

STATION NEWS

New York State Agricultural Experiment Station, Geneva, New York

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March 17 - 31, 2006

BRIEFS

Free Business Seminar Features Cornell Library and Research Expert

On Wednesday, March 22, the next "Technology Farm Forum" will feature Angela Horne, Associate Director of Cornell University's Management Library. Horne teaches library workshops throughout the year on a variety of topics, including time-saving research strategies for building the best business plans.

This lunchtime discussion will review the range of Cornell library materials and services available to entrepreneurs. Attendees will learn about the library's research consultation service as well as have a chance to ask questions about the range of research tools available to them via Cornell's library system. Businesses interested in industry trends, identifying your customers, or assessing your customer market should attend this event.

This March 22 seminar is open to the public and will run from noon – 1:00 p.m. Attendees are encouraged to pre-register by contacting Connie Rodriguez at 315-781-0070. The event will be held at the Cornell Agriculture & Food Technology Park, located at 500 Technology Farm Drive (off Pre-Emption Road) in Geneva, New York.

NOTE: On April 5, the Technology Farm Forum will feature a speaker from Cornell University's BR Ventures. BR Ventures provides venture capital and business expertise to promising startups by providing seed funding, typically ranging between \$40,000 and \$100,000.

SAVE THE DATE

Please mark your calendar for Thursday, September 7, 2006, and plan to join inaugural celebrations as we welcome the Twelfth

(Continued on page 2)

Entomologist Dick Straub Retires

Dick Straub, Professor of entomology at the Experiment Station's Hudson Valley Laboratory, has retired after serving on the Cornell faculty for thirty-five years.

Straub's primary research interests and objectives included: The development of research programs on the biology, occurrence, and management of arthropods affecting fruit and vegetable crops grown in the Hudson Valley region of New York. This research was primarily allied with the development of pest management strategies and included pesticide-pest interactions as related to optimum control efficiency, plant virus-vector relationships, effects of natural enemies on insect management, and dynamics of soil inhabiting and foliar-feeding pests.

More recently his research had a strong emphasis on the refinement of knowledge of specific arthropod biologies as related to their damage potential on high-density apple cultivars grafted onto size-controlling rootstocks, biology and ecology of onion bulb mite, and assessment of fruit and vegetable pest management strategies utilizing reduced-risk insecticides.

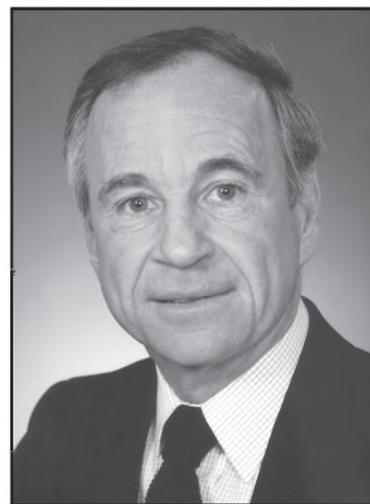
"Dick Straub has been a wonderful colleague and integral member of our department since 1971, even though he has been stationed in the Hudson Valley lab," said Wendell Roelofs, entomology chairman. "Ed Glass interviewed him at an entomology meeting in Miami for a Research Associate position to handle sweet corn insect problems in the Hudson Valley. Dr. Glass was impressed with this personable young man with excellent credentials from the University of Missouri and hired him. Dick quickly endeared himself to the vegetable growers who trusted his advice and appreciated his warm personality.

"Some people might relax after reaching the professorial rank, but shortly after reaching this rank, the fruit entomologist at the Valley lab passed away and Dick was given responsibility for fruit in addition to vegetables," Roelofs went on to say. "He has carried out these dual responsibilities since 1991 and has collaborated with both the fruit and vegetable entomologists at Geneva to make sure that pest control programs on these commodities are applicable to any regional differences in the Valley."

Dick is held in high regard by the growers he has interacted with over the years.

"I consider myself very fortunate to have been one of the many growers that Dick Straub worked with in the Hudson Valley," said John Gill of Gill Farms. "Dick approached each issue - from onion maggot to corn earworm - applying his vast knowledge and experience in dealing with various insect pests. If he did not have an answer right away, he would find one and get back to you. He will be missed by all of us."

"I have worked with Dick for about 10 years now on countless projects, and it has really been great," said Rick Schoonmaker of Crist Bros. Orchards in Orange County. "He not only helped me with problems relating to the obliquebanded leafroller, but has also become a good friend. Not only will the industry miss him but I will too. Dick has a great sense of humor and a pretty good golf game, and now he'll have an opportunity to perfect it."



R. Straub

(Continued on page 2)



(BRIEFS, continued)

President of Cornell University, Dr. David J. Skorton. An invitation specifying time and location will follow closer to the event.

*Provost Biddy Martin and
Provost for Medical Affairs
Antonio M. Gotto Jr.*

Attention Station Retirees

We will soon be sending out notices for the NYSAES Retirees Spring Lunch, scheduled for April 27, 2006. If you have a change of address, please call Sue Dwyer at 781-0360 so we can update the mailing list.

If you are a new retiree, we may not have you on our mailing list. We want to have all retirees join in these events. Please call Sue Dwyer at 781-0360 to have your name added to the list.

*Sue Dwyer, Vice President
NYSAES Retirees Association*

TIAA-CREF Retirement Planning

Allan Lallier, Cornell's representative for TIAA-CREF is planning to be here on March 27, 2006 to meet with those of you who may have questions or concerns about your retirement plan. He will be located in Jordan Hall Room B14 (basement, across from HR) from 11 a.m. to 4 PM.

If you are interested in meeting with Allan, please call him directly at (877) 209-3144 to schedule an appointment, or you can go online to the TIAA-CREF website at www.tiaa-cref.org. Once you are on the website, click on the "meetings/counseling" section at the top of the page and follow the instructions.

If you have any questions, please contact Pat Mahoney at x2234. Thank you.

Retirement Program

The response has been overwhelming to have this series held here in Geneva.

Mary Zielinski, Retirement Program Manager and Margaret Moon, Senior Specialist will be here at the Station on Friday, April 14 from 10:00 AM until noon in the Jordan Hall Lounge to provide information regarding retirement options and benefits.

This session is open to all employees.

More information to follow in Station News.

(Continued in next column)

(STRAUB, continued)

Straub is the author or co-author of nearly 100 scientific papers and has made numerous presentations at various meetings and conferences. In 2000 he received the Northeastern Regional Association of State Agricultural Experiment Station Directors Award for Excellence for "outstanding contributions to northeast regional research." He was also a recipient of the 2001 Group Honor Award for Excellence—Regional Project NE-183; USDA-CREES.

"Dick Straub has gained the respect of faculty, colleagues, staff and members of the fruit and vegetable industries throughout his career," said Tom Burr. "He has had great success as a field biologist and front-line entomologist who was called upon daily to address the critical needs of the Eastern NY growers. His care and knowledge will have lasting impacts on NY agriculture."

"In addition to his scientific credentials, Dick has a wonderful sense of humor and is a good athlete," said Wendell Roelofs. "He was known to thrash a number of unsuspecting entomologists in handball at the national meetings when they did not realize that he was a Division A player."

Subsequent to having served three and a half years in the US Army Infantry, Straub received his B.S. in Biology in 1966 from NW Missouri State, and both his M.S. and Ph.D degrees in entomology from the University of Missouri. He was hired as a Research Associate in 1971 by Cornell, was promoted to Assistant Professor in 1975, Associate Professor in 1981, and Professor in 1989. Straub is a member of the Entomology Society of America, South Carolina Entomological Society, Gamma Sigma Delta, Who's Who of American Men and Women of Science and the New York State Horticultural Society.

"Jobs in entomology were plenty scarce when I finally received my credentials from Mizzou, but I was fortunate to land the position at the Hudson Valley Lab," Dick said. "At

(Continued on page 4)

(BRIEFS, continued)

MESSAGE FROM TOM BURR

SAVE THE DATE

Tuesday, April 11 @ 10:00 AM
Jordan Hall Auditorium

We will be holding an Employee Meeting on the above date and time to allow the Station community to come together for pertinent updates and for Tom Burr, Marc Smith and possibly others to answer questions you may have.

If you would like to send questions or specific topic areas in advance to Linda Irland, please do so.

Light refreshments will be served.

We look forward to having you attend!

Scholarship Dinner

On Saturday, April 8, 2006, Dr. & Mrs. Wisor, the parents of Doug Wisor, together with the Cornell Enology Program, will host the first Doug Wisor Memorial Scholarship Dinner. The dinner will be held at 6:30 at Geneva Country Club. Guest Chefs from the Finger Lakes will join Geneva Country Club's Executive Chef, J.J. Molina to present a full menu that will complement the

(BRIEFS, continued)

wine choices from New Zealand, Oregon and the Finger Lakes. Proceeds will benefit the Doug Wisor Memorial Scholarship that sends a young American winemaker to New Zealand annually, and the Cornell Enology Program at the NYS Agricultural Experiment Station. This will be a wonderful event with great foods, selected wines, including the highly praised wines that Doug made while working in New Zealand. Doug grew up in Geneva, apprenticed in California and then went to New Zealand, where he became the winemaker at Craggy Range Winery (<http://www.craggyrange.com/index.html>).

Tickets are \$75 per person. For reservations contact Nancy Long - phone: 315-787-2288; E-mail: NPL1@cornell.edu

Upcoming SAGES Event

April 6 - 9, 2006

Eastman Opera is performing Cinderella by Massenet. Please contact Elizabeth Tomasino at TomasinoE@comcast.net if you are interested in this event since it is only about a month away. SAGES cannot cover any of the ticket price, but will cover dinner for that evening.



57th Annual Finger Lakes Grape Growers Convention Held

A record crowd of 430 grape growers and 43 exhibitors were on hand for the 57th Annual Finger Lakes Grape Growers Convention, which was held March 3 and 4 at the Waterloo Holiday Inn.

Day one was organized into four 'tracks,' each with two to four one- and one-half-hour sessions.

The vineyard management track began with an in-depth look at soil health and nutrient cycling, and continued with a weed management session. "These sessions are intended to give growers a more detailed look at management topics than is possible in a half-hour research update," said Tim Martinson, conference organizer and Area Grape Specialist with Cornell Cooperative Extension. "Growers seemed to like this format last year, so my advisory committee suggested we repeat it this year."

The program continued in the afternoon with a 'Grower Innovation Session,' featuring talks by five growers about machinery or techniques they had invented or adapted to their vineyards. The final session offered a tasting and discussion of the New Hybrids - three numbered varieties - scheduled for naming and release by Bruce Reich's program later this year.

Three financial management sessions, sponsored by the NY Wine and Grape Foundation, focused on grower income and financial decision-making, especially for bulk wine and juice producers. Martinson cited grower income as a key concern. "A 15% drop in annual demand for Concord by juice producers, coupled with a record crop in 2005 means low grape prices and financial losses for Concord growers over the next few years," he said. "Growers will need to make some careful decisions about their farm's future to avoid losses in equity, particularly if they are close to retirement age."

The first session started with an overview of a financial survey of 25 Finger Lakes growers, and talks by industry representatives Randy Graham, president of National Grape Cooperative, Tim Moore of Constellation, and Jim Bedient, a Branchport grower. NY Farm Net director Steve Richards and Attorney Jeff Fetters followed with sessions on retirement planning and business management planning.

Friday also featured a day-long 'Vineyard Establishment for New Growers' workshop, which lead participants through the whole process - from site selection through vine training and canopy management. Martinson was surprised at the response to this workshop. "I saw a room full of people I didn't recognize from previous meetings. It was great to be able to offer them in-depth information from my colleagues Hans Walter-Peterson and Mark Chien, along with the expertise of Gerald White and Andrew Landers," he said. "We were

(Continued in next column)



Keynote speaker Bob Pool spoke on the topic of Vine Balance, and also shared some personal reflections about his career.



A view of the Convention trade show area at the Holiday Inn.

(GRAPE GROWERS, continued)

also able to provide participants with a CD-ROM containing supplemental information. Rob Way produced 160 of them, and I only have five copies left"

The fourth track was comprised of two sessions by Juliet Carroll from the NYS IPM program on the TracGrape pesticide recordkeeping program she developed. Friday's meeting concluded with the annual Wine and Cheese reception, featuring donated wines from 30 Finger Lakes wineries. The New York State Women for Wine poured the beverages and organized the reception which was sponsored by The Keuka Wine Trail.

Saturday's session featured traditional research updates by researchers from the Station and the Ithaca campus on insect, disease and vineyard management topics.

The morning session, moderated by Experiment Station Director Tom Burr, featured recently retired professor Bob Pool as the keynote speaker, who addressed 'vine balance' a research theme that has run throughout his 30 year career at Cornell. Bob also provided personal reflections on his career, mentioning faculty mentors from UC Davis and his experience as a research technician there as motivation for devoting his career to research that would help the NY Industry. Following Bob's talk, Le Creasy presented Bob with a book of letters and reminiscences from colleagues and growers.

Gerald White, who will also be retiring after a 30-year career as extension faculty covering the economics of fruit crops in NY, provided the afternoon keynote talk entitled 'Lessons I have Learned From Progressive Growers.'

Martinson expressed appreciation to all those who helped make the convention happen. "Growers are fortunate to have such a large pool of expertise at the Station and on the Ithaca Campus to provide research-based information at this convention and throughout the year" he said. It makes an enormous difference for their businesses, and sets this convention apart from other industry meetings and trade shows."

Planning is already underway for next winter's Viticulture 2007 meeting, to be held February 7 to 9 at the Rochester Convention Center.



CALENDAR of EVENTS
MARCH 17 - 31, 2006

MEETINGS

CHAIRS' MEETING

Date: Tuesday, March 21, 2006
Time: 9 AM
Place: Director's office

SEMINARS

ENTOMOLOGY

Date: Tuesday, March 21, 2006
Time: 10:30 AM, Coffee at 10:15 AM
Place: 310 Barton Lab
Speaker: Tony Shelton, Geneva
Subject: Tuesday's Tales of Tiny Terrorists:
Or How to Get Money from Bush

Date: Thursday, March 23, 2006
Time: 1:30 PM, Coffee to follow
Place: 310 Barton Lab
Speaker: Peter Jentsch, Hudson Valley Lab
Subject: Determining the Commercial Viability of an Exclusionary Production System Using Disease Resistant Columnar Apple and Dwarfing Sweet Cherry Cultivars

PLANT PATH

Date: Tuesday, March 21, 2006
Time: 3:30 PM, Coffee at 3 PM
Place: A-134 Barton Lab
Speaker: Deborah A. Massey, Geneva
Subject: Genetic and virulence variability in *Puccinia sorghi*

Date: Tuesday, March 28, 2006
Time: 3:30 PM, Coffee at 3 PM
Place: A-134 Barton Lab
Speaker: David Gadoury, Geneva
Subject: Writing Competitive Grant Proposals for Fun and Profit

LTC

Subject: PhotoShop Series, Part 5
Date: Tuesday, March 21, 2006
Time: 9 - 10 AM
Place: Jordan Hall Staff Room
Instructor: Jane Irwin

Subject: Journal Search-Finding the Right Stuff
Date: Thursday, March 23, 2006
Time: 9 - 11 AM
Place: Jordan Hall Staff Room
Instructor: Marty Schlabach

TAEKARDIO

Mon/Wed
12:00 - 1:00 PM
Jordan Hall Lounge
6wks/ \$25
Bring towel/exercise mat & water to drink
BEGINNERS WELCOME!

CLASSIFIEDS

FOR SALE: Medium dark wood dressers, excellent condition. Dresser #1—two attached mirrors, 9 drawers, dresser is 19" deep x 77" long x 53" high. \$250. Dresser #2—5 drawers, dresser is 19" deep x 42" long x 56" high. \$225. Two (2) night stands—\$35 each. Queen mattress, box springs and frame. \$200. Please call Michele at x2419 or evenings 781-2489

FOR RENT: Mobil home lot. Quiet country park located on Rte. 336, MacDougall area on the way to Ithaca. References required. No pets. If interested in renting this lot please call x2255 or 315-789-0174 and leave a message

APT FOR RENT: Two-bedroom, furnished, well maintained, ground-floor apartment on North Main Street. Quiet surroundings. No pets and no indoor smoking. No lease required. Call 789-7239 or e-mail kw22@cornell.edu

WANTED: A couple of old but usable office chairs (1 or 2) and a couple of lab stools for my woodshop. I'll be happy to pick them up. Please call Donna Boyce at x2492 or e-mail at dmb62

FOR SALE: Room humidifier only 2 years old, \$50; double pedestal desk, nice, \$50; computer desk chair on wheels, \$15; wooden decorative bench, \$35; men's snowboard boots size 8 and switch bindings, \$35; ladies Elan downhill skis/bindings and boots size 10, \$50; Singer sewing machine & cabinet, \$50; German crystal glasses; set of 6, \$75. Go to <http://classifieds.fingerlakes1.com/> under merchandise to see photos and description. Contact Sharon at swalburn@aol.com or 781-0206

FOR SALE: Jersey steer-1/2 beef \$2.25 cut wrapped frozen. Also for sale, peafowl, wide variety bantam chickens and guinea hens call for age, colors and prices. Baby chickens, peafowl, guinea hens and ducks will be hatching soon. Please call and leave a message at 315-923-2410

FOR SALE: Two (2) calf hutches, \$125. Sears gas range black and white, a couple of years old in great condition, self clean \$250. Aluminum ladder, 13 foot working length, \$40. Contact krc6@cornell.edu or phone 315-548-2516

SAVE THE DATE
BRING A CHILD TO WORK DAY

(Ages 8 to 16)
Thursday, April 27
- More details to come -

CHICKEN BARBECUE

The Geneva High School Class of 2006 will hold a chicken barbecue on Saturday, March 25, at Town & Country Plaza, Hamilton Street, Geneva.

Sales start at 11AM, tickets are \$7 each and may be purchased by presale or day of event. For presale tickets call Janice Valerio at x2314 or e-mail jbv1. All proceeds to benefit the Class of 2006 Substance Free Graduation Party.

Cornell Agriculture and Food Technology Park
Executive Assistant / Office Manager

Provide high-level, confidential support to the Executive Director on a wide range of projects and tasks. Will include interfacing with important constituencies including tenants, government officials, industry organizations and leaders within Cornell University. Oversee, coordinate and facilitate the daily operations of the Office of the Executive Director. Assist in creating operating budgets and financial reports. Prepare grant applications and reports. General bookkeeping responsibilities. Will also involve marketing support and human resources responsibilities.

Associates Degree and at least five years experience in professional office setting are required. Must possess strong interpersonal skills and considerable initiative. The ability to work in a fast-paced, complex, high-pressure environment is critical.

Please send cover letter and resume including names, addresses, phone numbers and email addresses of three references to:

Human Resources
Cornell Agriculture and Food Technology Park
500 Technology Farm Drive
Geneva NY 14456

EARTH DAY
PRESENTATION

The vernal equinox is a day of balance throughout the world, which is why the United Nations observes it as Earth Day. This year we are pleased to announce that there will be a recycling presentation by Marjorie Torelli of the Western Finger Lakes Authority at noon Monday, March 20th in the Jordan Hall Staff room. Marjorie can teach us about compost worms and what happens to the dead batteries. Questions and suggestions are welcome! Please RSVP to Pat Wallace at pgw2.

(STRAUB, continued)

that time Cornell was generally recognized as the foremost entomological school in the country and many of my colleagues and most of my professors were impressed that I could compete at such a level. I did then, and have continued to consider it a privilege to be a contributing part of such a reputed institution.

"Now, to answer the most oft-asked question...no I am not moving to Florida, but am planning to stay here in Ulster Park," Dick went on to say. "My house needs a lot of work, I am still playing handball once or twice a week, and I have too long neglected fishing. I have also developed a passion for golf and my goal is to play at least as well as Harvey Reissig - and do so without the colorful commentary!"

A retirement dinner attended by 85 people was held for Dick at the Williams Lake Resort in Rosendale, NY on March 4.

J. Ogradnick