



STATION NEWS

New York State Agricultural Experiment Station, Geneva, New York

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March 31 - April 14, 2006

BRIEFS

Special Series on the Station's Future Returns

Along with spring, April will bring several distinguished and provocative speakers to the Special Seminar Series on the Future of the Station. The series is designed to help our faculty and staff better understand the economic and political terrain over which the Station does its work. That improved understanding of the world around us should be invaluable in making sound strategic decisions to guide the Station's future.

Amid some furor over recent comparisons of economic conditions in upstate New York to Appalachia, April's speakers will focus on the real and potential value of the Geneva Experiment Station to a thriving economy.

Steve Slack, Director of the Ohio Agricultural Research and Development Center, will speak to the Station community on April 4 at 3:00 PM in the Jordan Hall Auditorium. In 2002, Dr. Slack commissioned the Battelle Memorial Foundation to conduct a study on the impact of Ohio State University's agricultural research on the economy of Ohio. The study was also designed to determine where future investments in agricultural research can have the greatest impact. The study now serves as a road map to guide the future direction of OARDC research and focuses on how OARDC can better serve economic development in Ohio. Dr. Slack will outline how the lessons from this project could apply to New York.

Susan Christopherson will lead a seminar on April 12 entitled, "A New Economy Model for the Finger Lakes: Innovation, Cooperation, and a Knowledge Workforce." Dr. Christopherson is an economic geographer in the Department of City and Regional Planning at Cornell. Her collaborative work

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Collaborative Science and New Technologies in the Finger Lakes Boosted by New Grant

The economic woes of Central New York have been well documented during recent decades. But if the leaders of the Finger Lakes New Knowledge Fusion project have their way, Central New York will soon become an economic powerhouse fueled by cutting-edge scientific research, start-up companies, and an educated workforce leading the

region to new ideas and new prosperity. Thanks to a new three-year, \$600,000 National Science Foundation (NSF) grant, the Finger Lakes New Knowledge Fusion project can do its part to help revitalize the region with new technologies, new businesses, a prepared workforce, and an informed community.

Cornell University researchers working in the biological sciences at the Experiment Station will partner with microsystem scientists at the Infotonics Technology Center in Canandaigua to design innovative technologies to solve modern problems faced by food and agricultural producers. Techniques to monitor conditions affecting the safety of food on its way from the field to the family table or sensors built to measure the way fruit grows in the orchard or vineyard could become the basis for new business enterprises in the Finger Lakes.

"This project will mobilize the knowledge, energy, expertise, and innovative cultures at neighboring world-class research institutions to create a unique new technology cluster to meet 21st century food and agricultural challenges and fuel job creation and economic growth," says Susan A. Henry, the Ronald P. Lynch Dean of Agriculture and Life Sciences, a lead investigator on the project along with Robert C. Seem, plant pathologist at the Experiment Station and David R. Smith, CEO of Infotonics.

Ontario County and the Cornell Agriculture and Food Technology Park in Geneva will lend business and financial expertise and facilities to help generate long-lasting economic development in the region. The Finger Lakes Workforce Investment Board (FLWIB) will work with schools and colleges in the region to build on existing programs and curricula to prepare students or retrain displaced workers for careers related to this cluster of new



The Cornell Agriculture and Food Technology Park will provide facilities to help generate long-lasting economic development in the region.

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on the upstate New York economy has been published by the Brookings Institution; National Public Radio featured her in a 2004 story on economic challenges in the North Country; and she's a leader of Cornell's recently initiated effort to document and guide the university's impact on the New York State economy. Dr. Christopherson is very familiar with the Station's own economic impact as well as the development of the Technology Farm.

Jerry White and Nelson Bills, faculty members in the Department of Applied Economics and Management, will present "Moving up the Value Chain: Trends and Prospects for New York Horticultural Industries" on April 25. Both are long-time friends of the Station. Dr. White has worked with various Geneva faculty members for a number of years in support of fruit, vegetable and green industries in New York. Dr. Bills is an expert on economic multipliers and the role New York agriculture plays in economic development. The two will challenge us with the task of understanding and staying ahead of trends that influence important decisions faced by our stakeholders. Our success in carrying out that task will determine the Station's future value and relevance to those stakeholders.

Come, listen and learn; and then we'll put the lessons we learned to good use to help enhance and ensure the Station's future.

From Human Resources

On Friday, April 7, staff from the Wellness Group will be at the Station. Krista Albrect will be holding blood pressure screenings throughout the campus. Her schedule follows:

- 9-10 AM - G19 Hedrick Hall
- 10-11 AM - Buildings & Properties Lunch Room
- 11 AM-12 PM - Food Science & Technology Lunch Room
- 1:30-2 PM - Jordan Hall Staff Room
- 2-3:30 PM - Barton Hall First Floor Small Conference Room
- 3:30-4 PM - Field Research Unit

In addition, Beth McKinney, Director of the Wellness Program will be holding a lunchtime session entitled "How to Lose 5-10 Pounds in 45 Minutes" - this will be

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food and agricultural industries.

The workforce-preparation component of the Knowledge Fusion project will provide a pipeline of qualified scientists, entrepreneurs, and technicians emerging from local public schools and colleges. Teaching initiatives led by scientists at the NYSAES and the Summer Science Camp run by Infotonics will be expanded.

"Job creation in the 21st century can only happen with a 21st century system of education," said Congressman Sherwood Boehlert, chairman of the House Science Committee. "This funding will help give the Finger Lakes Region exactly that by helping train our local workforce and commercialize new technologies in today's evolving high tech economy."

The grant comes from the NSF's Partnerships for Innovation program which funds projects based on their ability to "stimulate the transformation of knowledge created by the national research and education enterprise into innovations that create new wealth, build strong local, regional and national economies, and improve the national well-being," according to the NSF's website.

Related World Wide Web sites:

<http://www.nysaes.cornell.edu>

<http://www.infotonics.org>

A. Goldweber



Al Taylor treated the non-academic staff in horticultural Sciences (pictured above) to breakfast pizza and cake on March 16 in appreciation for their day-to-day contributions to the ongoing success of the department. Former department members Lorraine Barry, Kathy Morabito and Pat Mahoney from ASC were also invited and attended.

"When I am away from my chair's office or working on my research program, the rest of the department goes on with its tasks. But, if (you) the HortSciences staff are not here, then the research and the ongoing projects come to a halt," Al said to the group. "Therefore, each and every one of you is very important to getting the job done. As Chair, I and the rest of the HortSciences faculty truly appreciate your commitment and dedication."

Taylor said that it was a great time for people to visit, especially before the field season begins, and to enjoy the pizza and cake. A 'town hall' meeting followed in which he talked about the 'State of the Department', and Pat Mahoney described upcoming HR events.



Station United Way Campaign to Begin Soon

“United Way funded programs have probably touched everyone’s life at some point whether they know it or not. And if it hasn’t yet, it will,” said United Way of Ontario County regional director, Rhoda Spirawk, whose organization’s campaign kickoff began this week.

A day will be designated some time in the first part of April in which an employee from each department of the Station will be invited to attend a meeting with a United Way representative in Jordan Hall to view a short video on the annual campaign. Pledge forms will be provided and each individual may enter a chance to win a \$2,500 gift card at Wegmans as grand prize for the 2006 Sweepstakes. The drawing, to be held on May 8, will consist of 22 other prizes ranging from \$100 to \$1,000 in value.

Last year 92 out of almost 300 Station employees contributed \$11,885 to the campaign. In addition, eleven Station retirees donated \$2,200. So far the Station’s record amount was \$17,823, given to United Way in 1999. This year’s goal is 100 percent participation according to Pat Mahoney, Station coordinator for United Way.

“The Station community has been very generous in the past, and we are hoping that kindness will continue again this year,” she said. “Employees can donate as little as \$2 per pay period to make a difference in the lives of those in need in our county.”

United Way of Ontario County, affiliated with United Way of Greater Rochester, raised a total of \$1,250,000 last year, enabling funded programs to answer more than 62,000 calls for help. The organization helps us directly by funding 49 local programs that address the community’s most critical needs: ensuring kids are ready for kindergarten, helping kids succeed in school, supporting families, helping seniors stay independent and empowering people with disabilities.

Although there have been a number of companies that have either moved out of Ontario County or ceased to participate this year, Spirawk remains optimistic, raising the new target to \$1,275,000. “Our main goal is to educate people as to what United Way is and then let them make an educated decision about donating,” she said.

According to Spirawk, only about 13 percent of the organization’s money comes from corporate donations. The rest comes from individuals—and the majority of that is through payroll deduction. Service providers are required to submit measured outcomes so contributors know their dollars will really make a difference.

“I hope that United Way’s campaign this year will exceed its goal because it will mean more badly needed funds for our community” said Andy Rao, professor emeritus of food engineering, one of several Cornell staff members who served on the United Way of Ontario County board of directors since Spirawk took her position in 1993.

“Let’s, as a Station community, show the way we care,” Mahoney added.

For further information, check Station e-mail or keep an eye out for a lofty United Way flag hanging out front of Jordan Hall in the days to come.

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held in Jordan Hall Lounge and a free lunch will be served. Lunch includes pizza, salad fresh fruit and beverages. Reservations are required - please call Pat Mahoney at x2234 or email pmm19.

Also, on April 14, Benefits Services will be on campus offering a Pre-Retirement Seminar Series from 10 AM to 12 noon in the Jordan Hall Lounge. All employees are welcome to attend.

If there are any questions, please contact Pat Mahoney.

Employee Meeting

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 a food and wine pairing. 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 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 reserva-

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POSITION ANNOUNCEMENT

Project Administrator

Finger Lakes Workforce Investment Board, Inc.

Directs the implementation and operations of the Finger Lakes New Knowledge Fusion Project, funded by the National Science Foundation (see further information at <http://www.nsf.gov/awardsearch/showAward.do?AwardNumber=0438607>). Responsible for the day to day activities of the project, plans and supports forums and conferences, coordinates activities among the partners and collaborators, develops and oversees educational outreach program, and is responsible for the development of communication materials and reports. Reports to the project Governing Board.

Karen A. Springmeier, Executive Director

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CALENDAR of EVENTS
MARCH 31 - APRIL 14, 2006

MEETINGS

CALS FACULTY SENATE MEETING

Date: Wednesday, April 5, 2006
Time: 4 PM
Place: A134 Barton Lab

SEMINARS

ENTOMOLOGY

Date: Tuesday, April 11, 2006
Time: 2 PM, Coffee at 1:45 PM
Place: 310 Barton Lab
Speaker: Mark Sears, University of Guelph
Subject: Risk Assessment for Non-target Impacts of GMO Corps: Bt Maize and the Monarch Butterfly

PLANT PATH

Date: Tuesday, April 11, 2006
Time: 3:30 PM, Coffee at 3 PM
Place: A-134 Barton Lab
Speaker: William Powell, SUNY ESF, Syracuse
Subject: Transgenic American Chestnut

SPECIAL SEMINARS

ENTOMOLOGY
SPECIAL SEMINAR

Date: Wednesday, April 12, 2006
Time: 11 AM, Social at 10:45 AM
Place: A134 Plant Path Conf. Rm, Barton Lab
Speaker: Paul Jenkins, HVL Extension Associate Candidate
Subject: Control of the grape berry moth, *Paralobesia viteana*, using reduced-risk insecticides, cultural controls, and conservation of natural enemies
Note: If you are interested in an individual meeting with the Entomology Extension Associate candidates for the HVL position, please contact Art Agnello at x2341 or ama4

PLANT PATH
SPECIAL SEMINAR

Date: Tuesday, April 4, 2006
Time: 3:30 PM, Coffee at 3 PM
Place: A-134 Barton Lab

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SEMINARS CONTINUED

Speaker: Steve Slack, Ohio State University, Wooster
Subject: Impact of Agricultural Research in Ohio

FOOD SCIENCE
SPECIAL SEMINAR

Date: Wednesday, April 12, 2006
Time: 2 PM, Social at 1:30 PM
Place: Jordan Hall Auditorium
Speaker: Susan Christopherson, Ithaca
Subject: A New Economy Model for the Finger Lakes: Innovation, Cooperation, and a Knowledge Workforce

LTC

Subject: PhotoShop Series, Part 6
Date: Thursday, April 13, 2006
Time: 10 - 11 AM
Place: Jordan Hall Staff Room
Instructor: Jane Irwin

CLASSIFIEDS

GARAGE SALE: 3017 PreEmption Road, 1 mile north of the Station. Walker with seat, wooden 18' ladder, kerosine heater, new cot, dressor mirror, small tools and many more household items. Please call Michele at x2419 or evenings at 781-2489 for more information

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

EQUIPMENT DONATIONS WANTED: DeSales Regional High School has a wish list of items. They include: lab tables, lab chairs, exam dividers, triple beam balances, and Compound Light Microscopes. If you have any of these items you would like to donate to the school, please call Eric Reuscher, 789-1815 x231

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tions contact Nancy Long - phone: 315-787-2288; E-mail: NPL1@cornell.edu.

Free Cornell Seminar Focuses on
Entrepreneurs, Funding, and Resources

On Wednesday, April 5 the next "Technology Farm Forum" will feature Justin Grimm of Cornell University's Johnson School of Management BR Ventures and BR Incubator. Grimm will discuss the incubation services and support available through BRV and BRI, and their efforts to help entrepreneurs achieve their dreams.

BR Ventures is a unique, truly value-added seed stage capital. BR Ventures provides venture capital and business expertise to promising startups by providing seed funding, typically ranging between \$40,000 and \$100,000. BRV also leverages the resources of a world-class research institution, a talented and driven student body and a diverse alumni network for the benefit of its portfolio companies.

This April 5 seminar is open to the public and will run from noon - 1:00 PM. Attendees are encouraged to pre-register by contacting The Technology Farm 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 19, the Technology Farm Forum will feature Hunter Hoffman from BR Legal. BR Legal connects Cornell University Law School students with start-up or emerging growth-oriented business.

For more information: www.thetechnologyfarm.com

BRING A CHILD TO WORK DAY - Thursday, April 27, 2006

SCHEDULE OF EVENTS

Please note that children must be accompanied by their responsible adult to all sessions.

8:15-8:55 AM	Introduction, refreshments & discussion about safety-Ag. Tech. Park
9:00-9:25 AM	Showcase of FRU field equipment & picture boards at Warehouse Parking Lot
9:30-9:55 AM	Antique tools display & discussion at Carpentry Shop (B&P)
10:00-10:25 AM	Cryo Tank demonstration & DNA presentation at PGRU
10:30-10:55 AM	Tour of Pilot Plant, demonstration of apple peeler, & canning of candy & coins (FST)
11:00-11:25 AM	Gene Gun demonstration, tour of Growth Chamber & Tissue Culture Room- Hedrick Hall (HS)
11:30-12:30 PM	Lunch & film of "Cornell - Birth of an American University" at Jordan Hall Auditorium
12:35-1:00 PM	Tour of Library & Scavenger Hunt
1:05-1:30 PM	Bacterial/Fungi Study & use of Microscopes in Lobby of Barton Lab (Plant Path)
	Tour of Photography Lab (Communications) - Barton Lab
	Spray Lab Demonstration (Entomology) - Barton Lab
1:35 - 2:00 PM	Hydroponics demonstration & Rooting Tray (Hort Science)-Old Greenhouse Range
2:05 - 2:30 PM	Potting seedlings and Greenhouse plant give-away-Old Greenhouse Range
2:30 PM	Closing Remarks

A more detailed schedule of events will be handed out to each child on the day of the event.