

## VP posts PACE committee report, highlights actions underway

Dear Colleagues:

I am pleased to release ANR Academic Assembly Council (AAC)'s Partnership to Advance Cooperative Extension (PACE) committee report. I also want to share some of the current results of that effort. Part of AAC's mission is to provide a forum to address the professional needs of Cooperative Extension (CE) academic employees. As such, I charged AAC to seek broad and diverse input from ANR academics related to the roles and responsibilities of CE Specialists and Advisors to support the Division's mission and vision. Frank Mitloehner, then AAC President, and Kevin Day, Chair of the AAC Policy Committee, co-chaired the diverse ad hoc committee, which included four Advisors, four Specialists (one from each college/school) and one Academic Coordinator.



Barbara Allen-Diaz

I want to thank the PACE committee for its thorough effort taking a multi-faceted approach that resulted in a high level of participation statewide. Throughout the process, we heard that their open and transparent process was widely appreciated. I also want to thank all of you who participated in the PACE survey and dialogue sessions for providing your thoughtful and constructive input to inform our work moving forward.

I encourage you to read the report to gain a more in-depth understanding of what was heard across the Division. The full report is posted on the PACE website [http://ucanr.edu/sites/pace2013/PACE\\_Report/](http://ucanr.edu/sites/pace2013/PACE_Report/). Below I will highlight some PACE findings that have already been put into action:

- The preference for more smaller grants was expressed. It was explained that smaller grants are: 1) especially important for CE academics working in areas for which extramural funding is limited; and 2) were identified as a means to increase real collaboration among CE academics. Immediately following the PACE report presentation to Division leadership, we responded by making changes to the 2013 UC ANR competitive grants program RFP to encourage more small grants and provide the opportunity for Extension only proposals.
- ANR academics across campuses and counties widely agreed that the Division is better understood as a network rather than the traditional continuum model. We will continue the transition to describe the Division as a statewide network. We will also further explore what this means in regards to future positions and how we work together.
- Many ANR academics suggested that we develop a mentoring process with a formal orientation program. This need is recognized as a priority by leadership. I will work with the AAC, the Academic Personnel Unit and others to develop mentoring and orientation strategies and materials.
- A notable suggestion was that CE re-establish a "code of conduct" that "emphasizes collegiality, professionalism and communication." I will work with the AAC to develop a tool to help clarify appropriate protocol when working together and across the statewide network.
- There was significant agreement about the need for "improving training and collaborative opportunities between campus and off-campus academics while at the same time highlighting career opportunities in Extension — especially for current UC students." Suggestions for methods to do so included the advisor intern program and the emerging Graduate Student in Extension (GSE) program initiated at UC Berkeley. I am talking with students and the Division's four Deans to explore this pilot.

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- The need to improve ANR academics' ability to find out "who's who" and "who's doing what" is recognized. Communications Services and Information Technology with input from others has developed the Taxonomy and Personnel System, which will be finalized and formally launched. We invite feedback on the pilot to make this mechanism best meet your needs: <https://ucanr.edu/portal/taxonomy/>.
- Concern was voiced for the success of the new advisor positions given broader geographic and programmatic assignments. We are closely watching the progress of the new advisor hires. We are pursuing ways to provide support, such as mentoring. We will remain flexible in our approach to serve programmatic needs across the state.
- Also in response to the PACE effort, we will provide more information to further enhance our commitment to transparency. In addition, requested documents are posted on the PACE website as they are made available ([http://ucanr.edu/sites/pace2013/Additional\\_Relevant\\_Information/](http://ucanr.edu/sites/pace2013/Additional_Relevant_Information/)). I will address a few voiced concerns below:
  - » A concern was voiced about the level of funding to support Specialists' work. We have been working with the Deans' Offices to pull together information to elucidate the funding provided for Specialists. When this is finalized we will share it.
  - » It was reported that smaller, more focused efforts, e.g. those provided by Workgroups, are essential to support the broader ANR mission and vision. I want to reiterate that the Division continues to support Workgroups. The only thing that has changed over the past few years is how Workgroups get together.
  - » It was requested that ANR clarify the CE position allocation process. Given our commitment to making this a fair and transparent process, we are happy to provide again the description of the process with the criteria, as well as to try to improve our communication of the rationale behind the decisions.

The results of the PACE effort will continue to be discussed by Division leadership and across the network to inform future positions and how we work together. I respect the important role AAC plays within the Division. I appreciate the PACE committee's dedicated leadership and the ANR community's enthusiastic participation. I look forward to continuing to work together to strengthen our network, within and external to UC.

Barbara Allen-Diaz  
Vice President

## Update on the new ANR building in Davis



Construction is moving along quickly and we are on track for employees to begin moving into the new ANR building located at 2801 Second Street in Davis on Nov. 4. Current information on the new building is in the second issue of the Second Street News at <http://ucanr.edu/sites/ANRUpdate/files/173378.pdf>.

If you have questions or concerns, contact the ANR New Building Culture and Communications Committee at [http://ucanr.edu/sites/TheNewANRBuilding/Ask\\_a\\_Question](http://ucanr.edu/sites/TheNewANRBuilding/Ask_a_Question).

## EMPLOYMENT OPPORTUNITY

### IPM Communications Coordinator

The Statewide Integrated Pest Management Program seeks a Communications Coordinator (Academic Coordinator III) to lead communications activities on integrated pest management for practitioners.

The Academic Coordinator III will be a collaborator who can work with subject matter experts, production staff, and programming and technical support staff to develop and produce publications and the IPM Program's online presence as well as plan communications strategies and coordinate with other ANR units.

The successful candidate will be a leader who can direct the development of a vision for centralized IPM communications and products that support the vision and mission of the IPM Program.

The coordinator will oversee staff, budget and physical

resources and coordinate the development and preparation of grant proposals. The coordinator will also prepare communications that publicize IPM Program products and activities and implement communications policy and practices for the program.

This position is an academic career track appointment based in Davis. A master's degree is required, though other advanced degrees are encouraged, in a communications or biological sciences field.

To read the full position vacancy announcement and application procedures, please visit <http://ucanr.edu/jobs> or contact Soo Hsieh at [syhan@ucanr.edu](mailto:syhan@ucanr.edu) or (530) 754-8495 and refer to position listing AP#13-22. To ensure full consideration, applications should be submitted by Oct. 27, 2013 (open until filled).

## Names in the News

### Linquist joins ANR as UCCE specialist

**B**ruce Linquist was hired as a UCCE specialist in the Department of Plant Sciences at UC Davis on July 1. His research focuses on rice cropping systems.

Before joining ANR, Linquist had been working closely with UCCE farm advisors and farmers in his research program at UC Davis since 2005. His research focuses on a wide range of issues to help ensure the sustainability of rice systems and to develop management tools for farmers. This includes developing sustainable and efficient nutrient management practices for rice that maintain or increase yields with limited loss to the environment. Linquist also studies water use and water quality. Water, straw and nutrient management all affect greenhouse gas emissions (methane being of particular concern in rice), and he is quantifying GHG emissions from these systems as well as identifying possible ways to reduce them. Linquist also works with breeders to develop tools and models to predict crop developmental stages that will allow farmers to better manage their inputs and time.

Linquist earned a Ph.D. in Agricultural Ecology and an M.S. in International Agricultural Development at UC Davis, and a B.S. in Agronomy at Texas A&M University.

After completing his Ph.D., Linquist worked as a post-doc at UC Davis where he studied the effects of changing straw management practices on rice production and nutrient cycling. He subsequently worked with the International Rice Research Institute for 8 years, working in Laos on upland and lowland rice systems.

Linquist is based at UC Davis and can be reached at (530) 752-3125 and [balinquist@ucdavis.edu](mailto:balinquist@ucdavis.edu).

### Souza named area dairy advisor

**A**lex Souza joined ANR on Sept. 3 as a UCCE area dairy advisor in Kern and Tulare counties.

Prior to joining UCCE, Souza served as a manager of reproduction in cattle for Ceva Animal Health Headquarters in Libourne, France, providing global technical support and training mainly in dairy cattle reproduction and management. In the U.S., he was a dairy-reproduction specialist, leading the ReproConnections extension support service on behalf of Accelerated Genetics and World Wide Sires, a program designed to improve reproduction performance in dairy herds worldwide. While working on his M.S., Ph.D. and postdoctoral studies, Souza carried out work related to herd health, fresh cow management, synchronization programs, ultrasound and breeding techniques, nutrition, embryo



Bruce Linquist



Alex Souza

transfer and *in vitro* fertilization in commercial beef and dairy farms in Brazil and the U.S. He also worked part-time as a private practice veterinarian with a focus on health and reproduction in cattle from 2005 to 2008.

A native of Brazil, he is fluent in English, Portuguese and Spanish.

Souza earned a DVM from Sao Paulo State University, Brazil, an M.S. in dairy science from University of Wisconsin, a Ph.D. in physiology of reproduction in a joint venture between the University of Sao Paulo, Brazil and the University of Wisconsin, and a postdoctoral degree in dairy nutrition and reproduction from University of Wisconsin.

Souza is based in Tulare and can be reached at (559) 684-3313 and [souza@ucanr.edu](mailto:souza@ucanr.edu).

### Stenger named NFCS advisor

**K**risten Stenger joined UCCE on Aug. 5 as an area nutrition, family and consumer sciences advisor in Fresno and Madera counties.

Prior to joining UCCE, Stenger completed a dietetic internship with community emphasis at Idaho State University-Meridian. During her master's program, she researched food safety knowledge, practices and beliefs in Hispanic families with young children in Nebraska. She has created food safety publications with the University of Nebraska Extension concerning food safety for infants.

Stenger earned a B.S. in nutrition and dietetics and a M.S. in nutrition and health sciences from University of Nebraska-Lincoln. She is a Registered Dietitian.

Stenger is based in Fresno and can be reached at (559) 241-7528 and [kristenger@ucanr.edu](mailto:kristenger@ucanr.edu).

### Yu joins Financial Services

**J**ing Yu joined the Financial Services team on Aug. 26 as a principal accountant. Prior to coming to ANR, she was an accountant III for the Controller's Office at UC Berkeley. Before working at UC Berkeley, Jing worked for Ernst & Young, LLP. Jing's professional experience includes analyzing and reconciling GL accounts, researching accounting rules and pronouncements, and financial auditing.

Jing holds a bachelor's degree in Business Administration from Beijing Language and Culture University and a master's degree in accounting from Golden Gate University and is a Certified Public Accountant.

Jing is located at UCOP and can be reached at (510) 987-0059 and [Jing.Yu@ucop.edu](mailto:Jing.Yu@ucop.edu).



Kristen Stenger



Jing Yu

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## Names in the News

### ESA honors Stouthamer, Paine

The Entomological Society of America has honored two UC Riverside entomologists with awards.

Richard Stouthamer, a professor in the Department of Entomology, was honored with the Recognition Award in Entomology, which recognizes entomologists who are making significant contributions to agriculture. The award is sponsored by Syngenta Crop Protection.



Richard Stouthamer

Stouthamer is the author of more than 120 peer-reviewed papers and fifteen book chapters. During his PhD studies at UCR, he discovered the involvement of *Wolbachia* bacteria in causing complete parthenogenesis in parasitoid wasps. The study of the interaction between *Wolbachia* and parasitoid wasps has been a mainstay of his research since that time. He has also been involved in the study of several insect-transmitted bacterial diseases such as *Xylella fastidiosa* (Pierce's disease), *Candidatus Liberibacter psyllaurosus* (zebra chip) and, most recently, tree branch-dieback caused by the ambrosia beetle *Euwallacea fornicatus* in trees in Southern California. In addition, much of the work in his lab involves the application of molecular genetic tools to easily distinguish cryptic species and to determine the area of origin of invasive species.



Timothy Paine

Timothy Paine, a professor in the Department of Entomology, is the recipient of the Distinguished Achievement Award in Teaching, presented annually to the member of the Entomological Society of America deemed to be the most outstanding teacher of the year.

Paine's research contributions on insect herbivores of woody plants in urban landscapes and forest systems were recognized with both the Entomological Foundation's Recognition Award in Urban Entomology and the Entomological Society of America's Distinguished Achievement Award in Horticultural Entomology. He has taught large introductory biology classes, a breadth science class for humanities and social science students, upper division classes for entomology and biology majors, and a class in the entomology graduate core. He took the lead in developing a new class intended for graduate students interested in pursuing academic careers. The class explores the challenge of designing new life science courses and provides opportunities to implement approaches for active learning. His efforts in teaching innovation and developing new materials and methods have been recognized with all of the UC Riverside campus teaching awards. He was selected for membership in the UCR Academy of Distinguished Teachers in 2013. He was recognized as a National Academies Education Fellow in the life sciences in 2008–09. Paine is a Fellow of both the American Association for the Advancement of Sciences and the Entomological Society of America.

The 2013 awards will be presented at the society's annual meeting in Austin, Texas, in November. – *Iqbal Pittalwala*

### Campbell selected for Mosher Award

David Campbell, UC Cooperative Extension specialist in the Department of Human Ecology at UC Davis, recently received the William E. Mosher and Frederick C. Mosher Award from the American Society for Public Administration. The award recognizes the best *Public Administration Review* article written by an academician in the past year. Campbell won for his article "Public Managers in Integrated Services Collaboratives: What Works is Workarounds." The award was presented during the annual meeting of the American Society for Public Administration in New Orleans.



David Campbell

Campbell is a political scientist whose work seeks to deepen the practice of democratic citizenship in California communities. Taking community planning and service delivery systems as the unit of analysis, his research illuminates the policy dynamics and collaborative mechanisms that shape local implementation of federal, state and foundation programs.

### DPR awards Long \$123,000 grant

The California Department of Pesticide Regulation announced that Rachael Long, UC Cooperative Extension advisor in Yolo County, will receive \$123,015 to encourage Northern California growers and landowners to reduce pesticide use by using hedgerows at the edges of their fields. Hedgerows also provide habitat and pollen and nectar sources for honey bees and other pollinators.

Long's project aims to reduce pesticide use on farms and provide habitat for wildlife by planting hedgerows of California native plants at the edge of fields. This process has been shown to reduce the amount of herbicide used by providing better management of weed problems at field edges. It ultimately helps to protect surface water quality and reduce the amount of chemicals entering drains. The project aims to have growers in the northern Sacramento Valley adopt hedgerow plantings on their farms by 2016.

The funds come from DPR's Pest Management Alliance Grant program, which provides support for agricultural, nonagricultural and urban groups to increase implementation and adoption of proven pest management systems that reduce risks associated with pesticide use.



Rachael Long

photo by Kathy Keatley Garvey

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## Names in the News

### Sonoma County Harvest Fair honors Varela

Sonoma County Harvest Fair has awarded Lucia Varela, UCCE advisor for the North Coast, its 2013 Friend of Sonoma County Agriculture Award.

Each year, the Sonoma County Harvest Fair recognizes five individuals or businesses for their dedication and support to Sonoma County's \$3 billion agriculture industry. The award recognizes an individual who works to promote and enhance the agricultural industry through their contribution, operation and community involvement in Sonoma County. This award is given to someone who is not directly involved in agriculture, but has supported and benefited the industry through their endeavors.



Lucia Varela

Varela has served growers on the North Coast for 22 years while working as a UCCE integrated pest management advisor. Her responsibilities include developing pest management programs for pome fruits and grapes. Over the past 10 years, she has been helping growers and pest control advisers manage exotic pests. She has responded to the detection of vine mealybug in the early 2000s, the introductions of light brown apple moth in 2007, European grapevine moth since 2009 and, recently, Virginia creeper leafhopper. Varela provides comprehensive outreach to all affected parties and technical support to implement effective controls that are least harmful to the environment and to non-target organisms. Her research has been published in multiple agriculture industry publications since 1997.

The 2013 Sonoma County Harvest Fair begins Oct. 4 at the Sonoma County Fairgrounds.

### Hess inducted into Horticulture Hall of Fame



Charles Hess

Charles E. Hess, professor emeritus in the Department of Environmental Horticulture at UC Davis, was inducted into the Horticulture Hall of Fame at the Annual Conference of the American Society for Horticultural Science (ASHS) on July 22 in Palm Desert.

Hess's storied career in science started when he joined Purdue University in 1958. He served as chair of the

Department of Horticulture at Rutgers University, becoming acting dean in 1971 and Founding Dean of Cook College in 1973. In 1975, he was hired as dean of the College of Agricultural and Environmental Science at UC Davis. He retired in 1994.

Hess was one of the first horticulturists to have three presidential appointments—two of them to the National Science Board, the governing board of the National Science Foundation. He was also appointed Assistant Secretary of Science of the U.S. Department of Agriculture, where he launched the National Research Initiative, USDA's competitive grants program. Upon his return to UC Davis, he became Director of International Programs and served on the boards of trustees of two international agricultural research centers. He is a member of Phi Beta Kappa and a Fellow of the American Association for the Advancement of Science.

Hess joins other horticultural luminaries such as Gregor Mendel, Liberty Hyde Bailey and Luther Burbank, in receiving this honor. Hess served as the ASHS president in 1972 and was named a Fellow of the Society in 1970.

## Employee comments sought on uniforms and safety apparel policy

Staff Policy 35 – *Uniforms and Safety Apparel* is undergoing a formal review.

Under the provisions of Staff Policy 35, the University provides certain protective work clothing and safety equipment. The University also provides an allowance when an employee is required to wear specific clothing necessary for identification purposes or for other conditions requiring uniforms. The allowance is meant to cover the actual cost of the required uniform and will be funded from local resources.

Proposed revisions to Staff Policy 35 include:

- **Title change**  
Title has been changed from former *Protective Clothing, Equipment and Uniforms* (originally issued in 1996) to avoid confusion with the Environmental Health & Safety Policy on Personal Protective Equipment, as referenced in Section VI.
- **Delegation of Authority 2068** has been incorporated into policy  
In accordance with the Office of the President's *Working Smarter Initiative*, DA 2068 has been incorporated into PPSM 35: see (a) Section III.B. Authority (second paragraph) and Section V. Procedures (second paragraph). DA 2068 subsequently was rescinded.

You can read the revised policy at: [http://atyourservice.ucop.edu/employees/policies\\_employee\\_labor\\_relations/proposed\\_policies/prop\\_staff\\_policies.html](http://atyourservice.ucop.edu/employees/policies_employee_labor_relations/proposed_policies/prop_staff_policies.html)

Employees covered by this policy who wish to provide comments may submit them to Robin Sanchez, principal analyst, at [rgsanchez@ucanr.edu](mailto:rgsanchez@ucanr.edu) by Oct. 1.

# UCCE celebrates 100 years in Humboldt County

Humboldt County residents have been celebrating 100 years of their partnership with UC Cooperative Extension this year. In anticipation of the federal legislation that would create Cooperative Extension – the Smith-Lever Act, which was signed by President Woodrow Wilson on May 8, 1914 – UC opened its first Cooperative Extension office in Humboldt County in July 1913. The rest of UCCE will celebrate the centennial in 2014.

On Sept. 13, VP Barbara Allen-Diaz, AVP Bill Frost, Chris Greer, UCCE advisor and director for Colusa, Sutter and Yuba counties, and Kim Rodrigues, academic personnel executive director, joined the UCCE Humboldt County staff and about 300 community members for the gala anniversary celebration. Sandra Schubert, California Department of Food and Agriculture undersecretary, and three county supervisors also participated. Yana Valachovic, UCCE advisor and director for Humboldt and Del Norte counties, emceed the event.

Assemblymember Wesley Chesbro issued a proclamation for the occasion. It reads in part, “Whereas channeling the expertise of the University of California, UCCE has become a vital instrument to supporting agriculture and natural resources in Humboldt, providing local research, safeguarding natural resources, empowering volunteers and building strong communities; and by supporting agriculture and natural resources industries and economic development in general.”

“We are rebuilding Cooperative Extension,” Allen-Diaz told the audience, acknowledging cuts in state funding over the past decade. “And we look forward to the next century of working with you.”



Allen-Diaz introduced Jeff Stackhouse, who is moving to Humboldt County from Fargo, N.D., to begin work as the region’s UC Cooperative Extension advisor for livestock and natural resources on Nov. 4.

Sandy Sathrum, 4-H program representative, welcomed representatives of 18 local families onto the stage, where they were honored for their 100-plus-year relationships with UC Cooperative Extension and 4-H. Three generations of Sathrum’s own family have accumulated 167 years of 4-H membership and volunteering.

As part of its centennial celebration, UCCE in Humboldt County has been hosting a series of tours for the public. For tour details, visit <http://cehumboldt.ucdavis.edu>.

Plans are being made for celebrating the statewide UCCE centennial in 2014. To see some of the materials already available, visit the UCCE Centennial Toolkit at <http://ucanr.edu/100brand>.

To contribute historical photos and success stories, go to <http://ucanr.edu/history>.



From left, Frost, CDFA undersecretary Sandra Schubert and Allen-Diaz. Schubert said 11 percent of Californians go hungry and noted the increasing demand for food.



UCCE Humboldt County staff dressed in vintage attire for the gala. Jeff Stackhouse, on right, will join the staff as a UCCE advisor in November.



About 300 community members attended the gala anniversary celebration.

## UC welcomes President Napolitano

On Sept. 30, UC welcomed Janet Napolitano, former secretary of the U.S. Department of Homeland Security and twice-elected governor of Arizona, as its 20th president.

Napolitano, 55, is an accomplished public-sector leader with a long-standing interest in education. She is the first woman to hold the post of president in UC's 145-year history.

In a note to students, faculty and staff across the 10-campus system, Napolitano said she was both excited and humbled by her new role.

"It is my intent, beginning today, to serve as the strongest advocate possible for the University of California, ready to stand up at every opportunity on its behalf, in any venue that will have me," Napolitano wrote. "Together, let us strive not only to maintain UC's position as the world's premier public university, but also to push the University forward to ever new heights. The University of California, and California itself, expect and deserve nothing less from all of us."

In addition to her experience leading large, complex organizations, Napolitano's career has been marked by several firsts: She was the first female valedictorian at Santa Clara University, where she earned a bachelor's degree in political science; the first female attorney general of Arizona; and, during her two terms as Arizona governor, the first woman to chair the National Governors Association.

"I bring many things with me to California, beginning with an unshakeable belief in the transformative power of education," Napolitano said in her note to the UC community. "I also bring a deep appreciation for the greatness of this university, and for what that has meant, and will mean, for the past, present, and future of the state, the nation, and the world."

Read the full story at <http://www.universityofcalifornia.edu/news/article/30119>.



UC President Janet Napolitano

## Retirements

### Peggy Michel

Peggy Michel, deputy to the assistant vice president for Business Operations, retired on Sept. 6 after serving ANR for 21 years.

Michel joined ANR in 1992 as an administrative assistant II for the Sustainable Agriculture Research and Education Program, based in the UC Office of the President in Oakland. In 1994 she joined the Office of Governmental and External Relations



Peggy Michel

(OGER) as an assistant to then executive director Steve Nation, who dubbed her "Radar" (taken from the MASH TV show character) for her uncanny knack of anticipating things that needed to be done.

As an OGER member, she helped form and provide staff support for the UC President's Advisory Commission on Agriculture and Natural Resources and the UC president's tours for regents and agricultural leaders. She also gathered information in response to requests from legislative offices.

In 2007, Michel transitioned to work in the vice president's office. In 2010, Michel became deputy to then associate vice president for Business Operations Kay Harrison Taber and senior staff to the Administrative Review Council, which designed and implemented the

reorganization of ANR business operations functions.

"Her professional reputation and work ethic at UCOP made her sought after for committees, advice, wisdom and collegial interaction," said Taber.

Michel has moved to Long Island, NY, to join her husband, Keith, who was appointed president of Webb Institute, the country's foremost school of Naval Architecture and Marine Engineering, on July 1.

### Vito Polito

Vito Polito, a professor in the Department of Plant Sciences at UC Davis, has retired after 34 years of teaching and research.

Polito joined the pomology faculty at UC Davis in 1979 as a fruit morphologist, a field new to him. He eventually found his niche in the reproductive biology of tree crops. Pomology chair Noel Sumner, along with other colleagues, gave Polito a welcome start at UC Davis, for which he has always been grateful.

"They were good to me and that's something that stuck with me," said Polito, noting how much he enjoyed the field. "Pomology has its own sensibility in a way, in that it is more intensely seasonal than



Vito Polito

anything you do in plants. And there's a rhythm to that that I learned to love."

Among his major contributions, early in his career Polito improved the understanding of cell biology in pollen germination. Polito and his students have also made significant inroads with walnut pollination and walnut pistillate flower abortion, a pollination syndrome with potentially severe impacts on crop yields. His crop specialties have included walnuts, pistachios, almonds and olives. In recent years, he's put most of his effort into olive production and the emerging California olive oil industry – something he's felt strongly about for a long time.

Well before Polito took on the role of co-chair for the UC Davis Olive Center, he was told repeatedly the California market had no interest in olive oil. Today, however, olive oil is one of the largest growth areas in the state's agriculture industry.

Polito also chaired the planning and implementation committees that created the Department of Plant Sciences. The challenge then was to find a general consensus on the direction of the new department and to organize the financial backing.

"I've just always loved it here," said Polito. "It was a terrific place to work. It was a good department."

In retirement, Polito plans to travel more and spend more time with his family at their new home in Berkeley. – Brad Hooker

## In memoriam

### Ben French

Ben French, professor emeritus in the Department of Agricultural & Resource Economics at UC Davis, passed away Aug. 23 at his home in Davis. He was 90.



Ben French

“Ben is a former chair of this department and one of the giants who brought it from being a nascent offshoot of the Berkeley program in the 1960s to quickly becoming a world leader in its own right,” said Rich Sexton, professor and chair of the Department of Agricultural & Resource Economics at UC Davis.

The Hanford native enrolled at UC Berkeley in 1942 and entered the Army Reserve program. In March 1943, he was called to active

duty, training as a paratrooper and fighting in France and Germany with the 82nd Airborne Division. After WWII, French completed his B.S., M.S. and Ph.D. degrees in agricultural economics at UC Berkeley.

He joined the Michigan State University faculty in 1953. In 1959 he returned to California as an associate professor of agricultural economics at UC Davis. In 1981, French was selected as a Fellow of the American Agricultural Economics Association, the highest recognition given by the AAEA.

French is survived by his wife Mary, daughter Susan French Weeks, sons Ben and Stan, two granddaughters and a great-granddaughter.

French’s friends and colleagues are encouraged to post their remembrances for the family at [www.wiscombefuneral.com](http://www.wiscombefuneral.com).

## PROMISE for EDUCATION

Scholarship Money Raised: **\$897,191**

Time Remaining: **35:14:15:12**  
Days Hrs Mins Secs

## UC launches Promise for Education to raise scholarship funds

UC has launched Promise for Education, a six-week crowd-funding campaign to engage students, faculty, alumni, celebrities, businesses, politicians and supporters in a novel drive to raise money for UC student scholarships.

The Promise for Education model is simple. People make a personal promise – run a marathon, adopt a pet, volunteer, tap dance at the next office party – and set a fundraising goal (\$50, \$100, \$1,000 or more). Then they share their promise through Facebook, email and other social media channels. Their friends and followers are directed to [PromiseforEducation.org](http://PromiseforEducation.org), where donations can be made to see the promise fulfilled. All funds go directly to scholarships and grants for UC undergraduates with financial need.

Finding creative new ways to increase private support for UC has taken on increasing importance in recent years as state funding has been dramatically cut. Students currently contribute more to the cost of their education than does the state. Promise for Education is the latest addition to the university’s Project You Can campaign, a systemwide effort to raise \$1 billion for student support through 2014. To date, the campaign has raised more than \$700 million.

“As stewards of one of the world’s premier public university systems, we have a duty to make an excellent education accessible to all eligible Californians,” said Daniel M. Dooley, UC systemwide senior vice president for external relations. “We’ve established this program to ensure UC’s doors continue to remain open to the next generation’s leaders and to underscore the role we all play in helping young people achieve their aspirations and in advancing California’s culture of innovation and civic engagement.”

Promise for Education has garnered the participation of celebrities and notables such as Gov. Jerry Brown, Jamie Foxx, David Spade, Matt Barnes, Wilmer Valderrama, Gabrielle Union, Sasha Alexander, filmmaker Catherine Hardwicke, rapper and spoken

word poet Watsky, lead singer of the iconic California band the Beach Boys Mike Love, and members of the UC Board of Regents. Public service announcements will highlight promises and encourage participation.

Promise for Education was created in partnership with noise, a creative agency focused on engaging 18- to 34-year-olds. Numerous sponsors are supporting Promise for Education, including Facebook, Bank of America, Spotify and muzik, the creators of the SmartHeadPhone.

The dollars raised by Promise for Education will provide scholarships to undergraduate students from California who have a demonstrated financial need. They will supplement the aid these students receive through UC’s traditional financial aid programs. To see Dooley’s promise, to make your own promise or to learn more, visit [promiseforeducation.org](http://promiseforeducation.org) or follow on Facebook at [facebook.com/PromiseForEducation](http://facebook.com/PromiseForEducation).

### UNIVERSITY OF CALIFORNIA

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