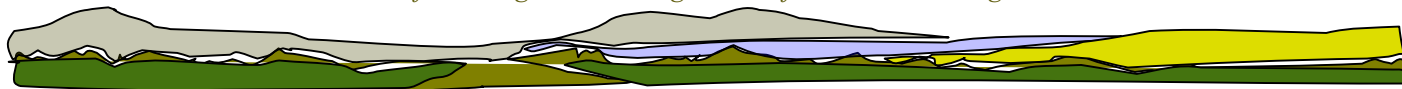


LAWRENCE D. FORD, PHD
Consultant in Rangeland Management and Conservation Science¹
Certified Rangeland Manager, Certified Senior Ecologist²



5984 Plateau Drive, Felton, California 95018-9253, 831-335-3959, fordld@sbcglobal.net
<http://www.rangelandconservation.com>

November 3, 2010

Colleagues and Clients:

1. Devii Rao to Speak Nov 29 at Continuing Education Seminar for Ranchers, Hollister

Devii Rao will speak at the Continuing Education Seminar Ranchers of the San Benito County Weed Management Area on Monday, November 29. The title of her presentation will be "How Ranching Helps Wildflowers, Beetles, and Birds." The meeting is from 8:00am to noon, and will be held at the Veterans Memorial Building, 649 San Benito Street, Hollister, CA. For information call (831) 637-5344. Download the flyer at--

[http://www.rangelandconservation.com/Documents/2010 WMA CE flyer.pdf](http://www.rangelandconservation.com/Documents/2010%20WMA%20CE%20flyer.pdf) .

2. Norris Book, "Mountain Time" Published

The last book by the late Prof. Kenneth S. Norris, "Mountain Time / Reflections on the Natural World and Our Place in It" was posthumously published last month. Norris was the founder of the UC Natural Reserve System, much-loved teacher of natural history at UC Santa Cruz, and world-renowned marine mammal scientist. He was Larry Ford's principal mentor. And Ford led the publication committee for the book. Order a copy online directly from lulu.com:

http://www.lulu.com/product/12987760?cid=102510_en_email_F2AF .

Receive a 15% discount if you use the coupon code LEAF305 before midnight Nov. 15, 2010.

3. Fish Friendly Farming Launches Rangeland Program in North Bay

Fish Friendly Farming provides for voluntary, self-directed compliance with the rigorous standards of state and federal water quality laws (Clean Water Act), the federal Endangered Species Act, the state pesticide laws as well as local regulations. It was developed by Laurel Marcus in 1999 and sponsored for its first five years by the Sotoyome Resource Conservation District. It focused initially on grapegrowers, and will now expand to grazed rangelands in the North Bay counties. Ford is a scientific advisor for development and implementation of the new program. For more information, go to <http://www.fishfriendlyfarming.org/index.html> .

Thanks, Larry

¹ Independent Consultant; and Research Associate, Environmental Studies Dept., University of California, Santa Cruz.

² Certified Rangeland Manager (License #70), California Board of Forestry and Fire Protection; Certified Senior Ecologist, Ecological Society of America; Certified Professional in Rangeland Management (#CP99-07) and Certified Range Management Consultant (#C05-02), Society for Range Management; Technical Service Provider, U.S.D.A. Natural Resources Conservation Service (TSP-03-1600 for grazing/forages services).