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## Bethke, Bolda named CDs

Effective Sept. 17, Jim Bethke took over as county director for San Diego County. Former CD Valerie Mellano is now the new chair of the Plant Science Department at Cal Poly Pomona.

Effective Sept. 1, Mark Bolda became CD for Santa Cruz County, succeeding Laura Tourte, who elected to return to being an advisor full time.



Jim Bethke



Mark Bolda

## CD Council to participate in MCP process

Earlier this month, ANR's newly formed County Directors Council met for the first time to identify issues and gather information on matters of importance to UC Cooperative Extension. As a result, it was agreed that representatives from the CD Council will participate in the ongoing evaluations and discussions with the internal task forces formed to analyze the potential for multi-county partnerships around the state.

The council provides county director perspective on the development of policies and procedures, training needs, topics for monthly county director calls and meetings and future ANR resource allocation processes. In addition, the council members will be responsible for communicating with their county director and advisor colleagues to gather information, vetting approaches to issues and assisting in distribution of information.

As of Sept. 17, Lynn Schmitt-McQuitty has been appointed to replace Valerie Mellano on the council.

## ANR accepts donations online

ANR is making it easier for people to donate to its programs. Donors to ANR programs may now make their charitable donations online with a credit card. Links to the online giving system have been added to the ANR homepage, as well as county Cooperative Extension, Research and Extension Center, and Master Gardener homepages.

"If a county, REC or Master Gardener program wishes to designate additional funds for donations, I can help with set-up and facilitate the process," said Cindy Barber, director of Development Services.

"We still accept donations by check, but this tool is offered as a convenience to donors who can now send us a gift at their convenience," she said. "There's no need to find a stamp or drop an envelope in the mail box."

Online donations also eliminate the need for ANR staff to process the

donations because they are automatically accepted and processed when made electronically. Consequently, much staff time and effort will be saved when donors use this tool. Because ANR uses UC Davis for accounting functions, the online donation transactions are handled through the Davis campus online giving system. However, 100 percent of the donor's contribution will support the ANR program for which the gift is designated.

Every county CE and REC office has been provided its own separate webpage to use in solicitations and publications.

To learn how this tool works, go to <http://donate.ucanr.edu> or visit the [ANR home page](#) or any UCCE or Research and Extension Center page and click on the "Make a Gift" button.

For more information about online giving, contact Barber at [cynthia.barber@ucop.edu](mailto:cynthia.barber@ucop.edu) or (510) 987-9139.

# UC seeks locations to install tablet kiosks for consumers to get health information

Consumers can find a wealth of useful health-related information on the Internet. But people who don't have computers or don't know how to access the Internet are missing out on the benefits of these online resources.

To provide Internet access, UC is bringing tablet computers in kiosks to California communities where there are underserved populations. ExploreHealth, a joint project of UC Agriculture and Natural Resources and the UC Davis Health System, is designed to put technology into the hands of people who don't have computers to access online health information. Because UC Cooperative Extension has been working directly with consumers across the state for nearly a century, UC is using those connections to find suitable locations for these computers.

The computers are limited to the ExploreHealth website, which was created by ANR and reviewed by members of the UC Davis Health System. The website features three categories: Get Online, Get Healthy and Get Tools. Get Online teaches computer novices how to use the Internet. Get Healthy helps them

find reliable health information. Get Tools suggests smartphone applications and other health management tools.

ExploreHealth collects no personal data. The information is in English, but will also be offered in Spanish in coming weeks.

For regular computers, the website is at <http://explorehealth.ucdavis.edu>.

ExploreHealth computer kiosks have been installed in 18 locations so far:

- Plumas District Hospital, Quincy
- East Plumas Hospital Care, Portola
- Butte Valley Community Resource Center, Dorris
- Etna Public Library, Etna
- Marshall Medical Center Family & Internal Medicine, Placerville
- HUB Communities Family Resource Center, Montague
- McCloud Community Resource Center
- Mt. Shasta Community Resource Center
- Scott Valley Family Resource Center



- Yreka Community Resource Center
- Siskiyou Public Library
- Connecting to Care, Redding
- Tulelake Family Resource Center
- Family Resource Center, Happy Camp
- Toiyabe Health Clinic, Bishop
- Toiyabe Health Clinic, Lone Pine
- UC Cooperative Extension, Holtville
- UC Cooperative Extension, Los Angeles

Kiosk installations are planned for other locations including

- UC Cooperative Extension offices
- County health departments
- Tribal health clinics
- Emergency room waiting areas

The project, funded by a federal Broadband Technology Opportunities Program grant, has a total of 67 kiosks to place at no cost to the hosts or users. After the project ends in July, the hosts will be allowed to keep the kiosks, which can be reprogrammed for other uses. If you would like to suggest a location for an ExploreHealth computer kiosk, please contact Mike Poe at [mlpoe@ucanr.edu](mailto:mlpoe@ucanr.edu).

For more information about the project, visit <http://ucanr.org/sites/explorehealthinfo>.

## Register for program team meetings

The Ornamental and Environmental Horticulture, Nurseries and Master Gardeners Program Team and associated workgroups plan to meet Oct. 3–4 at the South Coast Research and Extension Center in Irvine.

When the agenda becomes available, it will be posted at [http://ucanr.org/sites/programteams/Oct\\_3-4\\_Meeting](http://ucanr.org/sites/programteams/Oct_3-4_Meeting).

In Berkeley on Oct. 9–10, the Forest & Rangeland Systems and Meat Production & Food Safety program teams plan to meet. There will be discussions about programs and positions in natural resources and animal sciences.

At the October gathering, ANR members who are associated with the Sustainable Natural Ecosystems Strategic Initiative will be invited to provide input for articles planned for the special issue of *California Agriculture* that will focus on sustainable natural ecosystems.

To register for these meetings or for more information, go to <http://ucanr.edu/sites/programteams>.

## UC Accountability Report shows strengths, challenges

The University of California enrolls more low-income students than any other leading research university in the United States. Even more impressive: UC's strong financial aid program has shielded low-income undergraduates from the brunt of recent tuition increases. In fact, low-income students pay less for a UC education today than they did six years ago, in inflation-adjusted dollars.

Provost Aimée Dorr presented those and other findings from the university's annual [Accountability Report](#) when the UC Board of Regents met in September.

President Mark G. Yudof initiated the annual report in 2008 as a tool for improving transparency and accountability. It measures how well the university is doing on key performance indicators and provides valuable trend data on issues related to teaching, research and public service.

"The data reflect what we hear anecdotally. UC continues to do a tremendous job at ensuring affordability and access, especially for financially disadvantaged students," Dorr said. "But we also see clear evidence that state budget cuts are starting to impact quality."

Most notably, the number of ladder-rank faculty has declined over the past two years, as UC campuses, pinched by state cutbacks, have limited hiring while the number of faculty retirements and other departures has held steady.

State appropriations now account for just 11 percent of UC's budget for the entire system of 10 campuses, five medical centers and numerous research facilities, she said. Yet those funds — together with tuition — are among the few sources that UC can tap to pay for its essential educational mission.

"Right now, there are very few ways we can replace those core funds," Dorr said. "People say, 'just raise more money'; they don't understand that most fund sources have constraints."

That gives state funding critical importance when it comes to things like faculty hiring and other expenditures that are key to UC quality, Dorr said.

To see key points of the report, go to <http://www.universityofcalifornia.edu/news/article/28315#points>.

— Carolyn McMillan

## Names in the News

### Rindahl to lead ANR advocacy

Jennifer Rindahl has joined ANR as director of advocacy communications, a newly created position, effective Sept. 5.



Jennifer Rindahl

Prior to coming to UC, she was senior manager at The Lew Edwards Group, a communications, government affairs and political consulting firm in Oakland.

As director of advocacy communications, Rindahl will lead strategic efforts to expand and improve local support for ANR's extension and research programs. She will also be responsible for enhancing ANR advocacy education, coordinating with UC government relations offices, and reaching new audiences with the impact and value that UC ANR research and outreach delivers to the people of California.

"Rindahl brings an impressive record and extensive experience in effective local advocacy to ANR," said Bob Sams, director of Communication Services & Information Technology and her direct supervisor. "For the past seven years, she has developed an impressive portfolio of educational outreach campaigns for a wide range of clients, designed online communications and digital multimedia, and implemented many successful grassroots campaigns."

Prior to working for The Lew Edwards Group, she was an independent political consultant for three years. She earned a B.A. in history at Northwestern University.

"I am extremely excited to join the ANR family as your Director of Advocacy," Rindahl said. "With all of the terrific work being done throughout ANR, I feel as if I have an abundance of riches to begin bragging about throughout the state in order to ensure that ANR receives the recognition so richly deserved."

Rindahl will be based with Communication Services & Information Technology in Davis and can be reached at (530) 754-3930 and [jlindahl@ucanr.edu](mailto:jlindahl@ucanr.edu).

### Kocher named Central Sierra advisor

Susie Kocher now has a career position as the UCCE advisor in Central Sierra for forestry and natural resources. For the past six years, she has been grant-funded and serving as CE advisor for natural resources, focusing on reducing the negative impacts of wildfire from her base in South Lake Tahoe. To reach more landowners and resource managers, she has developed the [Forest Research and Outreach website](#) and the forest stewardship webinar series.



Susie Kocher

As a member of the Central Sierra multi-county partnership, she will be serving El Dorado, Amador, Calaveras and Tuolumne counties.

"I will be starting with a needs assessment within the Central Sierra to meet people and find out what the issues are that would be a priority for addressing with my work in the future," Kocher said.

She will continue to coordinate the Sierra Nevada Adaptive Management Project outreach team, which is monitoring the effects of forest fuels reduction projects in two national forests in the Sierra Nevada.

Kocher can be reached at (530) 542-2571 and [sdkocher@ucanr.edu](mailto:sdkocher@ucanr.edu).

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## Names in the News

### Delany appointed interim CAES dean



Mary Delany

Mary Delany, an avian geneticist, has been named interim dean of the UC Davis College of Agricultural and Environmental Sciences.

Delany, who has served as an associate dean of the college since 2009, will serve in the post until the university appoints a permanent successor to outgoing dean Neal Van Alfen.

Delany's research focuses on avian telomere biology, using the chicken as the primary study organism. Her projects address Marek's disease virus, a DNA herpesvirus, which induces a lethal T-cell lymphoma in chickens. The disease is of enormous significance in the poultry industry, but also serves as an important model for human herpesvirus infections and associated conditions.

Delany also is involved in gene mapping and genome organization of the chicken and turkey, mapping and gene analysis of limb and craniofacial malformations, and the conservation of poultry and avian genetic resources for researchers. — Pat Bailey

### APHIS honors EGV control work

Since 2009, UCCE advisors and specialists have been collaborating with USDA-APHIS, California Department of Food and Agriculture and agricultural commissioner personnel, as well as grape growers and pest control advisers, to implement an eradication program for European grapevine moth. Though the program is ongoing, the team received the APHIS Administrator's award in recognition of the successes achieved against European grapevine moth through this collaborative effort.

Due to limits on the number of recipients, only three UCCE advisors were recognized: Monica Cooper, Rhonda Smith and Lucia Varela. Their collaborators also included UCCE advisors Walt Bentley, Larry Bettiga, Mark Bolda, Kent Daane, Cindy Fake, Glenn McGourty, Steve Vasquez and Paul Veerdegai; UCCE specialists Robert VanSteenwyk of UC Berkeley and Frank Zalom of UC Davis; and Ring Carde, professor and Alfred M. Boyce Chair in the Department of Entomology at UC Riverside.

UCCE field days, seminars, publications and an electronic newsletter provided growers and regulatory personnel with critical and timely technical expertise on pest identification, biology, management strategies and potential dispersal pathways. The UCCE team also conducted research to address questions as they arose.

"Although the goal of the program is to eradicate an introduced pest, we were able to develop strategies consistent with an IPM approach to avoid secondary pest outbreaks and minimize negative environmental impacts," Cooper said.

The award was presented at a ceremony on Sept. 11 in Riverdale, Md.



Monica Cooper



Rhonda Smith



Lucia Varela

### Trumble wins IPM team award

A research team that includes John Trumble, professor in the Department of Entomology at UC Riverside, has won the Integrated Pest Management Team Award from the Entomological Foundation.

Sponsored by Dow AgroSciences, the award "recognizes the successful efforts of a small collaborative work team approach to pest control." Trumble and the nine other members of the multi-institutional team will receive the award — an inscribed statue — on Nov. 12 in Knoxville, Tenn., during the annual meeting of the Entomological Society of America.



John Trumble

By the time the team formed in 2008, a new pathogen named zebra chip had devastated the potato industry by spreading zebra chip disease, causing annual losses in the millions of dollars.

The Zebra Chip Research Team developed new techniques to identify the pathogen, allowing researchers to document local, regional, and national movements of the potato psyllid (*Bactericera cockerelli*) spreading zebra chip disease. The researchers determined both within-plant and within-field movements of the psyllid and the zebra chip pathogen and developed special sampling programs that enabled potato growers to choose the level of risk they were willing to accept.

The sampling programs accurately determined the efficacy of pesticides and the benefit of available biological control agents. They also documented a variety of alternatives to unsustainable pesticide use. Through websites, effective outreach practices, and grower and scientific meetings, the Zebra Chip Research Team promoted a sustainable integrated program that today allows the industry to continue to produce potatoes while making a profit and minimizing potential negative effects for the environment. — Iqbal Pittalwala

### Lairmore appointed to lab animal research council

Michael Lairmore, dean of the School of Veterinary Medicine, has been selected to serve on the Institute for Laboratory Animal Research (ILAR) Council for a three-year term.

As part of the National Research Council, the ILAR Council supports the responsible use of animals in research, testing and education to advance the health and quality of life of humans and other animals. The institute also encourages the use of non-animal alternatives when appropriate and produces the Guide to the Care and Use of Laboratory Animals—the basis for the National Institute of Health's rules on animal use.



Michael Lairmore

The ILAR Council serves as an advisory body with four primary functions: provide program direction and strategic planning; disseminate information and communication about laboratory animal research through their website and quarterly journal; oversee studies, reports, workshops and other projects; and direct ILAR's international programs. — Trina Wood

## In Memoriam

### Don Gustafson

Don Gustafson, UCCE advisor emeritus for San Diego, died on Aug. 12 at age 92.



Don Gustafson

Gustafson served as captain in the U.S. Army Air Forces during World War II, from 1941 through 1946, before enrolling in college. After obtaining his B.S. in agriculture from UCLA in 1950, Gustafson accepted a position as UCCE advisor for Orange County working with subtropical tree crops. While working for UC, he earned an M.S. in subtropical horticulture from UCLA in 1954.

In 1953, Gustafson transferred to San Diego County, where he spent the rest of his career as a UCCE advisor specializing in subtropical fruit production and helping establish the local avocado industry. In 1968-69, he took sabbatic leave to spend a year in Israel studying salinity toxicity in avocados. He built a reputation among his peers for his expertise in drip irrigation before retiring in 1983.

Don is survived by Mary, his wife of 67 years, two sons and their wives, two grandchildren and four great-grandchildren, all of whom live in the San Diego area.

### Bob Pearl

Robert Clare Pearl Sr., UC Cooperative Extension specialist emeritus in the Department of Food Science and Technology at UC Davis, died on Aug. 30. He was 87.



Bob Pearl

After Pearl graduated from UC Berkeley with a bachelor's degree in plant science in 1947, he joined ANR as a UCCE advisor in Sutter County working with field and vegetable crops.

In 1953, he left UC to become the store manager and part owner of the International

Harvester Farm Equipment Motor Truck Dealership in Gridley. He missed working with farmers and crops, though, so he moved his family to Davis in 1954 and became a UCCE area farm advisor.

From 1955 to 1958, Pearl worked as an extension agronomist in the UC Davis Department of Agronomy serving the corn, sugar beet and dry bean industries. In 1958, his title changed to extension processing-crops specialist, and he began serving as liaison between the university and the California fruit and vegetable processing industry. Pearl, who retired in 1989, was the first food technology Cooperative Extension specialist in the United States.

In his capacity as a UCCE specialist in food technology, Pearl developed hundreds of short courses that were well received by the California food processing industry and food companies throughout the country. During his career, he received several awards and recognitions.

David S. Reid, professor emeritus of the UC Davis Department of Food Science and Technology, said, "The fruit and vegetable industry benefited greatly from [Pearl's] ability to link them to the results of ongoing research, and from his enthusiasm. Many researchers found him to be an invaluable resource as they looked to define their future research directions."

The UC Davis Chancellor's Office ordered the campus flag to be lowered to half-mast for three days in honor of Pearl, noting, "He was a remarkable man."

He is survived by his children Pamela S. Pearl, Robert C. Pearl Jr. (Rosemary) and David K. Pearl (Darleen), all of Davis, four grandchildren and a great-grandchild. The memorial service for Pearl will be held Oct. 27 at 2 p.m. at the Unitarian Church in Davis.

### Herb Weisheit

Herbert Weisheit, UCCE advisor emeritus for San Diego County, passed away on Aug. 5. He was 82.



Herb Weisheit

The Indiana farm boy earned a B.S. in business from Indiana University in 1951. He served in the U.S. Army for three years, then enrolled in Hastings Law School in San Francisco, withdrawing after a year. He worked as a sales representative for the Glidden Company in Buena Park for three years before earning a B.S. in dairy production at Purdue University in 1961. He later completed an M.S. in dairy production at Colorado State University in 1966.

Weisheit joined UC in 1962 as a 4-H advisor in San Diego County. He was later reassigned to dairy and livestock advisor when Victor Brown, the livestock and rangeland management advisor, became county director. His studies focused on water quality and water pricing. Weisheit retired in 1991 and remained active in ANR retiree activities.

He is survived by two sons, Tristan and Von (Deborah), and two grandchildren.

#### UNIVERSITY OF CALIFORNIA Division of Agriculture and Natural Resources (ANR)

Serving California through the creation, development and application of knowledge in agricultural, natural and human resources.

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### Onward California may be coming to a town near you



As part of the [Onward California](#) campaign, UCOP is touring the state in a food truck, giving away gelato bars and drumming up support for UC. The 10 gelato flavors represent the 10 campuses so if you ever wanted to put the bite on a campus, this is your chance.

The tour will visit the Big Fresno Fair on Oct. 6 and 7. To see other locations, dates and times, visit <http://onwardcalifornia.com/#tour>.