



STATION NEWS

New York State Agricultural Experiment Station, Geneva, New York

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BRIEFS

Station Retirees Enjoy the Holiday Season Together



(Left to right) Audrey Emmo, Charlotte McCarthy and Ruth Sherman take a moment to smile for the camera at the retiree's holiday luncheon.

The Geneva Country Club was the festive setting for this year's annual Station Retiree's Holiday Luncheon. Nearly 50 people gathered on Wednesday, December 7 to celebrate the holidays with their friends and enjoy a buffet luncheon. President Bernadine Aldwinckle was very pleased to see such a large turnout.

Barbara Lamb, this year's co-chair of the Food Booth at the Station Club Craft-Book Sale, reported a profit of \$426.28—a welcome addition to the association's bank account. She thanked her co-chairs Mike and Jean Dickson and all those who helped with their generous donations.

Bernadine also thanked Barbara and all those who helped her, adding, "We couldn't do it without all of you."

Joining the retirees that afternoon was guest speaker, Bob Seem. Bob gave an interesting and informative talk on the development and first tenants of the Cornell Agriculture and Food Technology Park.

Reports were also given by Marcella Walczak, secretary and Betty Bixler, treasurer.

The next Retiree's Association meeting will take place sometime in April.

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It is my sincere hope that during this Holiday Season you will take the time to enjoy the company of your family and friends. It is a time to share joys and reflect on accomplishments, as well as provide comfort to loved ones for the hardships and sorrows they have experienced this year. The Season also provides an opportunity to reach out to those who are less fortunate. Once again this year, the Station Community has

made sharing with those in need an important aspect of their observance of the holidays through their generous contributions to Operation Merry Christmas/Happy Holidays at the Geneva Center of Concern.

This year has brought significant change to the Station following the 13 years of able leadership of Dr. Jim Hunter, and I wish to thank all of you for your continued support as we look toward the opportunities and challenges of the years ahead. I have always been keenly aware of the dedication of our staff and faculty, and this year it has been most gratifying—and a particular source of pride for me—to do so from the vantage point of director.

I also want to sincerely thank everyone who took part in the many visits we had from State and Federal elected officials, University administration and several members of the food and agriculture industries. It has been reassuring to experience the high regard that these groups have for the research and extension programs at the Station.

I wish you and your families a very enjoyable and safe Holiday Season.

Tom Burr



(BRIEFS, continued)

New York Wine and Culinary Center

The New York Wine and Culinary Center project in Canandaigua got a big boost with the recently announced appointment of Alexa Gifford as Executive Director to build it, fill it, and grow it. Alexa has an impressive track record in business and tourism promotion, most recently as President of the Finger Lakes Tourism Alliance which she totally re-built after years of steady decline. We have partnered on several projects over the years, including the "Finger Lakes: A Riesling to Visit" promotion, and she is well-regarded in the wine industry and among tourism professionals in New York State and beyond. Her experience, contacts, vision and leadership provide the perfect mix for making the Center the world-class facility it should become.

The \$6 million project is currently under construction next to the Canandaigua Inn on the Lake, and is scheduled to open early next summer as a physical and electronic gateway to New York wines and foods, agri-tourism, culinary tourism, and an education and training facility for tomorrow's farmers, chefs, and tourism professionals. Complementing a wine tasting facility and gift shop will be a tapas bar for sampling New York wines and foods, along with both a demonstration kitchen and an 18-stove top "hands-on" kitchen, with all equipment from the incomparable Viking Range. Last August, we held the New York Wine & Food Classic competition at the Inn so our judges could see the empty field that at this year's Classic will become a fabulous new mecca for wine and food.

Right after our "Governor's Cup Luncheon," Governor George Pataki presided at a ground breaking ceremony and announced about \$1.5 million in State support for the project. The Center will help attract more business to the area, such as the annual fall conference of WineAmerica (the national organization of American wineries), and the fall meeting of the New York State Restaurant Association. The Center is an initiative of Constellation Brands in partnership with the New York Wine & Grape Foundation, Rochester Institute of Technology, and Wegman's Food Markets.

Jim Trezise Wine Press

Cornell Sponsored Workshop Sows the Seeds for Science/Business Partnerships

A growing number of researchers today want to become entrepreneurs and they believe their idea could become the basis for a start up company. The reality is that there's a lot more to bringing a technology to the marketplace than the technology itself. To help answer some questions about bridging the gap between lab research and a seed stage company, and to help point wannabe entrepreneurs in the right direction, a Pre Seed Workshop was held at the newly opened Cornell Agricultural and Food Technology Park (CAFTP) on November 3, 4 and 11.

The idea for an intense hands-on startup workshop of this kind came about two years ago, when Mark Coburn, University of Rochester's director of technology transfer, tapped Mark Wilson, an entrepreneur-in-residence at UR, to help prepare university-related startup companies for a local technology venue. Wilson sought out colleague Judith Albers, vice president of the venture capital firm Trillium Group, to co-design a curriculum.

The workshops were designed to investigate very early stage, high technology ideas, and to assess their business potential as the foundation of a start-up business, a pure licensing opportunity, or a new product within an existing business.

After two successful events in the Rochester area, a pilot workshop was held with three Cornell idea-teams, held at the 1890's House in Cortland in October of 2004. This pilot workshop generated positive feedback and led to plans for the Geneva event to get underway.

Sixty percent of the curriculum content is devoted to determining the commercial aspect of an idea, thirty percent to assessing the team member's start-up fortitude; and educating them on the same, and the remaining ten percent to organizing the idea so that it can move forward. "It's a head-on, hands-on way to address tech transfer," said Roger Williams from the Cornell Center for Life Science Enterprise, who hopes to build the Pre Seed Workshop concept into the routine offerings for new entrepreneurs at Cornell.

The workshop format consists of "Idea Teams" (five in this case) that participate in two, intense one-day sessions separated by one week of "homework." Idea Teams are created around a central technology, product or business idea, and are comprised of an idea champion, a technologist, an experienced entrepreneur as the start-up coach and other local business people such as attorneys and consultants. For the Geneva event, several students from Hobart and William Smith Colleges participated as team members.

The workshop in Geneva kicked off on the evening of November 3 with a dinner, welcome and introduction, and a motivational talk by Ontario County Administrator, Geoff Astles.

On the next day, November 4, the participants got down to business. Six of eight fundamental questions that need to be considered before starting up a company were addressed. Some of these included: do you have a product, to whom will you sell, how will you operate?

Workshop facilitators, Mark Wilson and Judith Albers, introduced each topic or question during a short PowerPoint presentation, after which the groups went their separate ways for discussion and brainstorming on that particular topic. Over the intervening week, between the two days of the workshop, the groups had a homework assignment to further develop their presentations. The teams went back through each topic, taking more time to dig for answers



Desen Zheng talks about his research to other members of his team in one of the breakout sessions.

(Continued on page 3)



WORKSHOP, continued)

and summarize key findings via e-mail and phone conference.

Day two began with Cornell Emeritus Professor and President and CEO of Advion Biosciences Inc, Jack Henion, sharing his “science meets business” experiences with the group in a unique talk show format with Mark Wilson asking the questions. “My partner was the business guy - I was the science guy,” Henion said. “He learned a lot about science and I leaned a lot about business.”

The end product of each team’s efforts was a number of deliverables (sketches, tables, charts etc) that were incorporated into PowerPoint presentations that were made in the afternoon of day two to the whole group and a panel of experts in the areas of entrepreneurship and start-up companies. Cornell grad, Zach Schulman of the Cayuga Venture Fund who also teaches a course at the Johnson School of Business, was a member of the panel.

The technology leaders on two of the teams are Cornell scientists with projects with Ge-

neva connections. Desen Zheng, FST, outlined a plan for a company to be known as Berrigen Biotechnologies that will develop a transgenic raspberry for a model system to evaluate the anti-cancer effects of fruit components and eventually market the improved raspberry varieties. “The company’s mission is to promote consumer health through improved nutritional content,” Zheng said. Zheng, along with Geza Hrazdina, are founding partners in the new company.

Kathleen Hefferon, a consultant from CCTEC, talked about Vitis Biosciences, a company that will develop and market disease resistant grapevine rootstocks. “Grapevine fanleaf virus is the biggest threat grape growers around the world currently face,” she said. “Despite roadblocks which include public perceptions of ‘GM’ foods and growers resistance to changing their vineyard practices, this is the only viable solution.” The final slide in the presentation summed up the company’s ultimate goal, with a clever play on words from the Steinbeck classic that read “Saving The Grapes From Wrath.” Vitis Biosciences will fund research and development in Mark Fuch’s lab and will ultimately move their operation to the Park.

Both Zheng and Hefferon said that they benefited a great deal from the process.

“If the initial success of this and similar workshops can be measured by the energy and enthusiasm of the participants and the quality of the business cases developed, then this workshop was a success,” said Williams. “The real success, going forward, will be the transfer of the technology into actual business opportunities.”

The workshop was organized by a committee headed by Williams. Other committee members were Jennifer Drumluk, Special Projects Coordinator from CCTEC, Dan Fessenden, Executive Director of CAFTP, and Bob Seem acting chief scientific officer for the park. In addition to the Geneva Experiment Station, CAFTP and the Cornell Center For Life Science Enterprises, other Cornell participants in the workshop included: The Johnson School, the Center for Materials Research and the Cornell Center for Technology, Enterprise and Commercialization (CCTEC).

J. Ogradnick

Kid’s Holiday Party was SANTastic

On Saturday, December 10, 22 children and their families came together to celebrate the holiday season in the Jordan Hall auditorium. They painted gloves, made pine cone with peanut butter bird feeders, and a few were brave enough to attempt the creation of wire bugs (advanced engineering degree required). After eating pizza and numerous baked treats, their stomachs were topped off with sugar in preparation for the arrival of Santa Claus. None were disappointed as Jolly Ole St. Nick stopped by for a visit wearing sleigh bells and a jovial disposition. Several children noticed Santa had dropped a few pounds this year, which Santa acknowledged was true! Apparently, the then jolly fatter man had gotten stuck in a chimney and had to be extricated using an elaborate soap and water protocol. Once free, Santa asked Mrs. Claus to help him cut his calories. Now Santa is svelte and ready to tackle all the chimneys that lie ahead. Once Santa had filled their heads with a few stories of the hazards of holiday travel, Santa and Nicole the Super Elf handed out toys to each good little girl and boy. After the toy chest was empty, everyone got together for a group photo, than Santa was off with his reindeer. The auditorium was filled with the sounds of laughing children making good use of lots of room to roam.



Children gather around Santa and Super Elf Nicole to receive gifts.

Thanks to all the children and families who attended and especially to the Station folks who made this years party a success: Bob Andersen, Ann Griner, Jake King, Holly King, Kristen Ondik, Steve Reiners (co-chair), Chris Smart, and Nicole Werner. Special thanks to Station Club for sponsoring the party and to B&P for setting up the holiday spirit in Jordan Hall.

Betsy Bihn (co-chair)



CALENDAR of EVENTS
DEC 16, 05 - JAN 6, 06

MEETINGS

CHAIRS & DIRECTORS MEETING

Date: Tuesday, December 20, 2005
Time: 3 PM
Place: 348 Morrison, Ithaca

CHAIRS MEETING

Date: Friday, December 23, 2005
Time: 10 AM
Place: Director's Office

SPECIAL SEMINARS

ENTOMOLOGY

Date: Tuesday, December 20, 2005
Time: 10:30 AM, cookies & coffee at 10:15
Place: Jordan hall Auditorium
Speaker: Mr. John Lincoln, President, New York Farm Bureau and Ontario County Farmer
Subject: New York Farm Bureau: Grassroots Power for Cornell and the Land Grant Mission

HORT SCIENCE

Date: Wednesday, December 21, 2005
Time: 3:30 - 4:30 PM
Place: Jordan Hall Auditorium
Speaker: R. David Smith and Jim Bittner
Subject: New York Farm Viability

**Station Employees Celebrate the Holiday Season
With Their Generosity**

The Station Club sponsored Operation Merry Christmas/Happy Holidays Project concluded on December 9, 2005, and donations from the Station community were presented to Dick Guinan of the Geneva Center of Concern on that same day.

This year, the Geneva Center of Concern is helping 138 families with their holiday needs and meals through various donations made to the project.

The Station contributed \$590 to the effort, as well as 50 hats, 67 pairs of gloves, 23 scarves, 21 hat/glove/scarf sets, sweaters, long-sleeved shirts, socks and bar soap. Wolfram Koeller contributed a bin of apples from his program, and turkeys were donated as well. In addition, multiple boxes of food were also donated. Dick Guinan conveyed his appreciation for the Station's continued support of this project, and for all that they do for the Center. "It amazes me what the people at the Experiment Station are able to do, and how very generous they are," he said. He also wanted to convey a heartfelt "Atta Boy" to everyone at the Station.

I want express my sincere thanks for the commitment and caring that the Station has demonstrated for others, and for always "stepping up to the plate" when there is a need in the community.

Amy Andersen, Station Club President



Department representatives gathered on December 9 to present donations to Dick Guinan from the Geneva Center of Concern. Pictured (left to right) are: Diana Parker (Plant Pathology), Dick Guinan (Geneva Center of Concern), Amy Andersen (Station Club President), Shirley Lewis (Plant Pathology), Terry Spittler (Station Club Rep for Sturtevant), Peggy Abbott (Plant Pathology), and Mary Jean Welsler (Station Club Rep for Hedrick).

CLASSIFIEDS

DOG SITTER WANTED: Would you like to look after a well-mannered chocolate laborador for occasional nights. Coco is an adorable, quiet lab and during the winter months her owner has to be away occasionally. Please contact Andrew at ajl31@cornell.edu

FREE: Two Laz-E-Boy rocker-recliners. 1 is lady's size and the other is for a man. Very good condition, matching dark green plush upholstery. Contact Judy at 2273 (mornings) or 315-946-4953 or jla2

FOR SALE:Dining Room furniture. 2 cabinets-Country White w/pine trim-pretty etched glass doors, drawers, etc. Pair for \$150. Pine dining room table seats 6 people. 6 chairs. Table/chairs \$100. Take all for \$200. Nice Twin size bunk bed with futon on bottom. Futon folds out to double size bed. New mattress for bunk bed, new cushion with cover on futon. Excellent condition. Asking \$225. Round dark brown wicker, glass

top table, \$15. 2004 Polaris 400 Sportsman 4x4 ATV w/plow, green, low mileage. Asking \$5200. Large microwave, works great, \$30. Sears brand Electric washer and dryer, both work great but are about 18 years old. Asking \$50 for pair. Twin bed with frame, blue round metal headboard, and mattress/box. All excellent condition, \$75. Pair brass, glass top end tables \$25. Wood frame futon with cushion/cover, \$50. Contact Sharon at x2244, email sec46@cornell.edu, home (315) 585-6204

FOR SALE: large wooden desk (\$50), exercise bike (\$30), lacrosse goal frame (\$10) and small tv (\$25). Contact Tony at ams5@cornell.edu or 729-5932

FOR SALE: Maytag Washer & Kenmore Dryer, electric, large capacity; Good condition, \$250 for the set. Email hak3 or phone 315-539-5216 (evenings)

