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Making a Difference for California

INSIDE:



# Hayden-Smith named SFS strategic initiative leader


Photo: Shell Dransart

Rose Hayden-Smith has agreed to lead the Sustainable Food Systems initiative.

Hayden-Smith is UC Cooperative Extension county director and youth, family and community development advisor for Ventura County. In her advisor role, she develops programs for youth and adult extenders that focus on agricultural literacy and gardening. She previously worked with the Master Gardener Program and the UC Hansen Trust as educational programs coordinator. Recently she served as a Kellogg Food and Society Policy Fellow. As a Kellogg fellow, Hayden-Smith developed a national media and educational campaign to promote school, home and community garden efforts and public policies that would support those efforts.

Hayden-Smith will continue to serve on Program Council as SFS initiative leader.

Darren Haver has been appointed to Program Council to provide a county-based perspective, a role previous served by Hayden-Smith. Haver is the water resources/water quality advisor for Orange County and South Coast Research and Extension Center director.

## Strategic initiative conferences dates set

The Healthy Families and Communities Strategic Initiative Conference is scheduled for May 17- 19 at ARC at UC Davis.

More information about the conference will be posted at http://ucanr.org/sites/HFC/ as it becomes available. The final version of the HFC strategic plan is posted at http://ucanr.org/sites/HFC/files/57631.pdf.

The Sustainable Natural Ecosystems Strategic Initiative Conference is scheduled for Sept. 20-22. More information about the SNE conference will be posted at http://ucanr.org/sites/SNE/ as it becomes available.

The Sustainable Food Systems Strategic Initiative Conference is scheduled for Oct. 18-20 at the ARC at UC Davis. More information about the SFS conference will be posted at http://ucanr.org/sites/SFS/ as it becomes available.

As announced in ANR Update, workgroups will be aligning under the appropriate Program Teams. The first opportunity for Program Team meetings will be in conjunction with the Strategic Initiative conferences.

# Schneider named Youth, Families and Communities director

Connie Schneider has been selected to be director of the Statewide Youth, Families and Communities Program, effective April 1.


*Connie Schneider*

The new program Schneider will oversee encompasses the 4-H Youth Development Program (4-H YDP) and Expanded Food and Nutrition Education Program (EFNEP), as well as other ANR youth, nutrition, family and community programs.

Currently Schneider currently serves as nutrition family consumer sciences advisor for Fresno County and has been serving as chair of EFNEP Leadership Council since December.

The Statewide YFC Program works collaboratively with and complements the Healthy Families and Communities Strategic Initiative priorities. The development of policy, program guidance, outreach, educational curriculum and professional development for ANR's youth, families and communities programs is consolidated under the newly formed YFC statewide program.

The Statewide YFC Program organizational chart can be viewed at http://www.ca4h.org/files/70906.pdf.

# ANR safety policy section revised

The January 1991 version of Section 211, Health and Safety Program of the ANR Administrative Handbook has been revised and reissued. The Section title has been changed to Environmental Health and Safety Program and the revision is now available at http://ucanr.org/sites/anrstaff/files/77421.pdf

The revision to this section of the handbook is significant. A great deal of procedural detail (much of it focused on regulatory requirements for work with pesticides) has been removed from the handbook section, but can now be found on the EH&S website at http://safety.ucanr.org. As well, information has been added to conform to the University Policy on Management of Health, Safety and the Environment http://www.ucop.edu/riskmgt/bsas/documents/presidentialpol.pdf. The section now provides greater clarity as to how the University policy should be implemented in the ANR environment.

Because we all share responsibility for safety, all ANR personnel are encouraged to review this revised section of the ANR Administrative Handbook at http://ucanr.org/sites/anrstaff/files/77421.pdf.

Questions may be directed to Risk & Safety Services Manager Brian Oatman at (530) 752-6024 or baoatman@ucdavis.edu.

If you would like to be informed directly of future changes to the ANR Administrative Handbook, register at http://ucanr.org/policyupdates.

# Western SARE offers funds for professional development

ANR academics are invited to apply to receive internal funding from the Western SARE Professional Development Program for California.

The funds must be used for professional development training activities for extension educators, CE advisors, CE specialists, Natural Resources Conservation Service field staff, or other professionals involved in outreach, and must focus on sustainable agriculture/food system practices. The funds can also be used for specific training activities for workgroups that are open to non-workgroup participants.

Each proposal should not exceed $4,000. The total available annual funding is approximately $34,000.

Apply for the Western SARE Professional Development Program for California by submitting a short project summary and a few other details in the "Universal Review System" of your ANR Portal. The deadline for submitting proposals is March 24.

# Names in the News

## Shinomoto joins ANR Budget Office


Susan Shinomoto

Susan Shinomoto joined the ANR Budget Office as principal budget analyst in Oakland on February 25. She will be responsible for divisionwide staffing, academic and staff FTE tracking, benefits, staff recognition and development distribution, AREERA planning and salary-related transfer of funds.

Immediately prior to joining ANR, Shinomoto worked in the UC Office of the President's Budget Office, contributing in its formation, supporting the numerous departments in the Academic Affairs division, and assisting with the annual submittal of the UC Office of the President Proposed Appropriations to the UC Board of Regents. Susan has worked in UC for the past 25 years and also has experience in campus life-related policies and procedures, undergraduate admissions policies and processing, student research and department budgeting at the UC Office of the President and UC Berkeley.

She is a graduate of UC Berkeley in mathematics and statistics (probability).

Shinomoto can be reached at (510) 987-0049 and susan.shinomoto@ucop.edu.

## Enfield to lead UCCE in Ventura County

Richard Enfield will add oversight for UCCE in Ventura County to his county director responsibilities for San Luis Obispo and Santa Barbara counties. Rose Hayden-Smith will turn over the Ventura County director responsibilities to Enfield, effective April 1. Hayden-Smith will be leading the Sustainable Food Systems initiative.


Richard Enfield

## Parrella inducted into state Floriculture Hall of Fame

Michael Parrella, UC Davis professor and chair of the Department of Entomology, was inducted into the California Floriculture Hall of Fame on Feb. 25 in San Diego.

Mike Mellano Sr., of Mellano & Company, in Oceanside, presented Parrella with the plaque.

"I've known Mike since he came to California in the early '80s," Mellano said. "He first began working with us on the leafminer and chrysanthemum project, and has been doing a lot of work for the growers."

"He is a world-class scientist and has done a lot for the industry," Mellano said, adding "My only regret is that we weren't able to get more funding for him."

The award, sponsored by the Kee Kitayama Research Foundation, was presented at the Society of American

*Continued on page 3*

## Names in the News, *continued from page 2*

Florists' Pests and Production Management Conference.

Parrella, who holds a joint appointment in the Department of Plant Sciences, develops integrated pest management (IPM) strategies for ornamental crops, with an emphasis on biological control. He is widely known for his applied research that that includes floriculture crops, nursery and bedding plants and landscape plants in the urban environment. In 1985, he initiated what has become an annual conference on insect and disease management on ornamentals. The event is sponsored by the Society of American Florists.


*Michael Parrella, right, receives award from Mike Mellano Sr. (Photo by Debi Aker)*

### Zalom receives Woodworth award

*Frank Zalom*

Frank Zalom, UC Davis integrated pest management specialist and professor of entomology, is the 2011 recipient of the prestigious C. W. Woodworth Award from the Pacific Branch of the Entomological Society of America (PBSA).

Zalom will receive the award on March 28 during the branch's 95th annual meeting, to be held in Waikoloa, Hawaii. Brian Holden great-grandson of Woodworth, will present the plaque and a check for $1,000.

Pacific branch president Roger Vargas of the U.S. Pacific Basic Agricultural Research Center, Hilo, Hawaii, described the award as the "most prestigious" given by the branch. "It is presented in recognition of outstanding work in the scientific discipline of entomology," Vargas said.

The award memorializes Woodworth (1865-1940), a trailblazing entomologist credited for being the first entomology faculty member at the University of California and founding the UC Berkeley and UC Davis departments of entomology.

Zalom focuses his research on California specialty crops – including almonds, olives, prunes, peaches, grapes, strawberries, caneberries and tomatoes – as well as international IPM programs.

# CS Update

### QR Codes: Turning foot traffic into web traffic

When you have a lot of information to share in limited space, use a QR code. QR codes are found on tattoos, stickers, car magnets, yard signs, business cards, mouse pads, t-shirts, name tags and anything else that is printed.

*What is a QR code?*

A QR code is a two-dimensional code, which can be read by mobile phone cameras using a free software QR reader application. These variations on bar codes were developed in Japan to inventory trucks and have been used on UPS packages and airline boarding passes for years. These "quick response" codes are popping up everywhere but not everyone knows what they are...yet.

The latest generations of smartphone models (iPhone and Android OS) have easily accessible scanner apps and smartphone owners are more likely to make use of QR codes. Do you question how big an audience that is? Sales of smartphones in 2011 is expected to equal the number of not-so-smart mobile phones (feature phones) in the US. There are over 292 million mobile phones in the U.S. today. According to Nielsonwire.com, as of December 2010, nearly a third (31%) of all mobile consumers in the United States owned smartphones.

*What does a QR code do?*

QR codes are used primarily to drive traffic to your website, Facebook and Twitter accounts. They are used heavily in marketing and social media campaigns.

There are several applications but in general, they provide a way for smartphone users to collect information from your print material quickly. Instead of writing down the URL found on your posters, signs, newsletters, etc., your audience scans the code with their phone and they are instantly linked to your site, online publication, a video, calendar event, or anything else you can place on the web. You can also simply put messages in them, up to 1400 alphanumeric characters.

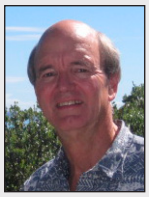
QR codes can be placed on signs, kiosks and printed material to help cut down on excessive use of paper and subsequent littering. You don't have to hand anything out to smartphone users since in only a few seconds they will walk away with your link in hand.

To learn how to make QR codes or to get more ideas on how to use them, read the Communications Tools for ANR blog http://ucanr.org/blogs/blogcore/postdetail.cfm?postnum=4337.

– Mike Poe

# Retirements

## Michael Reid


Michael Reid

Born and raised in New Zealand, Michael Reid never anticipated a career in California, but he retired from a 32-year career as a UC Davis environmental horticulture professor and specialist in June 2010. Reid's research has spanned the spectrum from basic biology of flower senescence to practical means of improving postharvest quality and life of ornamentals.

He earned a B.Sc. in botany, an M.Sc. in microbiology and a Ph.D. in cell biology at the University of Auckland.

As a Fulbright fellow, Reid spent a year at UC Davis studying postharvest physiology of melons and other crops. After further post-doctoral studies in England, he returned to the New Zealand Department of Scientific and Industrial Research, where he studied postharvest physiology and technology of apples, and "new" crops, including kiwifruit, tamarillos and feijoas.

In 1978, he joined UC Davis as an assistant professor in environmental horticulture, with teaching, research and extension responsibilities.

Together with UC Davis colleague Jim Thompson, Reid waged a campaign to persuade the flower industry of the importance of such elementary measures as cool temperatures, clean buckets and ventilation. He was involved in the development of STS and later 1-MCP as anti-ethylene treatments for cut flowers and potted plants.

He has published more than 200 research articles in peer-reviewed journals, and several hundred in grower and popular locations. He has also authored a number of books, including some in Italian and Spanish, on handling of cut flowers and related topics.

Reid served in the administration of the College of Agriculture and Environmental Sciences, as associate dean for Cooperative Extension, as statewide associate dean and as associate dean for the Division of the Environment. Within ANR, he served as chair of the Council of Associate Deans and Directors and program leader for Agricultural Productivity.

Industry has recognized Reid's contributions with the Alex Laurie Award from the American Society for Horticultural Science, the Alex Laurie Prize from the Society of American Florists, and the Alan Armitage Award from the Specialty Cut Flower Growers Association. Last year he was the ARS Morrison Lecturer at the Annual Meeting of the American Society for Horticultural Science and selected for induction into the California Floriculture Hall of Fame.

Reid and wife Nancy have retired to San Juan Bautista, with winters in New Zealand. Beekeeping is among his new ventures. He continues to be involved in the floriculture postharvest research program and the Postharvest Center, as well as serving on the management team of the Horticulture Collaborative Research Support Program.

## Jim Thompson


Jim Thompson

From an early age, Jim Thompson, UC Davis Cooperative Extension specialist, knew what he wanted to do for his career. During his elementary school years, he frequently got up very early to watch the television program "White Collar Farmer," fascinated even in those days with agricultural research.

"I first wanted to be an engineer who built bridges, but later in college I learned about agricultural engineering where I could combine both my interests," Thompson said.

Thompson, who retired on June 28, 2010, spent 35 years pursuing that fascination, applying agricultural engineering to solve problems. Early in his career, he developed energy conservation techniques for prune, walnut and rice drying systems and conducted an energy extension program for a wide range of agricultural operations. He had an extensive program in postharvest handling of perishables including introducing forced-air cooling technology to the cut flower industry, developing packing equipment design criteria to reduce damage to sweet cherries, and evaluating electricity use of produce coolers.

His recent research activities have included developing methods of determining freeze-damage to oranges and mold contamination of processing tomatoes, evaluating methods for improving rice quality and developing a special package for shipping soft, ripe fruit.

Thompson earned his M.S. in Agricultural Engineering at UC Davis in 1974 and began working as a specialist in 1975. He became affiliated with the Postharvest Technology Research & Information Center from its inception. From 1999 through 2009, he served as the Academic Director of the Center. He was the faculty coordinator of the Management of Fruit Ripening & Ethylene Management Workshop for 12 years, and offered numerous county-based programs on a variety of topics, including the Rice Quality Workshop and a popular Walnut Dehydrator Workshop in 2009 and 2010.

"Jim's practical and grower-friendly information has always been appreciated by both those he worked with off campus in the industry, and those participants attending campus workshops," said Beth Mitcham, current Academic Director of the Postharvest Center.

Cass Mutters, long-time colleague and coauthor of the "Rice Quality Manual," recounted Thompson's tenacious approach to solving problems.

"He brought a level of confidence to the field, persuading farmers to risk thousands of dollars of crop value in an experiment to find a better solution," said Mutters. "Somehow he always found a win-win solution for everyone, and many of the techniques he developed over the years are still at the forefront of agricultural practices."

– Mary Reed

# Crucial Conversations training in May

A "Crucial Conversations" workshop will be offered by Darlene Liesch, emeritus UCCE advisor, and Linda Marie Manton, executive director of ANR Staff Personnel. The 14-hour training will be offered on May 18-19 in Davis.

The workshop will begin at 9:30 a.m. the first day and conclude by 3 p.m. the second day. The workshop is open to all ANR academics and staff. The interactive workshop has a minimum session size of 10 people with a maximum of 20, which allows for small group and one-on-one interaction and activities.

The cost for the "Crucial Conversations" training and related travel expenses are being covered by UC ANR funds and coordinated through the ANR Training Coordination Advisory Committee.

"Crucial Conversations" will provide participants with tools for talking when stakes are high, emotions are strong and the opinions of individuals differ. It will help each workshop participant 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" training workshop, please contact Jamie Banta at jmbanta@ucdavis.edu. In the e-mail, indicate that you are registering for the Crucial Conversations Training and provide your name, e-mail address, mailing address and phone number.

Registration will be on first-come, first-served basis for the 20 available slots. Individuals will be notified by April 4 whether they were selected to participate or placed on a waiting list.

For more information, contact Manton at (530) 752-0495 or lmmanton@ucdavis.edu.

## Tag yourself for ANR's taxonomy project

ANR is launching the Taxonomy Project to learn more about our most important resource: the people. We're asking everyone in ANR to identify their areas of expertise, commodities they work with, languages spoken and so on.

This information will be most valuable for new members to find out who works in their area, but it will be helpful to everyone in the Division. You may wonder, "Who else is working in the Sustainable Food Systems strategic initiative?" With the Taxonomy Project, you will be able to click on the category and see a list of names.

Go through the list of commodities, knowledge areas, programs and strategic initiatives and connect yourself to any topic that is appropriate.

We have already imported a lot of data from DANRIS, and a few other locations, but self-identification improves accuracy.

To read more about the taxonomy project or to start tagging, go to https://ucanr.org/portal/taxonomy.cfm.

# Social media effort highlights Cooperative Extension

The eXtension team is leading the social media effort to call attention to "do no harm" to Smith-Lever, the federal Cooperative Extension funding.

To participate in the national effort, here are a few things you can do:

- "Like" the Cooperative Extension Facebook page http://www.facebook.com/CooperativeExtension.
- Make Cooperative Extension stories posted on your Facebook page shareable so eXtension can share California stories.
- Post links to stories that show how UCCE is making a difference on the Cooperative Extension Facebook page http://www.facebook.com/CooperativeExtension.
- Tell clientele they can post stories about how Cooperative Extension has helped them on the Facebook page http://www.facebook.com/CooperativeExtension
- Tag Cooperative Extension stories on Twitter with "#CESValue" so they will appear in a search and can be retweeted or shared.

In addition to letting others know what CE is doing in California, we can use Facebook and Twitter to see what is being done in other states.

# CAS features OakMapper

The California Academy of Sciences made a video about UC Berkeley specialist Maggi Kelly's sudden oak death research and the iPhone app her lab created for hikers to report diseased trees.

The OakMapper video is showing in the video rotation of the academy's museum in San Francisco on the public floor in the Science in Action area of the East Exhibit Hall. The OakMapper exhibit will be shown at the academy until mid-April. The video is also posted on the CAS website http://www.calacademy.org/sciencetoday/oakmapper.

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