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CORNELL UNIVERSITY STATION NEWS GENEVA NEW YORK

VOLUME LXXVI • NO. 3
JANUARY 20-27, 1995

BRIEFS

TURNING CORNELL TECHNOLOGY INTO PRODUCTS, COMPANIES AND JOBS



With last week's issue of *Station News*, you received another copy of the program for the *Workshop on Commercialization of Cornell Technology* that is to be held in the Lounge of

Jordan Hall on Tuesday, January 31, from 9:00 am-Noon. The purpose of this workshop is to enable anyone at the Station who feels they might have a commercially marketable product or technology to learn what support they can expect from Cornell University and others. The workshop is being sponsored by the Station, the Cornell Research Foundation, the Cornell Center for Advanced Technology, and the City of Geneva. Various speakers are scheduled for the workshop that can give you first-hand knowledge of what it is like to take something that has been developed at the Station and put it into the commercial marketplace. Other individuals will tell you exactly what you can and cannot expect from Cornell University in the way of help, and how you can avoid a conflict of interest. Then, there will be an individual to speak to the legal matters involved in establishing a "company," and someone from the City of Geneva to explain how it might be of service to you in getting started with an entrepreneurial venture.

Anyone at the Station who is interested is invited to attend this workshop. There is no charge. Should you have additional questions, please contact Pat Krauss at x201.

(Continued on page 2)

ASSEMBLYMAN CRAIG DORAN VISITS THE STATION



Helene Dillard shows Assemblyman Craig Doran petri dishes containing the fungus that causes Slerotinia rot (otherwise known as white mold) on cabbage.

Assemblyman Craig J. Doran provided researchers at the Experiment Station the rare opportunity to go one-on-one with a New York State legislator during his visit to the Station on Thursday morning, January 12. Visitors on a two-hour tour are usually slightly overwhelmed by the level of scientific inquiry at the Station but they go away with a much deeper appreciation of certain issues, including some of the many ways basic research conducted at the Station applies to New York State agriculture, benefitting growers, processors, consumers and the economy alike. Communication is two-way, of course: scientists at the Station also gain a better understanding of the importance of outreach.

Director Jim Hunter expressed great appreciation for Assemblyman Doran coming to the Experiment Station so early in his term. "Knowledge by our representatives in Albany of the importance and high quality of the work done at the Experiment Station is critical to long-term support for the Station," said Hunter. "Doran showed genuine interest in our research and extension programs, and should be an effective advocate for the Station."

"I was impressed with the level of expertise and dedication of the people at the Agricultural Experiment Station," said Doran, after his visit. "I am so pleased to have the Geneva Experiment Station in my Assembly District as these dedi- (Continued on page 2)

(DORAN, Cont. from page 1)

cated people strive to make agriculture a more productive part of the New York State economy."

During his tour, Doran met with Director Hunter, Wendell Roelofs, Jim Tette, Hugh Price, Mike Dickson, Thomas Bjorkman, Herb Aldwinckle, Helene Dillard, Malcolm Bourne, and Karl Siebert.

"Jim Tette and I took him around the Entomology Department," said Roelofs. "We discussed the importance of basic research and how it must be continuously funded to provide a basis for new technologies that then are incorporated in Integrated Pest Management and grower programs." Grape berry moth pheromone identification was used as an example.

"I pointed out that Jim Tette originally came to the Station as a postdoc chemist and identified the

pheromone in the early '70s. It then took us almost 20 years of research to get its use for insect control available commercially," said Roelofs. "We then showed him some of the research labs on the sixth floor to demonstrate how we are equipped for basic research, including molecular biology. It provided a chance to show instrumentation that cost \$50,000 or more that needed to be funded by monies such as we have received from Albany in the past two years."

In the course of their tour of Barton Lab, the three then came upon Aijun Zhang who was conducting research on the German cockroach pheromone. Doran was very interested in the Station's use of the GC-EAD (gas chromatography-electroantennographic detection). "That technique involves taking the antenna from a male cockroach and placing it between two small electrodes located in the effluent of the gas chromatograph," said

Roelofs. "The antenna responds (shown on a pen recorder) to chemicals in the effluent from the GC column that are active on the antenna—presumably compounds to which the male responds behaviorally. This allows the researcher to isolate active chemicals from the many other chemicals that would be found in the extract injected onto the GC column."

Tette thought it important that Doran discovered it sometimes takes a decade or more for a research discovery to make its way to the farm. "Assemblyman Doran's visit was also important because he learned

West Coast where these diseases are less serious," said Aldwinckle.

Doran then toured the greenhouses with Hugh Price and Mike Dickson and was shown cabbage seedlings that were being screened for resistance to disease and discussed the importance of host plant resistance. "Thomas Bjorkman showed Craig growth chambers recently purchased with the special grant for equipment from the State legislature, demonstrating how the chambers could be utilized for growing seedling plants or small trees under controlled conditions," said Price.

By the time he got to the Pilot Plant in the Food Science & Technology Department, Doran was running short of time. "He spoke with Malcolm Bourne (who was working there) and me," said Karl Siebert. "I gave him an

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— Wendell Roelofs

that the prominent New York State IPM Program was based at the Experiment Station and that the work of the scientists at Geneva and on the Ithaca campus provide the science that undergirds all of the IPM educational efforts," said Tette.

In Plant Pathology, Doran met with Helene Dillard and Herb Aldwinckle. Dillard told him about her extension work to keep local vegetable growers competitive by helping them manage diseases effectively and economically. She showed him examples of diseases that are important in the 129th district, particularly molds of cabbages and anthracnose of dry beans.

Aldwinckle talked about the application of genetic engineering to apple in order to improve varieties and rootstocks for resistance to diseases, especially fire blight and scab. "I pointed out that this research would help raise the competitiveness of New York growers versus the

overview of the issues—food safety, food quality, and processing—and we showed him some of the equipment."

Doran (R) was elected to represent the 129th Assembly District in a special election in February 1994. The district includes all of Ontario County (except Victor), all of Yates County, and part of Livingston County. Doran is Ranking Minority Member of the Election Law Committee, and a member of the Higher Education Committee, Judiciary Committee, and Housing Committee. He has served as a member of the NYS Assembly Task Force on Volunteer Firefighters, and the NYS Assembly Task Force on Health Care & Hospital Crisis. He was born and raised in Canandaigua, is a SUNY Albany graduate, and received his J.D. degree from Albany Law School. He is counsel with the law firm of Miscock and Barclay, LLP., in Canandaigua and Rochester. ➤

NEW CHALLENGES FOR MARK McLELLAN

Mark McLellan has been selected as the newest Food Science Communicator by the Institute of Food Technologists (IFT), joining a national network of 80 communicators who deliver the scientific perspective on food issues to the news media, the public at large, and policy makers at local and national levels.



one of two IFT communicators who are based at Cornell University. Other new communicators recently selected were Mary Ellen Camire, of the University of Maine; Diane A Gans, University of Hawaii; and Thomas M. Zinnen, University of Wisconsin Biotechnology Center and Cooperative Extension of the University of Wisconsin.

"Fruits and vegetables offer one of the most complete and wholesome sources of dietary needs in our entire food pantry. Yet, the public is receiving conflicting messages about the safety and quality of fresh fruits and vegetables and processed food products," said McLellan. "As a Food Science Communicator, I want to help people distinguish between real and perceived food safety concerns. For example, there is no doubt that biotechnology is delivering today, safe and high quality produce and should continue to be used as a valuable tool to improve our food supply."

McLellan identified three areas of IFT concern: Food Safety as it relates to fruits and vegetables, both microbiologically and chemically; educating the public about new technologies that can improve food safety and quality; and HACCP (Hazard Analysis and Critical Control Point) programs, which will help to assure consumers, to the best of our ability, a "field to fork" integration of food safety, quality and health issues.

"Food scientists are taking a leadership role in working with the entire food production continuum. We are working to apply HACCP principles developed in the food processing industry to all parts of the food industry, everything from the soil and the seed, to the can and the product. With this effort, the food industry will be in a better position to insure consumers safe, high quality food products."

Founded in 1939, IFT is a nonprofit scientific society with 28,000 members working in food science, technology and related professions in industry, academia and government. IFT brings sound science to the public discussion of food issues.

McLellan joins Christina M. Stark, Extension Associate in Nutritional Science, as

Food Science Communicators have no set term. McLellan stated that the "open door" access, which the Food Science Communicators are committed to providing, facilitates better understanding between food scientists, the media, industry, and consumer groups.

McLellan, who is an Associate Professor, has been a member of the Food Science and Technology Department at the Experiment Station since 1981, when he was hired as Assistant Professor. He attained the rank of Associate Professor in 1987. His specialties include fruit and vegetable process technologies, and computer technologies.

McLellan also faces another major challenge. As of January 13, 1995, he was appointed interim chairman of the department for a one-year term, following Karl Siebert, who has elected to return to his research interests and responsibilities.

"Spurred on by a college committee appointed by Dean Call to help the FS&T Department plan for the future, our department has been involved in intense, often painful self-analysis over the last six months," said McLellan. "We have a new mission statement and are renewing our dedication to serving the State of New York with three primary functions: research, outreach, and education of graduate students. With near unanimity, the FS&T faculty has also adopted a new Strategic Plan targeting four areas of focus: Food Safety, Food Quality, Value-Added Technology, and Food and the Environment. Department efforts will be targeted at each of these areas, while maintaining our focus on fruits and vegetables.

"We are committed to collaboration in research, teaching and extension with our colleagues in other departments at Geneva and on the Ithaca campus," he said. 🐾

NEW ENTOMOLOGIST APPOINTED

Gregory English-Loeb has joined the Department of Entomology at the Geneva Agricultural Experiment Station as an Assistant Professor to fulfill research (70%) and extension (30%) responsibilities for the control of arthropod pests of grapes and small fruits in New York State.



"I am very excited about being here at the Experiment Station," said English-Loeb. "I cannot imagine a better place for me to be both professionally and personally. My initial plans are to spend time familiarizing myself with the people and pest problems associated with grapes and other small fruits in New York."

Because he has never lived in the East before, English-Loeb admits that some of the pests and other problems faced by growers in New York will be new to him. "Our general approach, however, will be to try to understand the forces that govern interactions between crop plants, pests, and natural enemies and exploit this information to design an integrated pest control program," he said.

English-Loeb will be assisted by Timothy Martinson, who has headed up the grape programs in Entomology since the departure of former faculty member Timothy Dennehy.

"We anticipate that English-Loeb will develop a research program on the biology and population dynamics of pests and potential pests in the vineyard and small fruit ecosystems, to develop an integrated pest management approach to the control of these pests, and to provide specific recommendations for the control of insect pests of these commodities in New York," said department chairman Wendell Roelofs.

English-Loeb comes from the University of California-Davis where he received his Ph.D. in 1989, and continued on as a Research Associate with his major advisor, Richard Karban, for several years before and after an NSF Postdoctoral Fellowship at Stanford University in 1992. His research focused on host plant-mediated interactions between herbivorous arthropods and their natural enemies, with an emphasis on spider mite species on grapes.

Gregory and his wife, Karen, have two children. He began work at the Experiment Station on January 16 and can be reached at x345.



MACFACTS

DELETE UNNECESSARY FIELDS • If you want to free up some hard disk space, try deleting files you never use. For example, if you are familiar with a particular application, you may be able to do without the help files that accompany that application. You can search for files containing the word "help" by using the Finder's **Find File** command from the **File** menu. Then, you can drag the particular help item(s) to the Trash. Look for template files, example files, and duplicate files. Remember: Back up these files onto a floppy disk before trashing them.

EXPLAIN TOOLBAR ICONS • When using Excel, you may run across an icon in the toolbar that is unfamiliar to you. To discover the purpose of an icon, move the mouse pointer on top of the icon you want to investigate. Press and hold the mouse button. An explanation of the icon appears in the status bar at the bottom of your screen. To avoid selecting that icon, keep the mouse button pressed while you move the pointer off of that icon. Then, release the mouse button.

PUT AWAY WAYWARD FILES • Did you ever drag a file onto the desktop only to forget which folder you dragged it from? Or, perhaps you changed your mind about a file you put into the Trash. To put a file back into

its original folder, simply select the icon of the wayward file. From the File menu, select **Put Away** (or press **Command-Y**). The file jumps to its proper folder.

DON'T BUY SERVER VERSION OF ARA

If you are purchasing AppleTalk Remote Access software for an off campus connection to the Station AppleTalk network, be sure to purchase the less expensive client version of ARA, not the server version. The Station's dial-up AppleTalk services presently support both ARA 1.0 and ARA 2.0 client software. Cornell Information Technologies is one of many vendors of AppleTalk Remote Access version 2.0 client software.

THIS WEEK'S CALENDAR

JANUARY 20-27, 1995

EVENTS • MEETINGS

Friday, January 20, 10:00 am and 1:30 pm
Auditorium, Jordan Hall
Preventing Sexual Harassment Workshop

Monday, January 23, 12:10 pm
Sawdust Cafe
Aerobics/Fitness Class for all employees

Wednesday, January 25, 12:10 pm
Sawdust Cafe
Aerobics/Fitness Class for all employees

Thursday, January 26, 12:05 pm
Room A133, Barton Lab
Meeting of the Occasional Ornithologists

Friday, January 27, 12:10 pm
Sawdust Cafe
Aerobics/Fitness Class for all employees



OCCASIONAL ORNITHOLOGISTS TO MEET

The Occasional Ornithologists will hold their first 1995 Meeting on Thursday, January 26, at 12:05 pm, in Room A133 (seminar room), Barton Lab. Agenda items will include a video on birding and plans for the 1995 calendar. All are invited to attend! Bring your lunch if you like!

SEMINARS

HORTICULTURAL SCIENCES

Date: Monday, January 23
Time: 11:00 am
Place: Staff Room, Jordan Hall
Speaker: Junko Watanabe, Graduate Student
Department of Horticultural Sciences

Topic: The Evaluation of an Optical method to Estimate Leaf Area of Grapevines

ENTOMOLOGY

Date: Thursday, January 26
Time: 3:30 pm
Place: The Paul J. Chapman Conference Room (Room 310, Barton Lab)
Speaker: Dr. Charles Vincent, Research Entomologist
Agriculture Canada Research Station St. Jean, Quebec, Canada

Topic: Towards Better IPM Programs with Better Knowledge of Insect Behavior

Social interaction with the speaker at 3:00 pm.

Coffee and cookies will be provided. If anyone would like to meet with the speaker prior to the seminar, contact Joe Kovach (x209).

POLICIES, PROCEDURES & PEOPLE

Congratulations to Steve (FRU) and Nadine Gordner on the birth of son, Steven Joseph, January 18, 1995. Stephen weighed in at 8 lbs. 15 oz.

EMPLOYEE DISCOUNT FOR VEHICLE SERVICING

Arrangements have been made with Geneva Easy Lube, 638 West Washington Street, Geneva, for Station employees to receive a significant discount if they wish to take their vehicles to this establishment for oil changes and lubrication. The regular fee charged customers is \$22.95. Station employees, simply by showing either their Cornell identification card or their Station employee card, will pay \$16.95. Services provided for this fee include: lubrication, oil change, new oil filter, a safety check, check air filter, check differential, check all fluids, radiator weather checked, check tire pressure, and clean windshield. These services are provided in 10 minutes, and no appointment is necessary.

CLASSIFIEDS

BARGAIN SKI TICKETS: Ski at Bristol for only \$11 on Sunday, Jan. 22, 5-10 pm. Rentals available for \$8, and lessons for \$5. Proceeds benefit Bristol Mt. Ski Patrol. Tickets must be bought by Jan. 18. Call Jennifer at 789-2126.

LOST: Set of 6 or 7 keys on key ring with red rabbit's foot. If found, call Ging at x245.