

One to One

California State University, Fresno

WINTER 2006-2007

A Newsletter for Supporters of the Ag One Foundation and College of Agricultural Sciences and Technology

Event slated for June 29

Ag One Community Salute to recognize Fred Ruiz

Local food manufacturer Frederick R. Ruiz is the recipient of the Ag One Foundation's Community Salute for 2007

Ruiz, who is the chairman, co-founder and chief executive officer of the Dinuba-based Ruiz Foods, Inc., will be the honored guest of the gala which is slated for June 29 at the Fresno Convention Center, Exhibit Hall, downtown. Cargill is the naming sponsor of the event.

For many years, Ruiz has served on the boards of many business and community organizations, including University of California Board of Regents, California Chamber of Commerce, McClatchy Company, Gottschalk's, Inc., Hispanic College Fund, Inc., University of California, Merced, President's Advisory Board, California State University,

Fresno, and as an advisor and founding member of the Institute for Family Business, California State University, Fresno.

Ruiz and his father, Louis, founded Ruiz Foods in 1964. Today Ruiz Foods has become the largest frozen Mexican food manufacturing company in the U.S. Ruiz Foods is based in Dinuba and has three manufacturing plants and two distribution facilities.

The company's frozen Mexican food products include such specialties as burritos, tamales and enchiladas. Ruiz Foods' frozen Mexican foods are sold in all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. The signature brand is El Monterey. Ruiz is the market leader within the frozen Mexican food category and manufactures the number

one brand of frozen Mexican food in the U.S.

The food company ranks second among the top 10 Hispanic-owned manufacturing firms in the U.S. and first among the top 10 U.S. Hispanic-owned companies in California.

The company has long been recognized for its innovative commitment to its employees and the community. "It's our corporate responsibility to do what we can to make the world a better place," explains Fred Ruiz. "It's my responsibility to be active in that role and to continue to look for ways to improve the lives of our Team Members and their families. But it goes beyond that... it's also important to be active in improving the future of our community... it's also important to be a role model

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Support Ag One events for 2007

March

Stanislaus County Alumni & Friends Dinner, Modesto

April 13

11th Annual Common Threads Award luncheon; California State University, Fresno

May 4

36th Annual Ag One Turf Day Golf Classic, Madera Golf and Country Club

May 18

College of Agricultural Sciences and Technology Convocation; Fresno State Campus

June 29

Community Salute honoring Fred R. Ruiz; Fresno Convention Center Exhibit Hall

For more information, contact the Ag One Foundation at (559) 278-4266.

Top Dog Awards honors key university alumni

California State University, Fresno's annual Top Dog Awards dinner was held in October at the Save Mart Center. From left, Dr. Charles Boyer, Jane and Ed Sbragia, Robert Steinhauer, and Frank and Alice Saviez. The honorees representing the College of Agricultural Sciences and Technology were Ed



Sbragia (1985 MS in Enology), the winemaster at Beringer Winery, and Robert Steinhauer (1965 BS in Viticulture, 1967 MS in Enology), president of Wineland Consulting.

from the president

We hope you celebrated the holidays and rang in the new year with some good Fresno State wine and other Farm Market goodies. I must say that we have all been blessed to experience what the Valley and our great university have given us.

On behalf of the Ag One Board of Directors, I would like to thank our members and supporters for your volunteer help and attendance at various events that benefit the College

Tim Vaux
*Ag One Foundation
2006 President*

of Agricultural Sciences and Technology. The students who benefit from the financial aid that comes from our fundraisers also have much to be thankful for as we prepare for the upcoming spring semester.

We'll have a number of opportunities to come together in the next few months to



further support the activities of Ag One. You'll be hearing more about the Common Threads Awards, the Turf Day Golf Classic Tournament and our Community Salute honoring Fred Ruiz as we approach these events.

I look forward each year to seeing our donors and friends at these activities as a way of thanking everyone for their
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from the dean

As we enjoy the holiday season and New Year, many of us reflect on the past year and think about the possibilities to come. For me this includes the realization that I am rapidly approaching my first six months as Dean of the College of Agricultural Sciences and Technology. It hardly seems possible!

For me the past few months have been an exciting time filled with many memorable activities and events. I continue to feel blessed for having the opportunity to serve as dean. Thank you to

Dr. Charles Boyer,
*Dean, College of
Agricultural Sciences
and Technology*

everyone who has made my arrival at Fresno State so easy and fun! Here are some of the things I am thankful for and my wishes for the coming year.

People. How can I describe the great people I have met since arriving in Fresno? You have made me feel welcomed and supported. I continue to meet so many wonderful people associated with the college. The faculty, staff and



students are dedicated and amaze me with their productivity and commitment to our mission.

Our volunteers as represented by Ag One members, alumni and friends are always there to step forward and serve in so many ways. For all of us in the college, you make our work at Fresno State rewarding. I note the Ag Boosters Barbecue, the wine tasting, and regional gatherings where I was
Continued on page 4

from the director

A look back at some of the headlines from 2006 tells the story of a multi faceted college pursuing world class agriculture.

- Chef's world view of food leads "culinology" program
- Ag students earn statewide honors New Bee club makes a buzz on campus
- Olive oil earns award
- Equine program receives Legacy Award
- Research leads to wine grape harvest breakthrough
- Fresno State spotlights rare Hackney horses – Hackney

Aldia Freitas Gomes
*Executive Director /
College Development
Director*

- horse earns national recognition
- Fresno State student named national FFA president
- Center for Irrigation Tech wins national honor
- Pistachio lab may be first of its kind
- Fresno State Magazine wins award (highlighting the College of Agricultural Sciences and Technology)



- Farm Market begins new feature: "Showcase Sunday" with product samplings
- New ag dean appointed
- Salute to Jack Woolf breaks records
- Water and energy incubator building progresses
- A record number of wineries seek Fresno State talent

Just imagine what 2007 will bring!

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Meet the new dean of the College of Agricultural Sciences and Technology

By John Migliazzo
Fresno State Ag
Communications Major

Dr. Charles Boyer, Dean of the College of Agricultural Sciences and Technology, has taken an unconventional route to pursue a career in agriculture education. From the Oregon Coast to Fresno, Boyer comes prepared with a myriad of experiences in the academic world and in practical on-farm practices.

Growing up along the south coast of Oregon in the small town of Coquille, Charles Boyer had few connections to agriculture. Besides part-time jobs bucking hay bales and working for his uncle's cranberry box business, his experiences with agriculture were limited. However, he had a passion for biology, which eventually led to his career in horticulture.

"I went to college to be a biology teacher," Boyer said. After graduating with a bachelor's degree from Eastern Oregon University (EOU), he went on to receive a master's degree and Ph.D in genetics at Pennsylvania State University.

While at EOU, Boyer drove combine and worked in the seed cleaning facility at a grass seed company. Little did he know, this would pave his way to a career in the agriculture industry. He has spent the rest of his life in the field of horticulture.

When Boyer sits back to reminisce about his career choice, he can't help but smile. "I started off in teaching, and I ended up in fundamental research," Boyer said. In addition to Boyer's research in plant breeding, genetics and horticulture, he has been a successful professor and researcher of horticulture and has had heavy involvement with student groups and local organizations.

Boyer has been involved in plant breeding and genetics



Dr. Charles Boyer is excited about being a Fresno State Bulldog.

both as a researcher and a professor since he graduated from Penn State in 1976. He has spent significant time as a faculty member and professor at Rutgers (three years), Penn State (12 years), and most recently, Oregon State (13 years). At the time he came to California State University, Fresno, he was serving as the associate dean of agriculture at Oregon State.

Boyer has served as an advisor for Alpha Zeta, and an advisor for the Ag Student Council, both at Penn State. In addition, he advised the Circle K Service Club at Penn State and Oregon State, which is sponsored by the Kiwanis Club.

"I love being engaged with students," Boyer said. "Part of the attraction of Fresno State was to be more connected with students."

Boyer's Vision

Boyer has some very clear goals for the college including 1.) to grow the undergraduate program in both size and quality, 2.) to grow capacity to do applied research to meet the needs of the agriculture industry in the San Joaquin Valley, and 3.) to become the number one agricultural college in California.

Boyer said he was drawn to Fresno State by the diversity of agriculture in the region as well as the diversity of students.

"Students are highly valued," Boyer said. "Public

agencies and industry are looking to hire, but there are not enough students to fill these needs. We need to enhance our reputation and fill that demand."

In terms of research, Boyer feels that it is his duty to bring the people, equipment and facilities together at Fresno State that are needed to grow capacity for applied research. In addition, he feels that the college needs more graduate students, as well as continuing to improve undergraduate programs.

Boyer has spent most of his career serving the agriculture industry. He has worked with many commodities to help bring students and faculty into research needed to benefit the industry. These commodities include hazelnuts, vegetable crops, berries, wine grapes, apples and nursery crops.

collecting different varieties of rocks.

Having a career in horticulture, it is no shock that he has a hobby related to plant breeding. "I am an eclectic collector of advertisement and other items related to the seed industry and horticulture," Boyer said. In his office, you will find a collection of antique seed boxes advertising seed packets and seed companies from a variety of sources. In addition, he collects trading cards, produce crate labels, newspapers, magazines and other publications.

In addition, he is an avid sports fan. When he has a chance, he roots for his favorite professional teams, the Pittsburgh Steelers and the St. Louis Cardinals. With his teams winning the Super Bowl and a World Series Title this year, he has been very satisfied



Dr. Charles Boyer, at right, poses with Ag One Foundation director Pat Ricchiuti at this fall's annual CAST barbecue held on campus.

Boyer supports development of students who are going into the industry and finding solutions to present and future challenges that face the industry.

Outside of the Office

Boyer is engaged with a number of activities and hobbies outside the office. When time and weather allow, he loves to "try" to play golf in his spare time. He also referred to himself as a "rock hound,"

with the success of his sports teams in 2006. He also mentioned that he is fast becoming a Fresno State Bulldogs supporter!

Boyer has two grown children, Sabrina and Melanie. He has been happily married to Ilhama for the last five years.

Boyer is proud of his success at previous institutions, but is particularly excited about being a Fresno State Bulldog.

Ag Boosters Barbecue 2006 enjoyed by all

The 29th Annual Ag Boosters Barbecue to raise funds for the Ag One Foundation and California Women for Agriculture was a return to the early days of the event with more than 1,000 people holding tickets to the event at the Coombs' Riverbend Ranch.

Much success for this year's barbecue was attributed to the Harvest Sponsors. Businesses and individuals who supported the event as a Harvest Sponsor included: J.G. Boswell Company, Clifford E. Bressler & Associates, Britz Fertilizers, Inc., Chicago Title Company, Dalena/Benik & Associates Insurance Services, Pacific Gas and Electric Company, Pearson Realty, Prudential Ag Investments/Capital Ag Property Services, Rain & Hail Insurance, RCO Ag Credit, Inc., Ron Silva Realty, Inc., State Compensation Insurance Fund, Union Bank of California, Wawona Frozen Foods, Wells Fargo Bank, and Western Farm Service, Inc.

The annual event provides an opportunity to enjoy an evening of tasting Fresno State wine and sampling cheese produced by valley dairy processors, eating dinner under the stars and bidding on exciting auction items. The event featured CWA's County Store, Fresno State sausage



Enjoying visiting at the Ag Boosters Barbecue were from left, Chris Villines and her husband Assembly member Mike Villines, and Madera County Supervisor Frank Bigelow, and Ag One Executive Director Alcidia Freitas Gomes (standing).



A very capable Ag One bartending crew included, from left, John Torrico, Jerry DiBudo, Dr. Jeri Echeverria, and Dr. Leslie Farlow.



Also attending were from left, Ag One Secretary Linda Glassman and her husband, Bob Glassman, John Harris, Dean Charles Boyer, and Carol and Bill Chandler.



Assembly member Nicole Parra, Caruthers farmer-processor Tony Campos and Assembly member Parra's local representative Debbie Williams pose for a "Kodak moment."

tasting, Fresno State ice cream, a raffle and door prizes plus a live and silent auction.

In addition, the winner was selected for the Ag One "Fantasy Vacation" raffle, which offers a choice of destinations to Costa Rica, Greece, or China. Sponsors of the vacation drawing were Baker, Peterson & Franklin,

LLP, Westside Finance LLC, and Campos Brothers Farms. This year's winner was 2004 alumnus Jason Sanders.

The Ag Boosters Barbecue raised more than \$29,000 for the Ag One Foundation, and the Fantasy Vacation provided an additional \$7,000 in donations.



Ag One President Tim Vaux welcomed the crowd to the annual barbecue.

From the Dean

Continued from page 2

graciously hosted and introduced to wonderful Bulldog supporters as great examples of the support we receive. Everywhere I am greeted by loyal supporters – what a tribute to the Bulldog family.

Community. What a wonderful community; Fresno has so much to offer! The diversity of the campus, city and valley provide a vibrant community in which to live.

The individuals and families engaged in our diverse agriculture and food systems industries in the valley are a close-knit community in a rapidly growing metropolitan area. It amazes me how interconnected we are in this community. Your commitment to CAST and so many other important parts of our community ensures our future. It is a pleasure for the college to partner with and serve you.

The Future. I am thrilled

with the possibilities for the coming year. We are in the early stages of the university's Comprehensive Campaign which will provide important fiscal support for our programs. However, more importantly the campaign will provide the catalyst for us to engage with our partners as we chart the future for the college and move toward our Centennial Year in 2011.

I look forward to creating an environment in which all

our students, faculty and staff can realize their goals, dreams and be nurtured to continue to develop. I am enthusiastic about the opportunity to work with you to create an exciting future. On a personal note, I look forward to continuing to become an integral part of and serving this amazing community.

I wish you and yours the happiest of holidays and may your New Year be filled with joy and success.

Fresno-Madera Wine Tasting draws big crowd

As the popularity of Fresno State wines grow, so does the annual Fresno-Madera Alumni and Friends Wine Tasting held in late-October at the Campus winery.

Close to 200 people were on-hand to sample and buy some of Fresno State's award-winning table and dessert wines. The World Cooperage Barrel Room served as the venue to showcase the Solare dessert wine made in the ice wine style first produced in Germany in 1794.

Featured wines included a 2005 Pinot Gris, 2005 Viognier, 2004 California Rose, 2005 Barbera, 2004, Syrah, and 2003 Solare. In addition, Fresno State-produced olive oil, sausage, table grapes and chocolate

covered raisins and almonds were on-hand for participants' enjoyment.



Dr. Robert Wample, chair of the Viticulture and Enology Department, welcomed the crowd and discussed the new additions and changes in the University's winery. Fresno State students produce award-winning wines, while at the same time receive a hands-on practical education about the art and science of wine-making.



Ag One Board Member Rod Stark pours a glass of Fresno State wine at the Oct. 27 wine tasting.



Ag One supporters, from left, Fred and Maxine Machado and Ag One Board member Paul Rollin visit at the wine tasting while enjoying Fresno State wine.

Common Threads Award luncheon set for April 13

Five special women from the central San Joaquin Valley will be honored on Friday, April 13 as the 2007 recipients of the 11th Annual Common Threads Awards, honoring women in agriculture for their community service and philanthropy. Receiving the 2007 Common Threads honors are Louise Draxler, of Kings County; Sandra Gist-Langiano, of Tulare County; Linda Hansen, of Fresno County; Sharon Thornton, of Merced County; and Lonna Torrico, of Fresno County.

The awards are presented in partnership with the Ag One Foundation, Fresno State's College of Agricultural Sciences and Technology and the California Agricultural Leadership Foundation.

The Common Threads Award recognizes women who have made a remarkable and visible contribution to the enhancement of their communities. The award criteria requires the recipients to live in one of the five counties listed above, to have past or present roots in

agriculture, and to have shown outstanding involvement of time, talent and treasure in agriculture and their communities.

The Common Threads Committee members are: Kim Rogina, Merced, co-chair and Karri Hammerstrom, Kingsburg, co-chair; Amy Bartell, Fresno; Ann Bridges, Sanger; Carol Chandler, Selma; Amy Christensen, Sacramento; Jackie Giacomazzi, Hanford; Alcidia Freitas Gomes, Fresno; Liz Hudson, Sanger; Debbie Jacobsen, Easton; Shirley Kirkpatrick, Exeter; Barbara Matheron, Hilmar; Christy Melvold, Fresno; Nancy Pitigliano, Tipton; Rod Stark, Fresno; Betty Young, Merced and Sarah Clark Wolf, Fresno.

Net proceeds raised from the luncheon go to the Agricultural Leadership Foundation, Ag One and charities of the honorees' choice. Invitations will be mailed in February. Contact the Ag One office at (559) 278-4266 for details.

Ruiz to be Honored.....

Continued from page 1

for young Hispanics and help them realize that with an education and a commitment to hard work they, too, can live the 'American Dream.'"

With this commitment in mind, Ruiz Foods not only offers an excellent employment package but also offers a tuition reimbursement program, extensive new-hire orientation, health screenings, homeownership education classes, vocational English or Spanish, basic math classes and a variety of training classes.

Likewise, Ruiz assisted in establishing the non-profit

status of Ruiz 4 Kids – an organization comprised of Team Members from Ruiz Foods who recognize a need to help area children. Through two annual fundraising events, Ruiz 4 Kids distributes scholarships and supports children-related programs within local communities – distributing more than \$1 million to children in need.

Proceeds from the event will be used to establish the Ag One - Fred R. Ruiz Endowment. Sponsorship opportunities are available at various levels. Contact the Ag One office at (559) 278-4266 for details.

One to One

AG ONE FOUNDATION

www.agonefoundation.org

College of Agricultural Sciences and Technology
2910 E. Barstow Avenue, M/S OF 115
Fresno, CA 93740-8009

ADDRESS SERVICE REQUESTED

Renew your Ag One membership today

As 2007 nears, it's time to renew your membership in the Ag One Foundation. Your support and membership contributions have helped to raise nearly \$5 million in more than 80 named endowed funds, providing more than \$220,000 in scholarships that will be awarded during the 2006-07 academic year.

Your membership and financial support throughout the year at Ag One events and through gift-giving, has helped Ag One establish endowments and raise funds to support deserving students. Your support is critical to Ag One's continued success.

The various membership levels make it easy to become involved in Ag One. Each membership level provides

special levels of "thank you," as well. The membership levels are:

Dean's Circle: \$1,500

- Fresno State Farm Market student produced products or gift certificate (\$100 value)
- 2 Ag Boosters BBQ Tickets
- 2 Fantasy Vacation Tickets
- Ag One Bookmark
- Ag One Logo Gift

Foundation Circle: \$1,000

- Fresno State Farm Market student-produced products or gift certificate (\$50 value)
- 2 Ag Boosters BBQ Tickets
- 2 Fantasy Vacation Tickets
- Ag One Bookmark
- Ag One Logo Gift

Partners Circle: \$500

- 2 Ag Boosters BBQ Tickets
- 2 Fantasy Vacation Tickets
- Ag One Bookmark
- Ag One Logo Gift

From the President

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support and also to celebrate our successes. We are approaching the \$5 million dollar level for our Ag One endowment thanks to so many

wonderful supporters.

The Ag One staff works tirelessly to make all of the activities happen, seemingly without a hitch. However, we all know that a lot of behind the scenes work goes on by the

Enclosed is my Ag One membership in support of the College of Agricultural Sciences and Technology at Fresno State.

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____

Employer _____

Address _____

Job Title _____

<input type="checkbox"/> Dean's Circle	\$1,500	<input type="checkbox"/> Sustaining Member	\$100
<input type="checkbox"/> Foundation Circle	\$1,000	<input type="checkbox"/> Associate Member	\$50
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<input type="checkbox"/> Builders Circle	\$250		

Please inquire if your company has a matching gift program, this could double your gift to Ag One!

Return to:
 Ag One Foundation
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Builders Circle \$250

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Sustaining Member: \$100

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Associate Member: \$50

- Ag One Logo Gift
- Student Member \$15**
- Ag One Logo Gift

staff along with various committee members and volunteers to achieve each success. My job as Board President is made easy because others are so willing to pitch in and help when needed.

I look forward to the spring activities and getting together with all of you along the way. Please continue supporting Ag One and check the website for updates at www.agonefoundation.org. Thank you!