



**CALS Business Services**  
COLLEGE OF AGRICULTURE & LIFE SCIENCES

## **CALS Business Services Newsletter**

Issue 8 FY19

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## What is the CALS Brand?

*Submitted by Jennifer Yamnitz*

Advertising luminary David Ogilvy described a brand as “the intangible sum of a product’s attributes.” Beginning in the 1990s, branding as a discipline grew from the recognition that marketers could create a specific perception in customers’ minds concerning the qualities and attributes of a product or service by using language and visual imagery that conveyed a certain personality or identity. Marketers today recognize that “the brand” is defined by what outside audiences think about the product or services and know that the quality of the product, reputation of the organization, and marketing and communications materials all play a part in defining the brand.



In the College of Agriculture and Life Sciences our brand platform is **“Science at Work.”**

This means that all of our marketing materials should show or speak to the idea of how science positively impacts people and the environment. Through consistent use of photography styles, color, and key messages, we strive to show students, community members, alumni, donors, and individuals around the world that the people in CALS are connected to their communities and make a difference on a big scale.

CALS staff and faculty who would like guidance on applying the brand to their own materials can request a printed version of the CALS brand book from Alex Bennett, [abennett45@email.arizona.edu](mailto:abennett45@email.arizona.edu). Additional information about the UA Brand can be found at <https://brand.arizona.edu>. This site has UA photos available for download as well as information about trademarks and licensing, and UA templates for basic materials.



### In Memoriam: Business Analyst Allison Ketterling Duarte

The Agriculture, Life and Veterinary Sciences, and Cooperative Extension community joins with many others across campus in mourning the passing of Allison Ketterling Duarte, who died June 8. She was 32.

Born in Spooner, Wisconsin in 1985, Allison graduated high school from Luz Academy. In 2007, she earned a B.A. in Psychology with a minor in Spanish from the University of Arizona and, over the last 11 years, she worked in the College of Architecture, Planning and Landscape Architecture, the Department of Psychiatry, and at Arizona Public Media. She joined the College of Agriculture and Life Sciences Business

Services team in 2016 as a business analyst, senior with a human resources emphasis.

While with CALS Business Services, Allison led the MSS Solutions Work Group, a grassroots effort to identify solutions to help make HR/personnel transactions more efficient for staff working in business offices in every county of Arizona. One of the group's early projects was a set of resources designed to make it easier to onboard new employees.

Allison was extremely proud to be the mother of three rambunctious boys, and she and her husband, Carlos, were also foster parents. She loved spending time with her extended family.

Carlos is a UA employee as well and works in Facilities Management – Operational Services.

"As a role model, she built friendships, gave kindness, grew from curiosity, accepted her responsibilities, and shared joy with others," wrote Associate Vice President Jeffrey Ratje, in a message sent to business officers and division leaders after Allison's passing. "She chose to live each day as an opportunity and saw the future with optimism, both valiant ways to battle cancer." "She and I philosophized that our impact in life was measured by the size of the ripple we leave in the pond. She has made a large and meaningful ripple in our pond."

Allison is survived by her husband, Carlos Duarte; sons Carlos, Geovanni and Ian; her sisters, Sabrina (Andres) Ketterling, Johnna, and Jacquelyn Ketterling; her brothers, Michael (Shari) Ketterling and Adam Ketterling; and many nieces and nephews.

Services were held June 16, 2018 in Tucson.

Friends who wish to make a memorial donation to help Allison's family defray out-of-pocket medical expenses and other urgent needs may do so via PayPal using this account:

**[quailrun02@yahoo.com](mailto:quailrun02@yahoo.com)**




## CALS Business Services

*Teamwork*

Thank you for continuing to provide timely assistance to the college during Allison Ketterling's illness and after her passing. I know she was your dear colleague and that you were supporting her as well as all of us.

I appreciate that you all are continuing to assist with a very active extra load of work at one of our most active times in the year.

*Submitted by Linda Heffernan*




## Jennifer Murphy, Nutritional Sciences/Ag & Biosystems Engineering Business Center

*Teamwork*

Shout out to Jennifer Murphy, Accountant Senior from the NSC/ABE Business Center! She has offered to step up and help CALS Business Services with the processing of documents and other items of need as a result of Allison's untimely passing. We have been very busy with end-of-year and Jen has been more than willing to work extra to ease the burden.

*Submitted by Darren Shevchuk*



## Get Ready for the 2019 Employee Engagement Survey!

Mark your calendars for **Monday, September 10th** – the launch of our **2019 Employee Engagement Survey!** Based on your feedback, we have contracted with an external company called TalentKeepers to conduct our annual survey, so on September 10th you will receive an invitation from them to take their TalentWatch Survey.


Your feedback is valuable to us – we can only make this the [most sought-after place to be part of](#) if we are informed about what should change and what should stay the same. This year, when you give the gift of your feedback, you will have the opportunity to be entered for a chance to win prizes. Entry is only based on completion of the survey, and nothing will be disclosed by TalentKeepers about the nature of responses, but you can choose to opt out if you do not wish to participate in prize drawings regardless.

Please encourage your peers to complete the survey as well. The results will only be as reliable as the number of people who complete it. You have the opportunity to shape the future of your direct department, unit, and the enterprise as a whole, so take the 2019 Employee Engagement Survey from TalentKeepers on September 10th!



To keep tabs on communications sent out about the survey, and for further details, visit the webpage dedicated to it: <https://cals.arizona.edu/about/workplace/engagementsurveys2019>






## Fatemah Dili of CALS Research Administration

*Teamwork*

I would like to send a shout out to Fatemah Dili, Manager, Grants and Contracts, our pre-award embed. While our Business Office was in flux during the transition period in hiring our new HR Coordinator, Fatemah was extremely helpful in assisting with sub-awards and following up for faculty in our units. She is consistently willing to help and I want her to know that her assistance and cheerful attitude has not gone unnoticed and is extremely appreciated!

*Submitted by Amanda Ferraris*




## WELCOME NEW CALS EMPLOYEES

**Safford Ag Center (SAC) is excited to introduce new Accounting Assistant, Carol Arp**

*Submitted by Jonie Burge*

Carol will be providing business office support to both the SAC and Graham County offices. Carol moved with her family to Arizona five years ago, and previous to her hire at SAC she had been teaching technology classes part-time at a local elementary school. Prior to coming to Arizona, she held bookkeeping positions in the Ohio and Pennsylvania areas, and had been a Marketing Coordinator and Adult Ed teacher with the Kent College Tech Prep Program.



## **The School of Plant Sciences welcomes new student employee, Elyana Garcia**

*Submitted by Amanda Ferraris*

Elyana Garcia joins our business office as an incoming freshman in the New Start Program. We are excited for her assistance and foresee her being an extremely valuable addition to our business office!



## **The Navajo County Office would like to welcome three new team members!**

*Submitted by Beverly Goodnight*

- Cathy Bawden, Administrative Secretary, Holbrook office
- Meghan Penrod, Program Coordinator, 4-H Fab Lab
- Lisa Reidhead, Instructional Specialist, SNAP and School Gardens

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**Camille Andersen, Career and Academic Services**

*Teamwork*

I would like to give a shout out to Camille Andersen from Career and Academic Services. Camille is the Coordinator, Academic Information/Programs and deals with all sorts of issues concerning RCM credit, Online and Distance Education and more. Camille has been outstanding, helping with navigating dashboards and solving some rather complex RCM issues that I do not have the expertise to tackle on my own. Camille's dedication and service before self is commendable.

*Submitted by Darren Shevchuck*





## Recent Changes in Policies and Procedures



### Travel Policy - Meal Reimbursement



[FSM Policy 14.13 Meal Reimbursement](#) has been updated to eliminate the requirement of lodging in a commercial establishment. The FSO Travel Office is currently offering training sessions specific to 14.13 Meal Reimbursement. Sign up through [UAccess Learning](#) and search for 'Travel' to see all available courses. Additional classes may be offered if classes become full. Contact the Travel Office at 520-621-9097 or email at [fso\\_travel\\_pay@fso.arizona.edu](mailto:fso_travel_pay@fso.arizona.edu)



### Budget Office - RBCs can now be processed down to the penny!

The Budget Office removed the the rounding function from the RBC system. This allows more frequent adjustments to ERE Cost Entries; it also simplifies the closing process of State and Locally Allocated accounts eliminating the need to process a second document to transfer funds to zero out accounts.






### Jonie Burge and Carol Arp, Safford Ag Center

*Teamwork*

Jonie Burge and Carol Arp coordinated arrangements for a site visit to take pictures of all equipment items as part of the CALS Federal Excess Property Program. We had a delicious and very filling lunch and they made sure we had Gatorade and water after being in the hot sun for two hours taking pictures. Mary Kate and I enjoyed meeting the SAC staff. After lunch, Mary Kate showed them the CALS Application which is a system for tracking FEPP equipment. They were very enthused and see this application as a way for Rob Merrill, Randy Norton, Jonie, and Carol to be able to have ready access to query the data regarding federal equipment located at SAC.

*Submitted by Madge Mock*



## FAREWELL TO CALS EMPLOYEES

### **Farewell to Sacha Cueto, Administrative Associate from Cooperative Extension Administration**

*Submitted by the Extension Administration Team*

Sacha Cueto has started her new position as the Executive Assistant to the Associate Vice President for Clinical Research and Global Health Initiatives. This is a loss to Extension. Sacha came in and single-handedly organized and made current many processes in the Extension state office, such as the organization for the Promotion and Continuing Appointment process, UA Vitae, and the Peer-review process, just to name a few. Sacha's dedication and willingness to always support her colleagues is truly missed, as well as her politeness, great attitude, unflinching willingness to help, and her reliable follow through. She was truly a bright spot in Forbes 301 and we will all miss her.

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### **Stephanie Galvez, Arizona Veterinary Diagnostic Laboratory**

*Teamwork*

Our Shout Out is to our new Specimen Receiving and Front Office Assistant, Stephanie Galvez, for being willing to jump in and take over these areas to cover for Military and Medical Leaves.

Stephanie is not new to our laboratory, she was working quietly behind the scenes in histology as a lab assistant and continues to be available to assist them as needed. Every task she has been given has been taken on with a desire to learn and attention to detail. We would like to thank Stephanie for her outstanding efforts in keeping these areas running smoothly and efficiently and for her positivity throughout the transition. Thank you, Stephanie!

*Submitted by Darcy Kennedy*





## CALS IN THE COMMUNITY

Kristen Vann, Business Manager, Sr.  
with the Tucson Area Agricultural  
Centers, has been volunteering with



[The Hermitage No-Kill Cat Shelter & Sanctuary](#), helping with shelter maintenance, grooming and administrative work. The Hermitage is dedicated to the shelter and protection of homeless cats, adhering to the principle of no-kill, even for those cats are not candidates for adoption. The Hermitage is both an adoption facility and long-term sanctuary. Kristen also sponsors a cat named Tipi, and she says she received a cute little letter with the picture of “her” cat, and sometimes she gets a letter from the cat saying “thank you” or even a tea invitation. You are encouraged to visit with your sponsor cat. Sponsorship is an important means of financial support for the shelter, and is also a way for people to be involved who are not able to adopt a cat.

Thank you, Kristen, for your dedication to The Hermitage and their residents!

Visit [Hermitage Cat Shelter website](#) to adopt, volunteer or donate.

*Submitted by Chris Hiemstra*



**UPDATE:** In the last issue of the newsletter, we featured the [HoofsnHorns Farm Sanctuary](#), a local refuge for at risk farm animals. Jeffery Vautour, an Accounting Manager for the Nutritional Sciences Extension, and Sanctuary volunteer, brought the nonprofit to our attention just as Arizona Gives Day was going to kick off, and we were able to get the word out in the nick of time. I follow the HoofsnHorns Sanctuary on Facebook, and the news broke that they had received the most donations in the “Micro” organization category on Arizona Gives Day, which gave them a \$10,000 bonus! Jeffery says that they bought much needed fencing for the animals, and now they are asking for help to put up the fencing. These hot Summer days mean that more people are needed to work for shorter periods. If you would like the help, you can find them at [hoofsnhornsfarm@gmail.com](mailto:hoofsnhornsfarm@gmail.com) or visit their website [www.hoofsnhornsfarm.org](http://www.hoofsnhornsfarm.org).



*Submitted by Lynda Silvain*

## Join us for a Benefits Refresher from UA Human Resources and Life & Work Connections on July 10th!

Has it been a while since you attended your original UA onboarding (if you went to one at all)? Are you unsure of what changes and new benefits there are since you've been an employee? Are there benefits you may not be aware of?

If the answer to any of these questions is yes, join us for the upcoming Benefits Refresher here in CALS, where representatives from HR and Life and Work Connections (LWC) will be available to refresh our memories!

This will be held on July 10th from 11 am - 11:30 am in Marley 230, and broadcast live for those unable to attend in person. Registration is not required if you plan to attend in person (just mark your calendar). To register to attend via webinar click here:

[https://arizona.zoom.us/webinar/register/WN\\_bNk6\\_6exTpCDz0TUjBns0w](https://arizona.zoom.us/webinar/register/WN_bNk6_6exTpCDz0TUjBns0w)

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## Our Mission, Our Responsibilities

*Submitted by Jeff Ratje*

What keeps the UA in existence? Some might say students, or research, or our land grant mission. What keeps any organization a going concern? It is an idea that people believe in. The United States celebrated another year because its citizens believe in the ideas embodied in the Constitution. That they are worthy of our trust and further investment. **The UA exists because the citizens of Arizona believe that our mission is righteous, that we are productively delivering upon that mission, and that we are effective stewards of that public trust.**

The UA doesn't just exist because it has been here a long time. Countless businesses have been around a long time that no longer exist – Toys R Us just proved this. With every generation, they must effectively light the spirit that keeps them alive and living. With every legacy, they have a responsibility to carry that torch to future generations just as past generations did for them.

Our world hangs upon ideas. At the UA, it is the idea of accessible and transformative education. This is a novel and earth shattering idea in history. A true meritocracy, that anyone has the potential to access education for their personal and social growth. Meritocracy is at the core of the American dream.



Tradition, legacy, and a sense of the eternal UA idea are the way that our legacy has been transmitted over 150 commencements of graduates. What are we doing to keep this legacy alive? It is more than just doing our jobs well. We have a responsibility to those who came before and those future Wildcats yet born to keep the idea of the UA alive. Being ethical, living our values, and doing our job well also requires that we imbibe and transmit the idea of the UA.

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<http://cals.arizona.edu/cbs/rates-review>

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