Dooley appoints Advocacy and Strategic Communications Task Force

Among VP Dooley’s highest priorities is raising the visibility of ANR achievements with elected officials, other UC employees and the general public. A long-term goal is to generate greater government and private funding for UC’s research and public service. To accomplish these priorities, Dooley has formed the ANR Advocacy and Strategic Communications Task Force.

The task force is charged with developing a coordinated and sustained statewide grassroots advocacy and image-building campaign. It will include strategies for involving the entire ANR community in advocacy efforts at the local, state and federal levels.

Dooley has asked the task force to submit a draft of the ANR Advocacy and Strategic Communications Plan and recommendations to him by June. To respond to the fiscal crisis facing the university, Dooley has asked for interim strategies in support of UC’s 2008-09 state budget requests that can be implemented by April 1.

The task force includes representation from UC Office of the President, campus-based and county-based programs and units, Office of the Vice President and key external stakeholders.

ANR Advocacy & Strategic Communications Task Force

Donna Blitzer, UCSC State Governmental Relations director
Grant Davis, Sonoma County Water Agency assistant director
Mary Delany, UCD CAES Department of Animal Science chair
Karen French, acting UC State Governmental relations director
Corny Gallagher, Bank of America Agribusiness vice president
John Hamilton, UC Federal Governmental Relations legislative director
Don Klingborg (chair), UCD School of Veterinary Medicine associate dean
Peggy Mauk, UCCE Central Coast & South Region director
Jim MacDonald, UCD CAES executive associate dean
Ellie Rilla, UCCE Marin County director
Mikeal Roose, UCR CNAS interim divisional dean for agriculture and natural resources
Jim Sullins, UCCE Tulare County director
Jim Thompson, UCD CE specialist
Chris Treadway, UCB State Governmental Relations director
Stephen Vasquez, UCCE Fresno County viticulture advisor
Diane Wallace, UCCE County director emeritus
Stephen Welter, UCB CNR acting executive associate dean
Dan Dooley (ex-officio), vice president
Steve Nation (ex-officio), ANR Governmental & External Relations executive director

Ross, Mellano appointed to CARET

Karen Ross and Michael Anthony Mellano have been selected as California’s UC delegates to the Council for Agricultural Research, Extension, and Teaching (CARET). The appointments were made in December by then acting Vice President Rick Standiford.

Ross is president of the California Association of Winegrape Growers (CAWG), executive director of Winegrape Growers of America, and executive director of the California Wine Grape Growers Foundation. Before joining CAWG in 1996, Ross was vice president for Governmental Relations for the Agricultural Council of California. She also has served as director of Governmental Affairs for the Nebraska Rural Electric Association and as a field representative for former U.S. Senator Edward Zorinsky of Nebraska.

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Ross is a member of the California State Board of Food and Agriculture, the USDA-USDA Agricultural Policy Advisory Committee, and the California Department of Food and Agriculture Market Enforcement Committee. She is also a member of the Dean’s Advisory Committee for the UC Davis College of Agricultural and Environmental Sciences, the California State Fair Agricultural Advisory Committee, the Unified Wine & Grape Symposium LLC Organizing Committee, the California Sustainable Winemaking Alliance Board of Directors, and the National Grape and Wine Initiative Board of Directors. Ross also serves on the California Roundtable on Agriculture and the Environment Executive Committee, and the UC Davis Department of Viticulture and Enology Board of Fellows and Visitors.

Ross earned a B.A. in English from University of Nebraska-Lincoln and had a two-year fellowship in Nebraska LEAD, a statewide agricultural leadership and spokesperson training program. She and her husband own an 800-acre dryland grain farm in western Nebraska.

Mellano is vice president of production for Mellano & Company, a third-generation cut-flower production and distribution operation in San Luis Rey.

Mellano serves as a commissioner on the California Cut Flower Commission and is chairman of the CCFC Research Committee. He is first vice president of the San Diego County Farm Bureau, a member of the USDA Floriculture Initiative Task Force, a trustee on the Kee Kitayama Research Foundation, and the grower representative to the USDA-Pacific Area-wide Program for Methyl Bromide Alternatives.

Mellano previously served as chairman of the California Ornamental Research Federation and on the UC Davis Department of Environmental Horticulture Advisory Committee.

Mellano earned a B.S. in Plant Science and a Ph.D. in Plant Pathology from UC Riverside.

Ross and Mellano succeed outgoing CARET members Dan Dooley and Gerald Hillier. CARET members serve three-year terms that can be renewed for a second term by mutual agreement.

CARET members offer testimony in support of land-grant agricultural programs of research, extension and teaching to Congressional committees and Executive Branch agencies.

Hopland REC calls for proposals

The Hopland Research & Extension Center seeks research project proposals for the period June 1, 2008, through May 31, 2009. Proposals are due electronically to Jane Rohrbough, office manager [jrohrbough@ucdavis.edu](mailto:jrohrbough@ucdavis.edu) on or before April 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 environmental management.

New projects using 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 over 2,500 hours of center-provided labor to support approved projects during this coming cycle.

For more information and proposal forms, visit the HREC Web site at [http://groups.ucanr.org/hopland/Research/Grants_New_Projects.htm](http://groups.ucanr.org/hopland/Research/Grants_New_Projects.htm), contact center director Robert Timm at (707) 744-1424, [rmtimm@ucdavis.edu](mailto:rmtimm@ucdavis.edu).

Employment opportunities

Central Valley Region: Wildlife pest management advisor – IPM

UCCE is seeking a career-track academic advisor to conduct a regional, educational, and applied research program in wildlife pest and wildlife damage management. The position will be based at the Kearney Research and Extension Center. Deadline to apply is April 11.

The IPM wildlife pest management advisor will provide an educational and applied research program to clientele, primarily farm advisors. The advisor will develop and extend information that promotes integrated, environmentally sound, and effective methods to resolve human-wildlife conflicts.

A minimum of a master’s degree in wildlife management, conservation biology, ecology, integrated pest management, natural resources management, or a closely related field with course work in pest management, pesticides/toxicology, and IPM technologies, is required.

Beginning salary will be in the CE Assistant Advisor rank, salary commensurate with applicable experience and education.

Go to [http://groups.ucanr.org/cvr/Employment_Opportunities/](http://groups.ucanr.org/cvr/Employment_Opportunities/) for the complete job description and application process for position ACV 06-07R2. You may download the ANR Academic Application form, by visiting [http://ucanr.org/cvr.joblisting](http://ucanr.org/cvr.joblisting). To submit an application packet or request an Academic Application form, contact Cindy Inouye at (559) 646-6535 or recruitment06-07-R2@ucanr.edu.

Fresno County: Environmental horticulture advisor

UCCE Fresno County is seeking an academic candidate to plan, conduct, and coordinate a county-based extension program of education and applied research in environmental horticulture with commercial and non-commercial clientele involved in public and private landscape management, nursery production, and other agricultural related entities. Specific issues to address include sustainable landscape practices.
that conserve water and reduce run-off; green waste and pesticide use; water quality, availability, and efficiency; plant nutrition; and weed, insect and disease management.

A master’s degree in ornamental or environmental horticulture or related field is required. The disciplinary focus of the position includes competence and experience in entomology, plant pathology, horticulture, weed ecology and crop production.

Beginning salary will be in the CE Assistant Advisor rank, commensurate with applicable experience and education.

The full position vacancy announcement for #ACV 07-02 and required academic application are available at [http://ucanr.org/cvr.joblisting](http://ucanr.org/cvr.joblisting) or e-mail recruit07-02@uckac.edu. Complete packets must be received by March 28.

Shasta/Trinity counties: Nutrition, family and consumer sciences advisor

The North Coast and Mountain Region is seeking a career-track academic advisor to conduct a county-based extension, educational and applied research program in nutrition, family and consumer sciences (NF&CS) for all ethnic and socioeconomic groups, individuals, community agencies, associations and non-profit groups. In addition this position will administer the Food Stamp Nutrition Education Program (FSNEP) in Shasta and Trinity counties. Position will be located in Redding.

Minimum of a master’s degree in one of the disciplines relevant to the duties and responsibilities of this position, including Public Health Nutrition, Community Nutrition, or Family and Consumer Sciences.

Beginning salary will be in the CE Assistant/Associate Advisor rank, salary commensurate with experience at appropriate rank and education.

The full position vacancy announcement for #ANCM 07-07 and required application is available at [http://ucanr.org/jobs.shtml](http://ucanr.org/jobs.shtml) or contact Academic Recruiter, UC Coop Ext, ANR-NCMR, One Shields Ave, Davis, CA 95616; pdtise@ucdavis.edu. Complete packets must be received by March 14.

Tulare County: Dairy science advisor

Tulare County is seeking an academic candidate to plan, conduct and coordinate applied research and education programs across a broad spectrum of dairy industry issues, including but not limited to environmental stewardship, quality assurance, animal welfare, food safety and production efficiency. The program will emphasize environmental quality issues such as air emissions, dust, groundwater contamination, odors and flies.

A master’s degree is required. Degrees in dairy or animal science disciplines are preferred, however, degrees in other closely related disciplines will be considered. Training or experience in dairy manure and nutrient management including environmental and confined animal production interactions is highly desirable.

Beginning salary will be in the CE Assistant Advisor rank, salary commensurate with experience and education.

The full PVA for #ACV 07-01 and required academic application form are available at [http://ucanr.org/cvr.joblisting](http://ucanr.org/cvr.joblisting); or e-mail recruit07-01@uckac.edu. Deadline to apply is March 21.

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**Names in the news**

**Wu appointed Water Resources Center interim director**

Laosheng Wu has been appointed interim director of the Water Resources Center, effective Feb. 1, by Barbara Allen-Diaz, assistant vice president—programs.

Wu retains his faculty and specialist position in the UC Riverside Department of Environmental Sciences. He had been associate director of the center until director Andrew Chang retired on Jan. 31.

**Fernandez to lead Produce Safety Center**

Bonnie Fernandez has been selected as the new executive director of the Center for Produce Safety at UC Davis.

Fernandez, who currently serves as the executive director of the California Wheat Commission, will assume the new position on March 1.

Fernandez has served with the California Wheat Commission since 1984, including 15 years as the commission’s executive director. She holds a master’s degree in business administration from California State University, Sacramento, and a bachelor’s degree in agricultural business management from California Polytechnic State University, San Luis Obispo.

“I am anxious to begin working with the center’s advisory board and the produce industry, and am honored to know that I will be a part of the future success of the Center for Produce Safety,” Fernandez said.

**Nakamura reappointed to state board**

Governor Schwarzenegger has reappointed Gary Nakamura, UC Berkeley Cooperative Extension forestry specialist, to the State Board of Forestry and Fire Protection. Nakamura, who is based in Shasta County, has served on the board since 2007.

He has served UCCE in the UC Berkeley Center for Forestry since 1985.
On a crisp and bright desert morning, with a white-capped Mt. San Jacinto dominating a dramatic mountainous skyline, date farmer Albert Keck welcomed President Dynes and Vice President Dooley to a place where he said “the rubber meets the road.”

A delegation of UC administrators, representatives of legislators, UC Regent Phil Bugay and reporters gathered Jan. 18 in a Coachella Valley date orchard where field workers were stripping three-inch thorns from the fronds of nearly mature palms.

“We see UC’s direct impact in agriculture every day,” said Keck, who manages the 75-year-old family-owned and operated Hadley Inc., a date growing and processing firm.

Mite control in dates
UC Riverside entomologist Tom Perring began working with date pest control in 1994 when growers were routinely dusting date palms with sulfur to control spider mites. Even as 500 pounds of sulfur was being applied per acre, the palm trees were draped with the mite’s webs.

“We were dying,” said Keck, who is also president of the California Date Commission.

The date mite, *Oligonychus pratensis*, has been a pest of dates in Coachella since the early 1990s.

“In the date system, sulfur wasn’t working and it was disrupting biological control,” Perring said. His lab team documented the date mite’s resistance to sulfur.

At the same time, UCCE farm advisor Peggy Mauk began evaluating miticides to control date mites, ultimately finding an effective alternative in the commercial product Savey.

“We went from applying 500 pounds of sulfur dust per acre to three ounces of active ingredient,” Keck said.

Confusing male carob moths
Now, research is focusing on replacing malathion dust to control carob moth in dates. UC Riverside scientists identified the sex pheromone that female moths use to attract males and they synthesized a chemical mimic. Perring and his team are testing whether inundating the date orchard with the mimic will prevent male moths from finding and mating with females.

The tall palm trees presented a challenge to distributing the mimic, so Perring applied it in paintballs. However, shooting the mimic into palm trees using a paintball gun gave only short-term control. Perring and his colleagues went back to the lab, reformulated the matrix, and applied the mimic as a dollop. The dollop, placed in the date palm near the fruit bunches, was effective in providing season-long release of the pest-confusing scent.

Early research results are promising, Perring said, and if this season goes well, the environmentally sound carob-moth control system could be available for commercial use as soon as 2009.

Farmers succeed with UC help
“Alfalfa, cotton, corn and wheat are the darlings of the chemical companies,” Keck told the visiting delegation. “We’re a small industry. We don’t get past the receptionist. That’s why the UC relationship is so critical.”

Dynes, Dooley and those accompanying them toured the Hadley processing plant, where they sampled date varieties before going back in the field to observe celery, artichoke and broccoli harvests with John Powell, president of Peter Rabbit Farms.

“It’s exciting to see the interaction of the university with growers of these major products in California,” Dynes said. “The farmers tell me they do succeed because of help from the University of California, because of our research.”

“It is important for UC administrators to see firsthand how UC Cooperative Extension is helping the people we serve,

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and to learn what is needed from UC in the future to keep California competitive,” said Dooley, who became ANR vice president on Jan. 2.

As the tour wound its way around the fertile Coachella Valley, UCCE Riverside County director Eta Takele, UCCE regional director Peggy Mauk, farm advisor Jose Aguiar and UC Riverside interim dean Don Cooksey took turns riding with Dynes and Dooley to discuss their projects and activities in the area.

Lunch was hosted by Sun World International, LLC, a farming interest that leases a significant portion of the UC Coachella Valley Agricultural Research Station to produce, among other things, the fresh strawberries for the shortcake dessert. Kevin Andrew, Sun World vice president, described how his company has figured out how to successfully grow strawberries in the Coachella Valley while other growers have given up.

Cleaning river water

In the afternoon, green fields stretching to the horizon gave way to rows of concrete tanks, hundreds of shore birds and a marine scent in the air. The tour had arrived at a new operation, Kent SeaTech, which raises hybrid striped bass, tilapia, carp and catfish in geothermal-warmed groundwater. The operation sits adjacent to the Whitewater River, which conveys agricultural drainage water to the nearby Salton Sea.

In addition to raising fish, Kent SeaTech is working with UC Riverside soil and water chemistry professor Chris Amrhein to find ways to clean up the river water and find beneficial uses for the nutrients it contains.

The scientists have learned they can use the drainage water to grow algae in ponds at Kent SeaTech. The algae are fed to tilapia and the fish waste is collected and dried into chips resembling broken tile.

“Getting the nutrients out of the water and into the algae and getting the algae out of the water were important steps,” Amrhein said. “In addition to cleaning up agricultural waste water, the process offers the potential for producing green energy.”

For example, scientists believe the dried waste can be anaerobically digested to produce biogas and the lipids in the waste could be harvested as biodiesel.

The Coachella Valley visit marks the thirteenth tour Dynes has taken to meet with agricultural producers since becoming UC president in 2003.

Diversity conference to be held March 5

Unlocking the Barriers, an Affirmative Action/Diversity Conference is being sponsored by the ANR Central Valley Region on Wednesday, March 5.

The program is aimed at enhancing communications with co-workers and underserved clientele. County directors, advisors, program representatives, program managers, and appropriate office staff are invited to participate.

The meeting will be held from 9 a.m. until 3:15 p.m. at the Stanislaus County Agriculture Center, 3800 Cornucopia Way in Modesto.

An agenda for the conference is at http://ucanr.org/diversity3508.

To attend, please contact Diane Chadwick at (559) 646-6543, diane@uckac.edu.

Master gardeners compete for “Excellence” awards

Master gardeners from around the state are invited to submit their educational and innovative county projects for the Search for Excellence competition by July 1. Cash prizes will be awarded to the three highest scoring entries among seven categories.

Search for Excellence affords county programs the opportunity to share group projects they have developed and that have proven successful in the areas of youth programs, demonstration gardens, community service, hands-on programs, outreach to senior or disabled audiences and other areas of accomplishment. Educating the public should be the focus of the entries, which will be judged by a team of master gardeners selected from throughout the state.

The three top winners will be required to give a brief presentation at the 2008 California Master Gardener Conference, which will be held Sept. 24 to 26 at Asilomar Conference Grounds in Pacific Grove. The conference theme is “Digging Deeper – Lessons in Sustainability.”

All applicants, regardless of award status, are strongly encouraged to submit a poster for display at the conference as an opportunity to share their ideas with other county programs to ultimately benefit the public. Winners will be announced Aug. 15.

To download a Search for Excellence application and detailed guidelines, go to http://camastergardeners.ucdavis.edu/.

For information, contact your county Master Gardener Program coordinator; or Janet Cangemi at jcantangemi@sbcglobal.net, (559) 298-1917; or Pam Geisel, Statewide Master Gardener Academic Coordinator at (530) 754-6000.
New ANR publications catalog improves search function

The online ANR publications catalog speaks a “new language” and has a new look. After almost a year in the making, the new catalog was launched on Jan. 30.

The new catalog has a better search function, one that searches all of the publications in the catalog even when navigating within a subcategory.

The move to the new catalog was prompted by one primary need: the programming language that ran the old catalog would not allow search engines such as Google and Yahoo to index the site. As a bonus, the catalog has a new streamlined appearance, a better search function, and enhanced navigational features.

According to Alex Zangeneh-Azam, the Communication Services Web designer who worked on the project, “We didn’t want to change the look dramatically, we just wanted to update the look and usability. We wanted the home page to fit on an average monitor screen without scrolling, and we wanted to add some common navigational features like tabs and breadcrumbs.”

But the primary impetus, to be found by Internet search engines, is already paying off. Blaine Sullivan, the programmer on the team behind the new catalog, noticed one immediate change.

“The day after the new catalog was active, we noticed a lot of search engine spider activity,” Sullivan said, “and entries for many publications are now appearing on the first page of search returns.”

View the ANR publications catalog at anrcatalog.ucdavis.edu.

— Cynthia Kintigh

AIC issues wild pigs brief


Wild pigs have been suspected in the E. coli 0157:H7 contamination of spinach that resulted in the 2006 foodborne illness outbreak. In recent years, landowners in Kern, San Luis Obispo, Monterey, Santa Barbara, San Benito, and Colusa counties have reported the greatest total damage caused by wild pigs, according to the brief.

In the brief, Marcia Kreith, AIC program analyst, discusses trapping, hunting, disease and biology of wild pigs, as well as regulatory issues.

In memoriam

Arnold Rosenwald

Arnold S. “Rosy” Rosenwald, UC Davis Cooperative Extension poultry pathologist emeritus, died Jan. 23 in Davis at age 98.

Rosenwald was born in 1909 in Albuquerque, N.M. He attended UC Berkeley and UC Davis, earning a bachelor’s degree. He completed his DVM at Kansas State University, a master’s degree in bacteriology from Oregon State University, and a doctorate in veterinary science from the University of Wisconsin at Madison.

Between 1930 and 1937, he worked for the USDA. From 1937 to 1942, he was an assistant professor of veterinary science and assistant veterinarian at Oregon State. From 1942 to 1946, Rosenwald was a captain in the U.S. Army’s Veterinary Corps.

In 1946, he became UCCE’s first poultry veterinarian and initiated the Extension Poultry Disease Program at UC Berkeley, then worked at UC Davis from 1950 until he retired in 1977.

“For more than 30 years after his retirement, Dr. Rosenwald continued to play an active role in maintaining a collegial network of professionals in industry and academia,” said Carol Cardona, UC Davis CE poultry veterinarian. “Almost anywhere you go in the world, poultry veterinarians know Rosy.”

Rosenwald served on the 1959 committee of the National Academy of Sciences National Research Council to develop Methods for the Examination of Poultry Biologics, the first report of its kind. He was a charter and life member of the American Association of Avian Pathologists. He was a founder of the Western Poultry Disease Conference and is credited with making it internationally renowned.

Rosenwald is survived by his wife, Joan; daughter Joyce Rosenwald of Corvallis, Ore.; grandson Todd Nelson of Fresno; and stepdaughter Pat Nims of Hawaii.

In lieu of flowers, donations in his memory may be sent to the American Association of Avian Pathologists to support the A.S. “Rosy” Rosenwald Student Poster Award, 953 College Station Rd., Athens, GA 30602-4875.

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Jim Lyons, UC Davis professor emeritus and a past IPM director, said, “Because of his broad knowledge and experience as statewide program leader in pest management, Ivan played a key role in developing the framework and establishment of the statewide IPM program. His easygoing manner and infectious laughter served him well in bringing colleagues together to work on multidisciplinary problems throughout the state.”

Thomason’s research focused on field crop production, nematodes and breeding crop varieties for disease resistance. He was best known for his development of a pest management program to control the sugarbeet cyst nematode in the Imperial Valley. He was a strong teacher and mentor to new UC faculty, postdoctorates and graduate students from around the world.

In public service, he served as vice president and president of the Society of Nematologists from 1974 to 1976 and became a fellow of the society in 1983.

He is survived by his children David, Eric, Alan, Metty and Will; four grandchildren and his brothers Jerry and John. In lieu of flowers, donations may be made to the Ivan & Harriet Thomason Scholarship Fund at UC Riverside.

George K. York II

George K. York II, UC Davis Cooperative Extension specialist emeritus, died on Jan. 30 of pneumonia in Davis. He was 82.

York was a CE food bacteriologist and an authority on food-borne infections, especially botulism in food preservation. He advised the agricultural industry on food additives, sanitation and disposal issues in California food-packaging plants and canneries.

York was regarded as the father of the Master Food Preserver Program. Even after he retired, he traveled the state giving presentations on canning tomatoes, curing olives, cooking with raw eggs and other food preparation practices.

“He was the recognized expert in food preservation,” said Marilyn Johns, UCCE county director for San Mateo-San Francisco counties, who worked with York in the 1980s. “He was so knowledgeable and able to explain things in a way that was easy to understand. He knew about canning, freezing, dehydrating, pickling, everything. People just loved him. He was so much fun.”

Born in Tucson, Ariz., and raised in Sacramento, York signed a baseball contract with the St. Louis Cardinals during his high school senior year. However, before graduation, the Marine Corps drafted him from an officer training program at Stanford University for World War II. After the war, he was admitted without a high school diploma to Stanford, where he earned an A.B. degree in biological sciences.

He worked for the National Canners Association for three years until 1953 when he became a student and a lab technician at UC Davis, where he earned a doctorate in microbiology. He joined the faculty in 1958 and transferred to the Agricultural Experiment Station in 1966. The following year, York joined Cooperative Extension, where he worked until he retired in 1991.

He is survived by daughters Judy Williams of Lockeford, Jennifer Linzey of El Cajon, and Melissa Chase of Davis; sons George York III of Fiddletown and Peter York of Valley Springs; sister, Rachel Luck of Davis; eight grandchildren and four great-grandchildren.

In lieu of flowers, the family requests donations in his memory to UC Cooperative Extension. Donations, payable to UC Regents, can be sent to Cindy Barber, 1111 Franklin St., 6th Fl., Oakland, CA 94607.