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Communications Advisory Board seeks nominations for 4 members

The advisory board to ANR Communication Services is seeking to fill four positions on the board and is accepting nominations that can include, but are not limited to, specialists, advisors, and faculty affiliated with the Division of Agriculture and Natural Resources.

Nominations are due by Aug. 13, 2004. You may nominate yourself or someone else. Send nominations, along with the addresses of the candidates, to Communications Advisory Board Chair, Ed Weber (email: ewweber@ucdavis.edu). If nominating yourself, please indicate your areas of expertise, what prior involvement you have had with Communication Services, and your membership in workgroups, continuing conferences or other coordinating bodies.

The board provides advice and support to Director of Communication Service, Bob Sams, on program connection, resource allocation prioritization, major policy issues, budget and planning. It also provides oversight of the peer review process for ANR educational materials.

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ANR makes administrative and program changes

A number of changes are taking place as we move to address priorities with an AES budget diminished by 20 percent and Cooperative Extension reduced by 25 percent. Some actions have already been taken or are being instituted; others will be forthcoming over the next few months. These actions are being guided by recommendations in four reports — *A Proposal for Improvement of Statewide Functions of ANR*, *Organizing Cooperative Extension for the Future*, *Potential Cost Recovery Programs to Augment Funding for Cooperative Extension*, *Report of the ANR Reorganization Review Committee* — and the concept paper *Vision for the Future AES & CE System in UC*, as well as extensive input received at listening sessions held earlier this year and subsequent recommendations of the ANR leadership team.

A key question discussed extensively during the past year has been “Should Cooperative Extension remain a centralized unit headquartered in Oakland?” Based on consultation with stakeholders across the state, and the recommendation of the ANR leadership team, Vice President Gomes has determined that CE will continue to be managed from Oakland and statewide coordination of AES and CE programs will remain a prominent role for ANR. Emphasis is being placed on improving the efficiency of the current organization rather than instituting sweeping changes in the basic organizational structure put in place in 1999. While some participants recommended significant changes in the ANR organizational structure during the listening sessions, many more called for preservation of the existing structural framework.

County-based CE: Broad support for ANR programs, especially the importance of county-based Cooperative Extension to local constituencies, was a

major theme at every listening session. This finding validated a key recommendation in the report *Organizing Cooperative Extension for the Future* — to maintain county-based Cooperative Extension whenever possible. This model has served Californians well for many decades and the ANR leadership team believes it remains relevant. However, in these difficult fiscal times it is a real challenge for many boards of supervisors to continue providing adequate local funding for county-based CE programs. That every county we serve has continued to provide support for our programs, albeit with reduced budgets in some cases, is fitting testimonial to the high value of Cooperative Extension programs to local communities. We will continue to work with boards of supervisors and the USDA

in an effort to maintain the three-way funding partnership that is essential to the continued operation of county-based Cooperative Extension.

Leadership: The ANR leadership team also recommended that key senior administrative and program management positions be retained, but with increased responsibilities. Currently the Division is advertising to fill the Associate Vice President position and two program leaders slots — “Agricultural Productivity” and “Natural Resources and Livestock.” The latter position was formerly called “Natural Resources.”

“These leadership positions enhance statewide coordination of ANR programs and ensure that our resources and expertise are directed in a timely way to address high priority issues and critical problems facing Californians,” says Vice President Gomes.

The Associate Vice President position has been altered to include responsibility for chairing and leading

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the Program Council, which includes associate deans, program leaders and regional directors. Program leader responsibilities in statewide administration and external representation are being expanded as well.

Sustainability: Many listening session participants recommended that the visibility of “sustainable agriculture” in ANR be enhanced. A recommendation in the *Improvement of Statewide Functions of ANR* report was to include the term “sustainable” in the title of one or more program leaders. After much discussion, the leadership team came to the conclusion that many, if not most, ANR faculty, specialists and advisors are already involved with sustainability and sustainable practices so it would be misleading to attach a term that is integral to so many aspects of ANR to a program leader title. Discussions are continuing on how we might better coordinate agricultural sustainability practices across the Division, while raising the visibility of ANR’s programs and activities in this area.

Defining priorities: The need to focus ANR programs on high priority issues was conveyed by participants at all listening sessions. Budget reductions have been taken largely by giving up program support and “cashing in” academic positions. Because we have depended on retirements and resignations, the loss of academic positions has been programmatically random. However, we will not be able to do significant rebuilding until new permanent state funding is obtained. Meanwhile, we will be reallocating funding to address research and outreach needs related to high priority issues. Divisionwide program planning carried out by Program Planning Advisory Committees (PPACs) has identified priority program areas for ANR. The Program Council has used the latest PPAC report (<http://ucanr.org/internal/03PPACreport.pdf>) as a starting point in identifying and ranking core issue areas for the Division. Funding to address the highest priority issues will be reallocated to re-establish an ANR Competitive Grants program later this summer.

Statewide coordination: Another major theme from the listening sessions was to improve coordination across ANR statewide, campus and county programs. Vice President Gomes, upon the recommendation of the ANR leadership team, is taking steps to implement changes and to re-emphasize some continuing programs and activities. The criteria outlined in the report *Improvement of Statewide Functions of ANR* will be used as a basis for establishing, dissolving or restructuring statewide programs. Under the leadership of the four Program Leaders, workgroups and coordinating conferences will continue to be the foci of statewide coordination of ANR programs and activities.

Merit & promotion: Many participants in the listening sessions called for the creation of an organizational culture in ANR that promotes, recognizes and rewards mission-based work of AES and CE. We will continue discussions on how the merit and promotion systems might be made more uniform, how AES and CE academics might have input into each other’s evaluations, and how to ensure that applied research, multidisciplinary research, and mission-oriented research are adequately rewarded in the merit and promotion processes.

Stakeholder input: The desire of external stakeholders to contribute to ANR planning on a continuing basis

was clearly heard at the listening sessions. “A significant change we made in our divisionwide planning effort two years ago was to charge the PPACs with soliciting input from both internal and external stakeholders as they identified critical and target issues for ANR,” says Lanny Lund, interim associate vice president. “This charge will be reiterated as the next PPAC cycle starts in 2005 to ensure that external input to ANR planning will be solicited on a recurring basis.”

Other developments: Implementation of the recommendations in the cost-recovery report to increase resources available to support ANR programs is in the planning stage. To improve public relations and advocacy efforts, employees are being asked to develop and disseminate new *UC Delivers* success stories to be posted on the ANR and county web sites. We will also continue advocacy training for CE personnel. This program, initially offered to county directors in spring 2004, will be expanded.

The actions described above are some of the steps being taken to address challenges facing ANR following the significant budget reductions of the past two years. Additional steps will be described in future issues of ANR report. For details about the listening sessions and reports, visit the Future Directions Web site: <http://groups.ucanr.org/directions/>

Pesticide illnesses and injuries workshop

Pesticide Illnesses and Injuries: A Workshop for Health Care Providers and Agricultural Professionals will be held Aug. 18-19 in Oakland and Aug. 31 - Sept. 1 in Pacific Grove.

This workshop is designed for people who want to learn about pesticide-related illnesses and injuries and to extend this information to health care providers and agricultural professionals. Participants will receive information and resources to assist them in the recognition, management and reporting of pesticide exposure cases. They will also receive an overview of the latest tools for medical monitoring of pesticide exposure.

The first day of the workshop runs from 9 a.m. to 5 p.m. Teaching techniques and hands-on activities will be covered in a morning session on the second day to help participants develop interesting and effective outreach and education programs on preventing pesticide exposure.

For more information or to register, visit www.ipm.ucdavis.edu/IPMPROJECT/workshops.html. Call (530) 752-5273 to be added to the workshop mailing list.

Names in the news

LeStrange named PAPA Educator of the Year

Michelle LeStrange, vegetable, turf and landscape management farm advisor in Tulare County, was named Pesticide Applicators Professional Association 2003 Educator of the Year.



Michelle LeStrange

The PAPA Educator of the Year Award will be presented to LeStrange on Aug. 3 in Salinas at a special PAPA dinner with the PAPA Board of Directors for the Scholarship Recipients, Educator of the Year, and Sponsors.

Desmond, Miner receive Food and Society Policy fellowship



Josh Miner

Dan Desmond, UCCE 4-H youth development advisor in El Dorado County, and Joshua Miner, UCCE Food Systems Analyst in Alameda County,

were recently selected as recipients of the Food and Society Policy fellowship. Eight fellows were chosen from 150 applicants in this national program.

With primary support from the W.K. Kellogg Foundation, this program allows food and agriculture experts to improve communications about food, diet and health issues pertaining to youth. The program is administered by the Thomas Jefferson Institute in partnership with the Institute for Agriculture and Trade Policy.

Each will serve for one year. During this time, the fellows will work on issues such as youth obesity and diet, school nutrition, and the overall connection between the way food is produced and the health and diet of America's youth.

Desmond's work encompasses youth education programs that include agricultural literacy and garden-based learning.

Miner is working to find ways of increasing both access to, and desirability of, fresh produce among limited-income populations in Alameda County.



Dan Desmond, right, gathers data for a garden-based learning project with vocational agriculture instructors at Selam School in Addis Ababa, Ethiopia.

In memoriam

John W. Mamer

John W. Mamer, UC Cooperative Extension economist emeritus, passed away on July 2 at age 83 at his Berkeley home after a long illness.



Mamer retired in 1990 from a 28-year career as Cooperative Extension Labor Economist, during which he launched and led University of California programs to improve human resource management in production agriculture. His research, education, and administrative works are of continuing influence across the nation.

During his career in Cooperative Extension, Mamer developed extension programs in three areas: Community Resource Development, Farm Labor Economics and Farm Labor Management.

He first joined UC in 1962 as a junior specialist in the Experiment Station at Berkeley and later became a teaching assistant in Agricultural Economics at UC Davis. Mamer served as the Dean of University Extension and Assistant Vice Chancellor for the University and Public Programs at UC Davis from 1969-1972. After returning to his specialist post at Berkeley full time, he focused on applied research and extension in agricultural labor.

Upon his retirement, Susan Laughlin, then Associate Dean for Cooperative Extension at Berkeley's College of Natural Resources, said, "More than anyone else, John Mamer is responsible for having CE, and perhaps the Division, involved in the whole area of farm labor management. He was one of the most important people in establishing that program and its success."

"Those of us fortunate to have worked directly with John will remember him as a most perceptive, visionary, amiable and supportive colleague," said Howard Rosenberg, farm personnel management specialist based at UC Berkeley.

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Board members, appointed by Interim Associate Vice President Lanny Lund, serve three-year rotating terms. The new appointments begin in November 2004. The board meets on a quarterly basis.

Current members of the advisory board are Steve Blank, agricultural economics specialist, Davis; Joe Connell, farm advisor, Butte County; Beth Grafton-Cardwell, associate CE IPM specialist/research entomologist, Kearney Agricultural Center; Mary Louise Flint, director, IPM Education and Publications, Davis; John Harper, county director, Mendocino County; Frank Laemmlen, farm advisor, Santa Barbara County; Rachael Long, farm advisor, Yolo/Solano County; Carole MacNeil, specialist & statewide director, 4-H youth development, Davis; Dennis Pittenger, environmental horticulture advisor, Riverside; Ellen Rilla, county director, Marin County; Kim Rodrigues, regional director & administrative liaison RREA, Davis; and Ed Weber, chair, farm advisor & county director, Napa County. — Marcia Nelson

New phone numbers for Riverside County as of July 17, 2004

All UCR campus area codes have changed to 951 and prefixes to 827.
Please consult the campus directory for numbers not included here.

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222 Mike Henry,
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229 Jeanne Lothridge,
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221 Peggy Mauk,
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224 Tom Shea, staff
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243 Sharon Southworth,
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ANR REPORT

UNIVERSITY OF CALIFORNIA

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