



COORDINATOR

news

Fall 2019

| Issue 1



Photo / My Thanh Kim, San Diego County

SPOTLIGHT STORY

2019 40th Anniversary Photo Contest

That’s a wrap! Thank you to all the folks who participated in the UC Master Gardener’s 40th Anniversary Photo Contest. The photo contest began on June 13 and ended July 31, 2019.

This was the statewide office’s second official photo contest which included more than 480 photo submissions that represent the last 40 years of our program’s history!

We appreciate all of the support and participation from program coordinators and volunteers in submitting images from counties

across California.

Photo contest winners:

- 1st place:
“Lettuce Grow” by My Thanh Kim (San Diego County)
- 2nd place:
“Early Head Start Students” by Marti Lindsey (Los Angeles County)
- 3rd place:
“Stairway to a Heavenly Garden” by Leora Worthington (Monterey County)

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LETTER FROM MISSY

Dear UC Master Gardener Coordinators, Advisors and County Directors,
Thank you all for wrapping up reappointment! We look forward to sharing updated program statistics in the near future. What remains a constant with our program is the clear commitment to our program mission from UC Master Gardener volunteers. What a great group of people!

The statewide team is really looking forward to seeing all of you at the upcoming Volunteer Management Institute (VMI), October 3-4 in Davis (see page 6 for details). Marisa is putting together a great program for us to participate in! Our time together will include a field trip to a local UC Master Gardener gem, the Fair Oaks Horticulture Center, managed by the UC Master Gardeners of Sacramento County.

UC ANR is providing professional development funds for FY 19/20 to all UC and County-paid Community Education Specialists (and other county staff titles for UC Master Gardener Coordinators). You are encouraged to use these funds to support your travel for the event. We sincerely hope everyone can make it so if there are obstacles to your participation that I may be able to help address, please reach out and let me know.

While it may feel like training classes have only just wrapped up, I've started to hear about upcoming orientation meetings for prospective volunteers and future training classes. It is exciting that our program is ever growing and engaging new audiences!

As you prepare for your orientation meetings, please see the note on page 11 about our shared PowerPoint presentation, "We Are MGs". This is a great resource that is kept up to date and all are welcome and encouraged to use it.

Prospective trainees will also be interested in knowing more about impact of the program, especially at the community level. We have more resources than ever to help with this effort including the quarterly reports Tamekia creates and provides with your county's program evaluation data as well as the 2018 Annual Report. Our program video is also a great resource to pull people with some of the amazing UC Master Gardener volunteers and projects around the state.

For all you do to support the UC Master Gardener Program, please know that I am very grateful and look forward to sharing that sentiment in person this October. See you at VMI!

Happy gardening,



2019 Photo Contest Updates (Cont.)

(Continued from page 1)

Images will be available in the UC ANR Repository

Because of the exceptional participation in the photo contest we now have the capacity to provide you all with access to these beautiful images.

The images will be cataloged in the UC ANR Repository under the UC Master Gardener Program collection titled “40th Anniversary Photo Contest”.

The collection of photos can be used to help communicate our impact, message and mission through the use of imagery.

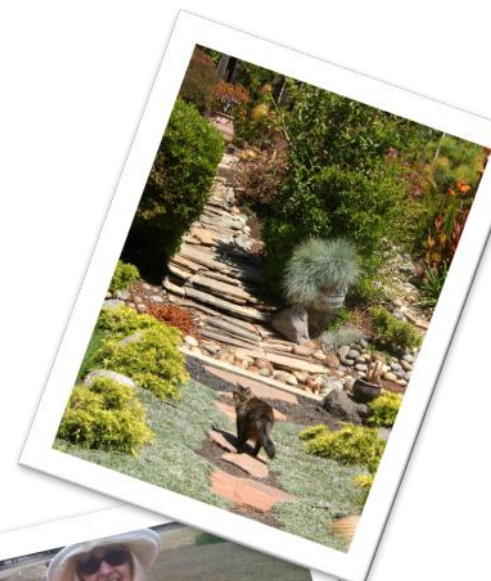
Thank you for your support

During the photo contest, we learned a lot about what it means to be a UC Master Gardener volunteer.

We hope that you too were able to enjoy all of the amazing and beautiful photos through your submissions and votes in the contest. We send you, our volunteers, a very heartfelt thank you for your participation!

Questions? Contact:

Donna Valadez
Marketing Assistant
dnavaladez@ucanr.edu



More than 480 photos were submitted into the 40th Anniversary Photo Contest, which will be uploaded into the UC ANR Repository.

ANNIVERSARY LOGO



(Pictured above) The very first graduating class of UC Master Gardener volunteers in Sacramento County in 1980. ©UC Regents

Fundraising: #GivingTuesday

When David Gibby founded the very first master gardener program in 1973, he had no way of knowing the tremendous impact master gardener volunteers would make around the world. Next year, will mark forty years since the UC Master Gardener Program's first graduating class in 1980.

Join us in helping celebrate 40 years of the UC Master Gardener Program making a difference across California's landscapes.

Members of the UC Master Gardener community are encouraged to use the 40th Anniversary logo on social media pages, email signatures, and in printed materials beginning January 1, 2020. Please do not use on any items that will be used for longer than a one year period, Jan. 1 – Dec. 30, 2020. The 40th Anniversary logos will be available to download in the UC ANR branding toolkit on November 1, 2019.

Horizontal format:



Email Signature:



Vertical format:



Social Media Icon:



UC ANR Branding Toolkit:

https://ucanr.edu/sites/Toolkit/Program_Art/Master_Gardener/

Questions? Contact:

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Save-the-Date #GivingTuesday
Dec. 3, 2019



Let's build the buzz together again ...
#GivingTuesday is taking place on December 3, 2019.

#GivingTuesday builds on the strength of a global movement to increase exposure and build support for our organization's activities, especially during the holiday giving season.

Join us this #GivingTuesday on Dec. 3, the Tuesday after Thanksgiving.

Four simple steps to a successful #GivingTuesday:

1. Attend the brown bag webinar, Oct. 29 at noon
2. Download resources and create landing webpage
3. Spread the word in advance and pre-schedule social media
4. #ThankYouWednesday and celebrate!

Web: mgcoord.ucanr.edu/Financial/GivingTuesday

UC ANR #GivingTuesday Toolkit:
[/ucanr.edu/sites/GivingTuesday/](http://ucanr.edu/sites/GivingTuesday/)

National #GivingTuesday Toolkit:
www.givingtuesday.org/organizations

Questions? Contact:

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Director of Annual Giving
and Donor Stewardship
eddelk@ucanr.edu
(530) 750-1346

VMI QUICK REFERENCE:	
Location:	UC ANR Building in Davis (2801 Second Street, Davis CA 95618)
Dates/Times:	<ul style="list-style-type: none"> • Thursday, Oct. 3 9:00am - 7:00pm (Dinner Included) • Friday, Oct. 4 7:30am - 2:30pm
Registration Deadline:	<ul style="list-style-type: none"> • Tuesday, Sept. 3
Online Training Deadline:	<ul style="list-style-type: none"> • Monday, Sept. 16th



Former UC Master Gardener Coordinator in Mendocino County, Wendy Roberts, leads a discussion group at the 2016 VMI in Fresno.

Register today to save your space at 2019 UC Master Gardener Volunteer Management Institute (VMI), taking place Oct. 3–4 at the UC ANR Building in Davis, Calif.

VMI provides educational and programmatic support for UC Master Gardener Coordinators and volunteer leaders throughout the state.

This annual professional development offering is aimed at enhancing program excellence, sharing information and updates, and exchanging of ideas amongst UC Master Gardener Coordinators and personnel.

In 2019, our focus will be volunteer engagement. We will explore volunteer engagement theory as well as strategies for supporting adult volunteer partnerships. While detailed agendas are forthcoming, attendees can look forward to:

- Presentations/workshops from UC ANR experts in communicating program evaluation data and promoting experiential learning
- Discussion of Coordinator-generated Volunteer Engagement Action Plans
- A site visit to Fair Oaks Horticulture Center, a beautiful teaching garden established by Sacramento UCCE and lovingly tended by generations of UC Master Gardeners of Sacramento County.

Coord. Website link:

http://mgcoord.ucanr.edu/Training/Volunteer_Management_Institute/

Questions? Contact:

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*Volunteer Engagement
 Coordinator*
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 (530) 750-1394

Building Volunteer Engagement Online Training Must be Completed



VMI attendees are asked to complete a *NEW* 45-minute volunteer engagement online training, designed by UC Master Gardener Program Director, Missy Gable, and UC 4-H Youth Development Program Volunteer Engagement Coordinator, Gemma Miner. The course, Building Volunteer Engagement, deadline for completion has passed and must be completed prior to attending VMI.

A still from Building Volunteer Engagement, an online course for Extension personnel, newly developed by UC Master Gardener Program Director, Missy Gable, and UC 4-H Youth Development Program Volunteer Engagement Coordinator, Gemma Miner

Please follow these instructions to access the training through the eXtension platform by visiting the VMI page (in the Training dropdown menu) on the UC Master Gardener Coordinator website and locating the Building Volunteer Engagement Course Login Instructions.

- Note: There are NO COSTS associated with this course for UC ANR and UCCE personnel. Follow the instructions above carefully to avoid being prompted to submit payment. Please do not share your access code with any non-UC Master Gardener Program staff.
- Note: This course described above will prompt you to create Volunteer Engagement Action Plan. Please submit your Volunteer Engagement Action Plan via eXtension. We will print these plans and use them to guide a discussion session during VMI.

Coord. Website link:

mgcoord.ucanr.edu/Training/Volunteer_Management_Institute/

Questions? Contact:
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 Volunteer Engagement
 Coordinator
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 (530) 750-1394

INTERNATIONAL CONFERENCE

Recap: International Master Gardener Conference

The International Master Gardener Conference had a spectacular turnout this past June!

More than 1,400 Extension Master Gardener volunteers came together in America's Garden Capital, Pennsylvania, for 4 days of conference activities including presentations, field study days, tours, Search for Excellence awards, and more.

The conference theme "Digging into our Roots" celebrated the region's three century history of horticulture.

Nineteen UC Master Gardener volunteers and coordinators made the trip to enjoy the event, meet and network with Extension Master Gardener volunteers and

coordinators from across the United States.

Most of the California attendees took advantage of the regional tours and field study days to visit Longwood Garden, Chanticleer Garden, Morris Arboretum, and Mt. Cuba Center. The gardens were plentiful, well manicured, and very green.

Missy Gable, statewide director, also attended to host an Extension Master Gardener Coordinator meeting. The meeting focused on building the Extension Master Gardener community of practice and the many efforts currently going into growing a collegial, thriving Extension Master Gardener Program.

Gable also presented on the impact of the Extension Master Gardener Program and used both the statewide evaluation data and the annual report from

California to showcase the power of collecting and reporting data to communicate program success.

The International Master Gardener Conference is hosted every other year. Look out for details about the



2021 event hosted by Virginia Tech in Norfolk, Virginia. All Extension Master Gardener volunteers and coordinators are invited to provide training and/or attend the event.

Visit the INGC Facebook page for updates and information:

www.facebook.com/IMGC2021/



UC Master Gardener volunteer Cheryl Turner (left) of El Dorado County with Dr. David Gibby (right), founder of the Extension Master Gardener Program.

2020 UC Master Gardener Conference

Tahoe City, Calif. Sept. 28 - Oct. 2, 2020

The triennial 2020 UC Master Gardener Conference is taking place Sept. 28- Oct. 2, 2020 in Tahoe City, Calif. Save-the-date to come and join the UC Master Gardener Program and celebrate our 40th anniversary!

The 2017 conference in Long Beach, Calif. saw over 700 attendees from 43 counties across California. The quality and value of the conference is unparalleled in the industry; bringing together leaders in home horticulture and sharing the latest in UC research.

Granlibakken Tahoe

Located minutes from Tahoe City the Granlibakken Tahoe prides itself on preserving the natural environment and providing a space that feels like old Tahoe.

The UC Master Gardener Conference has reserved the entire resort and an "all-inclusive package" for attendees who stay onsite means lodging, three meals per day, and cocktail receptions will all be included in the lodging rate. Room rate details and the process for booking will be announced in future conference communications.

All hotel information will updated on the conference website, check back often for details.

Nominate Speakers

Are you interested in being a speaker at the 2020 UC Master Gardener Conference? Have you recently heard an engaging speaker that would be a perfect fit for the conference? We would love to know! Complete the short survey on the [2020 UC Master Gardener Conference](https://ucanr.edu/2020mgconference) website and nominate yourself or another speaker to present.

Conference website link:

ucanr.edu/2020mgconference

Questions? Contact:

Lauren Snowden
 Statewide Training Coordinator
llsnowden@ucanr.edu
 (530) 750-1203

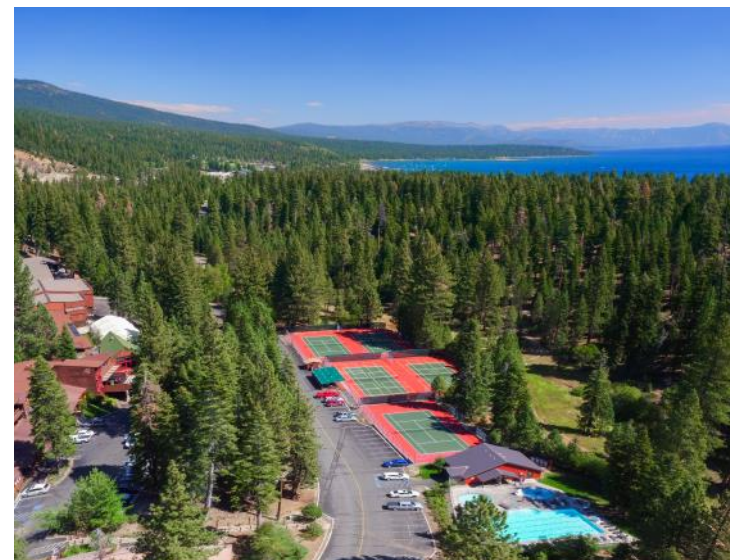




Photo / Marisa Coyne at Bayer Farm in Sonoma County

UC ANR offered an internal grant this year for ‘Developing Online Educational Resources Targeted at Underserved Audiences’. When they received multiple grant proposals related to gardening content in Spanish, UC ANR leadership asked the statewide office to coordinate the effort of 4 outstanding grant submissions to create a suite of Spanish-language gardening resources that could be used statewide.

The newly formed team includes:

- Denise Cuendett,
Coordinator
Fresno & Madera Counties
- Lucy Diekmann
Urban Ag Advisor
Santa Clara County
- Mimi Enright
Coordinator
Sonoma County
- Missy Gable,
Director
Statewide Office
- Sue Gillison
Coordinator
Tulare & Kings Counties
- Yu Meng
Youth Family and Community Advisor
Imperial County
- Maggie Reiter
Environmental Horticulture Advisor
Fresno, Kings, Madera, Tulare Counties
- Melissa Womack
Marketing & Communications Coordinator
Statewide Office

Over the next year, this team will develop new content (videos & documents) as well as elevate existing county resources for statewide promotion and use. Some of you already have top-notch resources in Spanish and we appreciate everyone’s participation

in our effort to inventory Spanish-language materials within the program.

Team-members will be reaching out in the future regarding your resources and the process we'd like to use to elevate them to statewide use.

At the conclusion of the grant (June 2020), our new Spanish resources will include:

- New gardening webpages
- 10 professionally produced how-to gardening videos
- Public service announcement
- Social media toolkit
- Guidebook/toolkit of best practices to increase

engagement with Spanish-speaking community members

Thank you in advance for being a part of this journey with us! We look forward to working with county programs who have existing gardening resources in Spanish.

If you have a resource, talent or idea to contribute to this important project, please contact statewide director, Missy Gable.

Questions? Contact:
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Statewide Director
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(530) 750-1266

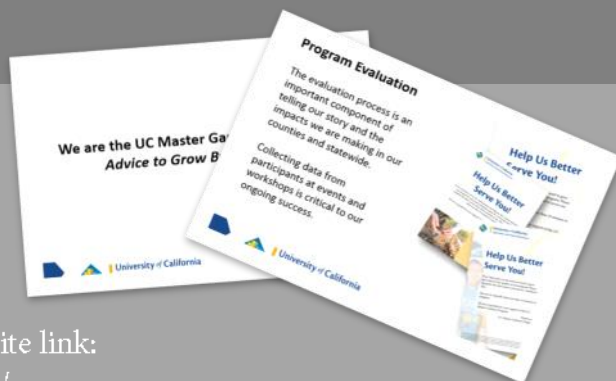
“We are MGs” Presentation Template

Many of you will be hosting an orientation for prospective UC Master Gardener volunteers this fall.

In order to alleviate the burden of creating a program overview presentation with up to date information and program statistics, we have the We Are MGs PowerPoint slide deck.

This presentation is updated annually by the statewide office and is yours to use!

Locate the presentation in the Sprouting Kit on the Coordinator website under the training >> Sprouting Toolkit.



Website link:
http://mgcoord.ucanr.edu/Training/Sprouting_Kit.

Our 2018-2019 UC Master Gardener STARS

Each and every day we work with inspiring volunteers who deserve recognition for the difference they make in their communities. But did you know that UC ANR also has an award program to recognize YOU the program and volunteer supporter? This unique program takes place annually to recognize staff that demonstrate exceptional performance, creativity, organizational abilities, work success and teamwork with the Staff Appreciation and Recognition (STAR) Awards. Join us in celebrating some of our very own UC Master Gardener Program staff members for their great contributions to UC ANR and our program.



Debbie Powell, *Calaveras & Tuolumne Counties*

Recognized for her innovation and creativity in extending a plethora of gardening information to the public, Debbie Powell has served as a pillar in the UC Master Gardener Program. For more than two years, Debbie Powell has regularly interviewed staff, UC Master Gardener volunteers, subject matter experts, and presenters on a weekly radio show titled "*Over the Garden Gate*", by the UC Master Gardeners of Tuolumne County.

Powell has aired more than 100 shows at station KAAD-LP, 103.5 FM. Her educational information on home gardening and related topics have supported and assisted numerous listeners over the years.

Karina Hathorn *Butte County*

Nominated for playing a key role in garden-based workshop in 2018 for a SNAP-Ed Program that works with participants to make healthy food choices, Karina Hathorn definitely shined as a STAR. Hathorn produced significant content for the SNAP-Ed garden-based workshop series.

Throughout the process of curriculum development, Hathorn impressed her constituents at Cal Fresh, UC ANR, and the UC Master Gardener Program with her organization skills. She was prepared for every planning meeting.

She presented the material to her collaborators with a rich and expressive approach. Karina logically matched training objectives to interactive modules, which permitted participants to utilize what they learned and implement the techniques in their own gardens.

Welcome! New Coordinator

Alexa Hendricks, Ventura County



Alexa Hendricks joined Ventura County Cooperative Extension as the new Program Coordinator in June. She came to us from UC Santa Barbara, where she worked as an analyst for the UC Santa Barbara Natural Reserve System for 3 years.

Alexa has a Bachelor's degree in Environmental Science & Resource Management from California State University Channel Islands. Throughout college, Alexa volunteered for the Channel Islands National Park Service, where she developed an ice plant eradication plan for Anacapa Island. She then spent 6 years as the Outreach & Interpretation Specialist for the Catalina Island Conservancy, where she gained experience in volunteer coordination, public relations, and community gardens. A Ventura County native and self-described "nature nerd," Alexa is thrilled to facilitate the wonderful work of UC Master Gardeners in Ventura County. We are very happy to have her!

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Phone: (805) 645-1450

Welcome! Program Coordinator

Maggie O'Neill, San Bernardino County



Maggie O'Neill has been supporting the UC Master Gardener Program in San Bernardino County since 2017, although her position as Program Coordinator wasn't made official until 2019. Maggie supports UC Master Gardener volunteers in providing educational programs for adults and youth centered around environmental education as both a UC Master Gardener Program Coordinator and Environmental Educator.

In April of 2019, Maggie O'Neil received a much deserved Certificate of Recognition from San Bernardino County Supervisor Dawn Rowe at a Farm Bureau meeting. "Way to go Maggie!" says her county director, Janet Hartin, with pride, and we completely agree. We are so grateful to have Maggie O'Neill as the program's "new" official Program Coordinator in San Bernardino.

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Statewide Office Contact Information



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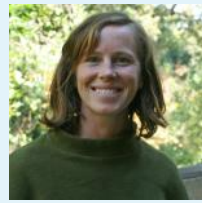
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Our Mission

“To extend research based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California and be guided by our core values and strategic initiatives.”

It is the policy of the University of California (UC) and the UC Division of Agriculture & Natural Resources not to engage in discrimination against or harassment of any person in any of its programs or activities (Complete nondiscrimination policy statement can be found at <http://ucanr.edu/sites/anrstaff/files/215244.pdf>). Inquiries regarding ANR's nondiscrimination policies may be directed to John Sims, Affirmative Action Contact, University of California, Agriculture and Natural Resources, 2801 Second Street, Davis, CA 95618, (530) 750-1397.