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Get more hits on your Web site

ANR academics and staff can make their ANR Web sites more accessible from the Division's main portal Web site – ucanr.org – by filling out a brief [online form](#). A link to the form can also be found on the ucanr.org public relations resources page (ucanr.org>for ANR employees>communications>public relations resources.)

The form asks for the name of the site, its URL, a brief description of the site and a list of key words and phrases. The key words and phrases are specific terms that a Web visitor might use when looking for the information on your site.

For example, the following search terms were entered for the IPM program Web site: [-pest control-pest-pest management-weed-bug-insect-biocontrol-biological control-pesticide-plant disease-exotic species-IPM-nematode-exotic pest-organic-sustainable -pest note-pestnote-]

The information you submit will be placed in a database, and then, whenever anyone comes to the ANR Web site and searches for the particular words and phrases you entered, your site will be highlighted at the top of the results page.

— continued on page 2

UC annual report features ANR stakeholders

ANR figures prominently in UC's newly published Annual Financial Report 2004-05. The theme of the publication is "Every day, everywhere," emphasizing the myriad ways UC contributes to society. Before it delves into the financial analysis of the university, the report highlights some UC programs and individuals who benefit from the programs. ANR's presence in the report begins with the president's letter (page 5), with a reference to Pres. Dynes' tour of Carmelitos community garden in Long Beach. (The full report is posted as a PDF online at <http://universityofcalifornia.edu/annualreport/2005/welcome1.html>. See "Full Report" link toward bottom of the left navigation bar.)

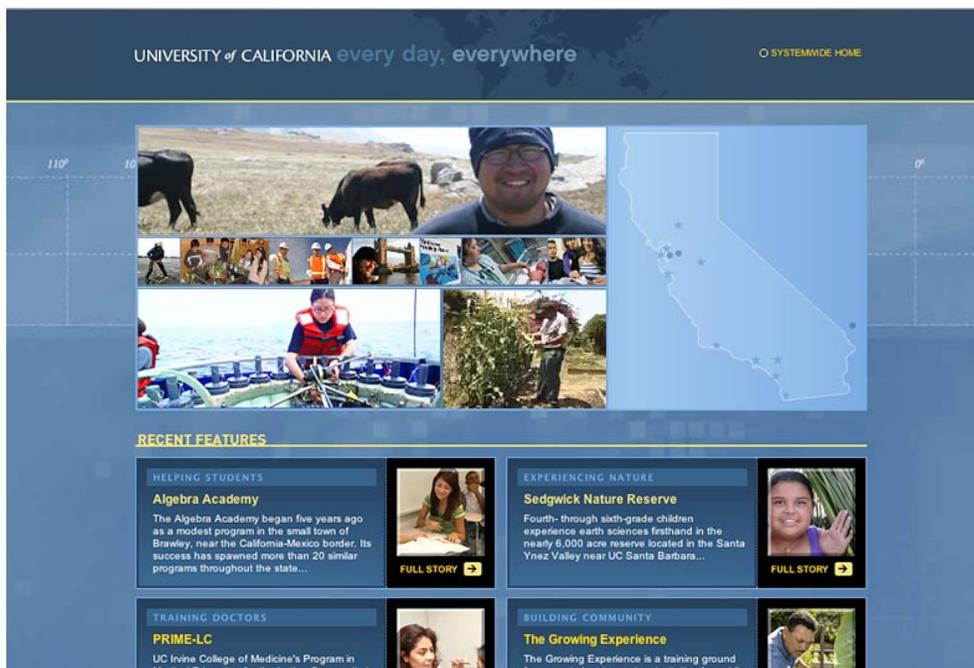
A photo of lettuce harvest in Salinas (page 11) refers readers to a brief description of the Division on page 26. Photos on page 14 refer to descriptions of the School of Veterinary Medicine and West Nile virus research on page 26. The full-size photo of Manuel Cisneros (page 16), is accompanied by a story on the facing page of how he lost his business to the Los Angeles riots, but launched a new career after completing the Master Gardener training program in Los Angeles County.

The photo of Imperial County farm advisors Khaled Bali and Herman Meister (page 17) refers to the story on page 27 about their soil study that saved Caltrans \$1.2 million on highway construction. The photo of UC Davis limnologist Charles Goldman (page 18) refers to page 27's description of his 40-year study of Lake Tahoe's ecosystem.

Fresno County grower Bill Chandler is pictured on page 22 and talks about the value of Kearney Research and Extension Center on page 27.

A new Web site telling the story of UC's many contributions to California and the world has been posted at <http://www.universityofcalifornia.edu/everyday/>. This site draws its current material from the narrative of the UC Annual Financial Report. Manuel Cisneros and the Growing Experience are featured in a video. Through personal stories, the University shows how it is making a major impact on economic growth, health, and quality of life in California and beyond.

This new web site (shown below), developed by UCOP Strategic Communications, tells these stories through multimedia packages. They have requested suggestions for other good UC stories to refresh the site with new content throughout the year.



Web site hits — continued from page 1

Try it by typing a term in the ANR Web site's search field. If your site is already one of the "recommended sites" feel free to fill out the form to be sure all possible search terms are included in the database.

For more information, contact Web content coordinator Jeannette Warnert at (559) 241-7514, jeannette.warnert@ucop.edu.

See the For ANR Employees Web site for the [2006-2007 Call for Workgroup](#) and [Coordinating Conference Reports and Funding Requests](#) on Feb. 15.



Giovanni named NFSC advisor

Maria Giovanni has joined UCCE Santa Clara County as the nutrition, family and consumer sciences advisor, effective Jan. 9.

She has experience in both the academic and corporate worlds. She worked in research and development in consumer packaged goods, most recently for the Clorox Company. She worked as a home economics agent in Denver, Colo., and has taught at the university and community college level. Giovanni's varied background includes nutritional education experiences in Mexico, Guatemala and Ethiopia. She is excited about the opportunity to apply her extensive multicultural experience to ANR's local programs.

Giovanni received her bachelor's and master's degrees in Food Science from UC Davis, an MBA from Arizona State University and a PhD in Food Science from Colorado State University.

Giovanni can be reached at (408) 282-3104 and megiovanni@ucdavis.edu.

Bacon named Tulare County dairy advisor

Debora Bacon, a native of Brazil and veterinarian who holds a master's degree in dairy science, has been named UCCE dairy advisor for Tulare County, effective Feb. 1.



Bacon earned her doctorate in veterinary medicine at the Universidade Estadual Paulista in Botucatu, Brazil. She earned her master's degree in dairy science at the University of Wisconsin, Madison, in 2003. Bacon moved to the Tulare area two years ago and held positions with the Veterinary Medicine Teaching and Research Center in Tulare and the UCCE office in Kings County. Her experience in California has included troubleshooting mastitis outbreaks, evaluating milking

machines, conducting research work and statistical analyses.

In her new position, Bacon will start by consulting with Tulare dairy producers, other Cooperative Extension dairy advisors and campus-based specialists and professors to determine what needs her primary research and education program should address.

Bacon said she intends to become familiar with air and water quality regulations.

"Regulations are changing quickly," she said. "Understanding the impact of these regulations can be challenging and one of my priorities will be ensuring that local farmers have the necessary information to comply with these regulations."

Bacon can be reached at (559) 685-3303 Ext. 213 and dbacon@ucdavis.edu.

— Jeannette Warnert

Read full new release at <http://news.ucanr.org/newsstorymain.cfm?story=734>



Coastal community development advisor recruited

UCCE in Ventura and Los Angeles counties are seeking a marine science-coastal community development advisor for a 3-year position (with the likelihood of continuation contingent on performance and availability of funds). The position will be based in the Ventura County CE office.

The position will conduct applied research and disseminate research-based knowledge for improving watersheds that will benefit natural habitats, water quality, water conservation and ecosystem function, and help to guide coastal community development, tourism and recreation. To address the issues currently faced by coastal communities, municipal officials and resource managers would benefit from the professional expertise this position will bring from the Sea Grant Extension program and Cooperative Extension to promote solutions and policy based on the best available science. The advisor will provide leadership for needs assessment, design, delivery and evaluation of extension educational programs for private and public agencies and organizations.

A master's degree, such as Natural Resources Management, Environmental Education, or Public Policy or Planning, is required. Salary will be in the CE Assistant Rank, commensurate with applicable experience and professional qualifications. Deadline to apply is **Mar. 15** (or open until filled).

The full position vacancy announcement (#ACCSO-06-01) and application materials are available at <http://ccsr.ucdavis.edu/Academic%5FEmployment%5FAnnouncements/>. For more information, contact Cheryl Gneckow at (951) 827-2529 or ccsracadrecruitment@ucdavis.edu.

Names in the news

Lanzaro named director of Center for Vector-borne Diseases

Medical entomologist Gregory C. Lanzaro, director of the UC Mosquito Research Program, is the new director of the UC Davis Center for Vector-borne Diseases.

Lanzaro is now the point person for both ANR's Mosquito Research Program (UCMRP), and Center for Vector-borne Diseases, a unit of the School of Veterinary Medicine and managed in collaboration with the College of Agricultural and Environmental Sciences and the UCD School of Medicine.

He succeeds professor emeritus and medical entomologist John Edman, who retired in 2004. In the interim, emeritus professor and medical entomologist Robert Washino, now interim chair of the Department of Entomology, and veterinary pathologist and virologist James MacLachlan, School of Veterinary Medicine, co-chaired the center.

Named UCMRP director in 2002, Lanzaro received his bachelor's in biology from Kansas State University, his master's in entomology from the University of Arizona, and his doctorate in entomology from the University of Florida. He joined the UCD Department of Entomology in 1988 as a postdoctoral fellow under entomologist Bruce Eldridge and also worked closely with Washino.

— Kathy Keatley Garvey

Read full news release at <http://news.ucanr.org/newsstorymain.cfm?story=735>

Espinoza takes academic role for 5 a Day

In January, Marvin Espinoza was named academic administrator for UCCE Los Angeles County. Under his new designation, he will serve as the nutrition social marketing director for the 5 a Day program in Los Angeles County. Espinoza joined UC in 2001 as 5 a Day's program manager.

Espinoza earned his bachelor's in Liberal Studies and master's in Education from California State University, Dominguez Hills.

The 5 a Day program is supported by a \$1.9 million, multiple-year grant from the California Department of Health Services.



From left to right: Gregory C. Lanzaro, Marvin Espinoza and Ron Vargas.

Vargas honored by Farm Press

Ron Vargas, Madera County director and cotton advisor, has been inducted into the inaugural Farm Press Researcher Hall of Fame. Vargas, who has served with UCCE for 33 years, received the honor at the Beltwide Cotton Conference in San Antonio in January. The selections were made by the editorial staff for all four Farm Press publications, Western, Southwest, Southeast and Delta.

Harry Cline, editor of Western Farm Press, nominated Vargas, who was chosen from a group of outstanding agricultural researchers across the country.

"Ron's career has had a major impact

on not only Madera County agriculture, but for all of California," Cline explained. "We also felt that by recognizing Ron, we were also recognizing the significance of UCCE.

"Cooperative Extension in California is far different than Cooperative Extension in other states and I was insistent on recognizing a UCCE researcher in the West while many other of the honorees were campus-based researchers. So much more applied, farmer-beneficial UCCE research is done on the county levels in California and Arizona than in other parts of the country, I felt it was important to recognize that on a national scale."

Retirement

Deirdre Thompson

After 16 years of service to UC's 4-H Youth Development Program, Deirdre Thompson, 4-H advisor, retired on Dec. 31.

With a commitment to community service, Thompson joined UCCE in 1989 as a 4-H VISTA (Volunteers in Service to America) program coordinator. She administered and implemented after-school programs for youth residing in seven public housing communities in Los Angeles. Eventually, the programs expanded to 25 program sites, including elementary schools.

In 1993, Thompson was named 4-H advisor, with responsibility for the extension of knowledge, applied research and program development in youth development. In addition, she provided technical support to school districts and other youth-serving organizations in 4-H curricula and best practices in after-school programming. She helped create and implement the 4-H After School Activity Program, and later, she led the 4-H Initiative for Quality After School Care, funded by the U.S. Department of Agriculture.



"Deirdre brought personal commitment to youth work and changed the quality of life for young people, particularly those at risk," said John Pusey, fellow Los Angeles County 4-H advisor.

"We will greatly miss Deirdre, who was a major contributor in the area of quality in after-school programs. It's going to be difficult to replace her knowledge and expertise in this area," said Rachel Surls, Los Angeles County director.

Thompson received her bachelor's degree in human biology from Pitzer College, a sister college of the Claremont Colleges, and her master's degree in public health from UCLA.

During retirement, Thompson plans to direct her focus toward her family and maintain an active role in her children's education. In her spare time, she will continue to volunteer for local organizations that help youth to learn and thrive. — Dohee Kim



Spanish Broadcast and Media Service staff, clockwise from upper right, Myriam Grajales-Hall, Alberto Hauffen, Lita Charlot and Lisa Rawleigh.

Spanish Broadcast and Media Services celebrates 25 years

On April 1, 1981, the first ANR Spanish Broadcast News Service audio program was released to 20 California radio stations. The reel-to-reel tape included 10 short segments and was reaching out to a state Latino population of 5.6 million people. That event marked *El comienzo* – the beginning – of an effort that has grown to include a wide range of outreach efforts to serve nearly 12 million California Latinos.

Renamed Spanish Broadcast and Media Services (SBMS), the program’s staff releases a Radio Noticias CD, with 30 news segments, to more than 100 radio stations and broadcast networks each month. In addition, special radio programming, mass media and social marketing campaigns, videos, curricula, online educational materials and other tools have been produced to address specific topics, such as parenting, farmworker safety, diabetes and obesity. SBMS has also provided critical information to Latino communities during times of disaster through public service announcements, news releases and, more recently, via AsisTel, a toll-free bilingual information service.

“The SBMS has been a valuable tool in my work with the Farm Personnel Management Program and as a county director,” said Refugio Gonzalez, now director of ANR’s Central Coast and Southern Region. “I was often interviewed by the unit’s staff and information for radio clips that were heard throughout the southwest United States. The Hispanic population that de-

pended on farm work for their livelihood received timely information about issues important to them.”

According to Gonzalez, the broadcasts often generated interviews from other media serving the Hispanic community. “This validated, for me, that my time and effort was enhanced by the work of the unit,” he said.

Human resources program leader Karen Varcoe said SBMS has helped her expand outreach to the Spanish-speaking population on consumer economics research.

“Their assistance in making sure our materials are culturally sensitive and technically correct is essential. We hope they will be around for another 25 years!” Varcoe said.

Program manager Myriam Grajales-Hall has been with the program since its inception. Grajales-Hall, senior public information representative Alberto Hauffen, senior writer Lita Charlot and administrative assistant Lisa Rawleigh have helped ANR personnel meet their Spanish-language training, communications and outreach needs, to extend and enhance delivery of information in Spanish.

Over the years, the unit has won many national awards and honors. SBMS was one of the founding members of *Extensión en Español*, a national clearinghouse for Spanish-language educational resources for CE professionals.

The SBMS program is part of the Office of Governmental and External Relations.

Snapshot of VP & AVP activities

Over the past four weeks, VP Gomes engaged in the following meetings:

- 1/18-19 Regents, San Diego
- 1/24-25 State Board on Agriculture - Strategic Planning Conference and Monthly meeting, Sacramento
- 1/26 Peter McPherson, President of NASULGC
- 1/27 PAC members Paul Wenger and Stan Andre; Joe O'Donnell, executive director of Calif. Dairy Research Foundation; Stanislaus CE office; Senator Jeff Denham, Modesto
- 2/2 UCOP Budgetary Strategy Meeting
- 2/7 Program Council, Riverside
- 2/8 Jim Boswell, Pasadena
- 2/10 CDFA Secretary Kawamura, Water Resources Board, Cornelius Gallagher, Sacramento
- 2/15 Harry Singh and Sons, San Marcos

Each Monday
President’s Cabinet

Twice a month
UC VP Cabinet with the President

Each Monday
ANR VP Cabinet

Over the past four weeks, AVP Standiford engaged in the following meetings

- 1/24 Central Valley Region County Directors, Modesto
- 1/27 ANR clientele, Shafter and Fresno
- 2/1 Growers in Shasta County, MacArthur
- 2/6 Sustainable Agriculture Conference, San Francisco
- 2/7 Regional Director/Program Council, Riverside
- 2/8 Program Council, Riverside
- 2/9 Program Leaders, Riverside
- 2/13 ANR Clientele, Redding
- 2/14 CAES Dean and Exec. Assoc. Dean, UCD
- 2/15-17 Western Extension Directors, Albuquerque

ANR REPORT

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