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Robert Price retires after 30-year career

Sea Grant Extension's seafood technology specialist **Robert Price** retired Feb. 1 after a 30-year career in public service.

"In California no one has contributed more to advancing seafood technology than ... Price," according to the California Sea Grant College Program website.

"His results-oriented, practical research, training workshops and educational material have earned him nothing less than superstar status within industry and the nation's 31 Sea Grant programs."

Price is "a walking encyclopedia of seafood safety and processing knowledge," says his colleague **Pamela**

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'UC Delivers' provides a new tool for promoting the value of ANR research, extension programs

The launch of "UC Delivers" will give Division members a powerful new tool to boost public awareness about the value of their research, extension and outreach programs.

UC Delivers is a web-based database for gathering, filing, linking and showcasing ANR "success stories." In essence, it is a system for communicating how ANR serves Californians.

"The need for us to 'tell our story' has never been more important," said Assistant Vice President **Lanny Lund**. "UC Delivers will strengthen our ability to demonstrate that investments in our research and extension

programs yield substantial economic and social benefits for the communities we serve.

"This is a systemwide effort that needs the participation of all ANR members," Lund said.

The UC Delivers database has been designed so ANR members in the counties and on the campuses can enter their own success stories. Field-by-field instructions and helpful examples for completing the online template make it quite simple to use.

After a story is entered into the system, it is reviewed and edited. After revision, it is sent to the appropriate program leader for signoff before being entered into the

database. Communication Services Web Support Project programmer **Karl Krist** maintains the database for UC Delivers.

The template and UC Delivers banner, designed by Communications Services, ensure that stories are easy-to-read, concise and presented in a unified format.

The system's features make it possible to use these stories in many ways.

For example, individual units can opt to post their success stories under a UC Delivers banner on their own website.

They can also link any of the other stories in the data-

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News from the campuses

UCR Genomics Institute wins \$1.25 million grant from W.M. Keck Foundation

The W.M. Keck Foundation awarded a \$1.25 million grant to UC Riverside to establish the W.M. Keck Proteomics Laboratory within the Center for Plant Cell Biology in the Genomics Institute.

"The award is an important validation of our activities at the Genomics Institute," said Director **Michael Clegg**, "especially because it comes at a time when many philanthropic foundations have had to scale back activities."

The award will allow the institute to purchase proteomics instruments to study functional genetics in key plants, insects, and pathogens that are important for protecting the world's food supply. Proteomics, or the analysis of the total protein complement possessed by an organism, includes the identification, sequencing and structural charac-

terization of proteins, the determination of their localization, modifications, interactions, activities and their function.

(From a UCR press release at <http://www.newsroom.ucr.edu/cgi-bin/display.cgi?id=323>)

UCR scientist reports on using microorganisms to degrade pesticides

William T. Frankenberger Jr. has identified a fungal and a bacterial strain that degrade endosulfan, a potentially harmful pesticide registered in the United States for use on 60 crops and commonly detected in bodies of water.

In the January-February issue of the Journal of Environmental Quality, Frankenberger

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UC Delivers (from p. 1)

base to their site. This feature can be used to inform people using the site about ANR's wide range of activities across the state and how UC research and extension programs build on one another.

Individual units can also print or email UC Delivers success stories to distribute to local clientele, volunteers and decision-makers.

All stories in the UC Delivers database will also be posted on the statewide UC Delivers website, which will link to ANR's homepage and other UC websites.

"This system will help ANR tell its story more persuasively and will serve as an internal tool so others within UC learn of the breadth of our accomplishments," Lund noted.

UC Delivers was initiated Jan. 8, and although parts of the new system are still being put into place, ANR's public information team said they already consider it a key resource for their work.

"The UC Delivers database is already providing us with content for news releases," said **Pam Kan-Rice**, assistant director of News and Information Outreach. "If our campus and county-based academics include specific facts in their write-ups about measurable impacts, such as pre- and post-test differences in behavior or economics, that helps us convey how society benefits from ANR research, extension and outreach."

A quick scan of the more than 100 success stories submitted to the database as of Feb. 10 revealed that the UC

Riverside entomology department has already posted 13 entries. Imperial County CE and Placer-Nevada counties CE had seven submissions each; Humboldt County CE and Riverside County CE, six each; and UCR's botany department and the CNAS deans' office, five each. The California 4-H Youth Development Program and Kern County CE were among the units with four submissions.

Kan-Rice noted that "we can also use UC Delivers to identify projects to showcase in the USDA impact database. Impact stories are selected from the USDA database annually to show members of Congress the value of investing tax dollars in land-grant institutions."

As Lund put it, "We have done great work, and we continue to do great work.

People need to be made aware of our successes."

Vice President **Gomes** agreed. "ANR scientists, specialists and advisors are highly effective. Because of the quality of their work, UC ranks at the top of the nation's land-grant universities," he said.

But, he continued, "many Californians interact with only one facet of ANR without an awareness of all the different ways we touch their lives.

"It is my hope that we can use UC Delivers to give people a better picture of ANR's collective contributions and how our research and extension programs deliver new knowledge that addresses their needs," Gomes said.

Instructions for entering information into the UC Delivers system have been distributed to all ANR units. Online instructions and information on contributing to the system can be found at http://groups.ucanr.org/help/success_stories.

ANR employs many tools to tell its story

UC Delivers is just the latest addition to the Division's tools for informing the public about ANR activities.

- The News and Information website (<http://news.ucanr.org>) provides journalists with news releases, experts lists and background information on hot topics.
- The Spanish-language website (<http://espanol.ucanr.org>) provides journalists with publications, news releases and radio clips in Spanish.
- The external relations resources (ucanr.org/internal/prresourcesi.shtml) website contains links to materials that academics and staff can use.
 - We Are ANR—a PowerPoint presentation that gives ANR members photos and descriptions of the Division to use in presentations.
 - ANR at a Glance—this one-page fact sheet defines ANR, Cooperative Extension, Agricultural Experiment Station and Natural Reserve System and includes interesting data about the Division.
 - Programmatic org chart—an organizational chart that lists ANR's affiliated colleges, schools, research and extension centers, regional offices, the statewide programs and the natural reserves.

A media relations brochure with tips for preparing for a news interview is available from News and Information Outreach. The unit also offers on-camera interview training. For more information, please contact **Pam Kan-Rice** (510/987-0043; pamela.kan-rice@ucop.edu).

Price (from p. 1)

Tom, seafood extension program manager at UC Davis.

Price's many accomplishments include establishing the first successful statewide seafood technology program—the Seafood Technology Extension Program at UC Davis—and creating the first website to address seafood technology interests (<http://seafood.ucdavis.edu>).

To learn more about the man and his career, go to the California Sea Grant College Program website (<http://www-csgc.ucsd.edu/EXTENSION/pricestory/priceindex.html>).

News from the campuses (from p. 1)



William Frankenberger

and his colleagues at UCR and the University of Agriculture in Faisalabad, Pakistan, report that they worked with strains of the bacterium *Pandora* and fungus *Fusarium* enriched with endosulfan to provide a carbon or sulfur source for the microorganisms' growth. They found that they were able to degrade the neurotoxin in

soil samples by as much as 78 percent to 91 percent in 15 days using the enriched microbial strains. The article can be read online (<http://jeq.scijournals.org/current.shtml>).

"The results have valuable applications for endosulfan bioremediation," said Frankenberger, professor of soil microbiology and biochemistry and director of the UCR Center for Technology Development. "Our next step will be to explore all the physiological and biochemical processes involved in chemical transformations, including the purification and isolation of the enzymes involved."

Endosulfan can affect the central nervous system, kidney, liver, blood chemistry and parathyroid gland and is highly toxic to fish. Existing detoxification methods such as incineration and landfills are not adequate for large, contaminated sites, the journal stated. — *Lisa Dunlap, CNAS Dean's office*

Nutrition education series tailored for Vietnamese-Americans focuses on how healthy diets, lifestyle can reduce illness

A series of nutrition education materials designed specifically for Vietnamese-Americans focuses on what individuals can do to reduce the risk of developing many chronic illnesses, according to UC Berkeley CE nutrition education specialist *Joanne Ikeda*, who announced the availability of the new series on Feb. 13.

"Promoting Good Health Through Diet and Lifestyle" consists of five pamphlets, written in Vietnamese and tailored to be culturally appropriate: "Let's Exercise," "The Food Guide Pyramid," "Cutting Down on Fat," "Eating More Fruits and Vegetables" and "Alcohol and Tobacco."

The pamphlets are available online: (<http://nutrition.Berkeley.EDU/extension/vietnamese.health/>). English translations are also posted. Print versions of the pamphlets will be available soon. *Kim Nguyen* and *Loan Pham* wrote the material. For more information, please contact *Nguyen* (Kimphuc@nature.berkeley.edu).

The series is part of a three-year research project funded by the California Cancer Research Program, with support for outreach to low-income food stamp recipients from the California Food Stamp Nutrition Education Program. The materials also can be used by Extended Food and Nutrition Education Programs (EFNEP) around the country.

Development Services ... and more

Following is an edited excerpt from an article in the February 2003 ANR Retiree Newsletter, an annual publication distributed last week to more than 500 retirees of the Division. The newsletter shares Division news, information on upcoming events and professional news of individual retirees. In this issue, Vice President Gomes also invited ANR retirees to join him Feb. 25 for a town hall conference call on the state budget.

The article excerpted here is on planned giving and, as an illustration, describes James and Evelyn Kendrick's decision to make a bequest to ANR.

Giving to ANR: the Kendrick story

By Cindy Barber

Planned gifts allow one to meet personal financial planning needs and goals while supporting a charitable organization of choice. The various planned giving plans available provide different benefits ...

Years ago, the late *James Kendrick* (a former UC vice president for agriculture and natural resources) and his wife, *Evelyn*, decided to make a gift to ANR in the form of a bequest—the most common type of planned giving. They added a provision to their will naming ANR as a beneficiary of a portion of their estate, specifying that ANR should use the funds where the need is greatest.

In a recent conversation, Mrs. Kendrick explained that when they arrived at this decision, Dr. Kendrick had said "UC has been very, very good to us and to many. I would like to give something back."

Her husband, she noted, had a "love affair with the University that had endured the inevitable trials and tribulations. His devotion to UC began at an early age, when his father was a plant pathologist at UC Davis." And, she recalled, it grew during his years as an undergraduate at UC Berkeley and later, as a plant pathologist at UC Riverside. Throughout his distinguished career, James Kendrick remained passionate about his work and about UC.

Following his death in 1989, it was important to her to continue to keep the provision in her will, she said. She added that not only had ANR been a very important part of their life together, but that it remains important to all Californians and, indeed, the nation.

In making this gift, the Kendricks have enhanced the legacy of Dr. Kendrick's extraordinary career at the University. Their bequest will make a lasting impact on the important work accomplished by the Division of Agriculture and Natural Resources.

You can learn more about various planned giving plans by visiting Development Services' website (http://ucanr.org/devserv/Giving_to_ANR). Or contact me at 510/987-9139.

Note to ANR retirees: Please visit the new online "retiree guestbook," where you can share your recent activities with friends and colleagues. Go to <http://ucanr.org/devserv>.

Call for proposals

■ Sierra Foothill REC is soliciting proposals for new and continuing research for the upcoming program year, May 1–April 30. **Proposals are due March 7.**

The center expects to award 5,000 hours of labor to assist research projects. The site has 5,721 acres of northern Sierra foothill oak woodland-annual grass rangeland. Several watersheds fall within its boundaries, and the Yuba River flows along the southern edge. To learn more about the center, visit http://danrec.ucdavis.edu/sierra_foothill/home_page.html

Contact **Mike Connor** (530/639-8803; jmconnor@ucdavis.edu) for more information. Download proposal forms (<http://danrec.ucdavis.edu/rec/form/index.html>) or call **Chris Feddersen** (530/639-8800).

■ UC Forest Products Laboratory is accepting proposals until **April 30** from qualified public and private research entities including but not limited to California to do a specific field urban-pest research project: the development of detection, treatment techniques, and/or new knowledge of the biology of any of the following—termites, powderpost beetles, Argentine ants, and dry rot or building rot (*Meruliporia incrassata*). Application information available at <http://www.ucfpl.ucop.edu/proposal/>

■ UC Sustainable Agriculture Research and Education Program

Grants for research and education projects on sustainable food systems. Targeted areas include: direct or regional marketing/distribution systems (demonstration or pilot projects) and

socioeconomic analyses of conventional or alternative food systems. Total funding: about \$80,000 with typical awards of \$10,000–20,000. These grants are an ideal way to supplement funds you may already have in hand or to help extend information developed through other research projects.

Proposals are due May 1.

Application guidelines are at <http://www.sarep.ucdavis.edu/grants/RFP/2003/RFP2003.htm>. Request a print copy of RFP by calling 530/752-7556.

Questions? Contact analyst **Gail Feenstra** (gwfeenstra@ucdavis.edu, 530/752-8408) or grants manager **Bev Ransom** (baransom@ucdavis.edu, 530/754-8546).

Oak Regeneration Field Day set for May 1

On Thursday, May 1, there will be an Oak Regeneration Field Day at the Sierra Foothill Research and Extension Center, near Marysville. The event will consist of both indoor and outdoor sessions and will present the latest information on how to successfully regenerate native California oaks. It is targeted for restoration professionals, arborists, woodland owners and managers, nursery operators, professional foresters and others interested in the ecology, management, and restoration of oak woodlands. The \$35 fee covers the cost of handouts, a catered lunch and a copy of the recent IHRMP publication, “Regenerating Rangeland Oaks in California.”

For further information, please contact **Joni Rippee** (510/643-0095) or **Doug McCreary** (530/639-8807).

Capitol report: No decision on mid-year cuts

By **Steve Nation**, executive director, Governmental and External Relations

As we go to press, the state Legislature and the governor still have not reached agreement on the mid-year cuts to the 2002-03 state budget announced in December. However, we expect that the 5 percent cut to Cooperative Extension (and public service) will be part of the final package.

Look for a special edition of *ANR Report* — with information on how the cut to UCCE will be implemented — just as soon as the governor and the Legislature reach agreement.



COMING UP

MARCH

35th California Nematology Workshop

March 4; San Diego; J. Ole Becker (909/787-2185; ole.becker@ucr.edu)

Winter Cotton Meeting

March 4; Visalia; Steve Wright (559/685-3303)

Salinity/Drainage Annual Meeting

March 26; Sacramento; (909/787-4327 www.waterresources.ucr.edu)

National Red Imported Fire Ant Conf.

March 30–April 1; Palm Springs; Carol Lerner (909/787-5089; carol.lerner@ucr.edu)

APRIL

Sierra Foothill REC Beef & Range Field Day

April 17; Browns Valley; Chris Feddersen (530/639-8800; cafeddersen@ucdavis.edu)

Glassy-winged Sharpshooter/Pierce's Disease Workshop

April 22; Napa Valley; Carol Lerner (909/787-5089; carol.lerner@ucr.edu)

MAY

International Workshop on Transgenesis & Genomics of Invertebrate Organisms

May 11-15; Pacific Grove; Carol Lerner (909/787-5089; carol.lerner@ucr.edu)

To list events here, call 510/987-0631 or send to ANR Report

ANR REPORT

UNIVERSITY OF CALIFORNIA DIVISION OF AGRICULTURE AND NATURAL RESOURCES (ANR): Serving California through the creation, development and application of knowledge in agricultural, natural and human resources. We invite you to visit ANR's website: <http://ucanr.org>. For back copies of ANR Report, log on to <http://danr.ucop.edu/anr-report/>

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