

UC presents awards to outstanding advisors and specialists



From left, Filmer, Newman, Robb and Tjosvold

Team awards - Vice President Gomes is happy to announce the 2004 Distinguished Service Awards, made biennially for outstanding contributions to the teaching, research and public service mission of the UC Division of Agriculture and Natural Resources. A peer review committee under the Academic Assembly Council, which represents UC Cooperative Extension farm advisors and specialists, solicits, reviews and recommends award recipients. The awards committee for 2004 was chaired by Matteo Garbellotto, Cooperative Extension specialist in forest pathology at UC Berkeley. In addition to a plaque, individual recipients each receive a \$5,000 cash award and the team shares a \$10,000 cash award.

Four University of California Cooperative Extension farm advisors have been honored for teamwork that stretches over two decades and hundreds of miles. **Ann King Filmer**, formerly a horticulture advisor in San Mateo County and now a senior writer in the College of Agricultural and Environmental Sciences at UC Davis, along with horticultural advisors **Julie Newman** of Ventura County, **Karen Robb** of San Diego County and **Steve Tjosvold** of Santa Cruz County are being recognized for collaboration that was instrumental in the establishment of the California Ornamental Research Foundation (CORF), a nonprofit organization affiliated with the Kee Kitayama Foundation (www.corf.org). The educational

programs offered by CORF provide information on critical agricultural and environmental issues in English and Spanish, and are a collaborative effort of UC Cooperative Extension, Cal Poly San Luis Obispo, and the California floriculture industry.

The team of environmental horticulture advisors have served on the CORF planning board since its inception, and have developed the program from a single training meeting each year to many programs throughout the state to address critical agricultural and environmental issues. The programs are offered to a wide range of clientele including nursery owners and their staffs. In addition to strengthening and expanding CORF educational programs, the award recipients also launched a successful statewide newsletter, *CORF News*, which presents research-based educational material to the floriculture industry in California.

In the nomination summary, awards committee members noted that "This team has endured the test of time in nurturing this cooperative effort. The team's commitment ensured not only the high standards of the program but the existence of the coalition including UC and many other entities. It is truly a great and lasting accomplishment."

Individual awards were presented in three categories: new professional, outstanding research and outstanding

extension. The 2004 award recipients in each category are:

Joe Nunez, vegetable crops and plant pathology farm advisor in Kern County, received the



Nunez

distinguished service award for new professional. Nunez, who has served eight years in the post, works with growers of a wide variety of vegetables in Kern County, focusing on potatoes and carrots. As a plant pathologist, he has become an essential resource to farmers and advisors in Kern and other southern San Joaquin Valley counties.

Nunez organized the 29th International Carrot Symposium held in Bakersfield, and has attended many national and international meetings, building his knowledge and expanding his network of contacts. He has been asked to travel to the Pacific Northwest on several occasions to inspect seed potato fields and work with local Cooperative Extension advisors.

In the nomination summary, the awards committee noted: "Joe is a team player and a mentor for new advisors," "He has strong support from his peers and respect from his clientele, and has provided exceptional service to UC and the agricultural community in Kern County," and "He has also demonstrated strong leadership, throughout the state."

Sheri Zidenberg-Cherr, a Cooperative Extension specialist in the UC Davis Department of Nutrition, received the distinguished service award for outstanding research. Zidenberg-



Zidenberg-Cherr

Cherr is recognized throughout the state as a principal source of information in the areas of children's nutrition, nutrition misinformation and nutrient-environment interactions.

A major focus of Zidenberg-Cherr's research and outreach program is the study of the nutritional status of populations considered at risk for nutritional deficiencies, and the development and evaluation of educational methodologies to improve their nutritional status. Her bimonthly newsletter, *Nutrition Perspectives*, is widely distributed and a valuable conduit for transferring UC information to the public in virtually all areas of nutrition and health.

In addition, Zidenberg-Cherr serves as a mentor for graduate students. Six have completed doctorate degrees and one a master's degree with her guidance. The six students currently pursuing advanced degrees under her direction are considering careers in extension or related teaching fields.

The awards committee noted: "Sheri's research and outreach program has had

a major statewide impact and played an important role in the development of nutrition education standards in California."

Steve Tjosvold, environmental horticulture advisor in Santa Cruz County received the distinguished service award for outstanding extension. In addition to being a member of the award-winning team, Tjosvold was nominated for his individual education and extension efforts.

Tjosvold manages an active outreach program on Sudden Oak Death (SOD), a serious disease affecting coast live oak and other native species in the forests and woodlands of central and northern coastal California. His research team's early observations were presented at the first SOD Science Symposium in 2000, and have led to other research findings since that time. He has become a recognized expert on the disease, responding to questions from the public, media, industry professionals and governmental agencies at the local, state, national and international levels.

He has also had a key role in the implementation of an Integrated Pest

Management policy for Santa Cruz County, served as co-chair for a glassy-winged sharpshooter control alternatives subcommittee, chair of the vegetation management alternatives subcommittee and coordinated a study on gopher control alternatives for the Pajaro Valley levee system.

Tjosvold is also well-known for his symposiums on control of diseases and insects in the highly competitive cut flower and nursery industries. He is a respected authority on greenhouse rose culture and pest management. He recently contributed two chapters to the world's most comprehensive publication on the subject, "Encyclopedia of Rose Science."

The awards committee noted: "Steve has done an excellent job of balancing science and extension," "He has a truly remarkable record of publications and yet he has a strong program for dissemination of information," and "It would be hard to find a better advisor than Steve."

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