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ANR goes to Washington

Last week, ANR representatives visited California's Congressional delegation in Washington D.C. to present UC's priorities for the federal budget.

VP Dooley; AVP Rick Standiford; Don Cooksey, interim dean of UC Riverside College of Natural and Agricultural Sciences; Keith Gillies, interim dean of UC Berkeley College of Natural Resources; and Jim McDonald, executive associate dean of UC Davis College of Agricultural and Environmental Sciences; visited members of Congress. They were joined by Michael Anthony Mellano, who is one of UC's delegates to the Council for Agricultural Research, Extension, and Teaching (CARET), and John Hamilton, UC federal relations liaison.

They met with 22 California representatives and both senators to emphasize the need for competitive grants programs from the U.S. Department of

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VP Dooley holds town-hall discussion

UC vice president Dan Dooley outlined his vision for the Division in two "town hall" conference calls with agriculture and natural resources staff and academics Feb. 20 and 21. In his opening remarks, Dooley outlined his priorities:

- Enhance the already strong relationship between the campuses and Cooperative Extension offices.
- Be a major player in the Office of the President so the Division will have access to the highest level decision makers to support its programs.
- Make sure planning efforts are aimed at maintaining the Division's relevance in the future.
- Dramatically ramp up advocacy efforts with state, federal and county public policy leaders.
- Enhance communications with the Board of Regents.

An early initiative for Dooley will be advocacy and communications, efforts he said are part of his nature. Dooley has appointed a task force to develop advocacy and communications programs. In the short term, the committee will develop interim recommendations that can be implemented in the upcoming budget discussion in

Sacramento. By summer, he said, a formal structure will be in place that will be capable of helping sustain support for programs critical to the Division's mission.

"This has gotten attention in the Office of the President," Dooley said. "If we are effective in engaging you in the field in helping identify key local folks that can speak on our behalf, our relevance in the University will skyrocket."

Dooley touched on the ongoing restructuring under way in the Office of the President.

"Looking from the outside, the organizational structure of the Office of the President doesn't appear particularly efficient," Dooley said.

However, he said the Division is one of only a couple of areas that has direct and substantial program activities.

"Most people in the building acknowledge we are unique and don't fall under the rubric of trying to improve efficiencies of the Office of the President. That's not to say we won't be impacted," Dooley said, "but I don't expect it to be substantial."

While noting that the current state budget situation is bleak, he said the budget is a transitory issue that shouldn't be allowed to deter focus of the Division's mission to ensure its relevance to the needs of California.

The vice president concluded the town-hall conference call by asking participants to e-mail Steve Nation (steve.nation@ucop.edu) to comment and state their opinions on whether regular conference calls would be an effective way for ANR employees to receive updates and converse with Dooley.

A summary of the question and answer sessions is online under [For ANR employees](#).

The Feb. 21 town-hall meeting is available for [online](#) listening. Playing back the recording requires Flash. If you do not have Flash installed on your computer, you will be prompted to install it before playback begins.



At the University Science and Education Exhibition and Reception on Capitol Hill, Peggy Lemaux discussed enhancing the nutritional quality of sorghum for Africans.

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Agriculture, and to stress how various USDA programs support California's priorities. During their meetings, they gave Congressional members UC Delivers fact sheets about ANR projects in their districts or topics of personal interest to the members.

During their visit to the Capitol, the ANR group also participated in the annual University Science and Education Exhibition and Reception on Capitol Hill. More than 800 people, including members of Congress, Congressional staff and members of government agencies, attended the event, which showcased university nutrition and health research. Cooksey, UC Davis nutrition professor Louis Grivetti, and UC Berkeley biotechnology specialist Peggy Lemaux discussed UC's nutrition and health-related research.

Standiford and Gilless also joined Greg Biging, UC Berkeley associate dean for forestry, at a reception for Congressional staffers hosted jointly by the National Association of University Forest Resources Programs (NAUFRP) and the Extension Committee on Oversight and Policy (ECOP) in the Rayburn House Office Building.



UC Riverside highlighted cowpea research designed to increase yields of the protein-rich legume crop.



Louis Grivetti featured research and outreach to improve nutrition of babies.



Gilless; Erica Smith, UCB alumna and intern for the National Association of State Foresters; Biging; Standiford; and Cal Poly professor Richard Thompson met with Congressional members to discuss forestry research funding.

UC Delivers illustrates ANR impact

UC Delivers gets more search engine hits than any other ANR Web site. Help keep the information current. The impact stories are useful for showing elected officials and the general public how Californians benefit from UC research and extension.

"I am pleasantly surprised we have had so many stories come in over the last year or so," said Rick Standiford, associate vice president.

"In just the last month, I've had several opportunities to use UC Delivers stories to highlight the excellent work we are doing in ANR," Standiford said. "At the National Extension Directors Meeting, we were asked to bring write-ups on programs addressing new and diverse audiences in our states. I was able to highlight several of our programs through UC Delivers write-ups."

"Last week, we were preparing briefing packets for visits to 24 different members of our California Congressional delegation as part of the annual federal appropriations process. We were able to

develop unique briefing booklets for each member with UC Delivers articles from their district, or illustrating ANR research and extension work in an area they are interested in."

Standiford encourages submitting new stories and updating old UC Delivers stories that are still relevant.

Update a UC Delivers story

If you have a story in the UC Delivers system that can be updated, contact Pat Harrigan, and ask for access to the story.

If an author makes major revisions to the content of a story, it is resubmitted to the appropriate Program Leader and follows the same review and editing process as other stories. Minor revisions, such as updating a statistic or correcting a typo, will simply be reposted.

For more information about the UC Delivers process, contact Pat Harrigan at (510) 987-0067 or Patricia.Harrigan@ucop.edu. UC Delivers is at <http://ucanr.org/delivers>.

ANR Retiree Newsletter now online

The annual ANR Retiree Newsletter has been mailed out and is online at <http://groups.ucanr.org/devsvcs/documents/newsletter594.htm>.

Cindy Barber, director of Development Services, thanks the Oakland-ANR staff for pitching in to help her assemble the newsletters and mail them out.

For more information about the ANR Retiree Newsletter, contact Barber at (510) 987-9139 or Cynthia.Barber@ucop.edu.

Lindcove REC requests research proposals

Lindcove Research & Extension Center (LREC) has acreage and equipment available for qualified research projects. These projects are not limited to citrus, and any project will be considered for inclusion in the 2008/2009 research year. Project proposal forms are due **April 11**.

Acreage available to researchers includes approximately 8.58 acres of open ground (2.50 acres in Field 52, 3.4 acres in Field 92, 0.8 acres in Field 91, and 2.60 acres in Field 81).

Available for citrus research projects are Old Line Navel (Field 41/42), 6.5 acres, 584 trees on Troyer rootstock, planted 1984; and Late Lane Navels (Field 64), 2.1 acres, 187 trees planted on 14 rootstocks, planted 1992.

Available center facilities and equipment include a fruit packing house with electronic grading, fruit washing and waxing; three cold storage rooms holding 50 fruit bins each and de-greening rooms for all tree fruits; and a fresh citrus Fruit Quality Evaluation Laboratory capable of performing color, rind thickness, granulation, puff and crease, juice and fruit volume and sugar/acid ratios.

Project proposal forms can be obtained from the LREC Web site at <http://groups.ucanr.org/lindcove/research/>.

For field information, contact Kurt Schmidt at (559) 592-2408 Ext. 15, Krschmidt@ucdavis.edu, or fax (559) 592-5947.

Submit forms electronically to Beth Grafton-Cardwell, bethgc@uckac.edu, and Anita Hunt, amdhunt@ucdavis.edu.

Employment opportunities

Central Valley Region: Wildlife pest management advisor – IPM

UCCE is seeking a career-track academic advisor to conduct a regional, educational and applied research program in wildlife pest and wildlife damage management. The position will be based at the Kearney Research and Extension Center. Deadline to apply is **April 11**.

The IPM wildlife pest management advisor will provide an educational and applied research program to clientele, primarily farm advisors. The advisor will develop and extend information that promotes integrated, environmentally sound, and effective methods to resolve human-wildlife conflicts.

A minimum of a master's degree in wildlife management, conservation biology, ecology, integrated pest management, natural resources management, or a closely related field with course work in pest management, pesticides/toxicology, and IPM technologies, is required.

Beginning salary will be in the CE Assistant Advisor rank, salary commensurate with applicable experience and education.

Go to http://groups.ucanr.org/cvr/Employment_Opportunities/ for the complete job description and application process for position ACV 06-07R2. You may download the ANR Academic Application form by visiting <http://ucanr.org/cvr/joblisting>. To submit an application packet or request an Academic Application form, contact Cindy Inouye at (559) 646-6535 or recruitment06-07-R2@uckac.edu.

Fresno County: Environmental horticulture advisor

UCCE Fresno County is seeking an academic candidate to plan, conduct and coordinate a county-based extension program of education and applied research in environmental horticulture with commercial and non-commercial clientele involved in public and private landscape management, nursery production, and other agricultural related entities. Specific

issues to address include sustainable landscape practices that conserve water and reduce run-off; green waste and pesticide use; water quality, availability, and efficiency; plant nutrition; and weed, insect and disease management.

A master's degree in ornamental or environmental horticulture or related field is required. The disciplinary focus of the position includes competence and experience in entomology, plant pathology, horticulture, weed ecology and crop production.

Beginning salary will be in the CE Assistant Advisor rank, commensurate with applicable experience and education.

The full position vacancy announcement for #ACV 07-02 and required academic application are available at <http://ucanr.org/cvr/joblisting> or e-mail recruit07-02@uckac.edu. Complete packets must be received by **March 28**.

Los Angeles/San Bernardino counties: Agriculture & environmental issues advisor

UCCE seeks a career-track academic to fill the position of agriculture and environmental issues advisor covering Los Angeles County (headquarters) and high desert areas in San Bernardino County. Deadline to apply is **April 10**.

The advisor will design, develop, implement and evaluate educational programs for high desert growers and the public on crop production and related environmental issues particularly those related to the agriculture/urban interface, dust control and waste management. The advisor will also provide a direct link between UC and the community, seeking creative research-based solutions to local agricultural/environmental problems, helping local growers stay on the cutting edge of production technologies, and educating urban residents about local agriculture and its value.

A minimum of a master's degree in an agricultural field is required. Knowledge

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of crop production practices, soil science, and pest management is essential.

Salary will be in the CE Assistant rank, commensurate with education and relevant experience.

The complete vacancy announcement for position #ACCSO-07-06-R can be viewed at <http://groups.ucanr.org/ccs/files/48701.pdf>. To request an application packet, e-mail ccsracadrecruitment@ucdavis.edu or phone (951) 827-2529.

Tulare County: Dairy science advisor

Tulare County is seeking an academic candidate to plan, conduct and coordinate applied research and education programs across a broad spectrum of dairy industry issues, including but not limited to environmental stewardship, quality assurance, animal welfare, food safety and production efficiency. The program will emphasize environmental quality issues such as air emissions, dust, groundwater contamination, odors and flies.

A master's degree is required. Degrees in dairy or animal science disciplines are preferred, however, degrees

in other closely related disciplines will be considered. Training or experience in dairy manure and nutrient management including environmental and confined animal production interactions is highly desirable.

Beginning salary will be in the CE Assistant Advisor rank, salary commensurate with experience and education.

The full PVA for #ACV 07-01 and required academic application form are available at <http://ucanr.org/cvr.job-listing>; or e-mail recruit07-01@uckac.edu. Deadline to apply is **March 21**.

Häagen-Dazs postdoctoral research fellowship in honey bee biology

The UC Davis Department of Entomology seeks outstanding applicants with Ph.D. degrees in entomology or related disciplines for the Häagen-Dazs postdoctoral research fellowship in honey bee biology.

This is a unique opportunity for a self-motivated scientist to work independently and collaboratively in a collegial and productive research environment

at the Harry H. Laidlaw Jr. Honey Bee Research Facility (<http://entomology.ucdavis.edu/dept/beebio.cfm>) for one year.

Renewal is contingent upon research progress and availability of funds. Salary is commensurate with experience.

For details about the position, contact Walter S. Leal at wsleal@ucdavis.edu, (530) 752-0492 or fax (530) 752-1537.

Submit package (one pdf file), including a problem-solving research proposal on honey bee biology, health, or pollination services; CV; three to five relevant reprints; and three letters of reference to Walter S. Leal, professor and chair, c/o Kathy Garvey, communications specialist, at kegarvey@ucdavis.edu or UC Davis Department of Entomology, 367 Briggs Hall, One Shields Avenue, Davis, CA 95616.

Position is open until filled, but to ensure consideration, applications must be received by **April 7**.

Names in the news

Doll named Merced farm advisor

David A. Doll has accepted the position of Merced County horticulture farm advisor - orchard crops/pomology.

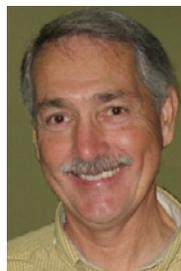


Doll finished his master's degree in Plant Pathology at UC Davis in December 2007. He earned his B.S. degree in Plant Biology at Purdue University in West Lafayette, Ind. Doll has most recently been working as a Junior Specialist under the direction of Greg T. Browne, Department of Plant Pathology, UC Davis.

Doll began his new appointment on March 15. He can be reached at (209) 385-7403 and dadoll@ucdavis.edu.

Canevari wins Jim Kuhn Leadership award

The California Alfalfa & Forage Association presented its Jim Kuhn Leadership award for 2007 to Mick Canevari, San Joaquin County director and farm advisor.



Canevari was honored for his contributions to alfalfa and alfalfa growers in his region, the state and nation.

The Jim Kuhn Leadership award was established in 2005 to honor a grower or industry member who makes a significant and lasting contribution to the California alfalfa and forage industry. Specifically, this award is given for leadership in the industry. This award is named for Jim Kuhn, who was an Imperial Valley alfalfa grower and dairyman, and a founding member of CAFA.

In presenting Canevari the award, the association said, "He has worked tirelessly to develop improved methodology for alfalfa production methods, particularly weed and insect control, and has been a leader in educational efforts in California. He has co-authored many scientific and technical and nontechnical publications on alfalfa and pest management. His expertise is widely sought by growers and pest control advisers and by University colleagues."

Baameur named "outstanding educator"

The award for "outstanding educator" was presented to Aziz Baameur, UC small farms advisor in Santa Clara County at the California Small Farm Conference. Baameur was nominated for the award by Maria de la Fuente, UC Cooperative Extension Santa Clara County director.

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"Aziz brings new creative activities to his extension services, such as the first-ever water quality educational program delivered in Chinese for growers in Santa Clara, Santa Cruz and San Benito counties," Fuente wrote in the nomination. "His contributions are outstanding in training non-English speaking farmers."



Baameur spearheaded a cooperative effort to organize classes with Cantonese speakers and to create Chinese-language educational materials in order to educate small-scale, ethnic Chinese farmers so they could meet government water quality regulations. An estimated 80 percent of Santa Clara County's small-scale farmers are ethnic Chinese. Before Baameur's efforts, such mandatory water quality courses were only available in English and Spanish. Baameur also conducts scientific field research on specialty crops, including colorful carrots, organic blueberries, and Asian vegetable varieties. His recent research has focused on field production and consumer appeal of rainbow-colored carrot varieties, in partnership with UCCE nutrition advisor Maria Giovanni.

Jimenez honored for small farms service

Manuel Jimenez, small farms advisor for Tulare County, was honored with the first-ever Tom Haller award at the California Small Farm Conference, Feb. 25 in Visalia.



It is his commitment to "growing good people" through agriculture in his local community that helped set Jimenez apart. In his off-hours, he and wife, Olga Jimenez, spearhead the Bravo Lake Botanical Garden, a community effort believed to be the first agricultural botanical garden in California. The garden began as a youth service project in his hometown of Woodlake in 1993, and has evolved into a nonprofit volunteer organization that not only beautifies the community, but engages the city's youth in an array of agricultural pursuits.

As a Small Farm Program advisor, Jimenez is a leader in introducing blueberries to Central Valley farmers. Hundreds of farmers attend his blueberry workshop and field days held each year at UC Kearney Agricultural Center in Parlier. Recently, Jimenez has conducted field research with papaya, guava and blackberry varieties. Jimenez shares his research with small-scale farmers in Tulare County and throughout California through field days, workshops, a Spanish-language radio program and other outreach efforts.

"Manuel's professional and personal dedication to small-scale farmers shines through in his daily interactions with growers," said Shermain Hardesty, director of the UC Small Farm Program. "We're proud that his hard work is being honored."

This is the first presentation of the award, given by the California Small Farm Conference to recognize those who have demonstrated through their actions exceptional commitment to help small farms thrive and excel. Tom Haller, the award's namesake, presented the award to Jimenez. Haller played important roles in the creation of the California Small Farm Conference, the Community Alliance with Family Farmers, and the UC Small Farm Program.

Long-time ANR cooperator among IPM Innovators

Locke Ranch, in San Joaquin County, was among eight organizations recently honored by the California Department of Pesticide Regulation as 2007 IPM Innovators.



This seventh-generation family farm, started in 1850, grows 580 acres of walnuts adjacent to the Mokelumne River. Chris Locke has worked closely with farm advisor Joe Grant for the last seven years to establish an innovative, sustainable operation. Among other innovations, the property uses "puffer" devices to dispense pheromones that disrupt the mating cycle of codling moths, a major walnut pest.

With the help of high school students, Locke has also planted insectary tree and shrub "hedgerows" on the farm to attract beneficial insects and installed bat houses

and owl boxes to aid in managing pests at the farm. Cover crops are used to add organic matter to the orchard and fish emulsion is injected through the sprinkler system to supply nutrients, among other IPM strategies. The operation strives to minimize human risks from pesticides, protect water quality, and serves as a good neighbor to the Lockeford community.

Land Use Planning Workgroup offers training

The ANR Land Use Planning Workgroup will host a land-use planning training for ANR advisors, specialists and faculty on April 2 and 3 at UC Davis. This will help ANR academics communicate better with land-use planners, commissioners, land owners, and other decision makers.

April 2 sessions will cover Cooperative Extension's role in land use planning; basic drivers of land use planning in California; who's who and roles and responsibilities; general plans, zoning, ordinances and permits; CEQA/NEPA; and growth and limits. April 2 sessions will be held at the Putah Creek Lodge from 10:30 a.m. to 5:30 p.m., with a social mixer from 6 p.m. to 8 p.m.

April 3 sessions will cover planning for the economic viability of agriculture; tools for conservation of farms and working landscapes; planning for habitat conservation; low impact development and water quality; farmland/urban interface issues; planning and the value of ecological services; and water supply and regional planning. April 3 sessions will run from 8 a.m. to 5 p.m., in the Activities and Recreation Center (ARC) in Meeting Room 1.

Registration has been extended to Tuesday, March 18. Register at <http://ucanr.org/lutrainreg>. View the training agenda and find out more about the Land Use Workgroup at <http://groups.ucanr.org/landusewg/>.

Also, please let the workgroup know more about your work in land use by taking a brief survey at <http://ucanr.org/landusewgsurvey>.

For more information about the training, contact Sabrina Drill at sldrill@ucdavis.edu or (323) 260-3404.

ANR joins UC Day at the state capitol

Every year, around the time the Legislature is working on the state budget, UC alumni from throughout the state pay a visit to California legislators to let them know how important UC is to Californians. This year, ANR participated in UC Day in Sacramento.

In addition to the March 4 legislator meetings, UC's 10 campuses, Lawrence Livermore National Lab, Lawrence Berkeley National Lab and ANR hosted research exhibits that revolved around the theme "UC goes green."

The exhibits in front of the Capitol Building attracted more than 500 visitors, including policymakers, legislative staff, state agency workers, some of the nearly 400 UC alumni who participated, and

school children visiting the Capitol. John Garamendi, lieutenant governor and ex officio regent; Debra Bowen, secretary of state; and Leland Yee, state senator for San Francisco and San Mateo, were among exhibit visitors.

Jeff Mitchell, Kearney Agricultural Center specialist, and Gene Miyao, Yolo County farm advisor, showed how conservation tillage benefits the environment.

Kate Scow, UC Davis professor and deputy director of the Agricultural Sustainability Institute, talked to visitors about sequestering carbon in the soil so it doesn't add to greenhouse gases, while UC Davis graduate students Angela Kong, Dylan Beaudette and Michael Matiasek demonstrated their carbon calculator.

Tom Tomich, director of ASI and the Sustainable Agriculture Research and Education Program, and UC Davis W.K. Kellogg endowed chair in Sustainable Food Systems; and Gail Feenstra, Lyra Halprin and David Chaney of SAREP discussed sustainable farming.

Visitors were lured to the ANR display by an array of citrus donated by Lindcove REC, boxes of dried-on-the-vine raisins from viticulture advisor Steve Vasquez, packets of almonds donated by the Almond Board of California, and pistachios brought by Miyao. They packed away their brochures and commodities in a reusable ANR shopping bag, handed out by Lorrie Mandorai and Pam Kan-Rice of Governmental and External Relations in Oakland.



Jeff Mitchell, left, and Gene Miyao, above, talked with UC Day visitors about their research on conservation tillage and the environmental benefits of the practice.



Lorrie Mandorai hands out a reusable ANR shopping bag.

4-H members visit Vet Med



Considering careers in veterinary medicine, 4-H members visited a UC Davis veterinary medicine lab. On Feb. 23, the Veterinary Student Outreach club hosted about 70 FFA and 4-H high school students from all over California.

4-H'ers aim to plant 1 million trees



Mary Meyer, 4-H YD program representative, supervises as San Mateo County 4-H members, led by member Laura Webber, center, plant the largest of 15 redwood trees. The 4-H members planted a grove of redwoods at UC's Richard J. Elkus Ranch on March 7 to launch their effort to plant 1 million trees to slow global warming. They hope to achieve their goal with the help of the 90,000 other 4-H groups across the country planting native trees. The 4-H members are recording the number of trees planted on their Web site <http://4hmillontrees.org>.

Retirements

Andrew Chang

Andrew Chang, director of the UC Center for Water Resources, will retire at the end of March after a 37-year career at UC Riverside. He will continue as professor emeritus of agricultural engineering in the Department of Environmental Sciences at UC Riverside, where the center is located. Laosheng Wu, UCR professor of soil science and associate director, will serve as interim director of the center.

Chang is credited with bringing a new emphasis on outreach to the Center, particularly through new technologies. He initiated improvements for its Web site (<http://www.waterresources.ucr.edu>), including development of the "On Water" blog. He has also spearheaded a book project to compile the results of the



first 20 years of the UC Salinity and Drainage Research Program in one volume, which is due out from the University of California Press this year.

A native of Taiwan, Chang received his B.S. from National Taiwan University in 1962, M.S. from Virginia Polytechnic Institute in 1966 and Ph.D. from Purdue University in 1971, all in agricultural engineering.

He joined the UC Riverside faculty in 1971. He was named associate director of the Center in 2001 and director in 2005.

"Andrew has had a tremendously successful career as a water scientist in California, tackling important issues of drainage and salinity," said Rick Standiford, associate vice president. "He has also been a skilled administrator of the systemwide Center for Water Resources, bringing together the diverse research and extension programs of UC to focus on priority water issues in the state."

– Sara Clausen

Lester Ehler

UC Davis entomologist Lester E. "Les" Ehler retired Jan. 3 with emeritus professor.

Ehler joined the UC Davis Department of Entomology in 1973 as the first biological control specialist on campus.

"He was trained in the 1960s by the founders of integrated pest management and he advocated biological control methods as an important IPM pest control strategy," said Walter Leal, department chair. "His work led to a better understanding of how predators and parasites can control pests without pesticides."

Ehler co-edited the 1990 book, "Critical Issues in Biological Control," and served four years as president and four years as past president of the International Organization for Biological Control (IOBC).

At UC Davis, Ehler battled pests such as obscure scale and aphids on oaks, stink bugs on tomato, aphids on sugar beet and white fir, and beet armyworm on alfalfa and sugar beet. His expertise ranges from the theory and practice of biological control to the ecology and management of insects and mites in natural, agricultural and urban environments.

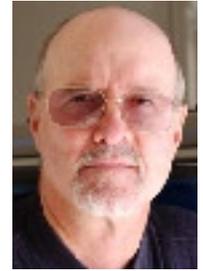
In the late 1990s, Ehler discovered that pill bugs, also known as roly-poly bugs, prey on the eggs of stink bugs. Up to then, most entomologists classified pill bugs as strictly vegetarians.

In the early 1980s, Ehler led the Davis team that documented the environmental impact of malathion-bait sprays used to eradicate the Mediterranean fruit fly. The organophosphate was credited with killing the Medfly, but also beneficial insects such as honey bees, and natural enemies of various insect pests.

Ehler was born in Lubbock County, Texas, and reared on a family farm near the small town of Idalou. He received his bachelor's degree in entomology from Texas Tech University and his doctorate in entomology from UC Berkeley.

– Kathy Keatley Garvey

To read the complete story, go to <http://news.ucanr.org/newsstorymain.cfm?story=1081>.



In memoriam

Gerti Thomas

Gerti Thomas, former UCCE Alameda County director, died Feb. 2 at age 85.

The Louisiana native earned her B.S. in foods and nutrition from Tuskegee Institute. Thomas later received her master's in public administration from Golden Gate College. After graduating from Tuskegee, she worked as a dietitian for several hospitals in the Bay Area.

In 1972, Thomas joined UC Berkeley as a home economist, becoming the first African American woman CE specialist in California. In 1983, she was



appointed UCCE director for Alameda County, where she served until her retirement in 1991.

"Gerti was energetic, fun-loving and outgoing, and was very committed to seeing that CE programs were extended to a more representative population," recalled Nicki King, who was a CE regional director when Thomas was county director. "She was especially involved in extending 4-H programs to the African American and Latino communities."

Thomas was also an active member of the Republican Party. "She was actually on the stage when the California Delegation submitted its votes for Ronald Reagan's presidential nomination," King said.

ANR associate editors needed

Recruitment is now under way for new ANR associate editors in three subject areas and to solicit interest in a fourth:

- animal, avian, aquaculture, and veterinary science
- food and nutrition
- land, air, and water resources
- Spanish and the state's Spanish-language audiences

Associate editors serve on the Communications Advisory Board and are appointed by Associate Vice President Rick Standiford to manage the technical peer-review process for ANR educational materials. In doing so, associate editors

ensure that the content of ANR publications and videos is as scientifically accurate as possible.

Associate editors also encourage authors to write new and revise older publications, and they serve as a link between ANR Communication Services and the Division's programs. With their efforts, associate editors significantly contribute to the quality of extension and outreach programs statewide.

Beginning July 1, associate editors will be needed in the subject areas of land, air, and water resources to replace Jay Gan; animal, avian, aquaculture, and veterinary

sciences to replace Jim Oltjen; and food and nutrition (including EFNEP) to replace Shirley Peterson. The committee is also looking for nominees interested in the associate editorship for Spanish-language materials at the end of Myriam Grajales-Hall's term. ANR associate editors' terms are four years.

To nominate yourself or a colleague for associate editor in one of the above subject areas, please provide the following information by **April 18**, to Leslie (Bees) Butler, chair of the recruitment subcommittee: candidate's name, address, phone, e-mail, areas of expertise, length of service with ANR, workgroup or continuing conferences to which candidate belongs, and description of candidate's prior involvement with both Communication Services and with ANR and other peer-review processes. E-mail Butler at ljbutler@ucdavis.edu or mail to: Bees Butler, Agricultural and Resource Economics, One Shields Avenue, University of California, Davis, CA 95616.

For more information, contact Joe Grant, associate editor chair, (209) 468-2085, jagrant@ucdavis.edu; or Ann Senuta, Communication Services publications manager, (530) 297-4447, aesenuta@ucdavis.edu.

Clientele surveyed about ANR Web sites

To improve its online offerings, ANR is asking its external stakeholders what they want. Rather than trying to guess what people want, a survey is being conducted to learn the top five things our clientele look for when using ANR's county Web sites. In addition to naming their top five, the anonymous respondents can leave comments.

CE offices in Butte, El Dorado, Kern, Marin, Monterey, Sacramento, San Luis Obispo, San Diego, Sierra-Plumas, Solano, Tuolumne, Tulare and Yolo counties sent the survey to their clientele, with a closing date of March 18.

The survey will attempt to identify the subjects clientele want to learn about, "carewords" or words that resonate with them, activities they wish to engage in, and tools they would like to use on the sites.

"If we want to create customer-focused content that resonates with our key audiences and stakeholders, our

content developers should be armed not only with pencils and keyboards but with these words, phrases, and actions as well," said Cynthia Kintigh, Communication Services marketing director.

A team of ANR staff, specialists and advisors has been working with Bob Johnson Consulting on this project. Johnson, who specializes in Web communications for higher education, will present the survey results on March 31.

Kintigh is spearheading the project. ANR members working with her are Bees Butler, Marsha Campbell Mathews, Pam Geisel, Holly George, Michelle Golden, Beth Grafton-Cardwell, Myriam Grajales-Hall, Marcel Horowitz, Chuck Ingels, Pam Kan-Rice, Vince Lazaneo, Scott Oneto, Shirley Peterson, Jeannette Warnert and Patty Wooten-Swanson.

Communication Services was awarded temporary ANR funds for this "Visibility for Viability" project.

ANR REPORT

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NRCC Field Trip

Tom Scott, UCB CE specialist, points out where the Esperanza fire started during a field trip offered at the Natural Resources Coordinating Conference. Natural resources advisors, specialists and faculty from throughout the UC system gathered for a two-day meeting in Palm Desert to focus on California fires, such as preventing fire damage, recovering from fires and assessing their impact.