

ADVISOR ANNUAL EVALUATION- 2006

Name: Ken R. Churches

Title: County Director and Farm Advisor

County: Calaveras

SECTION A.

General Performance and Accomplishments: January 2006 to December 2006

I. Statement of assignment

ANR Issue	Knowledge Area	% FTE
Agriculture and Natural Resources		35
Community Resources Development		40
Administration	All knowing	25

II. Research and Extending knowledge

Agriculture is still an important industry in Calaveras County with average annual production at around 40 million dollars. A significant multiplier of this amount should be considered because of the tourism that our wine industry generates. The leading commodities in order of production are timber, livestock and poultry, wine grapes, and fruit crops. As the only Farm Advisor stationed in the county, it is important that I provide a very broad range of agricultural, youth, community development, and public service programming.

The Cooperative Extension programs in Calaveras County are dedicated to extending knowledge and applied education to various user groups, 4-H clubs and the general public. These groups include, but are not limited to commercial producers (animal science, plant science, and natural resource science), agriculturists, hobbyists, government administrators, regulatory agencies and commissioners, environmental planners, educators, consultants, 4-H members and leaders, and the general public. Information is transferred through a variety of means including personal contacts, consultations, workshops, seminars, publications, newsletters, meetings and heavy use of the mass media.

Local agricultural and natural resource problems are also identified and programs for their solution are implemented with assistance from other advisors and specialists as well as experts from other agencies. Topics relating to 4-H priorities or interest are addressed after input and consultation with leaders. Educational programs are designed to promote innovative and progressive attitudes through 4-H education.

Cooperative Extension Administration- County Director

Project 1: *Public Relations and Collaboration*

Background and Rationale:

Developing and maintaining meaningful public relationships is absolutely critical for Cooperative Extension program delivery and survival. Friendly and informed communication with the Board of Supervisors on a regular basis is necessary to maintain budget levels. While keeping the Board informed, it is also important to work closely with the County CAO. Linking with community organizations and other governmental organizations provides greater opportunities for program delivery. Rapid County growth has created more pressure for our traditional clientele and has thus required greater communication and interaction by this office.

Collaboration:

Farm Bureau, Cattlemen's Association, Wine Association, Calaveras Grown, Grape Growers Association, Grange, Future Farmers of America, Women's Crisis Center, Chamber of Commerce, Bank of Lodi, Mark Twain Saint Joseph's Hospital, Calaveras County Water District, Visitors Bureau, California Department of Forestry, Army Corps of Engineers, County Departments, Board of Supervisors, and Economic Development Company.

Extension Methods:

It is important to develop and maintain meaningful relationships with clientele, community organizations, volunteers, other government agencies, and the media. This is accomplished through the issuance of regular press releases and articles, newsletters, radio and community television appearances, and a properly maintained web page. As County Director I actively attend and participate in monthly department head meetings, participate in a large number of community activities and events, and design public relations materials.

My Role:

As county director I set the tone for happy, family like relationships within the office which in turn spills over into our public and community relationships. My example is to provide courteous and prompt customer service at all times. I maintain an e-mail list of all newspapers, radio stations, television stations, and organizations that I use to distribute press releases. I constantly monitor staff activity and customer response to insure quality control.

Impact:

Ongoing public relations efforts have resulted in an increase in county budget every year, wide visibility throughout the entire county, increased usage of office services, increased community support, and extended collaborations.

Cooperative Extension Administration- County Director

Project 2: *Staff Supervision*

Background and Rationale:

Calaveras County staffing currently includes:

1.5 Academics: Ken Churches, County Director and Farm Advisor, Dorothy Smith, NF&CS Advisor (0.4 FTE), and Bill Frost, Natural Resources Advisor (0.1 FTE).

1.0 County paid 4-H Youth Development Program Representatives: Jennifer Mitchell

1.5 Nutrition Program Representatives: Renee Dwyer, Adult FSNEP and Joann Cutter, Youth FSNEP

1.0 County Paid Master Gardener Program Representative: Karen Riley

1.0 County Paid Clerical/Extension Assistant: Gretchen Sullivan

Extension Methods:

This year was one of transition and training. Karen Riley assumed a new role in the office as Master Gardener Coordinator and Financial Manager. Gretchen Sullivan was hired as our new Extension Assistant. All positions are now functioning beautifully and staff has settled back into a comfortable routine.

My Role:

I am responsible for the hiring, training, and outfitting of new and long term staff. I have provided all necessary resources to insure that staff are properly prepared to perform their duties. I further work diligently to make sure each staff person has adequate flexibility to care for personal and family needs. This has proven to assist in the long term retention of quality employees while increasing their morale and work efficiency.

Impact:

All staff in this office are highly respected in the community for their expertise. All staff have taken on program delivery responsibilities. Other counties look to this staff for leadership and information on our programs. Staff excellence has allowed this office to be far more productive than would be anticipated in a one academic county.

Cooperative Extension Administration- County Director

Project 3: *Staff Development and Training*

Background and Rationale:

Staff development is critical. Technology continues to change the way we do business and staff need to be up to date if we are to remain relevant. Job safety, stress reduction, volunteer relations, risk management, job efficiency, and programmatic expertise are on-going needs. It is my responsibility to make sure training resources are available to staff and that they are taking advantage of provided opportunities.

Extension Methods:

I have encouraged all staff to attend available University, County, as well as private training opportunities and have made sure that they had adequate financial resources. I have provided Karen Riley and Gretchen Sullivan with all necessary training needed to properly perform their new jobs.

My Role:

I take a very active role in securing necessary training funds and then seeing that they are distributed to staff in an equitable manner. These allotments vary from year to year based upon my assessment of their respective needs. I meet regularly with each individual staff person to discuss performance and training needs. I do very little supervising in its truest sense. Rather, I prefer to lead by example and coach. I prefer to monitor the bigger picture and evaluate overall program performance and satisfaction of clientele.

Impact:

All staff are well trained in both UC and county policies and procedures. IIPP safety training was fully implemented this year and will continue into the future. Customer service is of excellent quality. Program delivery is excellent and meets clientele expectations. Staff in this office enjoy their job and tend to stay for many years.

Cooperative Extension Administration- County Director

Project 4: *County Funding*

Background and Rationale:

County funding is essential for program delivery in Calaveras County. Maintaining strong budget support from the Board of Supervisors is a year around job. When budget hearings come, it is important that each Board member already knows the value of Cooperative Extension programs.

Collaboration:

Board of Supervisors, CAO, Auditor-Controller's office.

Extension Methods:

Out of necessity, county budgeting processes have changed and improved over the last few years. Preparation and presentation of the budget has become streamlined and very demanding. Proposals must be concise and well documented. Proper Powerpoint presentations to the Board are appreciated and rewarded.

My Role:

As county director, I develop, justify, and manage the budget. I seek input from all staff regarding needs in coming years. I train and advise my office manager in the daily disbursement of funds. I work hard to foster positive communication with the CAO and the Board of Supervisors.

Impact:

Program Support:

Fiscal Year	2002-2003	2006-2007
	\$156,809.00	\$209,236.45

Budget increases over the past four years have resulted in increased staff salaries and a nearly tripling of our office square footage. The above increases in funding clearly demonstrate that my efforts have resulted in increases during four years of overall county funding stagnation and reduction.

Cooperative Extension Administration- County Director

Project 6: *Master Gardener Program*

Background and Rationale:

The Master Gardeners in Calaveras County act as goodwill ambassadors in all corners of the county. With Calaveras County covering over 1,000 square miles, and the elevation ranging from only 200 feet to over 8,000 feet, it is clear that requests for information in the form of public service calls far exceeds the capacity of this staff. Politically, these homeowner calls are some of the most important things our office does. The planned demonstration garden got off to a good start, but soon came to a halt due to the tremendous amount of physical labor required to complete the infrastructure.

Extension Methods:

I presented our concept to the California Department of Forestry and requested assistance in the form of labor crews. I then arranged and supervised eight days this past year for a crew of 15 men. Working with Master Gardeners, we were able to educate the crews to nearly complete the entire needed infrastructure. I also worked with our Solid Waste department to successfully complete a \$50,000 grant for recycled rubber tire mulch and pavers.

My Role:

As county director, I oversaw all aspects of this project. My primary role was to garner support from the county, Master Gardeners, and the California Department of Forestry.

Impact:

A one acre demonstration garden has been nearly completed on a highly visible piece of property at the county government center. Most of the materials were donated, all labor was provided by Master Gardeners and CDF. The county also provided electrical and water service. Community classes will commence in the spring with 23 programs scheduled in 2007.

Agriculture and Community Resource Development

Project 1: *Agricultural Dispute Resolution Committee*

Background and Rationale:

One component of the agricultural zoning ordinance that I had worked on in previous years was to form a dispute resolution committee. In July, the Board of Supervisors established an Agricultural Dispute Resolution Committee (ADRC) to hear disputes over agricultural standards and practices. This committee works with the Calaveras County Agricultural Commissioner, representatives of agricultural organizations, members of the general public and Calaveras County department heads to resolve problems and make recommendations to the Board of Supervisors who decide on the final resolution and what action will be taken. Participation in this process helps shape the future of agriculture in our county. Members who agree to serve are expected to attend scheduled meetings for a two year term and will receive training in mediation, fair hearing, & fact finding.

Collaboration:

Calaveras Grown Board of Directors, Calaveras Wine Association, Calaveras Grape Growers Association, Board of Supervisors, Cattlemen's Association, and Farm Bureau, and Agricultural Commissioner.

Extension Methods:

At informal meetings our group studied agricultural dispute resolution techniques, the process of fact finding and fair hearings, and training opportunities available. We presented an ordinance for adoption by the Board. Finally, 14 names were presented to the Board for acceptance as an official committee. We were awarded \$12,000 to fund this pilot project with most earmarked for training.

My Role:

I have played the role of facilitator, educational coordinator, and resource person for every aspect of the project development. Supervisor Steve Wilensky has had vast experience in the area of mediation and so has been extremely supportive of the process.

Impact:

We were able to organize an officially recognized committee for Agricultural Dispute Resolution. In the coming three months we are charged with developing policies and procedures as well as completing eight hours of training. There are now six "issues" in the que for consideration by this new committee.

III. Professional Competence and Activity

Workgroup and Society Involvement

Society for Range Management

Agro-tourism Workgroup

Hardwood Workgroup

Small Landowner Workgroup

Animal Identification Workgroup

Viticulture and Enology Workgroup

California Association of Farm Advisors- Board of Directors and Awards Committee Chair

California Association of Extension 4-H Agents

Activities undertaken to improve professional competence

Animal identification workshop	February 10
Natural resource workgroup	March 13-14
Recent advances in viticulture and enology workshop	March 16
Oak conservation workgroup	May 31-June 1
Agritourism Workgroup	June 8
Western region middle managers conference	July 10-13
Soil and water conservation society (poster)	July 22-26
Animal agriculture conference	September 18-19
Yellow Starthistle workshop	September 21
California oak symposium (poster)	October 9-12
Rangeland trust field study	October 19
Agritourism workgroup	December 6

IV. University and Public Service

University

Small farms center review committee

Acting county director for Tuolumne County- July- October

Agritourism workgroup chair

Public

- Calaveras County Water Advisory Committee.
- Provided information on a timely basis to the Calaveras County Farm Bureau, Calaveras County Agricultural Commissioner, Calaveras County Wine Association, and Calaveras County Chamber of Commerce.
- Work with the Future Farmers of America as a judge for contests and in scholarship selection.
- Serve actively on the Junior Livestock Committee throughout the year.
- Serve on the Calaveras Unified School District Vocational Advisory Committee.
- Serve on the Management Information Services Advisory Committee.
- Led Chamber of Commerce Leadership Tour of Agriculture
- Serve on the Board of Directors for Calaveras County Visitors Bureau, Treasurer

V. Affirmative Action

REGION: NORTH COAST AND MOUNTAIN

COUNTY: CALAVERAS

AGRICULTURE/NATURAL RESOURCES

NAME	TYPE	WHITE	BLACK	AMERICAN INDIAN	HISPANIC	ASIAN	MALE	FEMALE	TOTAL	SOURCE	CO
All adult residents	Individual	20135	75	369	802	75	10521	10935	21456	USCN	
Youth ages 6-19	Individual	6068	54	102	421	85	3496	3234	6730	CBED	
Totals		26203	129	471	1223	160	14017	14169	28186		

COMMUNITY RESOURCE DEVELOPMENT

NAME	TYPE	WHITE	BLACK	AMERICAN INDIAN	HISPANIC	ASIAN	MALE	FEMALE	TOTAL	SOURCE	CO
All adult residents	Individual	20135	75	369	802	75	10521	10935	21456	USCN	
Totals		20135	75	369	802	75	10521	10935	21456		

HOME ECONOMICS

NAME	TYPE	WHITE	BLACK	AMERICAN INDIAN	HISPANIC	ASIAN	MALE	FEMALE	TOTAL
General Public	Individual	36982	304	705	2765	345	19728	21373	41102
Health Care/Nutrition/Social Service Professionals	Organization	0	0	0	0	0	0	0	20
Teachers in Schools serving 50% FRM	Organization	0	0	0	0	0	0	0	0
Totals		36982	304	705	2765	345	19728	21373	41122

YOUTH DEVELOPMENT

NAME	TYPE	WHITE	BLACK	AMERICAN INDIAN	HISPANIC	ASIAN	MALE	FEMALE	TOTAL	SOURCE	COMM
------	------	-------	-------	-----------------	----------	-------	------	--------	-------	--------	------

YOUTH DEVELOPMENT

NAME	TYPE	WHITE	BLACK	AMERICAN INDIAN	HISPANIC	ASIAN	MALE	FEMALE	TOTAL	SOURCE	COMM
Youth 6-19	Individual	6068	54	102	421	85	3496	3234	6730	CBED	
Totals		6068	54	102	421	85	3496	3234	6730		

I have a strong commitment to achieving affirmative action goals in my programs. I continue to make special efforts to ensure that all information, newsletters, meeting announcements, and services are available to all citizens of Calaveras County. I utilize mass media to publicize all events, meetings, and available publications. This has been an effective means in this county as local newspapers are widely read and all press releases regarding events and meetings have been published.

I am aware of the special needs of the physically challenged. I have ensured that all meeting announcements state that we will make accommodations for those needing assistance or special arrangements. I also regularly examine meeting facilities prior to an educational event to assure that potential barriers are recognized and dealt with. I currently have two active participants in my programs who are physically handicapped. They have been able to participate in all workshops and field days.

Compliance

All of the programs in my office are in compliance. I made a strong effort to reach out to under represented constituencies and was successful, as reflected in my CASA report. I underwent an Affirmative Action audit during this review period and received an excellent report. I will continue to pursue participation of all groups in my CE efforts.

Bibliography

A = Peer reviewed scholarly journal

B = Other peer reviewed articles, publications

K.R. Churches, Frost, W.E., and J.W. Bartolome. 2006. Disappearance of residual dry matter on annual grassland in the absence of grazing. Poster and proceedings, Soil and Water Conservation Society, July 22-26, 2006.

K.R. Churches, Frost, W.E., and J.W. Bartolome. 2006. Disappearance of residual dry matter on annual grassland in the absence of grazing. Poster and proceedings, California Oak Symposium, October 9-12, 2006.

C = Technical reports and articles

D = Popular articles, newsletter stories, *UC Delivers*

Published in Union Democrat and other local newspapers:

January 2, 2006 Cold weather takes toll on landscape plants

January 9, 2006 Follow proper pruning techniques

January 16, 2006 Birds hitting windows

January 23, 2006	Life abounds in old oaks
January 30, 2006	Now is bare root planting season
February 6, 2006	Horse fell in the mud?
February 13, 2006	Saturated soils
February 20, 2006	Repairing storm damaged trees and shrubs
February 27, 2006	County Youth learn swine showmanship
March 6, 2006	Powdery Mildew
March 13, 2006	Time to get your hummingbird feeders cleaned and ready
March 20, 2006	Planting over septic leach fields
March 27, 2006	
April 3, 2006	Controlling poison oak
April 10, 2006	Lawn Fertilizer
April 17, 2006	Mulching to control weeds and conserve water
April 24, 2006	Coddling Moths
May 1, 2006	Container Vegetable Gardening
May 8, 2006	Dead tree or shrub
May 15, 2006	Apply fertilizer correctly
May 22, 2006	Make flower arrangements last longer
May 29, 2006	Recycle grass clippings
June 5, 2006	Damping off disease
June 12, 2006	Plant a tree
June 19, 2006	Earwigs
June 26, 2006	Tree Fruit Drop
July 3, 2006	Drying Herbs
July 9, 2006	Dry your home grown tomatoes
July 15, 2006	Those pesky flies
July 21, 2006	Ornamental grasses
July 31, 2006	Black Widow Bites
August 7, 2006	Soil texture and water requirements
August 14, 2006	Pocket Gophers
August 21, 2006	Planting cover crops in your garden

August 28, 2006	Blossom end rot
September 4, 2006	Wash fruits and vegetables before eating
September 11, 2006	Buy locally grown products
September 18, 2006	Deadheading
September 25, 2006	Storing pumpkins and squash
October 2, 2006	Composting is a very good thing
October 9, 2006	Fall often brings deer damage to your garden
October 16, 2006	
October 23, 2006	Discouraging Raccoons
October 30, 2006	Ripen those green tomatoes
November 6, 2006	Mistletoe
November 13, 2006	Cold damage to lawns
November 20, 2006	Poinsettias
November 27, 2006	Amaryllis
December 4, 2006	Whitewash trees
December 11, 2006	Home fuel cost comparisons
December 18, 2006	Septic tank maintenance

E = Abstracts

Section B. General Goals and Self-Assessment

Advisor Review:

1. Self-assessment of program.

I am very proud of the work I have accomplished, the connections I have developed and most important the difference I have made in Calaveras County. I realize that I am one of very few “generalists” left in Cooperative Extension and that we don’t fit well into the merit and promotion process. However, I believe that providing a general program has served the residents of Calaveras County very well over the past 20 years.

2. List any barriers or obstacles in accomplishing your program goals.

3. Goals for coming year: January 2007 – December 2007

- Restructure the Agriculture and Nature Tourism Workgroup to more appropriately address our newly stated goals.

- See our new Voluntary Oak Management Guidelines through to adoption by the Board of Supervisors.
- Continue to work with the new Agriculture Dispute Resolution Committee through facilitation until they are functioning independently.
- Continue to work with the Master Gardeners to finish the demonstration garden project.
- Attempt to work with Lynn Wunderlich to reinstate my vineyard rootstock trial.
- Work to institute farm worker safety training workshops in Spanish.

4. Relationships

- I have been blessed with excellent working relationships amongst my colleagues particularly in the areas of viticulture, weed management, and hardwood range management. I have excellent with the Board of Supervisors, agricultural organizations, and clientele.

5. Accountability

- I have an excellent record in providing reports and other measures of accomplishment in a very timely manner, I strive to comply with all University policies, and always excel in contributing my share and “carrying the load” in office and team activities.