

## CURRICULUM VITAE

### Allan Edward Deutsch

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U.S. citizen; married

#### **HIGHLIGHTS:**

- \* Communications professional with broad experience and record of accomplishment in international agriculture/development communication and information marketing.
- \* Proven ability to work cooperatively and constructively with a wide range of disciplines and nationalities to achieve progress and goals.
- \* Organized, widely-traveled, budget-conscious, innovative, energetic, problem solver and team player with positive outlook and "can-do" attitude.
- \* M.A., Communications (print), Stanford University, 1967; emphasis in technical journalism and advertising.
- \* B.S., Irrigation science, University of California/Davis, 1957; emphasis in agricultural engineering.

#### **EDUCATION:**

August 1993 to date

#### **Technical Editor and Information Manager, Integrated Plant Protection Center, Oregon State University, Corvallis, Oregon**

- \* Serve as information officer; edit technical reports, papers, and other materials.
- \* Develop, edit, produce, and disseminate a monthly IPM newsletter in conjunction with the Consortium for International Crop Protection; 128 issues distributed via e-mail to date, now reaching over 3,200 recipients in more than 130 countries, plus providing material for a web-based version seen by an estimated 1,500 additional viewers.
- \* Help organize and operate a unique crop protection technical literature collection that in 1999 was dedicated as the Professor Ray F. Smith IPM Library.
- \* Help IPPC conduct a public awareness presence through input for brochures, a logo, and other items.

#### **EXPERIENCE:**

March 1991 to July 1993

#### **Information Specialist, Western Regional Laboratory, U.S. Environmental Protection Agency, Corvallis, Oregon**

- 1.) Developed, edited, and produced a weekly internal newsletter; designed, edited, and produced a quarterly external newsletter.
- 2.) Edited a wide range of technical papers.

September 1989 to September 1990

#### **Head, Communication, Documentation, & Information Dept. , International Center for Agricultural Research in the Dry Areas (ICARDA), Aleppo, Syria, (one of 14 CG/World Bank international agricultural research centers).**

- 1.) Managed a 27-person group responsible for ICARDA's print communication work, technical editing and publishing, public awareness, and documentation; also included a major regional research library, full service printing facility, art group, and photo lab.
- 2.) Developed a plan for department restructuring to increase emphasis on communication process and realize greater impact of information produced and expanded dissemination to national agricultural research systems in ICARDA's mandated region of West Asia and North Africa.
- 3.) Designed, proposed, and secured funding for an electronic image setting system and supporting word processing network.
- 4.) Proposed initiation of a newsletter for improved public awareness of ICARDA's accomplishments among research collaborators, donors, and other key audiences.
- 5.) Proposed redesign of the Center's complete 'paper identity' (publication format, logo, stock colors, etc.) to increase effectiveness of information delivery .
- 6.) Served on the ICARDA Management, and Training and Research Advisory Committees.

August 1969 to September 1989

#### **Associate Professor, Office of International Research and Development, Oregon State University (OSU), Corvallis, OR, USA, assigned to the International Plant Protection Center (IPPC), serving as the Center's Communication Leader and Assistant Director.**

- 1.) Inaugurated position; conceived and implemented diverse communications program (for contracts administered by IPPC/OSU) that was cited by U.S. Agency for International Development as a model for its other contracts.

- 2.) Conceived, designed, edited, and produced INFOLETTER, a periodic newsletter published for 19 years, that was awarded honors in national competition and was repeatedly cited for excellence by recipients, administrators, funding sponsors, and communication professionals.
- 3.) Researched, designed, edited, and coordinated production of numerous annual, semi-annual, and project reports for contracts and grant programs.
- 4.) Distilled scientific material into articles published in technical and trade journals; authored or co-authored 27 published articles, 6 major technical publications, and 4 technical papers; assisted colleagues by editing more than 60 other technical papers, articles, and documents:
  - a.) Researched, wrote, designed, and produced the first ever illustrated publication of equipment for mechanically controlling and harvesting aquatic weeds;
  - b.) Co-authored, designed, and produced a unique, practical handbook for extensionists engaged in weed management;
  - c.) Co-authored, designed, and produced a 60-page publication describing and illustrating classes and examples of pesticide application equipment.
- 5.) Helped administer IPPC; supervised staff and assisted with budget preparation and fiscal overview; implemented computer-based copy editing and a direct-to-typesetter system that reduced publication 'turn-around' time 43 percent, eliminated manuscript re-keyboarding, improved quality, and lowered overall production costs.
- 6.) Advised on format, and approach for effective proposal preparation; conceived, wrote, designed, and produced brochures, flyers, and direct mail pieces (one received a national competition award); designed letterhead and other materials; wrote and produced audio-visual presentations.
- 7.) Also:
  - a.) Established a series for original papers and reprints; more than 5,000 copies (aggregate) of 41 titles were disseminated to requestors worldwide;
  - b.) Developed and supervised operation of a worldwide publication distribution and request fulfillment system;
  - c.) Coordinated organization, establishment, and operation of a technical library;
  - d.) Inaugurated program for scrutinizing and evaluating safety, operation, and design of small-scale pesticide application equipment.

February 1968 to August 1969

**Director of Public Relations and Associate Editor, American Soybean Association, St. Louis, MO, USA.**

- 1.) Filled new position with (then) 13,000-member commodity association; improved news release format and revamped mailing list to strengthen existing minimal PR effort.
- 2.) Revised the layout of Association's monthly magazine; designed 4-color covers that generated far greater impact with little additional cost (due to advertising).
- 3.) Rewrote and redesigned membership brochures and other collateral print items resulting in improved public relations.
- 4.) Developed slide presentations and coordinated convention publicity. Upgraded Association's graphics through redesigned letterhead, magazine masthead, and staff box.

1964 to 1966

**Peace Corps Volunteer (engineer), Rural Works Programme, Mianwali District, Pakistan.**

- 1.) Assisted rural province officials by providing simple designs and cost estimates for small schools, roads, culverts, and other projects. Acted as back-up consultant to Pakistani counterpart. Interacted with nationals ranging from province leaders and engineers to small farmers. Program was cited for excellence by both Pakistan and Peace Corps.

**Other Experience**

- 1.) Irrigation specialist, California State Department of Water Resources; methods engineer, Campbell Soup Co.; ranching methods engineer, Kern County Land Co.; also, business administrator, sports publicist, reporter, and tractor operator.
- 2.) 1993 to date. Consultant to the Consortium for International Crop Protection. Edited, produced, and disseminated a monthly international electronic newsletter focused on Integrated Pest Management.
- 3.) 1990. Consultant to OSU Crop Science Newsletter. Designed a completely revised, more contemporary format which was adopted.
- 4.) 1988-89. Development communications specialist for the USAID Regional Office for Central America and Panama's Non-traditional Agricultural Export Support program, Guatemala. Prepared a communications plan for the local

- producer's coordinating body to enhance exports.
- 5.) 1987. Information programs consultant for the USAID-sponsored Rural Extension and Outreach program, Kasserine, Central Tunisia. Wrote, edited, and designed a well received full-color, illustrated summary report.
  - 6.) 1976-80. Information and publications consultant for the 5-year Dryland Agriculture project at OSU. Edited and produced a variety of project reports.
  - 7.) 1973. Publications consultant for the International Wheat and Maize Improvement Center (CIMMYT), El Batan, Mexico.
  - 8.) 1973-80. Volunteer consultant on information dissemination for Volunteers in Technical assistance.

**PUBLICATIONS:**

*Articles and publications authored (not refereed)*

1987. Along the Path Between Prudence and Puffery; or, Can a Dirt-brown Broad-sheet be an Effective Newsletter? PROC. AGRICULTURAL DEVELOPMENT: SYSTEMS AND COMMUNICATIONS, AUSUDIAP-ACE, June 1987.
  1987. Communicating with International Audiences. COMMUNICAIDS, No.71, Oregon State Univ. Agric. Communications.
  1987. Lever-operated Knapsack Sprayers. FARM CHEMICALS INTERNATIONAL, March 1987.
  1986. Costa Rican Farmers Use New Spray Tool. FARM CHEMICALS INTERNATIONAL, Sept. 1986.
  1986. What kind of pest management? GIFAP BULLETIN, 12(4), July/Aug. 1986.
  1983. The Nature of Weed Control Practice Related to its Adoption. CULTURE AND AGRICULTURE, fall issue, #83.
- and 15 others.

*Articles and Publications co-authored (not refereed)*

1989. Burrill, L.C., A.E. Deutsch, A. Stroud, and A.S. Cooper. AN EXTENSIONIST'S GUIDE TO RATIONAL WEED MANAGEMENT TECHNOLOGY FOR DEVELOPING REGIONS. 72 pp.
  1987. Miller, S.F. and A.E. Deutsch. Pest Management Benefits and Costs, FARM CHEMICALS INTERNATIONAL, Nov. 1987.
  1985. Fisher, H.H., and A.E. Deutsch. LEVER-OPERATED KNAPSACK SPRAYERS, A PRACTICAL SCRUTINY OF FEATURES, COMPONENTS, AND OPERATION. 32 pp.
  1983. Akobundu, I.O. and A.E. Deutsch (eds.). NO-TILLAGE CROP PRODUCTION IN THE TROPICS. Proceedings of a 1981 international symposium, Monrovia, Liberia. 235 pp.
- and 9 others.

*Publications edited, designed, produced:*

- \* 68 issues of worldwide newsletter in 19 years;
- \* 9 major technical publications, one with full-color plates;
- \* 21 periodic project or shortcourse reports (two in full color);
- \* 28 technical reports;
- \* 3 all-Spanish publications, 3 bilingual (French-English, Spanish-English);
- \* 9 brochures.

**PROFESSIONAL SERVICE**

- 1.) Invited member, Editorial Advisory Board, WEED ABSTRACTS (CAB International), 1988 to 1996.
- 2.) Member, School of Agriculture Ad Hoc Committee for Strengthening International Activities (1980); Technical Advisory Committee for Dryland Agriculture (1975-80).
- 3.) Appointed to University Broadcast Media Committee (1978-79 through 1980-81); named to Executive Committee; appointed chairperson (1979-80).
- 4.) Appointed faculty representative to the Student Publications Committee (1975-76 through 1977-78); chairperson

(1977-78) when student daily newspaper broke existing advertising support record and won an award for excellence; chaired group that review-ed and rewrote committee's Operating Policies and Guidelines.

- 5.) Served by request as:
  - a.) search committee member for OSU Director of Information (1986);
  - b.) judge for the OSU International Fair logotype contest (1979);
  - c.) member, selection committee for OSU Director of Publications (1978);
  - d.) judge for university-wide media contest for energy conservation (1978).
- 6.) University appointments:
  - a.) Committee for Establishing University Policy for International Programs (1984-85);
  - b.) Traffic Committee (1981); helped revise campus traffic plan and review future plans; member, faculty-staff traffic court; launched traffic brochure revision.

### ***CONFERENCES, SYMPOSIA, TRAVEL***

- 1.) Gave IPM information presentation to research group, Univ. of Wales, Cardiff, U.K., (1996). Represented Consortium for International Crop Protection at BCPC Weed Conference, Brighton, U.K. (1996).
- 2.) Featured speaker, Asian Development Bank's professional agronomists luncheon, Manila, Philippines (1988).
- 3.) Invited participant (only U.S. representative), Southeast Asia Weed Information Center Conference, attended by 55 scientists/administrators from 9 countries, Bogor, Indonesia (1988).
- 4.) Invited participant, OSU international agricultural planning workshops (1984-85).
- 5.) Represented OSU at Advisory Committee on Voluntary Foreign Aid meeting, Port-au-Prince, Haiti (1984). Attended first meeting of Organizing Committee for International Agricultural Communicators, (1984); member of organization until its cessation in 1988; represented IPPC/OSU at International Congress of Plant Protection, Brighton, U.K. (1983).
- 6.) Presented paper at West African Weed Control Conference and International Symposium on Minimum Tillage, Monrovia, Liberia (1981).
- 7.) Represented IPPC, presented paper, and co-chaired one session at Asian-Pacific Weed Science Society Conference, Bangalore, India (1981).
- 8.) Represented IPPC and presented paper at International Conference on Mechanization of Field Experiments, Wageningen, The Netherlands (1980).
- 9.) Traveled in Colombia, Costa Rica, El Salvador, Brazil, and Argentina; visited ICARDA Aleppo, Syria, and traveled in Turkey (1978); visited the Centro Internacional de Agricultura Tropical (CIAT) Cali, Colombia (1975, 1980); Centro Agronomico Tropical de Investigacion y Ensenanza (CATIE), Turrialba, Costa Rica (1981); the International Rice Research Center, Los Banos, Philippines (1981, 1988); met with staff of UN Economic and Social Council for Asia and the Pacific, Bangkok, Thailand (1988).
- 10.) Represented OSU at Royal Agricultural Show, U.K. (1972 and 1978); attended joint OSU-Univ. of California/Riverside Dryland Agriculture Symposium (1977).
- 11.) Represented IPPC at Congreso de Latinoamericana de Malezas, Mar del Plata, Argentina (1976); one of four U.S. participants attending International Federation of Agricultural Journalists' meeting, London/Oxford (1972).
- 12.) Also traveled in Malaysia, Syria, Singapore, Korea, Japan, Pakistan, Cyprus, Jordan, Afghanistan, and Australia, plus several European nations.

### ***OTHER INFORMATION***

- 1.) Attended symposium on "Windows" software; completed level 1 "PageMaker" class.
- 2.) Member of: organizing Committee for International Agricultural Communicators (1984-88, when organization disbanded); Association of Oregon Faculties (1975 through 1989).
- 3.) Represented OSU at BIFAD-AID Strengthening Grant Symposium, Minneapolis, MN (1979), and at BIFAD-AID regional conference, Lubbock, TX (1987).
- 4.) Successfully completed one-week grantsmanship symposium and 3-day international project design short-course.

- 5.) On request of OSU Journalism Department, advised and coordinated liberal arts alumni newsletter (1979); member, OSU professional communicator's group; guest lecturer in OSU Technical Journalism class.
- 6.) Solo judge for county agents' nationwide newsletter competition.
- 7.) Local service: publicity chair for local community festival; member of district court jury; member, Publicity, Education, and New Buildings committees of local religious fellowship.

### ***HONORS***

- \* Wrote, designed, and produced newsletters that won awards in 1973, 1975, and 1977, in national competition sponsored by (then) Assn. of American Agric. College Editors (AAACE).
- \* Designed and produced a direct mail piece that won a blue ribbon award in AAACE national competition (1974); conceived and produced an annual report awarded white ribbon award in 1972 by AAACE.
- \* Awarded a National Honors Fellowship for 1966-67.

–updated August 2004