rush, farm advisor emeritus, died on Jan. 24 in Redding. He was 73.

Rush grew up on a ranch in eastern Oregon and was active in 4-H as a child. He earned his bachelor's degree in animal science in 1957 from Oregon State University, studied education from 1960 to 1961 at Sacramento State University, then earned a master's in agriculture and resource economics in 1972 from University of Nevada.

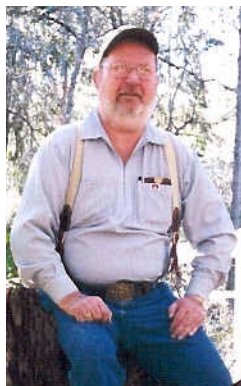
In 1973, Rush was appointed to a joint University of Nevada and University of California farm advisor position in Community Resource Development and assigned to Modoc, Lassen and Washoe counties. Rush served in this position until he transferred to Plumas-Sierra counties as the UC Cooperative Extension agriculture/4-H advisor in 1983.

Rush moved to Hayfork in 1987 to become the county director and "jack of all trades" in Trinity County. In 1990 he was appointed county director for both Shasta and Trinity counties. He also had programmatic responsibility in 4-H Youth Development and Community Economic Development. He retired in 1993 and was immediately granted emeritus status.

"Gary is remembered for being fair in his dealings, his practical approach to problem solving and his willingness to pitch in and get the job done," said Larry Forero, livestock advisor for Shasta and Trinity counties.

Rush is survived by his sons, Michael and Patrick, and two sisters, Marcia and Debra Rush.

– Larry Forero



## Advanced advocacy workshops scheduled

ANR members who are interested in further developing their advocacy skills may sign up for the small group Advanced Advocacy Through Education workshops (Advocacy 301).

To make more effective use of your time, we have combined the messaging training with in-person, on-camera training. Mike Miller and Paula Hamilton of Brown-Miller Communications will conduct workshops across the state in March and April where participants will practice honing and delivering messages about the University of California, ANR and their programs in mock meetings with decisionmakers. The role-playing sessions are video taped, then played back and reviewed so that participants can observe their effectiveness at conveying their messages.

The one-day workshops (10 a.m. to 4:30 p.m.) will be limited to six participants per session, so be sure to sign up early. To register, go to <http://ucanr.org/adv301>.

For more information about Advocacy Through Education training, go to <http://groups.ucanr.org/advocacy2009> or contact Pam Kan-Rice at (510) 987-0043, [pamela.kan-rice@ucop.edu](mailto:pamela.kan-rice@ucop.edu), or Lorrie Mandorlao at (510) 987-0063, [lorrie.mandorlao@ucop.edu](mailto:lorrie.mandorlao@ucop.edu).

## ANR REPORT

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Office of Governmental & External Relations,  
1111 Franklin St., 6th Floor,  
Oakland, CA 94607-5200.  
Telephone: (510) 987-0043; fax: (510) 465-2659;  
e-mail: [ANR-Report@ucop.edu](mailto:ANR-Report@ucop.edu)

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