

# ANR REPORT

University of California ■ Division of Agriculture and Natural Resources

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■ **May 26-June 22, 1998**

## Communication Services places new emphasis on marketing

By *Ann Senuta*

In today's market, promoting DANR publications, slide sets and videos is just as important as producing them.

"I believe that many people who would benefit from our publications have no idea that the materials exist," says Communication Services Director *Bob Sams*. "We have

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## CE advisor Norma Wightman to retire after 24 years with UCCE

By *Donna Duddy*

**N**orma Wightman, nutrition, family and consumer sciences advisor in San Luis Obispo County, is retiring Aug. 16 after a 24-year career with UC Cooperative Extension.

An "Independence Day (Retirement) Party" will be held in her honor at Oceano County Park in San Luis Obispo County on Saturday, July 4, beginning at noon. Contact *Cheryl Christner* (805/781-5940) for more information.

Wightman is nationally known for providing collaborative and innovative educational programs to consumers, families and youth. Her programs have helped thousands of clientele throughout the

state improve their decision-making skills, leadership abilities and nutritional well-being.

Her accomplishments have been recognized by col-



leagues in California as well as regionally and nationally. She is the recipient of the 1994 Distinguished Service Award from the National Association of Extension Home Economists. In 1996 she was selected for the Marjorie Michaels Award by the California Association of Extension Home Economists. She has also received awards for 4-H teaching, affirmative action, communications, community nutrition education and program excellence through research.

"With Norma's retirement this summer, Cooperative Extension will lose an outstanding academic staff member," says Regional Director *Allyn Smith*. "Norma brings program excellence, teamwork, enthusiasm, innovation and drive to every project. Norma's leadership, contributions and sense of

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## George Alcorn, third director of state Cooperative Extension System, dies at age 88

By *Jill Goetz*

**G**eorge Bennett Alcorn, director emeritus of the University of California Cooperative Extension and one of its most influential leaders, died May 17 at the age of 88.

Alcorn was the third director of the California Cooperative Extension System (known as the Agricultural Extension Service until 1974). His tenure as director, from 1956 through 1975, was marked by rapid growth and

change in California agriculture.

Born in Colorado and raised in Berkeley, Alcorn earned his bachelor's and master's degrees in agricultural economics from UC Berkeley in 1936 and 1937, respectively. During the only sabbatical of his career, he went to Harvard to receive a doctorate in public administration in 1955. There, his mentor was renowned Harvard economist (and fel-

low Cal grad) *John Kenneth Galbraith*.

Alcorn joined the California Agricultural Extension Service as a marketing specialist in 1937, a position he held for 19 years. He quickly developed a national reputation as an authority on marketing orders. Another thrust of his work was to assist hundreds of agricultural groups around the state in organizing cooperatives.

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## How to send comments to the Transition Team

**T**he Transition Team has set up an electronic suggestion box to get ideas and comments to them quickly.

Send email to: [transition.team@ucop.edu](mailto:transition.team@ucop.edu)

Or, you may fax correspondence in care of *Kay Harrison Taber* (510/451-2317).

The mailing address is: *Kay Harrison Taber*, 1111 Franklin Street, 6th Floor, Oakland CA 94607-5200. All comments (signed or unsigned) will be reviewed.

## Alcorn (from p. 1)

As director of Extension, Alcorn felt strongly that it had to change with the times. He stressed this theme in a 1964 address on the 50th anniversary of the Smith-Lever Act:

“Our record of past performance is enviable. In the future, we must be in the forefront in adapting our educational services to meet the needs of a complex and rapidly changing state. The history we write must include a record of superlative service to the citizens of California.”

In his first decade as director, Alcorn established 15 new specialist subject areas, including biometrics, forest products, soil and water salinity, wildlife management, pesticide safety and public affairs. He also expanded the 4-H Program, particularly to reach youth in urban, low-income areas as well as in the rural communities that 4-H long had served.

Alcorn helped Extension personnel keep pace with changes in their counties and their disciplines. For example, he introduced cross-county assignments for specialists; encouraged them to take up applied research; and stressed their professional development. He believed that competent specialists and county directors could best identify and pursue agricultural challenges in their areas.

One of those specialists is UCB Extension specialist *Jerry Siebert*, who later served as Alcorn’s associate director of administration and is himself a former CE director. “Dr. Alcorn provided leadership by being visible and accessible to staff and those in clientele groups,” Siebert recalls.



George Alcorn

Alcorn was known nationally and internationally as well as in California. During World War II, he advised the War Food Board on price-regulation decisions. In the 1950s he served on key USDA committees under two agricultural secretaries. He also was a member of the national Farm Foundation Committee, which explored new ways of involving Extension in public policy.

Internationally, he was a consultant to the U.S. government and the World Bank.

Alcorn’s honors included being named a Paul Harris Fellow by Rotary International and receiving the 1993 Outstanding Service Award from the Walnut Marketing Board, of which he served as chairman for more than two decades.

Siebert sums up Alcorn’s professional legacy this way: “George Alcorn successfully guided an organization through growth, contraction and change to fit a changing society. He established a base from which we could launch many of the successful programs we have today in Cooperative Extension. He also was instrumental in the hiring of many highly qualified specialists and advisors who collectively contributed to CE’s international reputation.”

## Botanist Daniel Axelrod dies

**D**aniel Isaac Axelrod, a UC Davis professor emeritus of botany, died June 2 in his Davis home at the age of 87.

Axelrod was a renowned paleobotanist who studied the evolution of plant life, particularly the ancient forests of North America, as chronicled through the fossil record.

He earned a bachelor’s degree in botany and master’s and doctoral degrees in botany and paleontology, all from UC Berkeley.

In 1942 he joined the U.S. Army, serving in photo intelligence. He was awarded the Bronze Star in connection with military operations in the Philippines.

In 1946 he joined the geology and botany faculty at UCLA, where he would teach for 21 years.

In 1967 he transferred to UC Davis, with a joint appointment in the botany and geology departments.

Axelrod received numerous awards that recognized his research accomplishments, including election to the American Academy of Arts and Sciences in 1981.

He retired from the University in 1977 but remained active as a research biologist at UCD until his death.

## Biotechnology training for DANR staff offered on November 11

**I**f you would like to update your expertise in biotechnology, be sure to register for the “Biotechnology Training Session for DANR Staff,” being held on Nov. 11 in the Davis/Sacramento area. The ex-

act location will be announced later.

The training will give Extension staff the opportunity to learn about the latest developments in biotechnology and to participate in workshops on specific topics.

The session is being partially funded by a grant from the Systemwide Biotechnology Research and Education Program.

Registration is on a first-come basis, with preference given to CE county staff. Funds for travel are available.

To register, contact *Syndi Gillette* at 530/754-8491 or by email (skgillette@ucdavis.edu).

## Marketing (from p. 1)

to do a better job of informing them.”

In response to this need, Communication Services recently took several steps to support marketing and distribution efforts. Many of these actions are based on recommendations from the ad hoc Review Committee that called for the creation of Communication Services, feedback from Division authors, and professional knowledge within the unit itself.

■ The unit's first-ever marketing coordinator was hired late last year. *Wendy Divita's* background is in distribution and the agricultural commodity markets. Divita is coordinating the new edition of the Communication Services' catalog and building market research and targeted mailing list capabilities while focusing her initial marketing strategies on major publications.

“Since Wendy's position is funded from sales, we have to give her the opportunity to spend her time where the potential is greatest,” Sams says.

■ Assisted by a marketing consultant, Communication Services assessed its markets and developed a marketing plan. Both the assessment and plan have helped the unit more effectively promote products to target audiences.

■ As detailed in the last issue of *ANR Report*, Communication Services has initiated a pilot program that shares a percentage of its sales revenue with parent programs.

During a two-year trial, DANR programs will be able to receive 25 percent of the revenues generated by a publication or other educational material produced by Communication Services. The

goal of the program is to encourage production of new, timely and high-quality publications and other educational materials that contribute to DANR's mission. For more information on revenue sharing, log on to Communication Services' website: <http://danrcs.ucdavis.edu/>

■ Many UCCE offices sell Division publications and other materials, and Communication Services offers a number of programs to assist them in promotions. A sales revenue program works in the counties' favor: after the revenues are collected and sent to CS, county offices are credited with 40 percent of the total sales revenue.

“It appears that counties have expanded their sales efforts,” Sams notes. “This year's county sales should increase by almost 25 percent.”

■ In other efforts to improve sales, Divita asked county-staff for ideas on the kinds of sales displays they need. Communication Services is reviewing their comments and plans to provide them with display stands to accompany publications, flyers and other promotional materials.

■ For county offices that don't have sales capacity, Communication Services offered another sales revenue program. The offices received 5 percent of sales revenue if they promoted DANR materials at farm advisor meetings, at conferences and at their offices, and added their four-digit county code to flyer or catalog order forms sent to Communication Services. Coded phone orders were credited to the county offices as well. This county revenue-sharing program is being evaluated for continuation past its June 30 completion.

## Regional Director Allyn Smith to retire in 1999

**A**llyn Smith, director of UCCE's Southern Region, has announced he will retire effective March 1, 1999.

Smith has been regional director since joining UCCE in 1985. Prior to coming to UC, Smith spent 24 years at Cornell University.

As regional director, Smith supervises all research and Extension programs of the Division in nine county CE offices and two research and extension centers

The Southern Region is the largest, most populous and diverse of the four regions, encompassing about 40 percent of California's land and 60 percent of its population.

“I have enjoyed being a part of Cooperative Extension and two universities, assisting in the nonformal



education of people off campus, and serving as a regional director for the last 28 years,” said Smith in a letter to Vice President *Gomes*. Smith added that he and his wife look forward to spending more time with grandchildren, traveling and “pursuing nonformal education.”

## Wightman (from p. 1)

humor will be greatly missed.”

Wightman is the chair of the Human Resources Program Planning Advisory Committee (PPAC). She has served on the Assembly Council Personnel Committee and the 4-H Curriculum Committee. From 1990 to 1992, she was the home economics coordinator for the Southern Region.

Wightman, a Cornell graduate, joined UCCE in February 1961 as a junior home economist. She served in Orange and Stanislaus counties before taking a home economist position in Sonoma County in 1962.

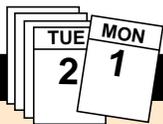
In 1965 she left UCCE to study and travel and subse-

quently spent nine years in Zimbabwe, where she taught high school and raised two children.

She returned to UC in 1978 as a 4-H youth development and home advisor for Colusa/Glenn counties. From 1982 to 1984, she served as the county director of Colusa CE. In 1987, she transferred to San Luis Obispo County, where she was county director from 1993 to 1995.

Wightman says she is looking forward to her retirement and a new lifestyle filled with volunteerism, travel and more time to indulge in personal interests. Her immediate travel plans: to go around the world.

## COMING UP



### JUNE

**Walnut Farm Advisor/Wkgroup Tour**  
June 24-25; Sacramento Valley; John Edstrom (530/458-0570; jpedstrom@ucdavis.edu)

**AgTech 98: Farming for the Future**  
June 25; UCD; Miriam Volat (530/752-8940)

### JULY

**\*42nd Annual Weed Day**  
July 16; UC Davis; David Visher (530/752-0612; <http://wric.ucdavis.edu/>)

**Women's Nutrition Issues, Part II: Women and Heart Disease**  
July 30; Santa Maria; Carol Powell (805/934-1240)

July 31; Ventura County; Shirley Peterson (805/645-1450)

**\*Green and Gold: Calif. Environments-Memories and Visions**  
July 30-Aug. 2; Santa Cruz; Carolyn Merchant (510/642-0326; <http://www.cnr.berkeley.edu/departments/espm/env-hist/>)

### AUGUST

**\*Intermountain REC Annual Field Day**  
Aug. 6; Tulelake; Joyce Guthrie (530/667-5117)

### SEPTEMBER

**\*Forest Products Lab Open House**  
Sept. 15; Richmond; Janice Montano (510/215-4222; [montano@nature.berkeley.edu](mailto:montano@nature.berkeley.edu))

**\*3rd Annual Exotic Fruit Fly Symposium**  
Sept. 16; UC Riverside; Lisa Arth (909/787-7292; [lisa.arth@ucr.edu](mailto:lisa.arth@ucr.edu))

### DECEMBER

**\*7th Biennial Nat'l Onion Research Conf.**  
Dec. 10-12; Sacramento; David Visher (530/752-1748; <http://vric.ucdavis.edu/vrichome.htm>)

\* New listing

To list events, call 510/987-0631  
or send to ANR Report

## Job opportunities

A search is on for a Western Sustainable Agriculture Professional Development Program Coordinator. For details, contact Western SARE (435/797-2257 or check out <http://ext.usu.edu/wsare/>).

## UC Davis entomology department will host advisors in September

By *Mary Louise Flint*

All UC Cooperative Extension advisors are invited to the Department of Entomology/UCCE Outreach meeting on Wednesday, Sept. 16, and Thursday, Sept. 17, on the UC Davis campus.

The purpose of the meeting is to help advisors become better acquainted with the department and also to foster more collaboration between advisors and entomology faculty.

The agenda will include: facilitated interaction among campus-based faculty and participating advisors; presentations from advisors representing UC workgroups about how they would like to interact with the department and entomological issues that are priorities for them; and reports from Davis entomology faculty on research in the department. The second day will feature a tour and breakout groups.

Travel expenses for advisors will be paid. A detailed agenda and registration form will be sent out in late June. However, please mark these dates on your calendar now. The meeting will begin at 10:30 on Sept. 16 and end at noon on the 17th. For further information, contact *Mary Louise Flint* at [mlflint@ucdavis.edu](mailto:mlflint@ucdavis.edu) or 530/752-7692.

## Update on CE budget

The UCCE budget augmentation was approved by the Assembly Budget Committee on May 14 and sent to the Joint Conference Committee on the Budget. The Conference Committee met for the first time on June 8 and should get to UC's budget by mid-June.

CODAD and the county directors are working with VP *Gomes*, the UC Budget Office and our friends across the state to urge the Conference Committee to approve this important augmentation. Please contact *Steve Nation* (510/987-0036) or *Claudia Reid* (916/322-4139) for more information.



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## Tools you can use



## Here's how to access legislative bills online

By *Claudia Reid*, Office of Governmental and External Relations

Listed below are several websites you can access for legislative/bill and other political information. Please search these sites for the information you need before contacting us. Due to the high volume of requests, we are unable to provide copies of legislation to everyone in a timely manner! Thanks for your cooperation.

- Federal: <http://thomas.loc.gov/>
- State: <http://www.leginfo.ca.gov/>
- State: <http://www.ca.gov/>
- State: [http://www.assembly.ca.gov](http://www.assembly.ca.gov/)
- State: <http://www.sen.ca.gov/>
- UC: <http://www.ucop.edu/advocacy/legismaps/>
- Other: <http://www.rtumble.com>
- Other: <http://www.calheart@kvie.org/>

## Directory update

■ Marin County CE office has several new telephone numbers:

Office: 415/499-4204

Fax: 415/499-4209

4-H office: 415/499-4207

■ The correct fax number for the Office of the Associate Vice President (*Henry Vaux Jr.*) is 510/587-6415.

## ANR REPORT

DIVISION OF AGRICULTURE AND NATURAL RESOURCES: Serving California through the creation, development and application of knowledge in agricultural, natural and human resources.

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*ANR Report* is issued in furtherance of Cooperative Extension work. Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, W.R. Gomes, Director of Cooperative Extension, University of California.

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