Bethe lecturer to discuss at lowest temperature in universe

Carl E. Wieman, winner of the 2001 Nobel Prize in physics, will present a new form of matter that occurs at record cold temperatures in a non-technical talk on campus, Oct. 9.

The talk, which is free and open to the public, will be given at 7:30 p.m. in Schwartz Auditorium of Rockefeller Hall. Wieman, a Distinguished Professor at the University of Colorado in Boulder, will be presenting the second of his two Bethe Lectures at Cornell.

Wieman’s talk, “Bose-Einstein Condensation in Quantum World” at the Lowest Temperature in the Universe,” will utilize a new form of matter predicted in 1924 by Albert Einstein, after work by Satyendra Nath Bose. Bose-Einstein condensation (BEC) results when atoms at extremely low temperatures lose their separate identities and meld into a single “superatom.” Wieman and his collaborators created the first Bose-Einstein condensate in a gas by cooling rubidium atoms to the unprecedented temperature of less than 100 billionths of a degree above absolute zero in 1995. This discovery created an entirely new branch of atomic physics and has led to new inventions such as atom lasers and better atomic clocks.

The other lecture by Wieman in the Bethe series will be a discussion of BEC in a physics colloquium, not open to the public, on Oct. 7 at 4:30 p.m., also in Schwartz Auditorium.

Wieman obtained his undergraduate degree from the Massachusetts Institute of Technology, his Ph.D. in physics from Stanford University. He was on the faculty at the University of Michigan before moving to Colorado. He is winner of numerous prizes for both teaching and research and is a member of the National Academy of Sciences and of the American Academy of Arts and Sciences.

The Bethe Lectures, established by the Cornell Department of Physics and the College of Arts and Sciences, honors Hans A. Bethe, Cornell professor emeritus of physics, whose description of the nuclear processes powering the sun won him the Nobel Prize in physics in 1967. The lectures have been given annually since 1977.

Statler’s student-run restaurant dishes out food with a global beat

By Linda Myers

“Fresh food with a global beat” is the concept behind Rhapsody, an entirely new restaurant in the center of the Campus Center.

Open to the general public Monday through Thursday evenings during the fall semester and located on the Statler Hall second floor, Rhapsody offers a menu coined “fast casual” in industry parlance, with entrees priced in the affordable range of $4.95 to $6.95. The portions are generous, with something for everyone, and the ambiance is relaxed—with the promise that guests can be in and out in under an hour.

Rhapsody is student-managed and is part of Restaurant Management, a required course at Cornell’s School of Hotel Administration, with 110 students enrolled this semester.

The concept began as a restaurant as well as the global-influenced menu, was done in consultation with Larry Weinstein ’77, a Hotel School alumnus and “industry friend” who heads Fresh City Concepts, a successful city-unit restaurant chain. “We developed the initial menu and Larry offered his feedback on branding the restaurant—the name, logo and tagline – participating at all levels,” said Lecturer Barbara Lang, who teaches the course.

Among the items featured on the menu are homemade black bean salsa, a salad of mixed greens with kalamata olives, blue cheese and roasted beets, a grilled portobello mushroom sandwich, Chinese don noodles with roast chicken and fresh vegetables in a Szechuan peanut sauce, spanakopita (spinach and cheese layer med in phyllo pastry), Cajun-influenced “Jambalaya” wrap (chicken, andouille sausage, shrimp and dirty rice) and the classic smoked chicken and fresh vegetables in a Szechuan peanut sauce.

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The special was developed with the athletes in mind, said Hotel School senior Margaret Timmons, a former Cornell swim team member, who along with classmate Doug Murray, defender on the hockey team, and Allison Hope, a junior, helped produce the restaurant’s debut evening. “Athletes can work out as much as six hours a day,” said Timmons “After practice your body can be so dehydrated that you need complex carbohydrates to refuel and reenergize.” She and her teammates also are working with nutrition experts at Cornell to enhance the menu nutritionally for athletes and are planning a targeted marketing campaign that stresses the restaurant’s proximity to Cornell’s athletic facilities and succeeds at attracting more student athletes as customers.

That kind of initiative underscores the most important aspect of the course, said Lang – that students can design their involvement to fit their academic interests, for example, marketing, facilitating design or finance in addition to food and beverage management, preparation and service. “I want them to engage in creative and critical thinking,” she said.

Lang also encourages each student to find a faculty sponsor and do a study with hospitality industry relevance, such as one being done by Hotel School alumnus and professor Alex Reinstein ’77, director of summer dining at the Cornell Unit at Disney’s Grand Floridian Resort and Spa in Orlando, Florida, to test for a correlation between customer satisfaction and staff satisfaction. She hopes that kind of tutelage will lead to students’ producing “real research” that might qualify for the Hotel School’s Center for Hospitality Research Annual undergraduate competition and give them an advantage at job interviews with future employers.

Rhapsody represents a complete revamping of the Restaurant Management course, which in the past involved different teams of students producing different menus and themes each evening throughout the semester. The problem with that earlier approach, said Lang, is there was no opportunity for improvement. With the new “branded” menu, developed with attention paid to the dining market in the Cornell and Ithaca areas, students will be able to learn from their experiences nightly, point out what needs fine-tuning to classmates and continually improve on the restaurant to meet the dining needs of the Cornell and Ithaca communities.

Rhapsody’s menu is accessible online at [www.hotschool.cornell.edu/rhapsody]. For reservations, call 254-2500.

Library-sponsored talk features expert on the crisis in scientific publishing

Professor Jean-Claude Guédon of the University of Michigan will lecture on campus, Oct. 10.

Guédon will lecture on the crisis in scientific publishing. Friday, Oct. 11, in the Bethe Auditorium of Clark Hall. Refreshments will be available at 8:30 a.m., and guests are encouraged to attend for breakfast and to stay open to the public.

Guédon is one of the leading experts today on the subject of the crisis in scientific publishing. In the introduction to his 2001 study “In Oldenburg’s Long Shadow: Librarians, Research Scientists, Publishers, and the Control of Scientific Publishing,” he writes: “In the last 50 years, publishers have managed to transform scholarly journals – tradition al gossips’ gatherings – into big business.”

His paper (see [www.arl.org/arl/proceedings/138/ guedon.html]) presents the most comprehensive analysis to date of the commercialization of scientific publishing that is causing increasing difficulties for scientific communication and higher education around the world. Problems impeding the exchange of scholarly information, so clearly defined by Guédon for the sciences, are now beginning to affect the social sciences and humanities as well.

Guédon is the founder of Surfacers, the first Canadian electronic scholarly journal, which began publishing in 1991 and is still in existence. He holds a Ph.D. in the history of science from the University of Wisconsin-Madison and currently is professor of comparative literature at the University of Montreal. His interest in both theoretical and practical issues regarding electronic publishing has led him to produce numerous papers on the subject as well as to present at conferences worldwide.

Guédon’s presentation is co-sponsored by Cornell Library and the Department of Science and Technology Studies.

Qualcomm founder Irwin Jacobs ’54 will lecture on campus, Oct. 10

Cornell engineering graduate Irwin Jacobs ’54, founder and chief executive of technology giant Qualcomm, will deliver the Institute of Electrical and Electronics Engineers (IEEE) Distinguished Lecture Thursday, Oct. 10. The lecture is the first in a series to commemorate the centen-