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VP Allen-Diaz releases 19 CE academic positions for recruitment

After receipt of over 100 proposed positions and review of 800+ comments from individuals, agricultural organizations, governmental agencies, youth and nutrition coalitions and many others, VP Allen-Diaz released 19 new Cooperative Extension advisor and specialist positions (see sidebar). Hiring for the first seven positions will begin immediately in Round One. Hiring for Rounds Two and Three will begin approximately in February and May 2013, respectively.

Position proposals and comments were evaluated by a variety of groups within the University including county directors, college/school leadership, and ANR program teams among others. Criteria used to evaluate all positions included critical issues to be addressed, contribution to strengthening the network of local and campus-based Cooperative Extension and the Agricultural Experiment Station faculty, provision of adequate support, and expected contributions from applied research and educational outreach. This process led Program Council to provide a list of 50+ high-priority positions, with 33 recommended for first hire.

Over the past four years, 86 Cooperative Extension advisors and specialists have left ANR, primarily through retirement. ANR has hired 37 replacements to date. In order to continue to fulfill our mission to provide science-based solutions and boots on the ground throughout California, it is imperative that ANR invest in academic positions that are critical to the health of California agriculture, natural resources and communities.

Hiring will be in phases over time to enable us to accomplish the search and hiring process in an orderly manner, evaluate available resources on a real-time basis, deal with unexpected changes in staffing and address unanticipated issues as they arise.

Three of the 19 approved positions are moving forward with the support of newly forming partnerships with the California Table Grape Commission and the pistachio and tree nut industry.

“A number of additional important positions that were identified by Program Council remain in our queue,” said Allen-Diaz. “These positions will be released as funding is realized. In these times of increased belt tightening, we will continue to look for innovative partnerships that will allow us to fill critical positions more quickly.”

In her email to ANR employees, Allen-Diaz wrote, “Thank you all for your hard work throughout this process. Together we will ensure that CE, AES and our land-grant university continue to meet the needs of Californians.”

Round 1: November 2012

- Area Dairy Advisor (UCCE Tulare County as headquarters)
- Area Viticulture Advisor (UCCE Kern County as headquarters)
- Area Viticulture Advisor (term, UCCE Tulare County as headquarters, funded by the California Table Grape Commission)
- Area Agronomy Advisor (UCCE Colusa County as headquarters)
- Area Nutrition, Family and Consumer Science Advisor (southern San Joaquin Valley area)
- Area 4-H Youth Development Advisor and County Director (UCCE San Mateo County as headquarters)
- Nut and Fruit Crop Pathology Specialist (Kearney Agricultural Research and Extension Center as headquarters, with pistachio industry support)

Round 2: February 2013

- Area Range and Livestock Advisor (UCCE Humboldt County as headquarters)
- Area Urban Agriculture Advisor (Bay Area)
- Area Integrated Pest Management Entomology Advisor (Kearney Agricultural Research and Extension Center as headquarters, with tree nut industry support)
- Apiculture Specialist (Housed in Department of Entomology, UC Davis)
- Area Youth, Family and Communities Advisor (UCCE San Luis Obispo County as headquarters)

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UC Cooperative Extension centennial planning committee appointed

In 2014, the country will mark the 100-year anniversary of Cooperative Extension. President Woodrow Wilson signed the Smith-Lever Act on May 8, 1914, providing funding to the nation's land-grant universities in order to develop and deliver "practical applications of research knowledge." This provided the foundation for the beginnings of UC Cooperative Extension.

VP Allen-Diaz has appointed a committee to plan activities that will celebrate UC Cooperative Extension's centennial and capitalize on this important opportunity to raise awareness among both external and internal audiences.

"While the centennial focuses on our history, it also provides a platform to showcase UC Cooperative Extension's future," Allen-Diaz said. "UCCE and the whole UC ANR community will continue to be essential to the delivery of science-based solutions to the many challenges facing California."

Rose Hayden-Smith, Cooperative Extension advisor in Ventura County and leader of the Sustainable Food Systems Strategic Initiative, and Yana Valachovic, Cooperative Extension director and



advisor in Humboldt County, will co-chair the committee.

The rest of the committee is made up of academics and staff:

- Connie Schneider, director of the Youth, Families and Communities Statewide Program
- Jim Sullins, UCCE director for Tulare and Kings counties
- Rachel Surls, UCCE advisor in Los Angeles County
- Steve Vasquez, UCCE co-director and advisor in Fresno County
- Cindy Barber, director of Development Services
- Sherrell Cline-Richmond, MSO for Communication Services and Information Technology
- Ann King Filmer, director of Communications, UC Davis College of Agricultural and Environmental Sciences

ANR Work Environment Assessment survey responses surpass 60%

ANR's work environment assessment survey for employees who have "ucanr.edu" email addresses and county-based and county-paid staff closed on Nov. 16, with a response rate of 60.4 percent.

"The response rate may climb a little more as paper surveys arrive, so far we have received 19," said Jan Corlett, chief of staff to the VP, who oversaw the survey for ANR. "Thank you so much for all you have done to make this a success."

To reward the high rate of participation, VP Allen-Diaz has added two iPads to the prize pool just for ANR employees. The prizes will be awarded after campus surveys are completed.

Campus-based academics and staff will receive their invitation to the survey from their campus. UC Riverside is scheduled to send the survey on Jan. 15, and UC Davis and UC Berkeley on Feb. 1.

For more information about the study, please visit the UC ANR Work Environment Assessment website at <http://ucanr.edu/sites/wesurvey> and the UCOP Campus Climate Study website at <http://campusclimate.ucop.edu>.

CE positions list

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Urban Agriculture Food Safety Specialist
(Housed in School of Veterinary Medicine)

Perennial Crop Nematology Specialist
(Kearney Agricultural Research and Extension Center as headquarters)

Round 3: May 2013

Nutrient Management Specialist (Housed in Department of Land, Air and Water Resources, UC Davis)

Metropolitan Agriculture and Food Systems Specialist (Housed in Department of Environmental Science, Policy and Management, UC Berkeley)

North Bay Food Systems Advisor (UCCE Marin County as headquarters)

Area 4-H Youth Development Advisor (UCCE San Joaquin or Stanislaus as headquarters)

Area Orchard Systems Advisor (UCCE Glenn County as headquarters)

- Pam Kan-Rice, assistant director, News and Information Outreach
- Cynthia Kintigh, marketing director, Communication Services and Information Technology
- Annette Leeland, executive director, California 4-H Foundation
- Jennifer Rindahl, director of Advocacy Communications
- Jeannette Warnert, senior public information representative, News and Information Outreach

The charge to the committee is as follows:

- Establish a theme and identify core messages and communications goals
- Identify target audiences
- Plan events and activities to engage the public
- Guide the development of a communications plan
- Guide the development of materials and campaigns
- Involve academics, staff, stakeholders, decision-makers and retirees
- Incorporate local advocacy with community leaders, clientele, elected officials and policymakers
- Recommend appropriate resources

CSIT UPDATE

New resources available in Toolkit 2.0

A suite of new templates and tools are now available in the UC ANR Branding Toolkit 2.0 <http://ucanr.edu/sites/toolkit/>. New tools include templates for PowerPoint presentations, newsletters, and letterhead. Building on original Toolkit designs and color schemes, the new templates are cleaner and more useable. The designs also take up less space and comply with guidelines for the use of the UC seal. We've worked to simplify Toolkit 2.0 based on your feedback and use of the earlier Toolkit's resources. We also included more elements of the UC ANR continuum while strengthening our common connection to the University of California.

Building on the foundation of the first Toolkit and with the launch of the ucanr.edu domain, our goal with Toolkit 2.0 is to provide a consistent and adaptable look and a coherent branding system for UC ANR's statewide programs, UC Cooperative

UC to pay nonexempt staff on bi-weekly cycle

On Jan. 20, 2013, all nonexempt (eligible for overtime pay) staff employees who are currently paid monthly will transition to a bi-weekly pay cycle paid hourly.

This change is one of the ways the university is preparing for the implementation of UCPath, a new integrated payroll and human resource information system that will be shared across all UC locations.

The ANR Staff Personnel Unit has scheduled a webinar at 8:30 a.m. on Tuesday, Dec. 4, to give a brief overview of the conversion process to the bi-weekly pay cycle. This session is intended for ANR employees payrolled through UC Davis who will be affected by this transition and their supervisors. The URL for the Adobe Connect meeting is <https://uc-d.adobeconnect.com/r6ha2esd5ub>.

ANR staff employees, directors and supervisors should visit the ANR Bi-weekly Pay Website at http://ucanr.edu/sites/payroll_info. The information on this site has been specifically tailored for ANR employees and will be updated regularly as the Staff Personnel Unit receives additional information. The website provides FAQs and general information (in English and Spanish) about the payroll conversion, as well as a general list of the affected payroll titles. The site offers a link to a calculator that will help staff get an idea of what their new bi-weekly income may look like.

A temporary Bi-weekly Pay Transition Assistance Program is available for eligible employees transitioning from a monthly pay schedule to a bi-weekly pay schedule in January 2013. More information about the program and the application process are available on the ANR Bi-weekly Pay Website.

If you have any questions or comments, feel welcome to contact Linda Manton at Immanton@ucanr.edu or (530) 752-0495, Nikki Humphreys at nrhumphreys@ucanr.edu or (530) 754-8510, or Cherie McDougald at cfmcdougald@ucanr.edu or (559) 646-6518.

Extension and the Agricultural Experiment Station. Toolkit 2.0's new resources connect us to each other and will better inform the people we serve.

In addition to the updated graphic resources and templates in Toolkit 2.0, we have established a consistent set of naming conventions for identifying UC ANR academics and their titles. These and other useful communications conventions are posted in the ANR writing style guide (http://ucanr.org/sites/Toolkit/How-to-guides/ANR_Writing_Style_Guide) and will be used in news releases, web content, business cards and other UC ANR communications.

Of course, the broader UC ANR community uses a number of naming conventions and identities.

"Although no one system will meet all needs, too many forms of identification confuse our audiences and our supporters," said Bob Sams, executive director of Communication Services and Information Technology. "The work that UC ANR employees do proves that the University of California's Division of Agriculture and Natural Resources is the bridge between local issues and the power of UC research. It is UC ANR's advisors, specialists and faculty who bring practical, science-based answers to Californians."

More templates will be added in the coming months, including templates for truck signage and event banners.

"I encourage everyone to make use of these tools and take every opportunity to identify yourself and your accomplishments as UC ANR," said Sams.

If you have any questions about the use of Toolkit 2.0, suggestions for improvement, or examples you are proud to share, please send them to Sams at rwsams@ucanr.edu or to Cynthia Kintigh at cckintigh@ucanr.edu.

Beware phishing scams

All of us will at some point be subjected to email "phishing" attempts. Wikipedia's definition of phishing is the act of attempting to acquire information such as usernames, passwords and credit card details by masquerading as a trustworthy entity in an electronic communication.

The goal of most of these phishing attempts is to gain control of your email account. University email accounts are highly valuable because we have huge amounts of bandwidth, and are generally trusted throughout the Internet. When accounts are compromised, typically they are used to send large amounts of spam. Eventually, this ends up getting us blacklisted, which means that many other institutions will no longer accept email from our servers. A lot of work goes into removing UC Davis from the different blacklists around the Internet.

By not falling prey to this type of scheme, you are keeping the entire University off blacklists. Do your co-workers a favor, don't respond to phishing!

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CSIT UPDATE

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There are some things to know about your institutions and about these messages that will protect you from falling victim to these scams.

Banks, credit card companies, hospitals, universities and other institutions have rigorous standards that are enforced regarding divulging personal information IN BOTH DIRECTIONS of the communication. This means they won't send out your social security number, account password, etc. over email and they won't ask you to send them by email. You will be directed to a secure website. So this is the first tip: Any electronic message asking for personal information or account information over email is a phishing attempt! There were exceptions to this 10 years ago, but I can't think of any today. Sometimes the email is a little trickier and won't ask for the information over email but will direct you to a link contained in the email.

There are a few things to consider when judging the legitimacy of these emails:

1. Are the grammar, syntax and vocabulary correct in the emails? Many of these originate in other countries where English is not the first language or the particulars of American English aren't known. So look for misspelled words, incorrect or incoherent phrasing, or missing or bad punctuation.
2. If the email comes with an "urgent" warning or threat to your account if you do not take some action, it is most likely a phishing attempt. The only exception to this is when the email comes with the contact information of the department sending the email (usually phone number or email address). When in doubt, call them and find out if the email is legitimate.
3. Hold the mouse over the link you're directed to go to in the email to "fix" your problem, so you can see the actual address it will go to. Many times it will not be an address from the institution the message supposedly came from. For example, if you receive an email from UC Davis saying they're migrating servers and your account will be closed unless you click on the link, mouse over the link because you may see something like <http://apohome.yuca.uk>. Obviously not a UC Davis website!!

There are many more clues that can give these phishing attempts away, but these are the basic ones.
– Damon DePietro

Surveys, reviews show administrative service quality

Over the past 18 to 24 months ANR's administrative services units have achieved many streamlining changes to improve customer service in support of ANR's programs. Recent surveys and administrative reviews reflect that these changes have had a very positive effect on the quality and consistency of administrative services.



In Fall 2011, an ANR-wide survey of customer satisfaction of services provided by the Business Operations Center (BOC), Office of Contracts & Grants, and Staff Personnel Unit received 180 responses (74 academics and 106 staff members). In response to the feedback received, each of these units has created a written plan of improvements for implementation this fiscal year. A few examples include providing step-by-step instructions on processes; converting forms to "fillable" PDFs; updating, improving and increasing website content; and creating new training materials.

The ANR Training Coordination Committee has developed a comprehensive training website to provide "one stop shopping" by collecting all training resources in one central location: <http://ucanr.org/sites/anrtraining>. As well, all of the ANR administrative services units have added an "Ask button" to their websites to provide a quick and easy way to request assistance. If you can't find the information you are looking for on the website, "Ask" a question and you will get a response within two business days.

In April the Provost charged the UC Office of the President's Center for Operational Excellence (UCOP COE) with performing an administrative review of ANR's administrative services units to examine its existing administrative structure, business processes and customer service, and to provide recommendations for improvement. This review included the BOC, Communications Services and Information Technology, Staff Personnel Unit, Budget and the Office of Contracts & Grants. These units compiled extensive productivity data, which was then examined closely by a team from the COE. The result was a very positive report in which ANR is commended multiple times for efficiency, willingness to improve, leveraging of technology and transparency. For example, in reference to the high level of customer satisfaction reflected in the survey: "Per our observations this positive result is attributed to the dedication, subject matter expertise and customer service focus these operational units have utilized," and "We feel the results of this survey are very positive and unprecedented..." given how recently these units were formed.

Finally, a review of the BOC by Protiviti, a finance and audit consulting firm, was completed earlier this year. The UC systemwide Office of Ethics, Compliance & Audit Services contracted with Protiviti to make their internal audit services available at no cost to all campuses and locations. ANR was among the first to take advantage of this resource by volunteering for an evaluation of the BOC to identify streamlining and improvement opportunities. Protiviti delivered a very useful and positive report along with detailed process mapping. A few specific ideas for service improvement and risk avoidance were recommended and are now being implemented at the BOC including enhanced oversight of departmental compliance for performing monthly online general accounting ledger reviews and standardization of BOC forms for use by all BOC customer groups.

In summary, the results of these independent reviews and customer survey attest to ANR's continued efforts to increase efficiency while also excelling in business operations. We will continue to seek your input by issuing additional surveys of other ANR administrative units after the New Year.

The Business Operations units welcome suggestions for improved service, and you can always Ask a question.

Names in the News



Barbara Allen-Diaz

Allen-Diaz elected APLU board chair

Vice President Barbara Allen-Diaz has been elected chair of the Association of Public and Land-grant Universities' Board on Agriculture Assembly. She will serve this year as chair-elect, becoming chair next year.

APLU is a research and advocacy organization of public research universities, land-grant institutions, and state university systems with member campuses in all 50 states, U.S. territories and the District of Columbia. The Washington D. C.-based association is governed by a Chair and a Board of Directors elected from the member universities and university systems.

Tran named AVP-Business Operations

Tu Tran has been named assistant vice president for Business Operations, starting on Nov. 26, 2012. Tran, senior associate director of UC San Francisco's Financial Service Center, was selected after a nationwide search.



Tu Tran

"He brings exceptional budget and finance experience in higher education to this important position" said VP Allen-Diaz. "His skill set is well-suited to continuing the administrative and organizational progress we have made, helping us generate new revenue streams, improving efficiencies to further reduce costs, and helping advance the UC ANR Strategic Vision."

Tran will oversee budget and finance, contracts and grants, business services, compliance and control, and staff human resources and provide administrative support for the Division's statewide programs and special projects. He will work closely with the vice president, the director of the Research and Extension Center System and associate director of Cooperative Extension and the Agricultural Experiment Station and campus deans, serving on the VP Council and as an ex-officio member of the Program Council.

He will represent UC ANR within the Office of the President in all matters concerning resource planning and administration, as well as serving as the Division's representative to Universitywide committees including campus vice chancellors for budget and planning and the vice chancellors of administration.

Jan Corlett has been covering these duties, in addition to being chief of staff to the vice president, since April.

Before leading the formation of the UCSF Financial Service Center, which serves nine departments, Tran served as associate director of Finance and Accounting for UCSF Capital Programs and Facilities Management from 2008 to 2010. Before he joined UCSF, he was vice president for Finance and Business Operations for Sonoma Spa Resorts-Crescent Real Estate Equities from 2000 to 2007 and director of Business Services and Information Systems for UC Berkeley's Physical Plant from 1999 to 2000.

Tran earned a B.S. in business administration-accounting from San Francisco State University and a J.D. from San Francisco Law School.

After Nov. 26, Tran will be located at UCOP and can be reached at (510) 987-0022.

Bachie named agronomy advisor

As of Dec. 3, Oli Bachie will be the UCCE advisor for Imperial, Riverside and San Diego counties specializing in agronomy. His research will focus on crops such as alfalfa, wheat, sudangrass, bermudagrass, kleingrass, cotton and bio-energy crops.

Bachie recently earned his Ph.D. in plant biology at UC Riverside and has been working as an assistant research specialist in the UC Riverside Department of Nematology. His dissertation research explored alternative and ecologically desirable multipest – such as insects, nematodes and weeds – management strategies.

He has worked as a grower for Toronto urban forestry, graduate researcher at the University of Toronto and adjunct professor, network administrator and research specialist in San Diego at National University, American University and San Diego State University. Prior to moving to North American, Bachie worked at the Ministry of Agriculture in Ethiopia as an expert in crop protection, weed management and crop production.



Oli Bachie

In addition to his Ph.D., Bachie holds a B.S. in plant sciences from Alamaya University (Ethiopia), an M.S. in weed sciences from the University of the Philippines, and an M.S. in forestry from the University of Toronto (Canada).

He will be based in the UCCE office in Holtville. Beginning on Dec. 3, Bachie can be reached at (760) 352-9474.

Harris, Iaccopucci and Watkins join YFC Program

Latonya Harris is the new evaluation coordinator for the Youth, Families, and Communities Statewide Program. She will be applying her skills in research design and statistical analyses and working with 4-H advisors, program representatives, CE specialists, volunteers and youth to develop and implement statewide evaluations to document program outcomes and impacts.

Harris earned a Ph.D. in developmental psychology from UC Davis, an Ed.M. in human development and psychology from Harvard and a B.A. in psychology from UC Berkeley. Prior to her doctoral program, Harris was engaged in early childhood policy and planning for the City of San Francisco and after was an administrator for the City of Oakland Head Start Program. She also completed a postdoctoral fellowship with the Center for Developmental Science at the University of North Carolina at Chapel Hill, focused on children's positive development and well-being.



Latonya Harris

Harris is based in Davis and can be reached at lstharris@ucanr.edu.

Anne Iaccopucci has been named the healthy living coordinator, with responsibility for providing direction for implementation of the 4-H Healthy Living Initiative. Working with Cooperative Extension advisors, specialists and staff, she will integrate the Healthy Living Initiative with youth development,

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Names in the News *(continued from page 5)*



Sarah Watkins

nutrition and other health-related research and outreach.

Iaccopucci holds an M.A. in child development from Sacramento State and a B.A. in human development from Sonoma State. From 2007 until joining UC ANR, she was the senior youth program manager for Breathe California of Sacramento-Emigrant Trails and brings experience in health-related programming, curricula development and working with youth teams. Iaccopucci is based at the Youth, Families, and Communities Statewide Program office in Davis and can be reached at amiaccopucci@ucanr.edu.

Sarah Watkins is the new 4-H program representative for Animal Science Education. Prior to joining 4-H, she was a live-in resident at the UC Davis Center for Equine Health and office assistant at the Veterinary Medical Teaching Hospital. As a 4-H member, she participated in many animal projects. She also gained planning experience as a contest coordinator at the Agri-Sci Field Day at UC Davis.

Watkins earned a B.S. in animal science and management from UC Davis. Watkins is based in the California State 4-H Office and can be reached at spwatkins@ucanr.edu.

Lyall to assist VP

Mary Lyall will join ANR on Nov. 26 as executive administrative analyst for VP Allen-Diaz. She will maintain the vice president's calendar and provide administrative and analytical support.

The Illinois native has worked for eight years at UC San Francisco, most recently in the Department of Biochemistry and Biophysics as the executive assistant to the chair. Lyall also served in the Office of Sponsored Research, managing the Limited Submissions Grant Program and electronic newsletter "Research News." Prior to joining UCSF, she worked for several years in marketing at private sector companies and nonprofit organizations, first in Atlanta and later in the San Francisco Bay Area.

Lyall can be reached at (510) 987-0616 and mary.lyall@ucop.edu.

CALF honors Van Alfen

Neal Van Alfen, professor in the Department of Plant Pathology at UC Davis and former dean of the College of Agricultural and Environmental Sciences, and Karen Ross, secretary of the California Department of Food and Agriculture, were honored on Oct. 18 in Salinas by the California Agricultural Leadership Foundation.

Van Alfen and Ross were presented with the 2012 Honorary Fellow Award, which recognizes individuals who have demonstrated consistent commitment and uncommon excellence in the furtherance of education and leadership in California agriculture. Recipients are also dedicated and longtime supporters of the California Agricultural Leadership Program.

"Neal has been a dedicated and enthusiastic advocate for Ag Leadership for many years," said Rob Geis, a Class 35 alumnus of the Ag Leadership Program and chair of the Ag Leadership Alumni Council, as he presented the award. "We are grateful for his service, insight and leadership on the CALF board and on Ag Leadership

Program candidate screening committees. Further, he has always been a gracious and welcoming host for fellows and alumni when seminars and events were held at UC Davis."

Portillo honored with national 4-H award

Matthew Portillo, UCCE advisor in Butte County, was awarded the 2012 Achievement in Service Award during the 2012 National Association of Extension 4-H Agents Conference on Oct. 25 in Orlando, Fla.



Matthew Portillo

His leadership activities include president of the California 4-H Association, National Association of Extension 4-H Agents Animal Science Task Force chair-elect, and California 4-H State Animal Science Education Advisory Committee co-chair. Portillo's research and 4-H programming includes improving youth science literacy through science, engineering and technology project activities for youth to discover new approaches to solving problems.

Fake, Ingram awarded \$460,000 in grants

Roger Ingram and Cindy Fake, UCCE advisors in Placer and Nevada counties, have recently been awarded grants to support programs that serve local farmers and ranchers. The grants awarded by the USDA Risk Management Agency and the California Department of Food and Agriculture total \$461,585.

The grant from the USDA Risk Management Agency will help fund training for beginning farmers and ranchers, as well as assisting existing farmers with marketing, business, risk management and production skills.

The CDFA Specialty Crop Block Grant will assist farmers and consumers through education about the health benefits of eating local produce. The grant will also help make that produce more available to residents of Placer and Nevada counties through farmers market vouchers, seasonal tastings and community dinners prepared with local produce. Increased local produce sales will assist area farm and ranch businesses to become more profitable and make a greater contribution to the local economy.

Grajales-Hall honored for community service



Myriam Grajales-Hall

Myriam Grajales-Hall, manager of News and Information Outreach in Spanish, received the "Sol Azteca" award at the 13th International Hispanic Awards.

The award, recognizing her dedicated efforts in providing news and outreach in Spanish, was presented at a black-tie event held at Indian Wells Country Club on Oct. 13.

"Your commitment in serving the community has been noted," wrote Ana Vasquez, award committee chairwoman.

Vasquez and Al Vasquez, publishers of the Indio-based weekly La Prensa Hispana Spanish-language newspaper, started the awards in 1998 to honor locals who have contributed to the advancement of the Coachella Valley's Hispanic community.

PAC discusses budget, nitrogen management

The UC President's Advisory Commission on Agriculture & Natural Resources met on Nov. 1 in Oakland to discuss UC's budget and nitrogen management.

At the meeting, held before [Proposition 30](#) passed, President Yudof told the commissioners the governor's tax initiative was, "The only light I see at the end of the tunnel."

"Without or with Proposition 30, we've got to figure out how to continue to be a public university for the public's benefit," said Patrick Lenz, UC vice president of Budget and Capital Resources, expressing concern about the state's ability to invest in higher education in the future.

"We take our public service mission very seriously," said Yudof, adding that UC had launched the Onward California advertising campaign to raise awareness of the public's benefit from UC.

"With the theme of the ads," Yudof explained, "we try to demonstrate how important the university is to Californians even if they don't have a direct relationship with us."

In summarizing UC's market research, Jason Simon, UC marketing communications director, said that while 76 percent of California voters surveyed had a favorable opinion of UC, only 44 percent said UC had an impact on their lives. He also gave an overview of [Onward California](#), noting the presence of ANR in some of the ads.

VP Barbara Allen-Diaz introduced the nitrogen management discussion as a follow up to the [Addressing Nitrate in California's Drinking Water](#) report released in March.

Since the report's release, ANR has held meetings with farmers and other stakeholders and funded [projects](#) to study water resource sustainability and agricultural productivity.

"We have been bringing the science to bear and talking about what can be done to provide a solution," said Doug Parker, director of the California Institute for

Water Resources and leader for the water strategic initiative. "ANR people are engaged at various levels. We have been involved with water boards, Dairy Cares and the Irrigated Lands Program and other groups."

Asif Maan, environmental program manager at the California Department of Food and Agriculture, described CDFAs's partnership with ANR to provide Certified Crop Advisor training to reduce the undesirable impacts of fertilizers. Maan also announced the Fertilizer Research and Education Program, with the assistance of UC Davis postdoc Daniel Geisseler, has created a [searchable database of FREP-funded research](#) to serve as a resource for scientists studying fertilizer-related issues.

Thomas Harter, UCCE specialist in the Department of Land, Air, and Water Resources at UC Davis, Robert M. Hagan Endowed Chair in Water Management and Policy and co-author of "Addressing Nitrate in California's Drinking Water" discussed solutions.

"The drinking water problem is the most urgent thing to deal with," Harter said. "We don't have time to wait for the source reduction solutions to take effect."

Tom Tomich, director of the UC Agricultural Sustainability Institute and ANR's statewide Sustainable Agriculture Research and Education Program, WK Kellogg Endowed Chair in Sustainable Food Systems, and professor of community development, environmental science and policy at UC Davis, announced that the results of the [California Nitrogen Assessment](#) will be released soon. The project is combining a review of existing scientific research with input from an array of stakeholders.

The next PAC meeting will be held April 8 and 9 in Ontario, where the commissioners will join ANR employees for the summit on sustainably feeding the world's population in 2025.

IREC calls for proposals

The UC Intermountain Research and Extension Center (IREC) is soliciting proposals for new and continuing research projects for project year 2013-2014.

IREC is a 140-acre research facility located at 4,000 feet elevation near the Oregon border. IREC specializes in potato, small grain, onion, peppermint, forage grasses and alfalfa, however, most cool season field and vegetable crops can be accommodated and grown at the center. Research topics of interest include variety development, integrated pest management, irrigation management, plant nutrition and agriculture-wildlife interactions. Available center facilities and equipment include a greenhouse, controlled postharvest facility, drying ovens, an automated potato grading line, a mini-still for essential oil extraction, specialized small plot irrigation equipment, research adapted small plot planters and harvesters, and a full line of commercial farm equipment for field and vegetable crop production. Technical assistance is available for all farming practices, field instrumentation and data collection.

The center's research advisory committee will evaluate proposed research for scientific merit and regional need. Approved projects will be eligible for center-provided support — land, labor, technical assistance, equipment and facilities.

Questions about the research proposal process or about research opportunities at IREC should be directed to Rob Wilson, center director, or Don Kirby, center superintendent, at (530) 667-5117.

Project Proposal and Land, Labor & Facilities Request forms are available at the [Universal Review System](#) website or the IREC website at [IREC Research Proposal Forms](#). For questions about the proposal submission process, contact Shanna Done at sldone@ucdavis.edu or (530) 667-5117.

Proposals may be submitted into the Universal Review System beginning Nov. 28. The deadline is Jan. 11.

Desert REC turns 100

UC Desert Research and Extension Center celebrated 100 years on Oct. 25. UC Provost Aimée Dorr and VP Barbara Allen-Diaz were among the UC employees from around the state who gathered with local stakeholders to recognize the landmark. The event was covered by the Imperial Valley Press, which interviewed directors of other Research and Extension Centers who attended the celebration. Read about DREC's history in *California Agriculture* and "From Citrus to Centennial" by Alan W. Robertson.



Visitors took a ride on hay bales to tour the grounds.



From left: John Pierre Menvielle, grower and president of the Board of Directors for the Imperial Irrigation District; Khaled Bali, DREC director and UCCE Imperial County director; Allen-Diaz; Ray Castillo, Imperial County supervisor; Dorr; Al Kalin, Imperial Valley grower; and Nancy Caywood, Farm Smart coordinator.

Debra Driskill, business officer for Desert and South Coast RECs, left, and Joni Rippee, director of ANR Program Planning and Evaluation.



The center was originally named the Meloland Field Station when it opened in 1912.

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

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In memoriam

Winfred Mathis Lawson

Winfred Mathis Lawson, UCCE county director and advisor emeritus in San Joaquin County, died Oct. 2 in Sacramento. He was 92. The Kentucky native served in the U.S. Army from 1942 to 1946. During WWII, Lawson received many combat awards including the Purple Heart and Bronze Star. He retired from the U.S. Army Reserves as a colonel in 1979.



Winfred Lawson

Lawson earned a B.S. and M.S. in agricultural education from UC Davis, then taught vocational agriculture at Elk Grove High School for four years. He joined UC in 1951 as a UCCE farm advisor in Riverside County.

He later studied methods of increasing the effectiveness of agricultural extension in California's changing agriculture to earn a Ph.D.

in Cooperative Extension education from the University of Wisconsin in 1959. Upon his return from Wisconsin, Lawson was assigned to work on special projects at ANR's administrative headquarters, then located in Berkeley. In 1961, he was named assistant state director of Cooperative Extension.

In 1975, Lawson returned to an academic role as UCCE director and farm advisor in San Joaquin County. ANR honored him with the distinguished service award for outstanding administration in 1982. He retired in 1985.

Lawson is survived by wife Lola, son Curtis, son Andrew and his wife Shelley, and brother Vernon and his wife M. Pauline.