Regents authorize return of BAREC site to state, triggering $2 million augmentation to CE budget

By Steve Nation, director, Governmental and External Relations

On March 16, the Regents voted to revert the Bay Area Research and Extension Center property to the state of California, finding that the 17-acre site is no longer necessary for agricultural research. The action satisfies a provision in the State Budget Act of 1999 that augments CE’s operating budget by $2 million a year.

These funds, which were held pending the Regents’ action, will be available each year, including in fiscal 1999-2000, and will help restore state support for UCCE programs and advisor positions.

In the early 1990s, with the state experiencing unprecedented budget deficits, funding for CE programs was cut in excess of $2 million and more than 50 locally based county advisor positions were eliminated.

“Decisions that involve closing a facility are never easy, but we believe the benefits to California’s citizens and communities from a strengthened Cooperative Extension program warrant this action,” Vice President Gomes said.

“We are confident that research now underway at BAREC can be completed in the near future or relocated to other sites.” He added: “We will make every effort to assist our researchers through this transition, including working with the Department of General Services to negotiate a phase-out period for operations at the facility, and finding space for ongoing projects at other UC research and extension centers or on land owned by public and private cooperators.”

Current research at BAREC, which is located in the city of Santa Clara, includes programs on turfgrass, water management, integrated pest management, field crops, alternatives to methyl bromide and composting. In the early years, orchards and fields surrounded the BAREC site, then known as the Deciduous Fruit Field Station. Today, it is near one of the busiest intersections in the Bay Area (Stevens Creek and Winchester boulevards) and bordered by commercial and residential development.

The BAREC site was conveyed to the Regents for agricultural research by the state Department of Finance in two transactions. The first parcel was deeded to UC in 1952 and the second in 1963. Each conveyance specified that in the event the Regents determined at a later date the property was no longer desirable or necessary for use in agricultural research, the property would revert to and vest in the state of California. This is the action the Regents took on March 16.

ANR logo: part of plan to gain wider recognition of our work

Some logos are so familiar they instantly bring the organization’s name to mind. 4-H has its four-leaf clover ... Apple Computer, its colorfully striped apple ... the American Red Cross, its bright red cross. As these examples suggest, logos can be powerful marketing tools. Now ANR has developed a logo of its own, seeking to enhance its visibility among the many audiences it depends on for support.

Development and implementation of the logo is one element in the Division’s long-range plan to boost public awareness of ANR activities in California, regionally and nationally—and to strengthen ANR’s image as a unified, statewide organization. The recommendation to adopt a Divisionwide logo was made two years ago by the organizational strategy team on communication, coordination and teamwork (OST #5).
The logo will help “build name recognition and visibility with our user communities, with elected officials and across the entire University system,” said Vice President Gomes.

Designed by ANR Communication Services' graphic artist Will Suckow, the logo is composed of stylized “AN R” and University of California wordmarks projected on a blue and gold background.

Bold and elegant, the logo provides a distinctive visual element or identifying mark that can build support for the Division by:

- linking the achievements of ANR people and programs across the state under a unifying symbol
- serving as a stamp of excellence
- tying together ANR publications under an umbrella brand (the use of the logo in the ANR Report nameplate on page 1 provides an example)
- and identifying ANR as an arm of the University and underscoring the Division’s commitment to the land-grant mission and public service.

“Our goal is to have the ANR logo become the Division’s identifying and unifying symbol and signature,” Gomes said. “We are asking everyone who uses business cards to adopt the ANR logo by July 1. He has, however, extended the deadline to Jan. 1, 2001, for converting newsletters, brochures, materials for seminars and workshops and other materials to the new graphic identity. This will give counties more time to use existing stock.

Also, an additional six-month extension to July 1, 2001, may be granted if a county submits a justification letter that receives the approval of the regional director and the vice president’s office.

Q: We’ve been asked to adopt the ANR logo by July 1, but we have materials on hand that don’t display the new logo. Can we request an extension?

A: Vice President Gomes asks that everyone who uses business cards convert to cards displaying the ANR logo by July 1. The guidelines give instructions for using the logo on stationery, business cards, memos, penalty mail enclosure slips, name tags, newsletters and news releases, publication and specialty items, such as folders, tote bags, mugs, pencils and pens.

Check the ANR logo website for updates on logo usage. You can also get answers to usage questions (see article on right) or provide feedback by using the easy-to-use online feedback form.

First introduced at last year’s statewide academic conference, the logo was rolled out officially in December in conjunction with the publication of the guidelines.

Design of the logo and creation of the guidelines were carried out by the ANR logo team of Pam Fabry, Steve Nation, Bob Sams, Ann Senuta, Kimberly Strassner and Suckow.

Gabriele Kassner

ANR logo Q&A

Here are several ways to learn more about using the ANR logo. “ANR Logo Guidelines,” which was distributed in hard copy to Division units at the end of last year and is also posted on the ANR logo website (http://danr.ucop.edu/anrlogo/), provides guidance on how to use the logo consistently and professionally and offers many illustrations.

In addition, you can submit questions about the logo using the feedback form on the ANR logo website. Or you may call Kimberly Strassner directly at 510/987-0106 or reach her at kimberly.strassner@ucop.edu. Contact her for a hard copy of the guidelines if your unit didn’t get one.

For updates and current information on logo usage, check out the website’s Q & A page. Strassner posts the most frequently asked questions about the logo. Here are some examples:

Q: We’ve been asked to adopt the ANR logo by July 1, but we have materials on hand that don’t display the new logo. Can we request an extension?

A: Vice President Gomes asks that everyone who uses business cards convert to cards displaying the ANR logo by July 1. He has, however, extended the deadline to Jan. 1, 2001, for converting newsletters, brochures, materials for seminars and workshops and other materials to the new graphic identity. This will give counties more time to use existing stock.

Also, an additional six-month extension to July 1, 2001, may be granted if a county submits a justification letter that receives the approval of the regional director and the vice president’s office.

Q: Do we use both the ANR logo and the “unofficial” UC seal on our business cards?

A: Yes. Business cards must display the “unofficial” (that’s how it’s referred to) UC seal and the ANR logo. Five card styles are available (see section 3.1 in the “ANR Logo Guidelines”). The ANR logo is always in the upper left hand corner and the unofficial UC seal may be displayed either in the lower right hand corner or as a faded watermark.

Q: Can we use the UCCE or a program logo on business cards as well?

A: It is possible to have a third graphic displayed on business cards. Several card styles provide the option of including the UCCE logo, for example, or a statewide special program and project logo in the lower right hand corner. See section 3.1 in the “ANR Logo Guidelines”.

Business cards with the UCCE logo in the upper right hand corner—opposite the ANR logo—also can be ordered.

Q: Where can I order business cards and other items?

A: Contact Campus Copy in Berkeley for the business cards. The telephone number is 510/642-2679. The fax number is 510/642-7927. Order forms and pricing informa-
tion for business cards are included in section 3.1 of the “ANR Logo Guidelines.” Campus Copy can also assist you with other orders (envelopes, for instance). However, if you prefer, your office can continue to use its current, approved supplier.

Q: Can I use the ANR logo on UC letterhead?
A: No. University policy does not permit the use of any division or unit logos on UC letterhead. Only the “unofficial” UC seal is to appear.

If you haven’t seen the new UC systemwide policies covering letterhead and business cards, we invite you to log on to http://www.ucop.edu/ucophome/coordrev/policy/9-28-99ltrhead.html#policy

Q: What products can we use the ANR logo on?
A: Use it on business cards, notepads, envelopes, name tags and other forms of visual communications. You are encouraged to also apply it to other products, such as newsletters, brochures, publications, reports, letters, video tapes, CDs, webpages, exhibits, etc. But please, use the standards outlined in “ANR Logo: Guidelines for Use.”

If you have questions, contact Kimberly Strassner at 510/987-0106.

Q: What about penalty mail letterhead?
A: The rules for penalty mail use and letterhead have not changed.

To find out more, see the Division’s Administrative Handbook, 261 “Mailing policies and procedures” (http://danr.edu/admin-handbook/200/261pre.html). For additional information, click on the underlined “appendix I, penalty mail” heading on that webpage to go to “Section D, General Regulations” of the USDA manual.

Direct any questions to your regional office or to Donna Jones (510/987-9953; donna.jones@ucop.edu), the Division’s penalty mail officer.

Q: Are the examples for letterhead in the “ANR Logo Guidelines” acceptable under the penalty mail/USDA rules?
A: Yes, but remember that these examples are intended to serve as guidelines. You will have to modify the letterhead to include your contact information, address, etc.

Q: What if we want to add a county seal to our penalty mail letterhead and penalty mail enclosure slips?
A: Counties that wish to include both the UCCE logo and a county seal will be able to do so as soon as a final design has been agreed on. Selecting an appropriate design is particularly important in this case, to stay within USDA guidelines and to avoid a cluttered, unprofessional look. The final design will be posted on the ANR logo website shortly.

Q: What is the difference between the official and the “unofficial” UC seal?
A: The official, or corporate seal, contains the words “Seal of the University of California-1868” and can only be used in connection with the transaction of business by the Regents of the University of California and by the University.

The “unofficial” seal does not contain the words “Seal of” and may be used with the permission of the President of the University or his / her designee for any official purpose or in connection with alumni, students or public projects.

Please use the ANR logo on business cards by July 1—the date for converting other materials has been extended six months.’
Vice President Gomes

Logo resources at a glance

- For questions about the ANR logo:
  - Refer to “ANR Logo Guidelines” (a hard copy was sent to each unit). To access the guidelines online, go to http://danr.ucop.edu/anrlogo/.
  - If you need additional help, contact Kimberly Strassner (510/987-0106, email: kimberly.strassner@ucop.edu).

- For more information on using penalty mail:
  - Consult the Division’s online Administrative Handbook, 261 (http://danr.edu/admin-handbook/200/261pre.html).
  - To access USDA regulations, click on the underlined “appendix I, penalty mail” heading on that webpage or go directly to http://danr.edu/admin-handbook/200/261section-d.htm
  - If you need additional help, contact your regional office.
  - You may also consult the Division’s penalty mail officer, Donna Jones, at 510/987-0053; donna.jones@ucop.edu.

- For the policy on using University of California letterhead and the unofficial seal, check out this website: http://www.ucop.edu/ucophome/coordrev/policy/9-28-99ltrhead.html#policy
Executive Council (from p. 1)

According to UCOP, the centers “would be devoted to basic and applied cross-disciplinary research in a mission-oriented environment, focusing on problems of significant scale and on scientific advances that may provide the underpinnings of future economic activity in California.”

The newly constituted Executive Council convened its inaugural meeting last January, reviewing its charter and agreeing to meet quarterly and to schedule special meetings as needed. The other quarterly meetings this year will be held April 27, July 27 and Oct. 26.

The council is composed of seven members: the four deans of the colleges/school associated with the Division — Gordon Rausser (CNR), Neal Van Alfen (CAES), Bennie Osburn (Vet Med), Michael Clegg (CNAS)—the Division’s associate vice president, Vaux; the assistant vice president for programs, Lanny Lund; and, as ex officio member, the vice president, Reg Gomes.

“I am pleased at how quickly the Executive Council has taken up the assignment envisioned for it by the Transition Team,” Vaux said after the group’s March 14 meeting. “The discussions have been focused exclusively on the strategic programmatic issues, and all of us have learned much from each other about the substance of a number of critically important programs carried out within the Division.”

At the March 14 meeting, the council began discussions on long-term strategic directions for the Division, one of its principal roles under its charter. The council designated three areas in particular in which it believes the Division can make a significant impact and demonstrate its capabilities: genomics; waste management with dairy waste management of immediate concern; and management of exotic pests and invasive species with Pierce’s disease of immediate concern.

According to its charter, the Executive Council will focus on a recurring set of themes during the year. The focus in the winter will be on strategic direction; in spring on commitment (budget, staffing); in summer on capability (skills, leadership, reward system, communication); and in the fall on reflection (program evaluation, stakeholder exchange).

The goal of the Executive Council is to provide long-term programmatic and policy direction for the Division from a statewide perspective by identifying strategic directions, guiding resource allocation planning, creating leadership development opportunities for ANR academics, and assessing the Division’s impact and effectiveness.

Deadline nears

May 1 is the spring deadline for submitting research project proposals to the DANR Analytical Lab.

Send by mail, fax (530/752-9892) or email (danranlab@ucdavis.edu).

Questions? Call 530/752-0147.

Gomes leads evaluation team to Dubai

Vice President Gomes (center) led a four-member Academic Advisory Board Review Team to United Arab Emirates University last November to evaluate the university’s faculty of agricultural sciences. The team submitted its report this February to His Highness Shaikh Nahyan Bin Murbarek Al Nahayan, the university’s chancellor and the country’s minister of higher education and scientific research. During their four-day stay, the team members visited the Nahshala Farm, Zayed International Agriculture and Environmental Research Program, where the assistant dean for scientific research (l.) and the farm director described the research they are doing with salt-tolerant ornamental shrubs.

Online directory now offers more options for viewing and downloading

By David Underwood

The “DANR Online Directory” (http://danr.ucop.edu/dandir/) provides up-to-date contact information for ANR personnel and their organizational units. Utilizing user feedback and suggestions, we have added new methods to view and download directory data.

Several views of directory data are available in printable formats. These include DANR Personnel by Unit, Cooperative Extension County Offices, Agricultural Research & Extension Centers and Regional Offices. The DANR Personnel by Unit view is especially helpful in that you choose a particular unit from a drop-down list, and receive a list of all personnel for that unit, ready to print.

Reports available for download include DANR Hierarchical Report providing location (organizational section of directory—either an administrative unit, campus, regional or county office), unit and personnel organized to reflect the Division’s structure, and DANR Personnel Only providing name, email, phone and fax for all ANR personnel listed in the directory database, sorted by last name. Download tips are available on the website.

Please keep the information about you current by utilizing the DANR Directory Maintenance link. This area provides the means to keep your information up to date, provide new personnel information and notify us to remove the names of persons no longer with the Division.

Underwood is the webmaster for the ANR website.
**Names in the news**

- The agricultural center in the El Dorado County government complex in Placerville has been renamed the Bethell-Delfino Agriculture Building in honor of Dick Bethell, UCCE county director and farm advisor emeritus, and Edio Delfino, agricultural commissioner from 1960 to 1993. Bethell served in El Dorado County from 1955 to 1991, becoming county director in 1984.

  In a March 21 resolution renaming the building, the county supervisors recognized Bethell's service and dedication to not only the agricultural community, but to all of the county's residents, said Bill Frost, El Dorado county director and the ANR natural resources program leader.

- Cathi Lamp, Tulare nutrition, family and consumer science advisor, was named the nutrition educator on the state Emergency Food Assistance Program Advisory Board. The appointment was made by state Senator John Burton, chair of the Senate Rules Committee. EFAP helps more than 1 million recipients annually.

- Dorothy Labbok, ANR’s former director of Budget and Financial Services, is joining UC Merced, where she will guide financial and accounting operations for the new campus. She has been on special assignment with UC Merced since last June.

- Joseph P. Mullinix, a senior administrative and finance official at Yale University, has been appointed UC senior vice president for business and finance. He will succeed V. Wayne Kennedy, who announced last year that he intends to retire on Sept. 1, after a 26-year career at UC.

- Alex M. Saragoza was named UC vice president for educational outreach. He has served in the UC Berkeley department of ethnic studies since 1986. According to a UC press release, Saragoza “will oversee a complex and far-reaching effort by UC to prepare larger numbers of underrepresented minority students for admission to UC and coordinate UC’s efforts to work with K-12 educators and other segments of higher education to improve teacher quality and student performance.”

- Kurt Hembree, Fresno farm advisor, has received the California Weed Science Society’s Award of Excellence.

- Ken Tate (above, right), CE rangeland watershed specialist in the department of agronomy and range science at UC Davis, has received the Outstanding Young Range Professional award from the Society of Range Management. The award is given to a member who has demonstrated extraordinary potential and promise as a range management professional. “[Tate’s] research and education programs on nonpoint source pollution has helped resolve conflict in highly visible watersheds, resulted in changes in practices on rangelands throughout the state and protected the quality of drinking water for millions of people in California’s urban areas,” according to the society.

**In memoriam**

- Former Solano farm and 4-H advisor Everett Nourse died on Jan. 31 at the age of 88. He retired in 1978.

- Marlin Brandon, director of the Rice Experiment Station who was a former farm advisor in Colusa, Glenn and Yolo counties and rice extension agronomist in the department of agronomy at UC Davis, died Feb. 1. He was 62.
Deadline has been extended—have you sent in your nominations for 2000 CE Academic Assembly Council awards?

If you’re in Cooperative Extension, here’s your opportunity to draw attention to your colleagues’s outstanding accomplishments:

Nominate your candidates for:
- DAN R Academic Assembly Council Distinguished Service Awards
- Outstanding Outreach Efforts Awards
- Fellowship for Advanced Studies Award

To ensure ample opportunity to submit nominations, the original April 14 deadline has been extended to Friday, May 5. Email submissions are welcome, but no faxes, please.

**Distinguished Service Awards**

All CE academic and non-academic staff may submit nominations for the 2000 DAN R Distinguished Service Awards, sponsored by the Academic Assembly Council (AAC) and the California Farm Bureau Federation. Plaques and $100 awards are available in 13 categories. To endorse the concept of collaboration, there is a $200 award in the teamwork category. Recipients are selected by the AAC Program Committee on a competitive basis. Recipients of 1999 awards are not eligible for this cycle.

CE academics can be nominated in the following categories:
- Outstanding teaching – youth development (4-H)
- Outstanding teaching – specialist
- Outstanding teaching – county director with advisor responsibility
- Outstanding research – advisor
- Outstanding research – specialist
- Outstanding administration (main job emphasis)

Any combination of AES/CE academic and/or non-academic staff on and off campus (two or more employees) can be nominated for:
- Outstanding and creative teamwork

CE nonacademic staff can be nominated for:
- Outstanding clerical (county or University)
- Outstanding support staff (University statewide)
- Outstanding support staff (University countywide)
- Outstanding support staff (county)

Faculty (non-CE) can be nominated for:
- Outstanding teaching and/or research with specialists and advisors

**Outstanding Outreach Efforts Awards**

The Division’s Affirmative Action office has provided funding opportunities on an annual basis for several awards and certificates for outstanding outreach efforts.

Consider nominating a deserving colleague for recognition of their exemplary outreach program!

Any CE academic or non-academic employee may nominate another academic or nonacademic employee or self-nominate.

As is the case for Distinguished Service Awards, the nomination packet must include three letters of support. At least two must be from UC colleagues; one may be from an external source.

**Fellowship for Advanced Studies Award**

This is an opportunity for all CE academic and nonacademic employees to apply for a $400 fellowship. The aim is to help defray the costs of education and/or training that will directly benefit Extension.

While it is not necessary for the coursework to lead to a degree, the recipient is required to present evidence of enrollment or plan of study before receiving the award, and follow through with a brief summary of how the award was used.

Address all email correspondence and questions to Rachel Elkins, chair of the AAC Program Committee (707/263-6839; rbelkins@ucdavis.edu).

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**Take the air shuttle for travel to San Joaquin, Salinas valleys**

By Steve Pesis

Include the Air Shuttle in your research and outreach travel plans to the San Joaquin and Salinas valleys in 2000. This season’s Air Shuttle Service began on March 21 and concludes on Oct. 27.

The Air Shuttle departs from University Airport at UC Davis, and serves the San Joaquin Valley Tuesday through Friday throughout the season, except on holidays.

Service is expanded to the Salinas Valley on Tuesdays and Wednesdays.

The Air Shuttle is available to all University employees or affiliated personnel on official University business. The fare for subsidized passengers (i.e., College of Agricultural and Environmental Sciences, Vet Med and DANR personnel) is 20¢/passenger road mile. The nonsubsidized passenger rate is 65¢/passenger road mile. Payment is by recharge only.

The service provider for this season is Comstock Air Services. To make reservations call Comstock in Sacramento at 916/422-7577.

For questions pertaining to administration or billing, call CeCe Krek (530/752-1610) or Steve Pesis (530/752-7573).
New ANR Catalog is a rich resource for farmers, gardeners, nutritionists

By John Stumbos

The Division has just published its 90-page 2000-2001 catalog, featuring extensive publications, posters, videos and slide sets.

The catalog covers a veritable “apples to zucchini” listing of crops and livestock with the latest information on environmentally sound pest control, irrigation management and scheduling, and other production information.


But the catalog isn’t geared solely to production agriculture. Subject headings also include aquaculture, beekeeping, forest management, marine resources, pasture and range management, small farms, soils and water, sustainable agriculture.

Backyard gardeners will find a wealth of information on pest control, tree hazards, vegetable gardening and many related subjects. “Drip Irrigation in the Home Landscape” ought to be a popular seller. And home canners can choose among nearly two dozen leaflets on food preserving.


All ANR educational products have undergone rigorous technical review by University of California academic specialists.

The ANR 2000-2001 catalog and many publications are available at county offices of UC Cooperative Extension or online at http://anrcatalog.ucdavis.edu.

Or write to ANR Communication Services, University of California, 6701 San Pablo Ave., Oakland, CA 94608-1239; call toll-free 800/994-8849 or email to danrcs@ucdavis.edu.

What’s new at IPM

Interactive CD shows gardeners nonchemical pest control

A new tool from the Division will help backyard gardeners be better stewards of their own corner of the earth—their vegetable gardens and landscapes.

The UC Statewide Integrated Pest Management (IPM) Project this spring released its new interactive garden problem solver on compact disc, The UC Guide to Solving Garden and Landscape Problems.

For both Macintosh and PC computers, the CD helps gardeners solve more than 600 common pest and disease problems of fruits, vegetables and woody ornamental plants.

The CD contains more than 4,800 of IPM’s renowned photographs to help identify pests and disorders of more than 40 different fruits and vegetables and more than 80 ornamental trees. It offers suggestions for nonchemical pest control and tips to promote good plant health. It also shows the user how to eliminate unnecessary pesticide use and, if necessary, select pesticides that pose minimal risks to human health and the environment.

The new CD is available from local offices of Cooperative Extension or ANR Communication Services (phone 800/994-8849, fax 510/643-5470), or order online at http://anrcatalog.ucdavis.edu.

For additional information about the guide, contact UCCE horticulture advisor Pamela Geisel in Fresno at 559/456-7554, pmelam@ucdavis.edu. — John Stumbos

Photo of the month

Patrick O’Connor-Marer, who directs the Pesticide Education Program of the Statewide Integrated Pest Management (IPM) Project at UC Davis, holds his newly published book, ‘The Safe and Effective Use of Pesticides,’ second edition. The comprehensive publication is the recommended study guide for preparing for the California Department of Pesticide Regulation’s pest control advisor and pesticide application examinations. — KKG
Leading environmentalist to give Albright Lecture

Carl Pope, executive director of the Sierra Club and one of the world’s leading conservationists, will deliver the Horace Albright Lecture at UC Berkeley on Tuesday, April 11, at 3 p.m. in the Booth Auditorium at Boalt Hall.

His lecture, titled “Common Ground: Environmental Protection in the New Millennium,” is free and open to the public. It is co-sponsored by the College of Natural Resources’ Center for Forestry, William M. ain Distin-
guished Visitor Program and the En-
vironmental Law Program in the School of Law.

ANR units on the move in Oakland

Two-thirds of ANR’s administrative staff in Oakland will move to a new location on April 10 due to space constraints at the UCOP building.

The entire Office of the Associate Vice President will relocate from the 6th floor of the UCOP building to a portion of the Division’s former space on the 6th floor of the Kaiser Building at 300 Lakeside Drive, Oakland 94612. All of the units moving are involved in the Division’s internal management.

Two reasons prompted the move: 1) the space assigned to ANR more than two years ago cannot accommodate current needs, which changed as units were reconfigured in the Division-wide reorganization; and 2) the Office of the President needs part of our existing space to house other OP functions.

The move will take place over the April 8-9 weekend. The goal is to have the relocating units fully operational at the Kaiser Building on April 10.

All telephone and fax numbers will remain the same.

All of the following units are moving: the Immediate Offices of Associate Vice President Henry Vaux Jr., Assistant Vice Presidents Lanny Lund and Milton Fuji and Controller/Business Services Director Jake M CG iure, as well as their units—Affirmative Ac-
tion and Staff Personnel (Eugene Britt, director), Academic Personnel (Virginia Vogel, coordinator), Budget (Donna Jones, acting director), Contracts and Grants (Carol Berman, coordinator), Program Planning and Reporting Systems (Pat Day, coordinator), Accounting and Financial Reporting (Randy Gilstrop, assistant accounting manager), Computer Support (David Underwood) and Risk Management (Kay Collins).

Staying on the 6th floor of the UCOP building are the Immediate Office of the Vice President (W.R. Gomes), Development (Toby Winer, assistant vice president), Governmental and External Relations (Steve NATION, director) and the Natural Reserve System (Alex Glazer, director).