

INSIDE:

CS Update:

Toolkit provides content,
photos for new ANR look

Two associate editors named,
more nominations needed. 2

Names in the news:

McDonald named desert
natural resources advisor. 3

Wright appointed AAC

interim president-elect. 3

Agronomy conference set

for Feb. 24-25 3

Share your views about

UC retirement benefits 4

California Water Atlas online,

Water District Web Archive
launched 4

Retirements:

Ken Churches, Davis Krauter,
Jim Waldvogel. 5

Crucial Conversations workshop

set for April 6

Pomology conference

set for March 22 & 23 6

Restructuring announcements listed online

Announcements about ANR's current restructuring have been compiled at <http://ucanr.org/restructuring09-10.cfm>. In case someone wants to look back at an announcement, they are listed by date, with the most recent on top and a link to the Strategic Vision at the base.

Four initiative advisory panels appointed

Dear Colleagues,

I am happy to announce that we have appointed advisory panel members for four of the five ANR strategic initiatives. The advisory panels will be working with the initiative leaders to develop a five-year plan of action for implementing each initiative. If you have suggestions for shaping the plans of action, I encourage you to share them with the appropriate initiative leader or panel members.

Once the plans of action have been developed, ANR will provide competitive funds that can be used to attract faculty and researchers and extension advisors to ultimately provide research and education to fulfill the initiatives' objectives.

We are working on appointing an initiative leader and an advisory panel for Water Quality, Quantity and Security (WQQS). The appointed strategic initiative leaders and panels are below.

Sincerely,

Barbara Allen-Diaz

Associate Vice President, Academic Programs and Strategic Initiatives

Healthy Families & Communities (HFC)

Sharon Junge, *leader*
Dave Campbell
Zhe Chen
Pat Crawford
Richard Enfield
Keith Nathaniel
Connie Schneider
Martin Smith
Sheri Zidenberg-Cherr

Sustainable Natural Ecosystems (SNE)

James Bartolome, *leader*
Mike Allen
Morgan Doran
Valerie Eviner
Maggi Kelly

Endemic & Invasive Pests and Diseases (EIPD)

Ian Gardner, *leader*
Kassim Al-Khatib
Rick Bostock
Ted Grosholz
Tim Paine
Georgios Vidalakis
Rob Wilson

Sustainable Food Systems (SFS)

Joe DiTomaso, *leader*
Roberta Cook (Effective April 2010)
Bob Hutmacher
Steve Koike
Terry Lehenbauer
Tom Tomich
Alison Van Eenennaam

Dooley gives ANR update via video

VP Dooley has recorded a video message to update the ANR family about the governor's state budget proposal, progress in our restructuring around the Strategic Vision, and advocacy.

Please view the video at your convenience at <http://ucanr.org/dooley020810>. A transcript is available at <http://ucanr.org/Dooley02-2010>.

CS Update

Toolkit provides content, photos for new ANR look

The ANR Strategic Vision Toolkit has been created to give ANR a stronger connection to the University of California brand. With consistent use of brand elements—visual identity, colors and fonts—we hope to enhance the public's ability to associate ANR and its programs with UC.

The toolkit is available through the ANR portal (ucanr.org/portal) to restrict access to ANR employees. Once in the toolkit, you will be able to order business cards and pull content to create Web sites and print materials that reflect ANR's new branding themes aligned with the Strategic Vision.

You'll also find a library of photos, pull quotes, Web-ready copy, presentation templates and other materials for use in print and electronic communications.

A selection of high-quality photographs is available in three formats. In the repository, the photos are organized in categories of Healthy Californians, Healthy Communities, Healthy Environments and Healthy Food Systems.

BUSINESS CARDS

After Feb. 19, ANR employees will be able to order business cards and stationery with the new ANR design using an order form found in the toolkit.

A black and white version of the stationery, fax cover sheets and copy for an ANR e-mail signature block can be downloaded from the site.

TEMPLATES

Templates are downloadable for creating posters, presentations and newsletters.

FONTS AND COLORS

A color palette displays the University of California blue and gold, and four colors associated with the themes: Healthy Californians, Healthy Communities, Healthy Food Systems, and Healthy Environments. Guidelines explain when to use official fonts.

STRATEGIC VISION SUMMARIES

To weave the Strategic Vision theme into other ANR materials, each of the Strategic Vision statements has been summarized into shorter versions that can be used in Web sites or in printed materials.

Because target audiences differ, each capsule version is in two forms. One version is written for general audiences and is appropriate for use on Web sites and most brochures. The second version is tailored for stakeholders.

Bullet points about specific subjects within the initiatives can be downloaded as well.

STORIES

The Stories page features content that you can add to your Web site, such as the team-authored ANR food blog "for people who eat."

STYLE GUIDE

The style guide helps us write in a consistent style. For example, UC Cooperative Extension farm advisor is always spelled with an "o" in advisor, even though pest control advisers and advisors in other contexts are spelled with an "e." ANR spells "farmworker" as one word and "farmers market" with no apostrophe.

TOOLS IN SPANISH

Tools in Spanish offers many of the features described above in Spanish.

ANR LOGO

Although the old ANR logo is being phased out, please use up current materials that feature the logo before updating to the new look.

Two associate editors named, more nominations needed

Two new ANR associate editors have been appointed by Associate Vice President, Academic Programs & Strategic Initiatives Barbara Allen-Diaz. Bill Stewart, forestry management specialist joins Rick Starr to manage the peer review process for manuscripts in the now-combined Natural, Marine and Freshwater Resources subject area. In the Agricultural Pest Management subject area, entomology farm advisor David Haviland joins Jim Stapleton—who will be on sabbatical leave—to manage peer reviews. Both of these subject areas are busy, with prolific authors and frequent publications.

In conducting the technical peer-review process for ANR educational materials, ANR associate editors ensure that content of ANR publications is scientifically accurate, thorough and up-to-date. Associate editors also encourage authors to write new and revise older publications, and they serve as a link between ANR Communication Services and the Division's programs. With their efforts, associate editors significantly contribute to the quality of extension and outreach programs statewide. ANR associate editors' terms are four years, beginning July 1. More information about the ANR peer review process as well as contact information for all associate editors can be found at <http://ucanr.org/faqs/faqresults.cfm?collectionnum=25>.

Continued on page 3

CS Update *continued from page 2*

Recruitment is now under way for ANR associate editors in the Biotechnology, Farm Management and Economics, Human and Community Development and Vegetable Crops subject areas. Existing associate editors are welcome to apply.

To nominate yourself or a colleague for associate editor in one of the above subject areas, please provide the following information by April 16 to Leslie (Bees) Butler, chair of the Communications Advisory Board's recruitment subcommittee: candidate's name, address, phone number, e-mail address, areas of expertise, length of service with ANR, workgroups or continuing conferences to which candidate belongs, and description of candidate's prior involvement with both Communication Services and with ANR and other peer review processes. Send nominations to Butler at ljbutler@ucdavis.edu or Agricultural & Resource Economics, 2111 Social Sciences Building, University of California, Davis, CA, 95616.

If you have questions about the responsibilities or workload of ANR associate editors, contact Joe Grant, associate editor chair, (209) 953-6100, jgrant@ucdavis.edu; or Ann Senuta, Communication Services publications manager, (530) 754-3908, aesenuta@ucdavis.edu.

Wright appointed AAC interim president-elect

Steven D. Wright, Cooperative Extension Farm Advisor in Tulare and Kings Counties, was appointed interim president-elect of Academic Assembly Council on Jan. 7. Wright will serve in this capacity through June 30, 2010, to fill the position vacated by the resignation of former president-elect Gideon Zeidler.

"The Academic Assembly Council thanks Zeidler for his service and Wright for accepting the appointment," said Leigh Taylor Johnson, AAC president.

A new AAC president, president-elect, and Rules and Elections Committee member will be elected this spring for the term that begins July 1, 2010. The council encourages Cooperative Extension specialists, advisors and academic coordinators to consider running for these positions.

In other AAC news, the council recognized Richard B. Standiford, Cooperative Extension Forest Management Specialist at UC Berkeley, for his service as associate vice president for UC ANR. Standiford was presented a cherry-wood plaque that read, "In grateful appreciation of your outstanding service to the members of the University of California Cooperative Extension Academic Assembly. Presented by the Academic Assembly Council, October 1, 2009."

Names in the News



McDonald named desert natural resources advisor

Chris McDonald joined ANR in January as the desert natural resources advisor for San Bernardino, Riverside and Imperial counties. He is based at the San Bernardino County office.

McDonald earned a Ph.D. in Natural Resources at the University of Arizona in 2009. He studied the effects of common

management techniques, specifically prescribed fire and livestock grazing, on reducing the abundance of two non-native invasive grasses. These two grasses threaten to alter the biodiversity, fire regime and economic activities of southern Arizona.

While working on his doctorate, he co-taught 6th grade science for a year as part of a teaching improvement program and has conducted outreach activities to middle and high school students.

Throughout his research career, he collaborated with ranchers, fire departments, government agencies, non-governmental organizations and the public to improve management activities.

McDonald earned an M.S. degree from the University of Arizona studying the fire ecology and pollination of an endangered cactus. He used his research results to improve management decisions in southern Arizona. He received a B.S. degree from UC Riverside.

McDonald can be reached at (909) 387-2242 and cjmcDonald@ucdavis.edu.

Agronomy conference set for Feb. 24-25

The Agronomy Continuing Conference will be held Feb. 24 and 25 at the Plant and Environmental Sciences Building on the UC Davis campus.

The conference is designed to provide a framework for UC agronomy faculty and Cooperative Extension farm advisors and specialists to plan and implement programs in specific areas of agronomic crops.

The grain legume workgroup, alfalfa & forage systems workgroup and the bioenergy workgroup will present updates.

The conference will begin at 9 a.m. on Wednesday, Feb. 24, with sessions running until 5:30 p.m. At 6 p.m., participants will join local farmers for a reception and dinner. The conference continues from 7:30 a.m. to 5:30 p.m. on Thursday, Feb. 25. The event is sponsored by ANR and UC Davis Department of Plant Sciences.

To register for the Agronomy Continuing Conference or to see the agenda, go to http://groups.ucanr.org/agronomy/Agronomy_Continuing_Conference/.

Share your views about UC retirement benefits

Want to share your views about UC pension and retiree health benefits? You can do so via a short, confidential, online survey.

Just go to the [Future of UC Retirement Benefits Web site](http://www.futureofuc.com) between Feb. 5 and March 1 and select the survey button. The survey takes less than 10 minutes to complete and all answers are confidential. The URL is http://www.universityofcalifornia.edu/news/ucprfuture/emp_task.html.

Your responses will help the President's Task Force on Post-employment Benefits better understand employee preferences about financially sustainable options for future retirement benefits.

UC and the unions are currently discussing how represented employees might participate in the survey. In the meantime, represented faculty and staff should direct their comments and opinions to their union leadership.

California Water Atlas online, Water District Web Archive launched

The Water Resources Center Archives announces the fruition of several initiatives to support research.

WRCA collaborated with the California Governor's Office of Planning and Research and the David Rumsey Historical Map collection to make the *California Water Atlas*, a monument of 20th century cartographic design, freely available online at http://www.archive.org/details/The_California_Water_Atlas. Produced in 1979, this work features not only a massive amount of data but also a variety of innovative and effective visual presentations. The artistic representations of data and geography provide a complex yet accessible method of understanding the State's water issues. The atlas was scanned at a very high resolution, revealing images that can be explored in striking detail. High-resolution images of each page, as well as various resolution PDFs of the entire atlas, are available from the Rumsey Web site <http://www.davidrumsey.com/luna/servlet/view/search?q=5788>.

An online flip-book and other electronic versions (e.g., Kindle) are also available from the Internet archive.

In another high-profile effort, the *Administrative Record* (AR) for the Cosco Busan oil spill is now available for consult at WRCA. The AR is a living document that includes pre-assessment, assessment, and restoration planning performed in connection with the incident. The materials were produced by the Natural Resource Trustees for the Cosco Busan Incident in compliance with 15 C.F.R. Section 990.45. WRCA and SFPL were selected as the official repositories for the AR.

WRCA also has launched the California Water Districts Web Archive at <http://webarchives.cdlib.org/a/CAWaterDistricts>.

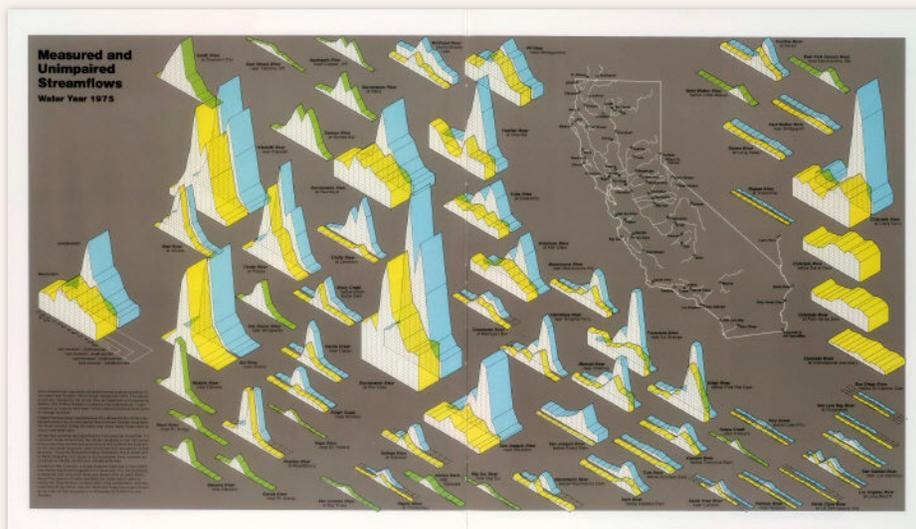
This project preserves access to hundreds of California water and irrigation district sites. Water districts publish information including annual reports, data, press releases, agendas, minutes, events, reports and statistics on their Web sites. This material is especially volatile as the California water infrastructure and market changes or as time-sensitive issues are no longer on agendas or in the news. This information, while not distributed in print, still holds immense social and research value, which we have an obligation to collect and preserve. By collecting and preserving this information,

the study of water issues in California will be greatly enhanced. In addition to serving as a preservation tool for ephemeral Web documents, the archive also functions as a stand-alone search engine dedicated solely to California water districts and agencies.

For more information about WRCA's efforts, visit <http://www.lib.berkeley.edu/WRCA/> and follow their activities on Facebook or via the *On Water* blog.

— Paul Atwood, Archivist & Head of Technical Services

"Measured and Unimpaired Streamflows. Water Year 1975." Pages 60-61. Compares unimpaired and impaired monthly streamflows for numerous streams.



Retirements

Ken Churches

Ken Churches, UC Cooperative Extension director in Calaveras County, will retire Feb. 26.

Churches became only the second person to serve as director of Calaveras County UCCE when he assumed the role of director in 1987. He came to the job after serving as a 4-H advisor in Sutter and Yuba counties for two years.

Churches earned a bachelor's degree in natural resource management in 1970 and a master's degree in agriculture education in 1975 at California State

Polytechnic University, San Luis Obispo. Because of the relatively small size and population of Calaveras County, Churches became a generalist, supporting all aspects of the county's agriculture industry and the 4-H Youth Development Program.

When Churches was hired, running cattle on the open range was the county's primary agricultural business. But in time, landowners in Calaveras and neighboring foothill counties realized their climate and soils could support vineyards producing grapes for fine wines.

"When I came here, there was only one tiny winery," Churches said. "We now have 26 wineries."

His grape growers group has grown into the successful and active Calaveras Winegrape Alliance.

For years, Churches collaborated with UC Cooperative Extension offices in neighboring foothill counties to offer an annual winegrape production field day. Nine years ago, Churches began offering monthly meetings, bringing in UC experts to speak to local producers.

Despite the booming wine industry in Calaveras County, rangeland management is still a significant commercial enterprise. Churches has been part of a 20-year collaborative range and forage management research project.

In recent years, Churches has also focused attention on developing the Calaveras County agritourism industry. He was instrumental in the establishment of new zoning laws regulating agricultural land use and in shaping the agriculture section of the county general plan.

In retirement, Churches and his wife plan to move to Kona, Hawaii, where they will be involved in a ministry to homeless residents.

After Churches' retirement, Dorothy Smith, Amador County director, will assume the director's role in Calaveras County. Scott Oneto, currently the Tuolumne County director, will oversee Amador, Tuolumne and El Dorado counties.
— *Jeannette Warnert*

See full story at <http://news.ucanr.org/newsstorymain.cfm?story=1265>.

Davis Krauter

Davis Krauter, California Agriculture's art director since 2001, will retire on Feb. 26 with 26 years of service to the university.



Krauter presided over more than 40 issues of the journal, including several award-winners, with

his characteristically strong sense of design and color; attention to detail and the "big picture;" and plenty of wit and humor.

During his tenure, California Agriculture's look became more stylized, vibrant and modern, with clear and appealing figures and tables and exacting color calibration. He created numerous original color palettes, logos and design elements for special issues. Krauter played a major role in the overhaul of the California Agriculture Web site to a dynamic, database-driven model. He excels in using technology to improve the overall look and feel of publications, both print and online.

From 1984 to 2001, Krauter worked as artist and senior artist with University and External Relations in the UC Office of the President, where his clients included Alumni Affairs, Governmental Relations and News, and Strategic Communications. His distinctive graphic designs included the UC systemwide directories, UCOP's first Web page, and logo/identity programs for Science Today

and the California Science Project.

Krauter earned a Bachelor of Science degree in environmental education from UC Berkeley's College of Natural Resources.

In retirement, he plans to freelance, travel, work on his Berkeley house and spend more time with his wife, Kristine.

— *Janet Byron*

Jim Waldvogel

Jim Waldvogel, Sea Grant advisor and Del Norte county director, retired Feb. 1 after 33 years in UC Cooperative Extension.



Waldvogel began his ANR career in 1977 as a Sea Grant marine advisor

for Monterey and Santa Cruz counties. In 1979, he transferred to Del Norte, the state's northernmost county, to serve in a unique cross-state Sea Grant position. He served Curry County in Oregon as well as Del Norte. In 2002, Waldvogel added Del Norte county director responsibilities.

Having been raised in towns along the San Diego County coast, Waldvogel originally wanted to be an oceanography technician working on deep sea drilling. However, in 1968, the year he earned his B.S. in oceanography from Humboldt State University, the naval vessel Pueblo was

Retirements *continued from page 5*

captured by Korea and held hostage. The Navy released all civilian oceanography technicians who were working on military ships bracing for a possible war.

“The job market was flooded, with many oceanography technicians at Scripps Institute and Woods Hole,” Waldvogel said. “I found a job driving a beer truck for three years, then went back to grad school in 1972.”

Waldvogel worked for the California Department of Fish & Game as a seasonal aide doing salmon and steelhead studies while earning his M.S. in fisheries from Humboldt State.

For 19 years, Waldvogel served as a technical advisor on the Klamath River Task Force, which oversaw restoration of habitat, and the Klamath Fishery Management Council, which set salmon allocations for user groups.

A Smith River study he conducted from 1980 to 2003 is the longest continuous data collection for the age distribution and spawning escapement (salmon returning to spawn) on a wild chinook salmon population in California. The National Marine Fisheries Service used his data from Mill Creek to estimate the maturing rate of chinook salmon in the ocean. The Mill Creek Watershed was purchased and added to the California Redwoods State Park system in 2005 based on Waldvogel's chinook and coho data.

For 19 years, Waldvogel was chair of the Smith River Advisory Council and co-authored the Smith River Anadromous Fish Action Plan in 2004. The plan outlined what steps are needed to restore salmon and steelhead populations in the Smith River.

See full story at <http://news.ucanr.org/newsstorymain.cfm?story=1267>.

Pomology conference set for March 22 & 23

The Pomology Extension Continuing Conference (PECC) is scheduled for March 22 & 23. The conference will begin on Monday, March 22, from 1 p.m. to 6 p.m. and continues on Tuesday, March 23, from 8 a.m. until noon at UC Davis. The conference will be held in room 3001 of the Plant and Environmental Sciences building.

Presentation topics will include current pomology research reports, dynamic chill models, leaf analysis updates, new diseases and pests, and results from the PECC survey conducted in December 2009.

Online registration will be available at <http://groups.ucanr.org/PECC>.

“Crucial Conversations” workshop set for April

A “Crucial Conversations” workshop will be offered April 21-22 in Davis. The 14-hour training workshop led by UCCE academics Darlene Liesch and Linda Manton will begin at 9:30 a.m. on April 21 and conclude by 3 p.m. the following day. The workshop is open to all ANR academics and staff as well as county-paid UCCE support staff.

The interactive workshop has a minimum session size of 10 people with a maximum of 24 individuals, which allows for small group and one-on-one interaction and activities.

The cost for the Crucial Conversations training is \$170 for meals and snacks during the training plus any lodging or travel expenses that you might incur. There will be no cost for the training materials and handouts. The two UC Cooperative Extension regions will pay for the advisors/staff in their region to attend this training. Other ANR units will need to arrange for support dollars or other available resources.

Crucial Conversations training will provide the participant with tools for talking when stakes are high, emotions are strong and the opinions of individuals differ. It will assist workshop participants to build greater personal influence and power, move “stuck” relationships and projects forward, improve personal, team, and departmental results and reduce stress from team frustrations and blocked communication.

To register for the Crucial Conversations workshop, please contact Diane Chadwick at dchadwick@uckac.edu. Provide your name, mailing address, e-mail address and phone number. If you are not part of the UCCE Regions, also provide a UC account number for expenses. Registration will be first-come first-served.

To learn more about Crucial Conversations, go to <http://cvr.ucdavis.edu/> and click “Crucial Conversations” located on the left hand side of the homepage. For additional information, contact Linda Manton at (559) 646-6531 or Darlene Liesch at (661) 868-6200.

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.

We invite you to visit ANR's Web site: www.ucanr.org.

To access back issues of ANR Report, log on to <http://ucanr.org/anr-report/>

Send news items and comments to ANR Report Communication Services 1850 Research Park Drive Suite 200

Davis, CA 95618-6134 Telephone: (510) 206-3476

Fax: (530) 754-3904 e-mail: anrreport@ucdavis.edu

For nondiscrimination policy, click [here](#).