

One to One

California State University, Fresno

WINTER 2005/2006

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

New Board members, officers introduced at annual meeting

The Ag One Foundation Board of Directors welcomed four new directors and recognized outgoing directors at its annual meeting in early November.

New to the Ag One Board are: Darla Harrel, of Hewitson Enterprises Inc., of Avenal; Larry Melikian, of Fresno; Mitch Metzler, of RCO Ag Credit, Fresno; and Marsha Vucovich, of Fresno Equipment Co., Fresno. They will each serve a three-year term.

The Board also re-elected Hal Bolen II, Ann Bridges and Gary Wiens to each serve a second three-year term.

The new Board members will fill the seats held by outgoing directors Liz Hudson,



Randy Miles and Karen Morais, all of whom completed six years on the Ag One Board, and Kurt Covington, who served one year.

Ag One President Mark Dutra thanked the retiring

directors and presented them with a clock as a token of appreciation for their years of service to the Ag One Foundation.

The Board also introduced
Continued on page 5

2006 Community Salute to honor westside pioneer

Jack Woolf will be recognized in May

For more than 30 years, Jack Woolf and his family have been an integral part of the development of diversified agriculture on the westside of Fresno County. He also has been an active fixture in helping make the communities of Fresno and the agricultural industry a better place through his service on numerous boards of organizations and associations.

It is only fitting that Woolf has been selected to be recognized as the 2006 Community Salute honoree by the Ag One Foundation. The special event is slated for Friday, May 12 at the Fresno

Convention Center, New Exhibit Hall.

A native of Arizona, Woolf has almost a lifetime of involvement in the cotton industry, having started out working for the Anderson Clayton Corp., after serving in World War II. That involvement led him to Russell Giffen, who brought Woolf to the westside to work for the large farming operation.

In the 1970s, as the break-up of larger land-holdings occurred on the westside, Woolf began to farm on his own. Today, Woolf and his family oversee a diversified farming enterprise that includes tomatoes, garlic, cotton, wheat, wine grapes,

almonds and pistachios. In addition, he is involved in the Harris Woolf California Almond processing plant, Lost Gatos Tomato Products processing plant, Huron Ginning Company, Woolf Nursery, and Cal-West Rain, an irrigation design and supply company.

The Community Salute will recognize Woolf for his many accomplishments. Proceeds from the event will be used to establish the Ag One-Jack Woolf Scholarship Endowment fund to benefit students pursuing a degree in the College of Agricultural Sciences and Technology.

Cal-West Rain, Inc. is
Continued on page 5



Support Ag One events for 2006

March 30
Stanislaus County Alumni & Friends Dinner, Durrer's Barn, Modesto

April 7
10th Annual Common Threads Award Luncheon; California State University, Fresno; workshop and luncheon

May 12
Ag One Foundation's Community Salute honoring Jack Woolf; Fresno Convention Center, New Exhibit Hall

May 5
35th Annual Ag One Turf Day Golf Classic; Madera Golf and Country Club

September 10
29th Annual Ag Boosters Barbecue, Coombs Riverbend Ranch

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

from the president

At the end of December, my tenure as president of Ag One came to a close, so this is also my last opportunity to address the Ag One members and supporters. In this issue, readers will be saying goodbye to several board members whose terms have been completed. We also have the opportunity to see the new board and officers.

This has been a highly

Mark Dutra *Ag One Foundation 2005 President*

successful year for Ag One in raising the awareness of the Foundation and the tireless hard work of the Board, volunteers, supporters, staff and to the many donors who contribute not only their time but make donations to the success of Ag One and the



College of Agricultural Sciences and Technology. For all of those individuals and businesses, thank you for making this past year such a success.

At this year's annual meeting, I made a brief address to the retiring board, new board members and guests,

Continued on page 6

from the dean

2006 Greetings from the College of Agricultural Sciences and Technology! I continue to be amazed how quickly time flies by in this business. A few short months ago we celebrated the graduation of the Class of 2005 and then as the fall semester began, we greeted the Class of 2009. Here we are half way through the academic year and graduation for the Class of 2006 is just around the corner. Whew!

As you know, Dr. Carl Pherson retired after 30 years of service, and leaving a

Daniel Bartell *Dean, College of Agricultural Sciences and Technology*

tremendous legacy of a well run and financially stable University Agriculture Laboratory (UAL). Dr. Ganesan Srinivasan has taken over the UAL reigns and is doing a great job. As you'll note elsewhere in this issue, I will be stepping down as dean later this year after 14 years. We hope to have a new person directing the College by July 1, 2006. Also, we are in the midst of searching for 13 new faculty



to fill vacancies for the 2006 fall semester.

In addition, we are in the midst of planning for a comprehensive campaign comprised of new facilities and program enhancements in the areas of viticulture and enology, water, and food science and nutrition. You'll hear more about these plans in the coming months. Stay tuned!

With the holidays behind us, I'd sincerely like to wish you and your's a wonderful New Year.

from the director

2005 has been a remarkable year for Ag One. Alumni, friends, volunteers, industry and the community – in other words you – have made this possible.

The Ag One endowment fund is at an all time high of \$4.6 million. For the current academic year (Fall 2005/Spring 2006), over \$210,000 will be awarded to nearly 200 deserving students.

The Community Salute honoring Virgil E. Rasmussen was the most successful yet. Nearly \$74,000 was added to

Alicidia Freitas Gomes *Executive Director / College Development Director*

the existing endowment in his name. Plus, nearly 500 guests attended.

The Ag Boosters BBQ raised over \$37,000 for Ag One and California Women for Agriculture. In fact, this was the first time since the event began that Ag One received more than \$20,000.

The retirement of Dr. Carl Pherson provided an



opportunity for a festive evening recognizing his many accomplishments with a chuckle or two for

good measure. Not only did many people contribute to the Farmer Pherson fund but Farmer Pherson himself matched the many gifts. Those of you who know Dr. Pherson know that this was no easy task. Over \$11,000 has been raised and matched to date.

The 10th Annual Common
Continued on page 3

2006 AG ONE DIRECTORS

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Dean Bartell to retire in spring 2006

Dr. Dan Bartell plans to step down as dean of the College of Agricultural Sciences and Technology (CAST) at California State University, Fresno, after 14 years but will remain active in special projects for the university.

Bartell will step down in spring 2006. He expects it will take until July 1 before his successor is hired, and he plans to stay on in his current role during the search and for a short transitional period after his replacement is hired.

Bartell will then take a year's leave, where he will be involved in projects that include

the development of a planned Institute of Food and Nutrition Innovation, enhancement of the university's celebrated viticulture and enology program and continued development of the International Center for Water Technology on campus.

Bartell also plans to advocate for a greater role for non-land-grant institutions such as Fresno State in federal funding for research, education and outreach.

Bartell started his career in education as an instructor of biology at Davis and Elkins College in West Virginia. His entomology and administrative

expertise took him to positions at the University of Illinois, Texas Tech University, Montana State University and Oklahoma State University.

Bartell served as CAST dean during a time of dynamic change and growth in the industry and at the university. During his tenure, an award-winning commercial winery was developed which, through the sale of Fresno State wine, supports the enhancement of California wine and the academic endeavors of the college. Fresno State is the only university in the nation that has such a program.

Check out Ag One's new website!

Now with just a click of the mouse, all the current information about the Ag One Foundation is available. The new Ag One Foundation website is up and running!

The web address is: www.agonefoundation.org.

The site includes endowment and upcoming event information, past newsletters, news releases, links to several Fresno State websites, and Ag One staff contact information. Appearing soon will be planned giving information.

Kuhtz Memorial Scholarship presented



The James C. Kuhtz Memorial Scholarship was presented to student Lea Pereira, third from the left. She is joined by dairy professor Dr. Jon Robison, Beverly Kuhtz, Jim Kuhtz and Associate Dean Dr. Bill Fasse.

Top Dog award recognizes Fresno State's finest



Jim Gomes, second from right, was the College of Agricultural Sciences and Technology alumni recipient for the Top Dog Awards, which were presented on Oct. 13 at the Save Mart Center. Congratulating Gomes were, from left, Richard and Susan Shehadey; Sharlene Gomes, Marlene Thrasher, Gomes and Alcidia Freitas Gomes. The honoree is the Senior Vice President, Marketing and Purchasing at California Dairies, Inc.

From the Director.....

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Threads is set to honor a slate of incredible women from throughout our Valley on April 7 at Fresno State. Over the years, 45 women have been recognized for their sharing of time, talent and treasure!

Plans have begun for the 35th Anniversary of the Turf Day Golf Classic Tournament. This annual event was started by alumni and faculty in the Department of Plant Science. It is bigger and better than ever thanks to an active committee. Mark your calendar

for May 5.

Planning for the 2006 Community Salute honoring pioneering westside farmer Jack Woolf is well underway. We are anticipating another record setting event. We hope to see you at this May 12 event.

Ag One, the College of Agricultural Sciences and Technology and most importantly future students are very fortunate to have had your support this year. I wish you and your families a Happy New Year.

Common Threads luncheon set

Five women from Kings, Madera and Tulare counties will be honored on Friday, April 7 as the 2006 recipients of the 10th Annual Common Threads Awards, honoring women in agriculture for their community service and philanthropy.

The 2006 Common Threads recipients are Barbara Chrisman, of Visalia; Gay Hooper, of Hanford; Milenda "Millie" Meders, of Chowchilla; Sue Safarjian, of Kingsburg; and Patricia "Pat" Wickstrom, of Hilmar.

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, and have past or present roots in agriculture.

Invitations will be mailed in February. Contact the Ag One office at (559) 278-4266 for details.

2005 Ag Boosters Barbecue was one of the best ones ever

The 28th Annual Ag Boosters Barbecue netted more than \$20,000 for the Ag One Foundation and more than \$17,000 for California Women for Agriculture (CWA). Nearly 900 tickets were distributed for the annual event, making it one of the more successful barbecues in recent years.

Adding to the ambiance was a Fresno State Student Jazz Band, which was a nice addition to the evening. Also new this year was the Grape Tasting Table, complete with some of Fresno State's finest table grapes, made available by John Tufenkjian. The live auction also was a big hit, thanks to Johnny Andrews, of Dos Palos, for a great job auctioneering.

Much of the success of this year's event can be attributed to the Harvest Sponsors, including Clifford E. Bressler & Associates; Chicago Title Company; Fresno Madera Farm



Daryll Evans won the Grand Raffle Prize, which includes a gift certificate

for two to the Fresno State Winemaster's Weekend at Tenaya Lodge in March 2006.



Melissa Bray was the winner of the Fuzzy Dice Game.

Photo credit: Susan Der Manouel

Credit; MetLife Ag Investments; Prudential Financial Ag Investments/ Capital Ag Property Services; Rain & Hail

Fantasy Vacation winner announced

Carl Ueland, of Fresno, was the lucky person to win the Ag One 2005 Fantasy Vacation.

Ueland has his choice of a "Fantasy Vacation" to one of several special destinations, including a seven-day cruise to Alaska, a nine-day tour of Italy, seven days in Kauai, Hawaii, eight days in Ireland, and 11-days in Spain. The prize includes one of these all-expense paid trips for two persons, plus \$1,000 in spending money.

Almost \$10,000 was raised for the Ag One Foundation from the annual event, including sponsorships from Baker, Peterson and Franklin, LLP Certified Public Accountants; Britz Fertilizers, Inc.; Westside Finance LLC; and Campos Brothers Farms.

Insurance Services; RCO Ag Credit, Inc.; Union Bank of California; Valley Small Business Development Corp.; Visalia Produce Sales; and Western Farm Services, Inc.

The Dennes Coombs' Riverbend Ranch near Madera once again provided a beautiful backdrop for the festive evening. The event also featured

a silent auction, CWA's County Store, cheese from Valley dairy processors, award-winning Fresno State sausage sampling sponsored by CAPCA, Fresno State wine, desserts, a raffle and door prizes.

The 2006 Ag Boosters Barbecue is set for Sunday, Sept. 10.

Dr. Carl Pherson retires after 30 years with University

Endowment established; donations being accepted

Dr. Carl Pherson – a name synonymous with California State University, Fresno's College of Agricultural Sciences and Technology for more than 30 years – has stepped down. Pherson officially retired this fall as director of agricultural operations at Fresno State, after more than 30 years at the university.

Special recognition was held on Oct. 18 at O'Neill Park on campus, during the annual College of Agricultural Sciences and Technology Fall Barbecue.

At the barbecue, several faculty, students and friends paid tribute to Pherson for his involvement at Fresno State as a professor and director of the College's school farm and livestock operations.

As part of the tribute, Ag One President Mark Dutra



Ag One President Mark Dutra, center, presents a special shovel customized-signed by Ag One directors to Dr. Carl Pherson, left, as his wife Julie, and Dean Dan Bartell, at right, look on.

presented Pherson with a special shovel, signed by all of the Ag One directors. "It was a very fitting gift," said Dutra. Succeeding Pherson is Dr.

Ganesan Srinivasan, who was the principal scientist and associate director of the maize program at the International Maize and Wheat

Improvement Center in Mexico. As director of farming operations at the University, Srinivasan said his goals include helping farmers compete globally by "competing on quality and exploiting our niche markets while diversifying our portfolio of products."

Endowment established

To recognize Pherson, an endowment has been established, called the Juliana and Carl L. Pherson Assistantship Endowment. Donations to the endowment have already topped \$11,000.

Pherson has pledged to match donations up to \$12,500 made by March 31, 2006. Donations can be made by calling the Ag One office at (559) 278-4266.



2006 Ag One President Tim Vaux, at left, and 2005 President Mark Dutra, third from right, welcome new directors, from left Marsha Vucovich, Larry Melikian, Darla Harrel-Skinner, and Mitch Metzler.



New officers leading the Ag One Foundation for 2006 are, from left, Secretary Linda Glassman, Vice President Ann Bridges, President Tim Vaux, and Treasurer Cristel Tufenkjian.

New Officers

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its new officers for 2006, including President Tim Vaux, of DuPont of Fresno; Vice President Ann Bridges, of Hartford Investment Management – AgriFinance, of Fresno; Treasurer Cristel Tufenkjian, of Kings River Conservation District, of Clovis; and Secretary Linda Glassman, of Britz Fertilizers Inc., of Fresno.

Vaux presented outgoing President Dutra with a plaque

and recognized him for his tireless leadership and involvement throughout the year.

In recapping the year, Dutra said, “This year was an exceptional year because of the Board. We either attained or surpassed our goals for each event.” (See Dutra’s column on page 2.) Dutra acknowledged the Ag One Board and officers and the staff, “who made it all happen.”

2005 President Mark Dutra presents out-going directors Liz Hudson, center, and Karen Morais, right, with a clock in appreciation of their years on the board. Not pictured are out-going directors Randy Miles and Kurt Covington.



Award-winning wines draw crowd at Annual Fresno-Madera Wine Tasting

Despite a bit of a chill in the air, the Oct. 27 Fresno-Madera Alumni and Friends Annual Wine Tasting drew quite a crowd.

About 140 people were on-hand to sample and buy some of Fresno State’s award-winning table and dessert wines. The event was held at the College’s Winery and World Cooperage Barrel Room.

The date was later this year to allow the winery to complete the grape crush season.

Ag One volunteer “wine-pourers” were Doug Benik, Hal and Debora Bolen, Ann Bridges, Linda Glassman, Earl and Liz Hudson, Harry Karle, Randy and Roslyn Miles, Karen Morais, Rod Stark, Marlene Thrasher, Cristel Tufenkjian, Tim Vaux and Gary Wiens.



The Fresno-Madera Alumni and Friends wine tasting featured the university’s table and dessert wine collection.



Enjoying the Ag One wine tasting were, from left, Dr. Peter Smits, Elise and Larry Layne, and Jan and Bud Richter

Jack Woolf Salute

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serving as the naming sponsor for the event. Serving as honorary co-chair of the event are Price Giffen, Winston P. Handwerker, John C. Harris, Larry Isheim, Jim Martin and Tim Vaux.

Serving on the 2006 Community Salute Planning Committee are: Hal Bolen II, Ann Bridges, Susan Der Manouel, Jerry DiBuduo, Al Dingle, Mark Dutra, Dan Errotabere, Anne Franson, Linda Glassman, Alcidia Freitas Gomes, Teresa Gropetti, George Helvey, Jim

Martin, Christy Melvold, Karen Morais, Pat V. Ricchiuti, Marlene Thrasher, Tim Vaux, Dwight Wiegand, Sarah Woolf, and Gary Wiens.

There are several sponsorship opportunities available, including the High Yield Club sponsor at \$5,000, Five-Bale Club sponsor at \$2,500, Four-Bale Club sponsor at \$1,000, and Three-Bale Club sponsor at \$500. Tables of 10 will be available for \$1,000 and individual tickets for \$100. To become a sponsor, contact the Ag One office at (559) 278-4266.



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

Renew your Ag One membership today

2006 membership levels

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 Pen
- 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 Pen

- Ag One Logo Gift
- **Partners Circle: \$500**
- 2 Ag Boosters BBQ Tickets
- 2 Fantasy Vacation Tickets
- Ag One Pen
- Ag One Logo Gift
- **Builders Circle \$250**
- Ag One Pen
- Ag One Logo Gift
- **Sustaining Member: \$100**
- Ag One Pen
- Ag One Logo Gift
- **Associate Member: \$50**
- Ag One Logo Gift
- **Student Member \$15**
- Ag One Logo Gift

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 _____

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Address _____

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- | | | | |
|--|---------|--|-------|
| <input type="checkbox"/> Dean's Circle | \$1,500 | <input type="checkbox"/> Sustaining Member | \$100 |
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Please inquire if your company has a matching gift program, this could double your gift to Ag One!

Return to:

Ag One Foundation
College of Agricultural Sciences and Technology
California State University, Fresno
2910 E. Barstow Avenue, M/S OF115
Fresno, CA 93740-8009

From the President

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outlining the year's milestones and notable successes.

Ag One's springtime activities began with the Community Salute honoring Virgil Rasmussen of Ballantine Packing, which raised over \$74,000, making the salute one of the most successful ever.

One of my most favorite events is the 9th Annual Common Threads, which honors agricultural women for service in their communities. The 34th annual Turf Day Golf Classic tournament continues to be a great day for golf and fun for both golfers and non-golfers. This year's regional events were sponsored and held in Stanislaus, Kern and San Luis Obispo counties, which have become great opportunities for alumni to meet and build support for the College and Ag One.

In the fall of every year is the Ag Boosters BBQ at Coombs River Ranch and the Fantasy Vacation. This year's BBQ had fantastic weather, great food and fun that resulted in being one of the most successful barbecues 28 years running. The 8th Annual Fresno-Madera Wine tasting, hosted at the Fresno State's Winery was the final event of

the year. This year's event featured an extra special Muscat dessert wine served over Fresno State ice cream... delicious!

Because of these successful efforts, Ag One's endowments continue to grow and scholarships are being granted to agriculture students to defer the raising costs of a college education. At the 2005 commencement, three Ag One scholarship recipients received the highest recognition and awards the University can make. Neil Gibson was awarded the President's Award for the University's most outstanding undergraduate; Neil is joined by Laurel May, who was honored as the University's most outstanding graduate student. Lastly, Molly Fagundes, received the Dean's Award for Student Affairs.

We had a year filled with many successes for both Ag One and the College. None of these successes would be possible without the support of the Ag One Board, members, supporters and staff. As the New Year begins, I hope everyone has a prosperous New Year. In the meantime, please feel free to visit the Ag One website to keep up-to-date on future events and activities. www.agonefoundation.org.