

Thank you for making our May 8 UCCE centennial celebration a success



Barbara Allen-Diaz

Dear Colleagues,

I want to thank all of you for your hard work to make our May 8 UC Cooperative Extension centennial celebration a success statewide. I am so impressed with the way everyone in the Division pulled together and got our partners involved in publicizing the Be a Scientist project and the local events in the counties. We had a tremendous response.

Several news stories about UC Cooperative Extension appeared in newspapers, online, and on TV and radio outlets. You can see a summary at <http://ucanr.edu/sites/anrstaff/?blogpost=13885&blogasset=544> and a list of stories at http://100.ucanr.edu/Media/News_Media.

We held local events in 21 counties where we celebrated our partnerships with local officials, community groups, Farm Bureau members and other stakeholders who are so important to the success of UC Cooperative Extension. People at these events also participated in the Be a Scientist project, counting pollinators, mapping local sites where food is grown and telling us how they conserve water.

As of that night, people had contributed 27,693 datapoints. You can see their data and photos by clicking on the datapoints on the maps at beascientist.ucanr.edu.

On Twitter, we trended the #CE100 hashtag and @ucanr at the national level for a brief period in the afternoon and trended #BeaScientist in California for most of the day. We reached nearly 400,000 Twitter accounts for 1,394,997 impressions with tweeting and retweeting from colleagues and friends in California and outside of the state. Even the White House Food Initiative (@ObamaFoodorama) tweeted about #BeaScientist.

We will continue to celebrate the UC Cooperative Extension centennial throughout the year. I look forward to continuing to leverage the centennial as a means to raise awareness of the many ways ANR's work benefits Californians.

Barbara Allen-Diaz
Vice President

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UCCE Tehama 4-H staff Spring Severson, left, and Lynn Strom count pollinators. See more May 8 photos on Page 6.



Employment Opportunities

Madera, Merced and Mariposa counties: Area Viticulture Advisor

ANR is seeking an area viticulture advisor who will primarily serve the 92,000 acres of wine, raisin, table and grape concentrate production in Madera, Merced and Mariposa counties. The advisor's focus is expected to be directed at improving winegrape quality, irrigation, fertilizer management, nitrate pollution, plant mineral nutrition and other cultural practices. S/he will facilitate interactions and information exchange among campus-based academics, CE advisors and local clientele. S/he will write in ANR publications, and utilize an appropriate mix of contemporary and emerging electronic tools, frequently speak throughout the state, provide support to and receive support from other UCCE programs.

A master's degree is required, though other advanced degrees are encouraged, in disciplines such as viticulture, soil science, horticulture, plant physiology or a closely related field. Additional background or experience in water management and/or plant mineral nutrition is desired. Excellent written, public speaking and interpersonal communication skills are required. Some research or extension experience is desirable.

The area viticulture advisor position closes July 7, 2014. To read the full job description for position AP#13-17, visit http://ucanr.edu/Jobs/Jobs_990/?jobnum=600.

Fresno County: Viticulture Advisor

ANR is seeking a viticulture advisor to develop an applied research and extension program serving nearly 4,000 growers who produce grapes on over 255,000 acres. The advisor will

facilitate interactions and information exchange among campus-based academics, CE advisors and community stakeholders. Research and education efforts will focus on improving viticulture production and grape and raisin quality in Fresno County. The advisor will manage the 11-station weather network used by growers for insect and disease models and frost warnings.

A master's degree is required, though other advanced degrees are encouraged, in an agricultural science such as viticulture, soil science, plant physiology or a horticulture-related major. Education, training or experience in viticulture is preferred, though relevant experience in related permanent cropping systems will also be considered. Excellent written, oral and interpersonal communication skills are required. Extension experience is preferred.

The viticulture advisor position closes July 7, 2014. To read the full job description for position AP#14-18, visit http://ucanr.edu/Jobs/Jobs_990/?jobnum=599.

Riverside and San Diego counties: Area Subtropical Horticulture Advisor

ANR is seeking an area subtropical horticulture advisor to conduct a multi-county extension, education and applied research program in tree crops production and marketing in Riverside and San Diego counties. Primary target crops are citrus, avocados and dates, but also include other subtropical and deciduous fruit and nut crops such as pomegranates, figs, mangos and walnuts. The advisor will write ANR publications and utilize an appropriate mix of contemporary and emerging electronic tools.

A master's degree is required, though other advanced degrees are encouraged, in disciplines such as horticulture, plant pathology and entomology or a related field.

The area subtropical horticulture advisor position closes on June 16, 2014. To read the full job description for position AP#14-01, visit <http://ucanr.edu/jobFiles/598.pdf>.

4-H Youth Development Evaluation Coordinator

ANR is seeking an academic coordinator II to provide evaluation leadership to the 4-H Youth Development Program (4-H YDP). Reporting to the associate director of 4-H Program and Policy, and working collaboratively with the associate director for research, advisors, program representatives, specialists, volunteers, and youth, the 4-H evaluation academic coordinator develops and implements statewide evaluations to strengthen the program and document program outcomes and impacts. The 4-H evaluation academic coordinator disseminates outcomes, impacts, and the public value of 4-H to a variety of audiences. The 4-H evaluation coordinator is responsible for providing overall leadership to build the capacity of academics and staff for program evaluation.

The ANR Building in Davis is the headquarters for this position.

A master's degree is required though other advanced degrees are encouraged, with a background in a discipline related to program evaluation in youth development, human development, developmental psychology, education or a closely related field.

The area 4-H position closes on June 2, 2014. To read the full job description for position AP#14-20, visit http://ucanr.edu/Jobs/Jobs_990/?jobnum=597.

Names in the News

Sims joins Staff Personnel Unit



John Sims

John Sims joined ANR on May 19 as the Affirmative Action compliance officer.

To keep ANR in compliance with federal and state legislation and UC policy, Sims will be developing, implementing and administering diversity, equal employment opportunity and affirmative action plans. He will also investigate external agency and clientele complaints pertaining to discrimination. Sims reports to Linda Marie Manton, executive director of Staff Personnel, Affirmative Action contact and Title IX Officer.

Before joining ANR, Sims was director of Employment Equity and Diversity at The William Paterson University of New Jersey for 12 years. He also managed affirmative and diversity efforts at Brookdale Community College in Lincroft, NJ, and Community College of Beaver County in Monaca, Pa. Sims has also worked as an attorney for the U.S. Navy in San Diego and the Equal Employment Opportunity Commission in Los Angeles.

He earned a Bachelor of Arts in political science at the University of Pennsylvania and Juris Doctorate at University of South Carolina.

Sims is based in the ANR Building in Davis and can be reached at jsims@ucanr.edu and (530) 750-1397.

ANR honors 7 for distinguished service

Vice President Barbara Allen-Diaz announced the 2013-14 recipients of the ANR Distinguished Service Awards, which are given biennially for outstanding contributions to the teaching, research and public service mission of the Division.

Awards were given in six areas: research, extension, new academic, team, leader and staff. Each recipient will receive \$2,000 and a certificate, except for the team award recipients, who will receive individual certificates and share \$5,000.



Mark Battany

Outstanding Research. Mark Battany, UC Cooperative Extension advisor in San Luis Obispo and Santa Barbara counties for viticulture, received the Outstanding Research Award. Battany has demonstrated an exceptional ability to conduct timely, applied research at the local level. His research has been crucial to helping his clientele manage groundwater salinity and

water availability issues on the central California coast. Data from these projects has also been used by public entities for local groundwater models, demonstrating Battany's ability to extend knowledge beyond an advisor's typical clientele group. Another impressive facet of Battany's research program is his ability to create new management tools that are both technically sound and readily adoptable by growers (including the largest winery in the country). The success of his research program is a testament to the outstanding work in applied research that can be accomplished at the local level.



Eric Mussen

Outstanding Extension. Eric Mussen, UC Cooperative Extension specialist in the Department of Entomology and Nematology at UC Davis, received the Outstanding Extension Award. For 38 years, he has been known throughout the state, nation and world as "the honey bee guru" and "the pulse of the bee industry." Mussen is the go-to person when consumers, scientists, researchers, students, or the news media have questions about honey bees. He is in constant contact with his clientele through meetings, conferences, emails, phone calls, and publications. Since 1976, Mussen has written and published the bimonthly newsletters *From the UC Apiaries*, and *Bee Briefs*, providing beekeepers with practical information on all aspects of beekeeping. He is one of the key reasons why we as a nation are so focused on the troubled honey bee population. Since honey bees pollinate one-third of the foods we eat, there is arguably no more important extension work than what Mussen does. "No apiculture" basically equals "no agriculture."

Outstanding New Academic. David Doll, UC Cooperative Extension advisor in Merced County, received the Outstanding New Academic Award. In the six years since he was hired, Doll has established himself as a valued and respected colleague among his Cooperative Extension peers and a creative and dedicated pomologist among the almond, pistachio, walnut and urban horticulture clientele he serves in Merced County. He has quickly built an active, dynamic, and locally relevant research program addressing the needs of tree nut growers, processors and industry organizations. His impact already extends well beyond Merced County. Through individual and collaborative efforts, he has already begun to make important contributions to new knowledge in the areas of orchard replant strategies, soil fumigants and their alternatives, irrigation efficiency, improved rootstocks, and novel approaches to tree training and pruning. His extension program combines traditional and modern methods of outreach in a multi-faceted package with broad impact. An estimated 60 percent of statewide almond clientele access the "The Almond Doctor" blog he writes. Under Doll's leadership, the UC Master Gardener program in Merced County has grown to include 40 volunteers and has raised its profile within the community by collaborating with local organizations. His reputation as a respected and productive innovator has led to a wide variety of public and university service opportunities where Doll has also flourished and contributed substantially to UC, the industries he serves and his community.



David Doll



Ken Tate

Outstanding Team. Ken Tate, UC Cooperative Extension specialist in the Department of Plant Sciences at UC Davis, and Rob Atwill, director of Veterinary Medicine Extension at UC Davis, received the Outstanding Team Award. Since 1994, Tate and Atwill have collaborated on a series of projects assessing

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Names in the News



Rob Atwill

the potential risk to rangeland surface water quality and human health from livestock-associated pollutants. Between them, they have published more than 100 peer-reviewed reports over the past decade, many of them as joint papers and in collaboration with other ANR academics and campus colleagues. In addition to a rigorous body of research, Tate and Atwill have conducted a program of extension education that engages a wide range of audiences in collaboration with their UCCE advisor partners. Their extension activities are closely linked to their research programs and both will tell you that they cannot separate their research from their extension activity. They view research and extension as a feedback loop that delivers new knowledge and methods but also identifies new opportunities for research.



Pam Geisel

Outstanding Leader. Pamela Geisel, director of the statewide UC Master Gardener Program, received the Outstanding Leader Award for her leadership as the first director of the UC Master Gardener Program since 2006. Geisel doubled program reach from serving 24 to 50 counties in California in her seven years in this role, not only driving program growth but also increasing volunteer participation and retention. She put systems in place to create program consistency and credibility statewide, such as the improved Volunteer Management System, which has allowed ANR to more accurately report volunteer activity and gauge program impact. She was a coach and mentor to her staff and to Master Gardener coordinators statewide, sharing with them her vision of programmatic excellence via continuing education and a statewide community of practice. Although she retired in July, ANR leadership believes it is appropriate and important to give Geisel this much-deserved award. In a letter of support, AVP Bill Frost wrote: "Pam's enthusiastic and positive leadership style energized the UC Master Gardener Program. She contributed significantly to the expansion of the Program to the massive 5,400+ Master Gardener volunteers that currently blanket the state. The 2011 review of the UC Master Gardener Program substantiated the extremely effective leadership and innovation which Pam selflessly contributed to the program."



Michael Yang

Outstanding Staff. Michael Yang, UC Cooperative Extension agricultural assistant in Fresno County, received the Outstanding Staff Award. Yang, whose Hmong name is Namhawi Yaj, has worked as a friend and colleague to Richard Molinar in support of the Small Farm Program in Fresno County for 20 years. As UCCE agricultural assistant, he has continued to manage outreach and information aspects of the program since Molinar's retirement last summer.

Fresno County has approximately 4,700 small farms, and nearly a quarter of them are operated by Southeast Asian refugee farmers from five different ethnic groups. Yang's long-time involvement has been instrumental to the trust, communications and effectiveness of the Small Farm Program with these diverse groups. As translator, author, test plot manager, meeting organizer, presenter and advocate, Yang has gone "beyond the call" to address the needs of small farm clientele – in Fresno County and throughout the state. He routinely responds to 5 to 10 calls or walk-in requests daily, hosts a weekly one-hour Hmong radio broadcast (now in its 13th year), and is frequently sought out by schools, agencies, service clubs and the media to provide tours and make educational presentations. Most recently, Yang has helped devise and promote practical solutions for small-scale farmers faced with mounting farm safety, labor and food safety regulations.

Van Eenennaam wins CAST award

The Council for Agricultural Science and Technology (CAST) announced that Alison Van Eenennaam, UC Cooperative Extension specialist in the Department of Animal Science at UC Davis, is the recipient of its 2014 Borlaug CAST Communication Award.



Alison
Van Eenennaam

Established in 1986 and named after Nobel laureate Norman Borlaug, the award is presented to a food or agricultural scientist who is actively engaged in research; has made significant contributions to science; and communicates the importance of food and agricultural science to the public, policymakers and the news media.

Van Eenennaam's research and extension program is focused on developing science-based educational materials about the uses of animal genomics and biotechnology in livestock production systems.

She has served on advisory committees in the U.S. Department of Agriculture and the U.S. Food and Drug Administration to provide expert counsel on animal biotechnology.

Van Eenennaam is a passionate advocate for science and frequently speaks about agricultural technology to the public and policymakers, both nationally and internationally. She frequently provides science-based commentary to the media on sometimes-controversial topics, including genetic engineering and cloning. She also works to increase public understanding of agricultural biotechnology, using a variety of media, including YouTube videos.

The award will be presented to Van Eenennaam on Oct. 15 at the World Food Prize Symposium in Des Moines, Iowa.

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Names in the News

Scott Lab receives \$9.7 million to study dengue



Thomas Scott

The dengue research program headed by Thomas Scott, professor in the Department of Entomology and Nematology at UC Davis, has received two new research grants totaling nearly \$10 million to study the mosquito-borne, viral illness that infects 400 million people worldwide each year. The grants, \$7.5 million from the National Institutes of Health and \$2.2 million from Notre Dame University, will help fund the program for the next five years, said Scott.

“There is no vaccine nor drug that is effective against this virus,” said Scott, who has studied dengue more than 25 years and is recognized as the leading expert in the ecology and epidemiology of the disease. Dengue virus is an emerging pathogen that has been spreading globally over the last four decades, including parts of United States. Troublingly, statistics show that more than half of the world’s population is now at risk of infection and the life-threatening disease has increased considerably.

Parker elected to universities water board



Doug Parker

Doug Parker has been elected to serve as a member of the Board of Directors of the Universities Council on Water Resources.

Parker is director of the California Institute for Water Resources and strategic initiative leader for water. Beginning June 20, he will serve a three-year term.

The Universities Council on Water Resources is an association of universities and organizations leading in education, research and public service in water resources. Its main objectives are to facilitate water-related education, promote meaningful research and technology transfer on contemporary and emerging water resources issues, compile and disseminate information on water problems and solutions, and inform the public about water issues with the objective of promoting informed decisions at all levels of society.



From left, Marty Ralph, Jay Famiglietti and Doug Parker deliver briefing on water research at Capitol Hill.

UC responds to drought crisis

In the midst of California’s historic drought, ANR is offering everything from near-term management advice to farmers and ranchers to the innovative work being carried out by researchers on a vast array of issues from drought-resistant crops to climate change.

The current drought could cost California agriculture \$1.7 billion and more than 14,500 jobs, according to a preliminary economic impact study released on May 19 by the UC Davis Center for Watershed Sciences. Richard Howitt, professor emeritus in the Department of Agricultural and Resource Economics at UC Davis, is the lead author of the report.

In communities throughout the state, ANR has been hosting drought seminars since January. Upcoming events are listed at http://ciwr.ucanr.edu/California_Drought_Expertise/Drought_events. Our California Institute for Water Resources (CIWR) has also developed an online drought and water seminar series at <http://ucanr.edu/insights> with talks by UC experts on timely, relevant topics to further extend the benefits of UC research.

“We can’t make it rain, but we’re doing everything we can to respond to the drought,” VP Barbara Allen-Diaz told the 300 people who attended the UC Drought Science, Policy and Management Summit, held on April 25 in Sacramento.

The daylong series of panel discussions and talks at the drought summit focused on the environmental and economic consequences of the current drought and future water shortages — and how best to manage them. Topics ranged from agricultural production and employment to the California economy, energy production and use, fish and wildlife, water conservation, public health and wildfires. Videos of the talks are on YouTube at <http://bit.ly/RQminZ>.

At Capitol Hill in Washington D.C., UC water experts gave a briefing on May 6 on research into managing water from floods to droughts. CIWR director Doug Parker, Marty Ralph, director of the Center for Western Weather and Water Extremes at UC San Diego, and Jay Famiglietti, director of the UC Center for Hydrologic Modeling at UC Irvine, gave presentations.

The Giannini Foundation hosted “Climate Change: Challenges to California’s Agriculture and Natural Resources” on May 19 in Sacramento. Video of the discussions, which ranged from the science of climate change to adaptation strategies to water policy, will be posted at <http://giannini.ucop.edu>.

ANR scientists have been interviewed for more than 300 news stories about the drought’s impact on agriculture. A running list of drought news stories citing ANR experts is maintained by Faith Kearns on the CIWR website: http://ciwr.ucanr.edu/California_Drought_Expertise/UC_Drought_Media_Coverage.

To quench your thirst for more drought information, visit <http://ucanr.edu/drought>.

More photos taken around the state on May 8 for the UCCE centennial are posted at <https://storify.com/ucanr/beascientist> and <http://100.ucanr.edu/events>

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UCCE San Diego staff set up public exhibits and gave presentations.



ANR staff in Davis monitored the Be a Scientist website and counted pollinators.



UCCE Sonoma staff celebrated with county partners at a luncheon.



From left, UCCE specialist Loren Oki, Bruno Pitton and Jared Sisneroz celebrated by installing equipment to measure runoff from residential sources.

Learn the secrets of soil

Don't call it dirt. *Dig It! The Secrets of Soil* opened May 1 at the California Museum at Tenth and O Street in Sacramento. Learn how soils sustain our world and why without them life as we know it would not exist.

Developed by the Soil Science Society of America and designed by the Smithsonian's National Museum of Natural History, *Dig It!* explores



soils and the cultures that connect people to the earth through interactive displays including cartoons, movies, art and more.

Mike Singer, UC Davis professor emeritus and past president of the Soil Science Society of America, and Brent Roath, retired U.S. Forest Service soil scientist, were instrumental in bringing the traveling exhibit to Sacramento. ANR and the UC Davis College of Agriculture & Environmental Sciences are among the sponsors.

The exhibit will be at the California Museum through March 29, 2015. For more information, visit <http://www.californiamuseum.org/dig-it>.

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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