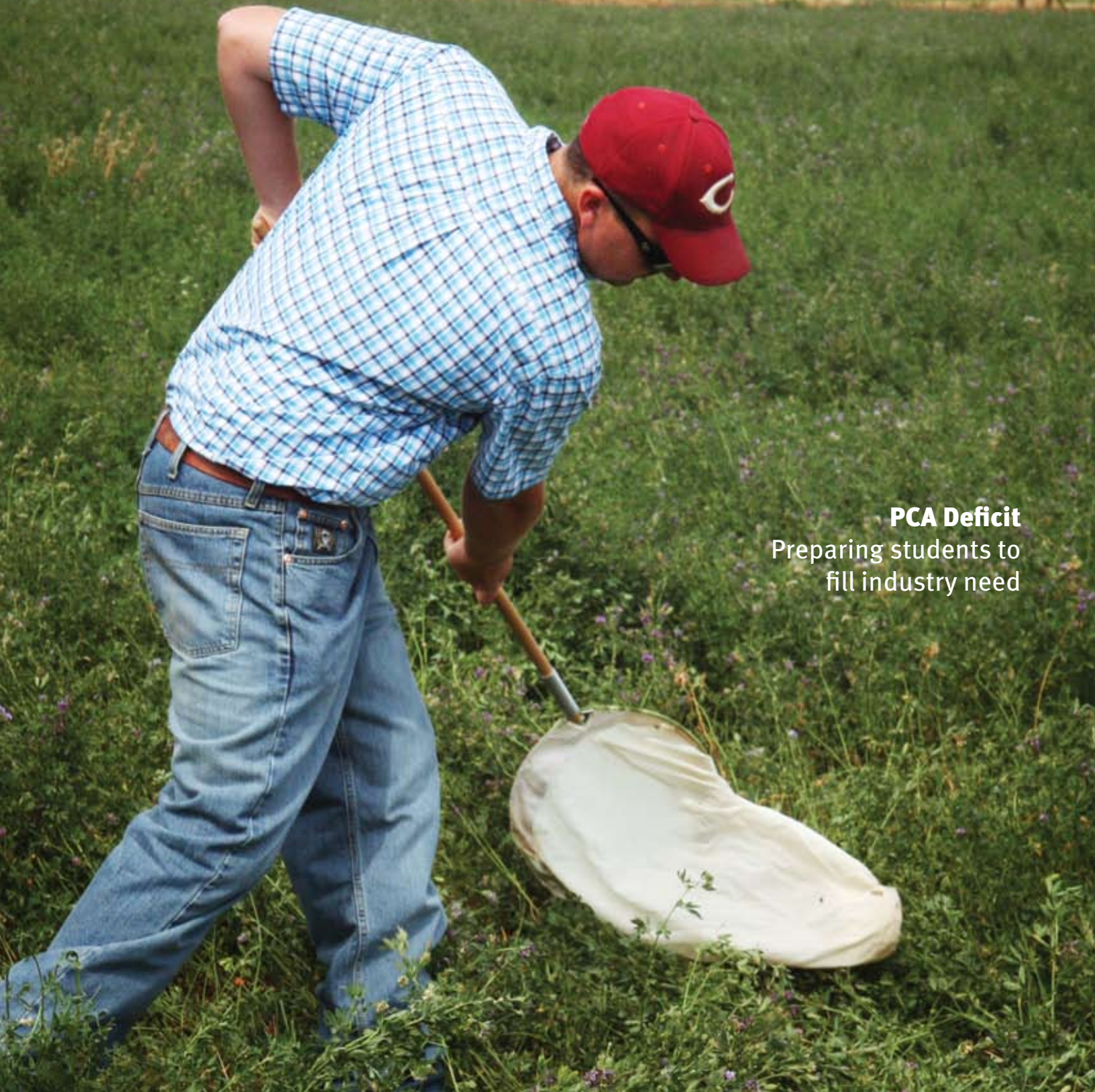


# THE **harvest**

CALIFORNIA STATE UNIVERSITY, CHICO, COLLEGE OF AGRICULTURE MAGAZINE • 2009



**PCA Deficit**  
Preparing students to  
fill industry need



# Food for Thought

from the Dean's Desk

Fall semester is always an exciting time for any university as we welcome new students and, many times, new faculty onto campus. We are fortunate to have a great group of new students, both first-year students and community college transfers, and our enrollment numbers are about the same as last year. That's an optimistic sign as some programs have seen a decline, so I'm encouraged that students are choosing to join us in the College of Agriculture at the same rate as they have in the past. We also have a new recruiting and outreach team with Dr. Mollie Aschenbrenner and Ms. Audrey Denney working closely with Ms. Susie Funk to coordinate our outreach, retention, and scholarship efforts. Audrey is a 2007 College of Agriculture graduate, and she really understands what we're about. I think we've developed a plan to help us grow as we keep an eye to the future while being mindful of the current state budget and overall economic conditions, so watch us grow.

Even as we are faced with the most challenging budget environment anyone can remember, I find reason to be hopeful. We have two new faculty members in our Ag Business program, and as they join Dr. Baohui Song, they bring a positive energy to the college. You can read more about Dr. Eric Houk and Dr. Jake Brimlow on page 12. I think it's significant to note that the College of Agriculture had two of the nine new faculty joining CSU, Chico this year. That says a lot about the interest in our college and of administration's support for this college. Another significant signal of growth is a change in the college's leadership structure. In January 2009, Dr. Dave Daley assumed the role of associate dean, with oversight of the University Farm, and Dr. Cindy Daley took over the role of program coordinator, functioning as a department chair. Under their strong and strategic leadership, this college is moving forward, and it is a pleasure to work with them and other college personnel as we come together as a united team.

You undoubtedly know that most CSU personnel are taking two state-mandated furlough days per month during the course of this fiscal year. What this means to our students is that we will do everything we can to deliver the high-quality education that we have in the past, but students will have to take an active role in their partnership with us to ensure their own success. We have done things like combine sections of courses by increasing enrollment caps, offer electives less frequently, and take a hard look at priorities and activities to be sure our activities focus on our core curriculum and recruiting efforts. This year is a dynamic period of time, and we're figuring it out as we go—but know that each of us associated with the College of Agriculture is focused on serving students.

As I mentioned, I am really hopeful about the future of the college. In part because of the continued interest students show, but also because of our continuing record of achievements (first place in the Western Food Marketing Competition and top 10 placement of our livestock judging team) and the continued support we receive from many of you. Evidence of this support can be seen in the \$47,000 net profit from our annual Superior Ag/Tri-Counties Golf Tournament, the tremendous donation from Sierra Nevada Brewery to help us bring the Meats Lab up to date, and the interest the community has shown in what we're doing at the farm by inviting us to be a "stop" on the Sierra Oro Farm Trail. I believe that participation in Sierra Oro Trail will literally help put us on the map and increase the visibility of the farm to a greater audience than we've reached before. As I said above, "Watch us grow!"

As always, if you're going to be in town, please stop by and let us know what you're doing, and if you haven't been by the farm for a while, please make time to visit. It's looking good, thanks to the staff's hard work.

My best,

Jennifer Ryder Fox



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# What's. growing On?



*Left Column, Top to Bottom:*  
President's Advisory Committee members Trish Dunlap (left) and Audrey Tennis (right) with Outstanding Service recipients Jeremy Ballard and Shelby Lehor

*BCS Team of Matt Arness, Tom Griffith, Emmett Lazaro, Brian Myers, Harvey Veon, and John Vincent won the 2009 Superior Ag Golf Classic*

*Stan Cooper (right) presents check to Dave Daley and Randy Long*



*Right Column, Top to Bottom:*  
Left to Right: Janell Rice, Haley Hunt, Sarah Hanks, Simmie Stayer, Rex Mendonza, Matt Reed, and Brendan Close



*International Food Marketing Team, Left to Right: Kevin Donnelly, Rebecca Hein, Sam Cooley, and coach Baohui Song*

*Domestic Food Marketing Team, Left to Right: Jillian Kehoe, Haley Hunt, Natalie Schallberger, and coach Stephanie Horton*

## Ag Day at the CSU, Chico Farm

On March 26, the University Farm Pavilion swarmed with nearly 900 elementary school students who couldn't wait to see some farm animals and get their hands dirty planting seeds. Ag Day is an annual event that aims to increase agriculture literacy among local elementary school students. The agriculture leadership and fair management class at Chico State organized the event, in which many campus clubs also participated. The majority of the children who attend Ag Day have little background in agriculture, which illustrates the need for such an event. Junior agribusiness major Haley Hunt said, "The day was a success! We built a lot of good relationships with the teachers and their students; we hope to see those schools come back next year."

## Chico State Sweeps Food Marketing Competition

Chico State's Food Marketing Teams won both the international and domestic divisions of the Western Collegiate Food Marketing Competition in Anaheim, Calif., April 18-19. The teams, coached by Dr. Baohui Song and Stephanie Horton, also had first-place finishes for best PowerPoint presentation. The Domestic Team—consisting of Haley Hunt, Jillian Kehoe, and Natalie Schallberger—outshined the competition with their idea for organic ice cream produced at the Chico State Dairy, CHIC-O. The International Team—consisting of Sam Cooley, Kevin Donnelly, and Rebecca Hein—placed on top with their idea for selling California-grown organic rice to China. All students were judged on the market analysis, competitive analysis, financials, and presentation of their products.

## Livestock Judging Team Competes Nationally

The 2009 Livestock Judging Team consistently placed in the top 10 at competitions around the country this year. They placed second overall at the Arizona National Livestock Show, tenth at the National Western Stock Show in Denver, seventh at the San Antonio Stock Show, and seventh at the Houston Livestock Show and Rodeo. The team hit the road again during the fall semester and wrapped up their season at the North American International Livestock Exposition in Louisville, Ky., in November. The team consists of Janell Rice, Haley Hunt, Sarah Hanks, Simmie Stayer, Rex Mendonza, Matt Reed, Brendan Close, and coach Clay Carlson.

## Career Fair Connects Job Seekers with Industry Representatives

Hundreds of job seekers attended the College of Agriculture's Sixth Annual Career and Internship Fair on Feb. 18. The event was open to all students from CSU, Chico and Butte College as well as alumni looking for new opportunities. Senior agriculture business major Alicia Fryrear received an internship with Five Rivers Cattle Feeding LLC in Yuma, Colo., for the summer. According to Fryrear, "The career fair is a good opportunity for students to meet with employers and see what other opportunities are out there they did not know about before."

Representatives from more than 30 agriculture-related companies were on hand to recruit students. Major sponsors included J.G. Boswell Company, Paramount Citrus, The Tremont Group, Inc., and The Lyman Group, Inc. For more information on the College of Agriculture Career Fair contact Susie Funk at (530) 898-4262 or visit our Web site at [www.csuchico.edu/ag/resources/career-fair.shtml](http://www.csuchico.edu/ag/resources/career-fair.shtml)

### Students Recognized for Altruistic Service

On April 7 President Zingg and members of the University Advisory Board surprised senior animal science major Jeremy Ballard and senior agribusiness and international economics major Shelby Lehor in their respective classes by announcing that each had been selected to receive the Outstanding Student Service Award. The award is bestowed by the President's Advisory Board based on a student's service contribution to the campus and/or the community. Lehor and Ballard received the outstanding service award as an acknowledgment of their almost 24/7 dedication ensuring that evacuated animals were taken care of during the 2008 Butte County fires.

### Sierra Nevada Brewing Company Donates \$88,000 to University Farm Meats Laboratory

Sierra Nevada Brewing Company donated \$88,000 for the purchase of a new smokehouse and vacuum filler to expand the sausage-making capacity at the University Farm Meats Laboratory. In addition to providing Sierra Nevada's restaurant with a popular menu item, the new equipment will enhance the teaching capacity of the University Farm Meats Lab.

"Sierra Nevada continues to demonstrate its incredible commitment to hands-on learning here at the University Farm," said Meats Laboratory Technician Randy Long, who was instrumental in working with Sierra Nevada to secure the donation. "Students who work in the Meats Laboratory or take classes in the College of Agriculture will now be able to learn about meat processing and food safety on state-of-the-art processing equipment. The equipment will provide tremendous flexibility in a variety of cooked meat products and allow students to work on new product development."

### Superior Ag/Tri Counties Bank Golf Classic Nets Record Profit

Beautiful weather, a full slate of players, generous sponsors, and a worthy cause all combined to make the 2009 Superior Ag/Tri Counties Bank Golf Classic the most successful in the tournament's 14-year history, raising more than \$47,000 for student scholarships and academic programs in the College of Agriculture.

Tournament Chair Renee Hagins with Bell-Carter Olive Company said, "In a time when a lot of charitable golf tournaments are struggling, the ag community and associated industries really stepped up and demonstrated their support of agricultural education. We are grateful to Tri Counties Bank and all of our sponsors for their vision in supporting student leaders in agriculture."

A complete list of tournament sponsors is on page 15. The 2010 Golf Classic date has been set for June 14. For more information, visit our Web site at [www.csuchico.edu/ag](http://www.csuchico.edu/ag).

### Sierra Oro Farm Trail and Hall of Honor Reception

The University Farm and College of Agriculture participated for the first time in the Sierra Oro Farm Trail Passport Weekend on Oct. 10–11, 2009. As part of the countywide agri-tourism event, the University Farm was open for passport holders to tour, visit with students, sample farm products, and learn about how the University Farm serves as the living laboratory for agriculture students at CSU, Chico.

Also during that same weekend, the College of Agriculture held its Hall of Honor Reception to induct Ed Wittmeier and Wittmeier Auto Center into the Hall of Honor. Wittmeier Ford and Wittmeier Chevrolet served as the title sponsors of the Superior Ag Golf Classic for many years and contributed more than \$60,000 to student scholarships and academic programs through their sponsorship. Since 1991, the College of Agriculture has inducted at least one individual, family, or business who has supported agriculture education at CSU, Chico into the Hall of Honor each year.

### Chico State Ag Alumni Reunions

Two upcoming alumni reunions held during agriculture-related events have become tradition for hundreds of Chico State Ag alumni and friends. The 10th Annual Chico State Ag Alumni reunion at the Red Bluff Bull and Gelding Sale will be held Friday, Jan. 29, 2010, 4–7:30 p.m., in the Tehama District Fairgrounds cafeteria, and the 8th Annual Colusa Alumni Breakfast will take place the following week during the Colusa Farm Show at 7 a.m. in Saint Bernadette's Hall in Colusa.

The Red Bluff event will include a live and silent auction, no-host bar and refreshments, as well as grilled sausage from the Chico State Meats Laboratory. The Colusa Farm Show Breakfast on Feb. 3, 2010 is a collaboration between the College of Agriculture, California Agricultural Leadership Foundation, and Alpha Gamma Rho fraternity. The alumni socials continue to grow in popularity each year as graduates have the chance to mingle, reminisce, and network with industry leaders while raising money to support scholarships and academic programs in the College of Agriculture.

### Take a Look at our Star Students

Each year the CSU, Chico College of Agriculture recognizes one exemplary student within each discipline as our Star Students. To view the complete articles on all of our past star students, visit our Web site at [www.csuchico.edu/ag/about/star-students](http://www.csuchico.edu/ag/about/star-students).

*Left to right:  
Star Students  
Grace Berryhill,  
Stephanie Horton,  
Justin Guadagnolo,  
Hallie Muller*



# studentsuccess

With the initials EVP, it's almost like Erin Van Peer was destined to become executive vice president of the CSU, Chico Associated Students...



...so in the spring of 2009, the agriscience and education senior and a very organized team of fellow students launched an "EVP for EVP" campaign, resulting in Van Peer's election to the executive vice president position on April 23, 2009.

"I was so excited," Van Peer recalls of the moment she learned she had beat the incumbent. "All of the hard work not only put in by me but by all of my friends paid off. We had done it. I knew this was just the beginning, and it has been a roller coaster ride ever since."

Van Peer, a native of Point Reyes Station and Petaluma, took a circuitous route to end up at Chico State. After graduating from Tomales High School in 2005, she attended the University of Nebraska, Lincoln, then Yavapai Junior College in Arizona. "The more distant I became from high school, the more I realized how much my high school ag teacher, Megan Pettis (Agriculture, '98), had been a mentor in my life. I knew that I wanted to be in the ag industry, but as soon as I realized I wanted to study ag education, I knew that Chico was the place for me." In

the fall of 2007 she made her way back to California and the College of Agriculture at Chico State.

Always an active student (her leadership roles have extended through FFA, high school sports, Chico State Ag Ambassadors, and numerous campus agricultural organizations), Van Peer was inspired to run for campuswide office by the election of fellow agriculture major Jesse Eller to AS president in 2008. She says her job of executive vice president can be thought of as chief of staff. "My main goals are to create a truly cohesive team that can pass their leadership knowledge on to others, do all that I can to help each officer attain their goals, and finally to build the relationship between the College of Agriculture and Associated Students Sustainability. We are beginning to talk about having an on-campus farmers market featuring products produced by the College of Ag Farm, and I am also planning on creating a way to bring National Ag day onto the Chico State campus in March of 2010."

In addition to her role in the Associated Students, Van Peer also serves as an Ag Ambassador and peer advisor for the College of Agriculture, helping to recruit students to Chico State and walking them through the admission process.

Van Peer will graduate in the spring and plans to enter the credential program. "I can't wait until I get to be in the classroom with students. I hope to someday earn my master's degree. Where that will take me I don't know, but I'll get there." 🌱

# More than just SCIENTIFIC METHOD

*Undergraduate researchers seek answers to agriculture's problems*

Grace Berryhill and Stephanie Horton share a lot in common. Both started as freshmen at CSU, Chico in 2005 and graduated with honors from the College of Agriculture last spring. Both were named Star Students in their respective disciplines—Berryhill in animal science and Horton in agricultural business. Both have worked for Agriculture Professor Cindy Daley as research assistants. And both are now pursuing graduate studies at UC Davis.

Another thing they share in common is the desire to help livestock producers find ways to increase efficiency, sustainability, and profit. Through AGRI 490/491, Agricultural Experimental Research, Horton and Berryhill worked with faculty advisors to conduct research projects of interest to the agriculture industry. Faculty research is often supported through

the Agricultural Research Initiative, a program funded by the state legislature that supports highly-applied agricultural research in the CSU system. At CSU, Chico this funding is dedicated to projects that engage undergraduate students and help fulfill our strategic goal to serve North State agriculture.

Grace Berryhill collaborated with Animal Science Associate Professor Patrick Doyle and Lucy Rechel with Snyder Livestock Company, Inc. in Yerington, Nev., on a study using residual feed intake (RFI) as an indicator of feed efficiency in beef cattle. Residual feed intake is the difference between an animal's actual intake and its predicted intake, accounting for average daily gain and body weight maintenance. The lower the RFI value then the more feed efficient the animal is. The study suggests that selection for decreased RFI (lower than expected intakes) can be used to improve feed efficiency without adversely impacting carcass composition and growth performance.

Berryhill presented her research at the Western Section meeting of the American Society of Animal Science in Fort Collins, Colo., in June. She believes the experience of conducting applied research will benefit her as she enters the master's program at

UC Davis. "I really liked being able to conduct the analysis and transfer our data interpretation to a real-world, production application," she said.

Meanwhile, Stephanie Horton worked with Dr. Cindy Daley (animal science) and Dr. Baohui Song (agricultural business) in an economic analysis of low- and high-concentrate feed supplementations in a pasture-based organic dairy. The study looked at two levels of concentrate supplementation at the University Farm dairy and found that there was no impact on milk yield and little impact on milk quality in the group with less supplementation, indicating that dairy farms with high-quality pastures may be able to reduce their supplemental feed costs without impacting milk production. The study was partially funded by the Organic Valley Farmers Advocating for Organics (FAFO) program and the Agriculture Research Initiative.

Horton presented her research at the annual meeting of the American Applied Economics Association in Milwaukee, Wis., in July, where she placed third in the Undergraduate Research Competition. "This research project has provided a capstone experience to my education in the College of Agriculture," Horton said. "Performing and presenting my project has re-affirmed my interest in conducting research in the field of agricultural economics and my commitment to continue my education."

In 2000, Animal Science Professor Dr. Wes Patton (since retired) and his wife, Jane, believing in the importance of lifelong education and co-curricular involvement, established an endowment to support agriculture students who are traveling to look at graduate schools or present research at a scientific meeting. Unsurprisingly, Grace Berryhill and Stephanie Horton were both selected as the 2009 recipients of the Wes and Jane Patton Student Advancement Award. 🌱



*Left to right: Student researchers Stephanie Horton and Grace Berryhill*

# Budgeting for a PCA

College of Agriculture Prepares Students to Fill Jobs in a High-Demand Field

## Deficit

When students and parents question College of Agriculture Dean Jennifer Ryder Fox about hot jobs in agriculture, she always asks them the same question, “Have you ever thought about becoming a PCA?” Pest control advisors are licensed consultants who serve agriculture and horticulture producers through their expertise in pest management, plant health, and regulatory requirements. For students seeking an academic program that enhances their chances of finding employment upon graduation, the PCA Certificate Program is a good place to look.

Gary Silveria, *ex-officio* board member of the California Association of Pest Control Advisors (CAPCA), said the association that represents more than 3,000 licensed PCAs in California is concerned about where the agriculture industry will find qualified PCAs in the

near future. “CAPCA had commissioned demographic studies that showed an aging and large percentage of PCAs reaching retirement age in the next five to ten years. They realized the void would need to be filled and programs would need to be put into place now to insure an adequate number of young PCAs would be available to fill that void.”

One strategy that CAPCA pursued was to hire a “Pathway to PCA” coordinator—former College of Agriculture Outreach Coordinator Shannon Douglass (Agriculture, '05)—who works with schools, colleges, and universities to recruit and prepare students for careers as PCAs. CSU, Chico, has taken the challenge seriously. Dr. Betsy Boyd, entomologist, assistant professor in Plant Science, and a newly-licensed PCA herself, says the College of Agriculture understands the critical role that PCAs play in the agriculture industry and the tremendous responsibilities they will encounter in their careers. “It does not matter if students

start their college career at Chico State, transfer from another institution, or graduate in need of additional units to meet the minimum education requirements to take the PCA exam; we offer diverse educational pathways for each individual that will ultimately lead to success.”

In fact, the paths that students and graduates have taken to enter the PCA field are nearly as diverse as the jobs they enter once they are licensed. For some, their intention to earn their PCA license was clear all along. Mark Gustafson (Integrated Plant Systems, '05) knew what he wanted to do with his life by the time he was 14 years old. He grew up in the farming industry in Sutter County, and an older cousin who was a PCA sparked his interest in the field. Gustafson worked his way through college as a field checker for Helena Chemical Company, where he now works as a field representative, consulting directly with farmers to manage the health and productivity of their crops. “I really like that I get to spend a lot of time in the field and working with people,” Gustafson said. “For someone who is outgoing and is willing to continue learning constantly, this is a great job.”



Compared to Gustafson, it took Heath Crowe (Agriculture, '99), field representative for Wilbur Ellis, a little longer to figure out his true calling. "I started out as an ag business major, but discovered that the science interested me more," Crowe recalled. He changed his major to plant science in his senior year, which set him back somewhat in graduating, but that allowed him to focus on the science coursework he enjoyed. Since entering the career, Crowe has found the cycle of work to fit well into his lifestyle. "During the spring I'm really busy working 80-plus hour weeks and going three months without a day off. But you get more downtime in the fall, and since I like to hunt deer, it's a good time for a break."

One of Crowe's mentors, Tom Dowd (Agribusiness, '69), didn't enter the PCA field until 18 years after he graduated from Chico State. He worked for three county agriculture commissioners' offices before becoming a PCA with Big Valley Ag Services in Gridley in 1987. An independent consultant since 2003, Dowd focuses exclusively on orchards now. He has found that being a self-employed PCA allows him to really focus on the growers. "I enjoyed working for the companies, and they treated me well, but now I get to concentrate on pest management. I don't need to worry about company meetings, sales meetings, product getting [to the crop location], and calibrating equipment."

Barry Morrell (Animal Science, '92) with Colusa County Farm Supply, and Tom Krause (Animal Science, '75) with Helena Chemical Company, represent an entire subset of PCAs—those who majored in animal science in college but discovered that the PCA field is where the jobs are. "I got out of college and looked around for animal science jobs, but I found there wasn't a whole lot out there," Morrell said. He's been with Colusa County Farm Supply now for 15 years.

Like Morrell and Krause, Geoff Bittle (Animal Science, '00) graduated from Chico State with a

*Right:*

*Chico State graduates Tom Krause, Tom Dowd, Heath Crowe, Mark Gustafson, and Barry Morrell are among the many who have found success as PCAs.*



degree in animal science. In 2008 he decided to change career paths and become a licensed PCA. To meet the state's minimum education qualifications, Bittle needed three additional courses, and he enrolled at Chico State to complete them. After completing courses in Agricultural Chemicals, Soils, and Economic Entomology, Bittle signed up for the PCA exam and is now a licensed PCA. "I believe that the coursework helped me pass the [PCA] test and will make me better at what I will be doing," Bittle said.

Plentiful jobs, good pay, and a chance to help farmers and ranchers be successful—there has to be a catch, right? Like all good things, Dr. Boyd says, becoming a PCA is not easy. "The testing and coursework requirements for licensing are rigorous," Boyd said. "The job comes with a huge amount of responsibility, so the state requires that PCAs have the knowledge and critical thinking abilities to ensure that the decisions and recommendations they make are safe for groundwater, workers, the environment, and the crop, while also providing an essential service to the grower."

But for students with the aptitude and interest in becoming a pest control advisor, CSU, Chico, is a great place to pursue their education. "PCAs with an education from Chico State understand and embrace the enormous responsibility they face in educating their clients and providing solutions to current agricultural challenges," Boyd said.

Students like Corbett Schnatmeyer, Richard Anstead, and Jolene Moxon are excited for the careers ahead of them. "I'm really interested in working in greenhouses, and a lot of those jobs require a PCA license," said Schnatmeyer, a senior in Crop Science. Anstead and Moxon both fall in the category of animal-science-majors-seeking-job-opportunities. Anstead hopes to combine his degree in animal science with a PCA certificate and license to focus on animal forages and irrigated pasture. Moxon, meanwhile, is looking to maximize her job prospects. "I love animal science, but I'm realistic about the job opportunities there. I've been working in the crops and orchards at the University Farm, and I know that having a PCA license will open up more doors for me in the future."

Whatever draws them to the PCA field, the College of Agriculture at Chico State is vested in the success of its graduates and provides ample occasions for future PCAs to interact and receive guidance throughout their university experience. "We pride ourselves on developing relationships with our students, maintaining small class sizes, making academic advising mandatory each semester, and providing support for professional social networks such as student-run clubs and organizations," Boyd said. "We are committed to helping CAPCA and the agriculture industry abolish the PCA deficit by producing future leaders in the field." 🐾

*Below: Students in Dr. Betsy Boyd's Plant Protection Materials course (pictured with alumni PCA's) look forward to careers in the PCA field.*



# Alumni

## in the news



The **Beef Improvement Federation** (BIF) honored College of Agriculture **Associate Dean Dave Daley** (Animal Science, '79) with a **Continuing Service Award** on May 1, during the organization's 41st Research Symposium and Annual Meeting in Sacramento, Calif. The award recognizes individuals who have made major contributions to the beef industry.

In the early 1990s, **Daley** founded and coordinated an international group of progressive cattlemen and academics focused on the use of composite and hybrid seedstock in the beef industry. More recently, he has been coordinating research projects with Harris Ranch Beef Company and Lacey Livestock on the utilization of DNA fingerprinting in beef production and evaluating the implication of crossbreeding in vertically coordinated beef systems.

**Daley** has also been actively involved in the potential application and implementation of the National Animal Identification System (NAIS), including hosting a nationally recognized animal identification academy. He presently serves as the president of the Butte County Cattlemen's Association, is a technical advisor to the California Beef Cattle Improvement Association, and is active on state and national issues that affect the beef industry. His present involvement focuses on the implication of animal welfare issues to the beef industry, serving as vice chair of a statewide task force, as well as on an advisory committee for the University of California, Davis, on the same topic.



**Kasey DeAtley** (Animal Science, '06) won first place in the **A.L. Neumann Scientific Paper Competition** at New Mexico State University (NMSU) on Tuesday, June 9, 2009. The title of her research paper was "Microsatellite ETH10 in the promoter of signal transducer and activator of transcription-6 gene predicts 205-d weight in Red Angus cattle." **DeAtley** earned her master's degree in animal science at NMSU in June 2009 and is now working on her PhD there.



The January 27, 2009 episode of **Dirty Jobs** on the Discovery Channel featured **Fedora Farms**, operated by **Sib Fedora** (Agriculture, '74) and his sons **Brian** (Agribusiness, '97) and **Chris** (Agribusiness, '00). The **Fedoras** instructed host **Mike Rowe** in the messy art of harvesting walnuts, including shaking the trees, sweeping and loading the walnuts into a trailer, and cleaning the walnut huller. **Dirty Jobs** airs Tuesdays at 9 p.m. ET/PT on the Discovery Channel.

In addition to walnuts, the **Fedora** family grows a rotation of wheat, beans, safflower, and sunflower on 1,000 acres in Colusa and Sutter Counties. They also operate a large commercial walnut dryer and huller, and they provide custom farming and consulting to other growers.



Two Chico State Ag alumni were selected for Class 39 of the **California Agricultural Leadership Program**. **Tracy Schohr** (Agribusiness, '04) and **Sarah DeForest** (Animal Science, '00), together with 23 other agriculture professionals from throughout California, were inaugurated into the program on November 7, 2008 and are now in their second year of the two-year fellowship program. **Schohr** is the director of rangeland conservation for the California Cattlemen's Association and raises cattle and rice with her family in Gridley. **DeForest** is director of advancement for the CSU, Chico College of Agriculture. The California Agricultural Leadership Program is an intensive two-year fellowship that prepares and motivates men and women in California Agriculture for more effective leadership.



*Top to bottom: Dave Daley, Kasey DeAtley, Dirty Jobs host Mike Rowe poses with the next generation of Chico State students: Bella (5, daughter of Chris and Leticia Fedora) and AJ (6, son of Brian and Susan Fedora), Tracy Schohr, Sarah DeForest*

# Where Are They Now?

## 2000s

**Sadie (Smith) Marjani** (Agriculture, '01)  
Postdoctoral Fellow, Molecular, Cellular and Developmental Biology – Yale University  
Sadie.marjani@yale.edu

**Steve Timme** (Agriculture, '01)  
Certified Arborist—Steve's Tree and Shrub Care, Chico  
sdtimme@yahoo.com

**Josh Davy** (Agribusiness, '03)  
Livestock, Rangeland, and Natural Resources Advisor—UC Cooperative Extension, Tehama, Glenn, & Colusa Counties  
jsdavy@ucdavis.edu

**Corey Thompson** (Agriscience & Education, '03)  
Pest Control Advisor and Sales Representative—Basin Fertilier, Merrill, OR  
cthompson@basinfertilizer.com

**Kacee Hamre** (Animal Science, '04)  
Kacee is a receptionist for her family's company, Hamre Equipment Co. in Chico. She married Jason Perez on September 19, 2009.  
kacee@hamreequipment.com

**Lynette (Link) Herman** (Agribusiness, '05)  
Customer Service Representative—Calva Products, Inc., Acampo, CA  
llink@calvaproducts.com

**Nick Henning** (Agribusiness, '06)  
Lockwood Seed and Grain—Willows, CA  
Nick.Henning@LockwoodSeed.com

**Chris Peck** (Environmental Horticulture, '06)  
Operations Manager—Golden Field Greenhouses, Inc., Castroville, CA  
greenpeck@cs.com

**Erica Flores** (Agribusiness, '07)  
Education Specialist, Collegiate Programs—National FFA, Indianapolis, IN  
eflores@ffa.org

**A.J. Anderson** (Agribusiness; Plant Science, '08)  
Management Assistant—Pioneer Hi-Bred International, Inc., Woodland, CA  
Aanderson14@gmail.com

**Justin Dunn** (Agribusiness, '08)  
Outside Sales—Fastenal, Escalon, CA

**Sam Cooley** (Agribusiness, '09)  
Production-Research Technician—Driscoll Strawberry Associates, Watsonville, CA  
Sam.Cooley@Driscolls.com

**Sarah Hubbard** (Ag Communications, '09)  
Communications Coordinator—Animal Agriculture Alliance, Washington, D.C.  
SHubbart@animalagalliance.org

## 1960s

**Charles Bird** (Agronomy, '62)  
Retired, Chico  
Cardbird1936@yahoo.com

**Wally Cramer** (Farm Mechanics, '66)  
Pest Control Advisor—John Taylor Fertilizer, Glenn, CA

## 1970s

**Robert F. Pyle** (Ag Mechanics, '71)  
Robert owns B&V Pyle Ranch in Susanville, CA and is a Lassen County Supervisor.  
pyleranch@digitalpath.net

**Vincent Di Vittorio** (Animal Science; Ag Education, '73)  
Vincent is retired from teaching agriculture in the El Dorado Union High School District. He owns a small ranch and raises goats in Placerville, CA.  
vjdivi@hotmail.com

**Louis D. Burman** (Agriculture/OH, '76)  
Retired Greenhouse Manager—San Marcos, CA  
burmanathorne@roadrunner.com

**Stuart Mast** (Agronomy, '76)  
Brice Station Winery—Murphys, CA  
wine@bricestation.com

**Jim Goddard** (Agribusiness, '77)  
Manufacturer's Representative—Rears Manufacturing, Chico  
willowbend@digitalpath.net

## 1980s

**Kathy (Thompson) Ketchum** (Agribusiness, '80)  
Research Accountant, Sacramento Municipal Utility District  
ketchuma@aol.com

**Tim Reimers** (Agribusiness, '81)  
Vice President—Union Bank, Cool, CA  
reimranch@comcast.net

**Brian Wilkins** (Animal Science, '84)  
Arm & Hammer Animal Nutrition—Church & Dwight Co., Inc., Modesto, CA  
Brian.wilkins@churchdwright.com

**David Maur** (Ag Engineering Technology, '85)  
Engineered Products Supervisor—Grundfos Pumps, Fresno, CA  
dmaur@grundfos.com

## 1990s

**James (Mike) Barnum** (BS in Agriculture, '69; MS in Agriculture, '92)  
Rangeland Management Specialist—Bureau of Land Management, Greenleaf, ID  
Mike\_barnum\_0966@q.com

**Anna Canon** (Agriculture, '94)  
Agriculture Teacher/FFA Advisor—Orland High School  
Agteacher1@gmail.com

## Where Are You Now?

CALIFORNIA STATE UNIVERSITY, CHICO, COLLEGE OF AGRICULTURE MAGAZINE

Name: \_\_\_\_\_

Graduation Year \_\_\_\_\_

Occupation \_\_\_\_\_

Company \_\_\_\_\_

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## THE harvest

### Send to:

Sarah DeForest  
Director of Advancement  
College of Agriculture  
California State University, Chico  
Chico, CA 95929-0440  
sdeforest@csuchico.edu

# newFaces

*New faculty and staff jump on board while others explore new roles*



## Dr. Eric Houk

Dr. Eric Houk was hired as an associate professor and program lead in agriculture business. He completed his PhD in 2003 at Colorado State University in Resource

and Environmental Economics, Agriculture Production, and Finance. Prior to that, he received his MS in ag economics at the University of Idaho in 2000, preceded by a BS in economics at Frostburg State University in Maryland in 1997. Houk comes to us from California State University, Stanislaus, where he was an associate professor in natural resource and environmental economics.



## Dr. Jacob Brimlow

Dr. Jacob Brimlow joins us as an assistant professor in agriculture business. Brimlow is a Chico State graduate, having obtained his BA in economics in 1998. He

went on to earn both his MA in economics and PhD in environmental and resource economics at North Carolina State University. Brimlow's research interests include the effects of voluntary, conservation-related land-use restrictions on the market value of productive farmland. He grew up in Humboldt County, surrounded by the timber industry and Northern California agriculture.



## Cindy Leonard

Cindy Leonard brings her background in agriculture and years of experience in educational administrative support to her new job as administrative support assistant at the

University Farm. Born and raised in Chico, Leonard and her husband, Butch, have worked in a variety of ag-related businesses, including farming almonds and irrigation design and installation. Prior to coming out to the farm, Leonard worked on campus in Public Affairs and Publications and in the office of the Vice President for Student Affairs. Working at the University Farm now, Leonard believes she has found her niche. "I can look out my window any day and see sheep, goats, and tractors," she said. "I love working with these wonderful people, a truly connected and committed group of agriculturists."



## Brian Miller

As a student, Brian Miller worked in nearly every unit at the University Farm. The Clearlake Oaks, California, native had no agriculture experience when he came to Chico State, but

he followed friends who were agriculture majors out to the farm where he started working at the swine unit. From there he moved to the sheep unit, crops, orchards, and meats laboratory. Originally a graphic design major, Miller's experiences on the farm led him to create a special major in livestock marketing and advertising, graduating in 2006. He joined the University Farm staff as a crops technician a year ago.



## Randy Long

The University Farm's new meats lab technician is no stranger to meat processing, having grown up in a family that raises and processes 8,000

hogs annually in Manteca. Randy Long earned his bachelor's degree in animal science with a specialization in meat technology from Fresno State University, where he worked in their meats lab for five years. As student technician at Fresno State, Long worked closely with faculty to oversee and manage student employees, a job he is happy to continue at Chico State. "This is really a perfect fit for me, helping to educate students in the meat industry and working with faculty to do research." Long replaces Jim Holt, who retired from Chico State after 36 years as the meats lab technician.



## Kevin Renker

Another Chico State graduate, Kevin Renker received his degree in agricultural business in 2006. Renker is a native of Kelseyville, where his family farmed pears for many years before

converting their operations to a fruit and vegetable stand. After college, Renker returned to work for his grandparents for a couple of years, growing the nuts, flowers, and pears that the family sells. His job at the University Farm is in farm maintenance and equipment operations, where he enjoys being able to work outside and work with his hands.



### Audrey Denney and Dr. Mollie Aschenbrener

A team of two faculty have taken on new roles in the College of Agriculture’s student outreach efforts. Dr. Mollie Aschenbrener was hired in 2008 as a lecturer to help teach and advise in the ag education and plant science areas. At the same time her former Paso Robles High School agriculture student Audrey Denney, a 2007 Chico State graduate in agriscience and education, was tapped to help teach the introduction to plant science laboratories. The two share a passion for agricultural education and leadership.

While continuing to teach in the College of Agriculture, both women now share the duties of outreach and student recruitment vacated by Shannon Douglass, who left to go to work for the Pathways to PCA program last spring. In their new roles, Dr. Aschenbrener recruits and trains a team of Ag Ambassadors, students who visit high schools, community colleges, and other events to talk with prospective students about opportunities in agriculture and at Chico State. Meanwhile, Denney works in the College of Agriculture’s outreach office with Outreach Assistant Susie Funk, coordinating recruitment activities and guiding prospective students through the application process.



### Faculty Take on New Administrative Roles

After serving many years as program coordinator, Dr. Dave Daley was promoted to associate dean in January 2009. As recommended by two outside reviewers who conducted the College of Agriculture’s five-year Academic Program Review, Daley will assist Dean Jennifer Ryder Fox with college administration while continuing to serve as farm administrator. Dr. Cindy Daley was selected from among the faculty to serve as the new program coordinator. 🍷

# Distinguished Alumnus

When George Buonaccorsi left the Alexander Valley in Sonoma County to attend college at Chico State, he wiped his hands of the wine and grape industry he had grown up in. His father managed a vineyard and prune orchard near Healdsburg for 20 years, and George swore he would never again cut his fingers or break his back growing grapes and prunes. His career sights were set on professional baseball. Four decades later, George Buonaccorsi looks back in wonder on the path that led him to become the 2009 College of Agriculture Distinguished Alumnus for his work in the wine industry and support of CSU, Chico.

Buonaccorsi was the first in his family to attend college. His parents emigrated from Tuscany in the 1920s, and Buonaccorsi recalls that it was a challenge for his family to help him get through school at Chico State. George worked his way through college with various jobs, including on the University Farm where he grew a barley project two years in a row. “I made money in the first year, then lost it in the second,” Buonaccorsi recalls. “It was a good lesson in farming.”

He graduated in 1966 with a degree in agriculture, then set off to pursue his dream of playing professional baseball as a catcher in the Cincinnati Reds organization. When it became clear that he would not advance to the major leagues behind Hall of Fame catcher Johnny Bench, Buonaccorsi resumed his education and earned a master’s degree in food science at Cal Poly, San Luis Obispo. He went to work in quality control for California Canners and Growers, where he also met his wife, Vicki.

Times were tough in the canning industry, and George and Vicki were both laid off within a week of one another. Despite his intention to stay out

of the wine business, George went to work for E & J Gallo in quality control and grower relations. It was through his work with growers that Buonaccorsi’s career really began to take off.

During his 37 years in the wine business, Buonaccorsi has developed a reputation as a fair and effective negotiator who seeks to understand the growers’ needs in addition to those of his company. He gives some of the credit for his skill in relationship-building to his time at Chico State. “College gave me a good foundation

in how to deal with people and understand personalities. Part of it is the social environment, but that contributes to a well-rounded education.”



Buonaccorsi has spent the past 23 years of his career with Beringer Vineyards, owned by Foster’s Group. He is the vice president for wine and grape resources for Foster’s Wine Estates Americas. In this role he is responsible for 8,600 acres of company vineyards, and he oversees the management of the Grower Relations Department, which

purchases grapes and wine in most of California’s viticulture regions. He has also served on the CSU, Chico College of Agriculture Advisory Council since 2000, and is a strong supporter of both the College of Agriculture and Chico State Athletics.

“Higher education at the state colleges was a bargain when I was a student, and I believe it still is,” said Buonaccorsi. “My education at Chico has contributed to my career success, so I try to do what I can personally to help the school and give back.”

Buonaccorsi was awarded the 2009 Distinguished Alumnus honor at a ceremony on April 24, 2009 in the Bell Memorial Union Auditorium. 🍷

# Thank You for Your Support!

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College of Agriculture  
530-898-3737  
sdeforest@csuchico.edu

A gift commitment made nearly 20 years ago has resulted in a significant legacy that will benefit the College of Agriculture in perpetuity. When 96-year-old Marie Fish passed away on February 1, 2009, a charitable remainder unitrust that she and her husband, Vernon, established in 1990 was delivered to The University Foundation. The trust leaves assets worth nearly \$3 million to help CSU, Chico and our students. Half of those assets are dedicated to establishing an endowment for the College of Agriculture and the University Farm.

Vernon and Marie Fish attended Chico State in the 1930s and always had a passion for agriculture. Vernon raised livestock near Durham, and Marie served on the Silver Dollar Fair Board of Directors. In the 1960s the couple developed commercial properties in northeast Chico, including the North Valley Plaza and the Almond Orchard Shopping Center. It was a portion of their property holdings that the couple used to establish their charitable remainder unitrust, which provided a lifetime income to Marie after Vernon's death.

Once the endowment begins to provide a distribution, the College of Agriculture plans to invest it in entrepreneurial programs that involve students in the marketing of goods produced on the University Farm. "For many years we have talked about creating a farm store where students can follow the meats, produce, and other products they grow straight to the consumers' hands," said College of Agriculture Dean Jennifer Ryder Fox. "Because of the Fishes' long connection to retail sales and development, we see this as a wonderful way to honor their legacy and enhance the quality of our students' education."

When they established the charitable remainder unitrust, Marie explained that the couple's love of agriculture and of Chico State influenced their gift. With remarkable foresight, Mr. and Mrs. Fish were concerned about the impacts of declining state budgets on higher education. "It bothers me that state support no longer is sufficient to ensure quality programs, and I know that other alumni, parents, and friends of CSU, Chico care about these issues," Marie stated in 1990. "I hope they will include the University in their current gift and estate planning to the extent their individual family and financial circumstances will allow." 🐾

## CSU, Chico Superior Ag 14th Annual Golf Classic 2009 Sponsors

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# UPCOMING *events*

- |                 |              |                                  |
|-----------------|--------------|----------------------------------|
| <b>January</b>  | <b>29</b>    | Red Bluff Alumni Reunion         |
|                 | <b>30</b>    | Swine Day                        |
| <b>February</b> | <b>3</b>     | Colusa Alumni Reunion            |
|                 | <b>13</b>    | Sheep Day                        |
|                 | <b>17</b>    | Career & Internship Fair         |
|                 | <b>20</b>    | Beef Day                         |
| <b>March</b>    | <b>18-19</b> | Organic Dairy Conference         |
|                 | <b>31</b>    | Ag Day                           |
| <b>April</b>    | <b>24-25</b> | Circle of Champions Jackpot Show |
| <b>May</b>      | <b>22</b>    | Commencement                     |
| <b>June</b>     | <b>14</b>    | Superior Ag Golf Classic         |

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