



## 2010 Award of Honor

Joseph Morse  
Riverside, California

Award presented  
by Len Francis

Each year your CAS Board of Directors search, find, and ponder on just who has contributed work of great value to our California avocado industry. It can be for an intensive effort and benefit within as short a time as one year, but it is usually for continuous efforts on our industries behalf that yield needed, positive results.

This year your Board of Directors sought and found several worthy individuals. As the nomination process ensued, one individual's contributions kept standing out. His efforts gave absolutely necessary results that basically saved the quality of our product, California Avocados, as well as maintained production and vigor of our trees. He stressed all along that the results were a team effort. He is right. His leadership and his team's and lab's research results saved us from massive potential damage done by the avocado thrips, a pest new to California. Working closely with the late Steve Peirce of CAC, this team found and tested abamectin, along with many other insecticides, determined their efficacies, and obtained the Section 18 necessary for conditional use of Agri-Mek. This was a huge tool in combating the damage caused by the pest.

Ladies and gentleman, we'll bring up this gentleman shortly, but right now, Dr. Joe Morse please stand and be recognized. Thank you.

Joe was born in Ithaca, New York, into entomology minded family. His father was an apiarist – raising bees. Young Joe learned the benefits of a good insect, little knowing he would end up in a career fighting bad ones. Bugs were not only his initial interest, and he attained his Bachelor of Science in Electri-

cal Engineering/Biology at Cornell. Joe says it was his studies for a Masters in Systems Science at Michigan State University, coupled with a Masters of Science in Entomology that hooked him. Once bit, he ultimately earned his Doctorate in Entomology from the latter institution, in the year 1981.

Dr. Morse's interests are in integrated pest management, biological control, and insectaries rearing of natural enemies in Citrus and Avocados. He has been a mentor to many a graduate student and fellow colleagues. His interest in International Agriculture and invasive pest management has taken him to the countries of Brazil, Israel, South Africa and several others, and is why Joe is seen a key collaborator in the projects that cross over state and national lines.

Joe's concerns for our industry via the invasive species that can come into California cannot be overstated. These could be weevils, moth, scale that will likely arrive via the U.S.'s international trade. We have to remain vigilant – work with CDFA and others to defend this attack. But we need more knowledge of those potential pests and their probable natural enemies, and that's where Joe and his lab spring into action. Joe Morse, please come up.

It is an honor to give this CAS Award of Honor for your expertise, your interest, and your diligence on behalf of our industry these past twenty plus years. Please accept this pin made of jade and gold as a reminder of our Society and its members' gratitude.

Congratulations, Joe Morse.