

ANR family gathers in Sacramento to discuss its future

About 400 academics and 200 staff attended the ANR Statewide Conference in April to discuss implementation of the Strategic Vision, advocacy and other ANR business.

More than 120 people volunteered with planning, registration, audiovisual, and in the headquarters room, according to Sherry Cooper, the event coordinator. Including the speakers, facilitators and moderators, 145 people contributed to the conference's rich content and smooth operation.

During the conference, participants were encouraged to post Twitterlike messages on Live Notes in the ANR Portal. Maxwell Norton wrote: "I really enjoyed talking to people from different program areas and locales far away from Merced County. I often tried to dine with people I did not know that well. It is interesting to find out what's happenin' outside my world."

Richard Molinar wrote: "Best statewide conference I have been to in 24 years."

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Evaluate the conference

Conference attendees who haven't sent in the paper survey should complete the online survey to let the organizers know what you thought of the conference: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=3730>. Please complete by **June 1**.

Travel reimbursements

To request reimbursement for travel associated with the conference, go to http://groups.ucanr.org/statewidemeeting2009/Travel_Reimbursements/.

ANR Statewide Conference

April 27-30, 2009

Dear Colleagues:

I want to thank those who participated in the UC ANR statewide conference for making it a very successful and energizing experience.

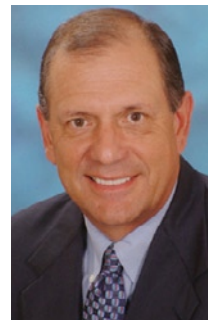
It was truly impressive to see so many members of the ANR family gathered together to share our program accomplishments, invest time in learning to be strong advocates for our programs, and engage in our strategic vision sessions, the first step in the development of our implementation plan.

For those who were unable to attend the conference, we have posted presentations and ideas from the strategic vision sessions on the [statewide conference Web site](#).

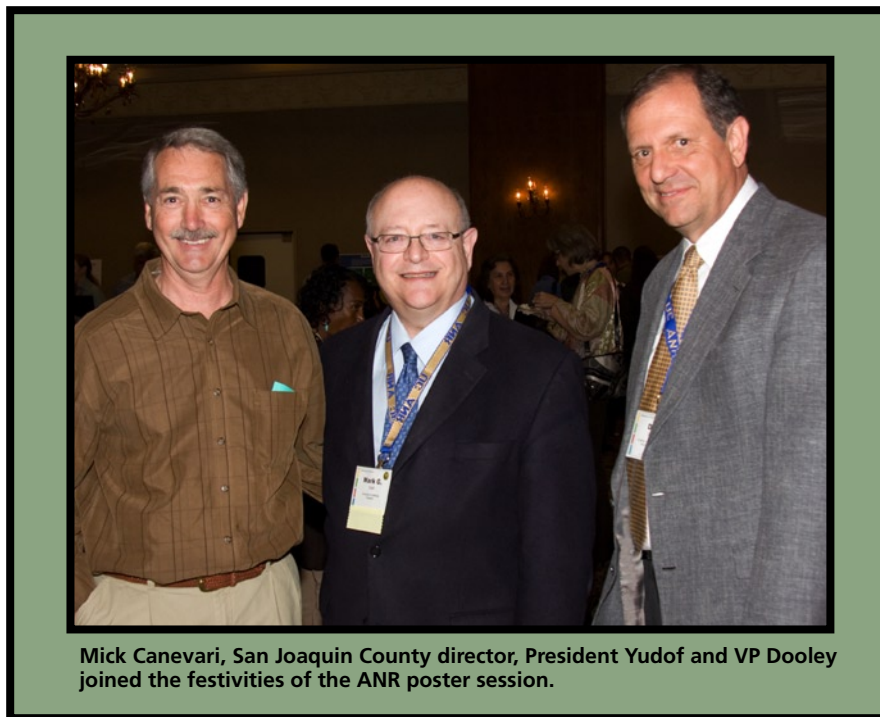
We will be developing an outline of the process we will use to develop the implementation plan, and will share this in early July with you. As we consider the ideas that have been suggested, we want to ensure that the process involves significant numbers of our ANR community in order to have the most effective strategies and plans to move us forward.

I am excited by the enthusiasm and engagement that has been demonstrated by all of you. I look forward to working with you on our next steps in planning the future of ANR and California.

Daniel M. Dooley
Vice President



Dan Dooley



Mick Canevari, San Joaquin County director, President Yudof and VP Dooley joined the festivities of the ANR poster session.

UC president opens conference

President Yudof said he was impressed by the level of conference participation and by the ambitious agenda.

During his keynote speech on the opening day of the conference, Yudof lauded ANR's strategic planning process. He noted that ANR activities may not change dramatically as a result, but that it is important to be reflective, "so that we're not doing something because we've always done it, that we're doing it because it's the right thing to do."

"The agricultural and natural resources programs of the University of California have made a critical difference to the economic and social development of California," Yudof said. He added that people don't appreciate the tremendous benefit of the programs to California.

"We need to do a better job of telling the people of California what we do," Yudof said. "Eventually the Legislature will get the message."

Yudof confided he has fantasized about buying Super Bowl ads to publicize the public impact of UC. Because UC doesn't have millions of dollars to buy ads, he explained that we have to rely on word of mouth to communicate to people who don't have jobs at UC the importance of UC's work to California.

"We simply must do a better job of getting the word out," Yudof told the group, noting that ANR has so many different programs, there is a way to show its relevance to the interests of everyone.

Turning the vision into a plan

During the conference, three sessions were held with participants convened in small groups to brainstorm how parts of the Strategic Vision could be implemented.

"The work at this conference is the beginning of the implementation plan or road map," Dooley said, emphasizing that it was not about setting priorities.

Ideas for implementation were divided into five major themes: organizational structure ideas, partnership ideas, marketing and branding ideas, internal rewards and merits, and teams and collaborations. (See Strategic Vision sessions presentations http://groups.ucanr.org/statewidemeeting2009/Conference_Presentations/.)

Advocating the value of ANR

Advocacy and strategic communications are a high priority for Dooley and the Division. The afternoon and evening of April 28 provided ample opportunity for ANR academics and staff to hone their advocacy skills and rub shoulders with elected officials and staffers. More than 500 members of the ANR community attended workshops and training sessions focused on working with elected officials and staff, conveying effective messages and what it takes to build long-lasting, positive relationships with legislators, staffers and stakeholders.

**"We need to do a better job of telling the people of California what we do."
– President Yudof**

Workshop presenters included district office and committee staffers representing Congressman Sam Farr, Assemblywoman Cathleen Galgiani and Assembly Speaker Karen Bass. Mark Kramer of The Nature Conservancy and UC President's Advisory Commission members Rodney Taylor of Riverside Unified School District and Paul Wenger, California Farm Bureau Federation 1st VP, spoke about building coalitions with stakeholders. Steve Juarez, associate VP and director for UC State Governmental Relations; Gary Dymski, executive director of the UC Sacramento Center; Manny Baldenegro, director of Advocacy Programs at UCLA; and Geoff O'Neill, assistant VP for Institutional Advancement at UCOP, also gave presentations.

That evening, the ANR community gathered for a legislative reception at the Doubletree Hotel. While the turnout was not as high as anticipated – the distance to the hotel from the State Capitol and a legislative deadline kept many away – those legislators and staff that did attend were uniformly impressed by the displays, the colorful banners and the opportunity to visit with ANR campus- and county-based experts to get more information on the two dozen high priority issues that were featured at the reception.

Dooley is already thinking about holding the next ANR legislative reception in early 2010, within walking distance of the State Capitol.

Dooley sums vision sessions

Before closing the conference, Dooley summarized the Strategic Vision implementation activities. The ideas generated at the conference are summarized in his closing presentation (see http://groups.ucanr.org/statewidemeeting2009/Conference_Presentations).

The next step to implementing the ANR Strategic Vision will be for Dooley to appoint a small, diverse group to design the implementation planning process. Once the planning process is established, a group will be appointed to create the implementation plan. In July, Dooley plans to present the ANR Strategic Vision to the UC board of regents.

In addition to ideas for implementing the strategic vision, Dooley said during the conference he also heard concerns:

- Dysfunctional organizational structure
- Communication has been lacking
- Understanding each person's place in the organization and their role
- We value creativity and flexibility in the organization, but that brings uncertainty
- Reward system: how we're evaluated and different expectations
- What the value of our input to this process will be

Responding to a question of how broad the changes would be, Dooley said he didn't have a predisposed opinion of what ANR's structure should be. He said that more input will be gathered from ANR members and external stakeholders to craft an implementation plan for a "constructive and productive path forward."

Acknowledging that some people had questioned whether ANR should be spending money on the gathering, Dooley explained that he felt strongly that everyone in ANR should have input to shaping the future of the division. "We are making decisions about significant changes in the way we work," Dooley said. "We need the whole family here."

Referring to the four days of thoughtful, detailed discussion by conference participants of what ANR does and what it should do in the future, he said, "We did substantive things here."

UC ANR's Contribution to Californians



The legislative reception featured displays, posters, and a variety of agricultural products and program handouts.



The poster session gave everyone an opportunity to learn about other ANR programs.

Strategic Vision Implementation sessions

ANR staff members (from left) Ellie Rilla, Katherine Webb-Martinez and Lucrecia Farfan-Ramirez facilitate brainstorming sessions during the conference.



ANR honors its scientists for outstanding service

During the conference, the Academic Assembly Council (AAC) announced its 2009 Distinguished Service Award winners. The awards recognize and reward outstanding accomplishments by UC Cooperative Extension academics in five areas – new professional, extension, research, leadership, and teamwork.

The award winners include Alison Van Eenennaam, Shirley Peterson, Frank Mitloehner, Karen Varcoe, and the Eatfit nutrition education team.

Alison Van Eenennaam *Outstanding New Professional Award*

In nine years, the UC Davis Cooperative Extension animal genomics and biotechnology specialist, has developed a robust research and extension biotechnology program that has garnered the interest and respect of her colleagues, livestock producers, governmental agencies, and the general public. The foundation of Van Eenennaam's exceptional biotechnology program is her ability to identify the most pressing clientele issues and develop projects that resolve those challenges. She secures small local grants to initiate projects, which in turn help her get larger federal grants. Van Eenennaam uses alternative media to capture her audience's attention. One of her short movies, which presents biotechnology simply so anyone can understand the intricacies of genetic engineering, has won two prestigious awards. As a result of her academic excellence, she has been appointed by the U.S. Secretary of Agriculture to serve on the National Advisory Committee On Biotechnology & 21st Century Agriculture (AC21).



Alison Van Eenennaam, right, receives her award and congratulations from AAC President Paul Vossen and AAC Program Chair Jeanette Sutherlin.

Shirley Peterson *Outstanding Extension Award*

The UC Cooperative Extension nutrition, family & consumer sciences advisor for San Luis Obispo and Northern Santa Barbara Counties has demonstrated excellence in extension in a wide array of areas throughout her career.

Peterson has an outstanding record of academic excellence in childhood obesity prevention, nutrition, food safety and financial literacy. Her educational programs have been extended statewide, nationally and internationally. She has developed "Eat Smart. Play Hard. San Luis Obispo County!" and "The Lunch Box" program, both available in English and Spanish. She chairs the statewide Money Talks program, which provides teens with financial literacy information in fun and interactive ways. Her other projects include food safety training, curriculum development for caregivers of young children

and community-based organizations. She also provides professional development for her fellow nutrition, family and consumer science professionals through facilitation and training seminars.

With the \$4,000 award, Peterson is making contributions to the scholarship fund for Monica Ros School in Ojai and to the San Luis Obispo High School swim team.



Richard Enfield reads Shirley Peterson's remarks.

Frank Mitloehner *Outstanding Research Award*

The UC Davis Cooperative Extension air quality specialist aims to improve livestock production systems and describe the nature of their environmental impact. Some of his research studies concern air quality in the San Joaquin Valley, which ranks as the worst in the country. Mitloehner's research is vital to California's \$4.6 billion, 1.8 million-cow dairy industry because producers must comply with strict new pollution regulations. On a larger scale, the cattle industry contributes greenhouse gases that cause climate change. Affectionately called "Dr. Dairy Air" by his students, Mitloehner has become an internationally respected expert for his work determining the amount of gas emitted by cattle. He has developed new ways to measure airborne pol-



Frank Mitloehner, center, received the award for Outstanding Research. He is pictured here with Vossen and AVP Rick Standiford.

lutants and methods to measure the impact of cattle on air pollution. One of his most visible studies is his work conducted in 'bovine bubbles,' which contain cattle and allow precise measurements of their gas emissions. At the invitation of the Office of the Chief Economist in the White House and the USDA, he serves on a federal advisory committee on climate change.

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Karen Varcoe – Outstanding Leadership Award

The UC Riverside Cooperative Extension consumer economics specialist has demonstrated leadership in her field of expertise and as past Human Resources Program Leader for ANR. During her 29 years of service with UC, Varcoe has been a model of strong leadership. As a Program Leader, her leadership resulted in stronger and more cooperative human resources programs that crossed disciplinary boundaries, earned additional funding sources, and offered opportunities for advisors to expand their applied research projects. As a Cooperative Extension specialist, one of her greatest achievements has been developing the Gateway to a Better Life

curriculum, which helps welfare recipients transition to financial independence. Varcoe takes time to coach, mentor and inspire colleagues to take on leadership roles in their discipline. She enhanced her leadership skills by successfully completing the National Extension Leadership Development Program and was selected for a Kellogg Fellowship at the National Center for Food and Agricultural Policy in Washington, D.C. One of her letters of recommendation stated, “Dr. Varcoe is a leader of leaders.”



Karen Varcoe, center, received the Outstanding Leadership Award. Pictured with her are Vossen and Standiford.

The Eatfit nutrition education team – Outstanding Teamwork Award

The award-winning Eatfit program was developed, implemented and evaluated by a team of UC specialists and advisors: Marilyn Townsend, UC Davis Cooperative Extension nutrition education specialist; Lucrecia Farfan-Ramirez, UC Cooperative Extension director for Alameda County and child nutrition advisor for Alameda County; Marcel Horowitz, UC Cooperative Extension 4-H youth development advisor for Yolo County; Margaret C. Johns, UC Cooperative Extension nutrition, family & consumer sciences advisor for Kern County; Cathi Lamp, UC Cooperative

Extension nutrition, family & consumer sciences advisor for Tulare County; Anna Martin, UC Cooperative Extension nutrition, family & consumer sciences advisor for San Joaquin County; Lenna Ontai, UC Davis Cooperative Extension family & early childhood specialist; and Dorothy Smith, UC Cooperative Extension director for Amador County and nutrition, family & consumer sciences advisor for Amador and Calaveras counties.

As documented in eight refereed journals, Eatfit promotes healthy eating behavior among youth. Using nine lessons and a Web-based eating analysis,

it provides a fun, flexible and interactive way for teachers and educators to integrate obesity prevention and nutrition education into their programs, particularly at schools in low-income communities. The nutrition program and its published evaluation studies with their advisor-driven research questions demonstrate the research-driving-program-driving-research continuum. Because of its well-researched outcome evaluations, the Eatfit program also won the 2009 Jeanne M. Priester Health Award, which recognizes one sound and innovative health education program in Cooperative Extension nationwide. To date, the program has been used by 35 counties reaching 105,000 California youth. Students participating in Eatfit adopted healthy eating and physical activity behaviors while improving their academic performance in mathematics and language arts.



The Outstanding Teamwork Award went to the Eatfit nutrition education team. Pictured above with Standiford, are award winners Anna Martin, Dorothy Smith, Cathi Lamp, Margaret Johns, Marilyn Townsend, Marcel Horowitz, Lucrecia Farfan-Ramirez and Lenna Ontai.

The Distinguished Service Awards recognize service and academic excellence in UC Cooperative Extension over a significant period of time. The awards highlight innovative methods and the integration of research, extension and leadership by UC Cooperative Extension advisors, specialists and academic coordinators.

Campus Awards



Left: UC Berkeley Dean J. Keith Gillless announced a number of College of Natural Resources award recipients.

Right: UCR Dean of the College of Natural and Agricultural Sciences Thomas Baldwin announced Carol Lovatt, professor and plant pathologist in the Department of Botany & Plant Sciences, as the recipient of the 2008-2009 Distinguished Campus Service Award.



Dan Sehnert, UCD Department of Animal Science facilities coordinator, received the College of Agricultural and Environmental Sciences award for Outstanding Staff Member in the fall of 2008.



Bob BonDurant, UCD School of Veterinary Medicine professor of Population Health & Reproduction, talks about receiving the Faculty Teaching Award in June 2008.



George Bruening, UC Davis professor of Plant Pathology and the 2008 College of Agricultural and Environmental Sciences Outstanding Faculty Member, left, is congratulated by Dean Neal Van Alfen.

To view the PowerPoint presentation of all award winners, go to http://groups.ucanr.org/statewidemeeting2009/Conference_Presentations/ click on "Recognition and Celebration"

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