

CORNELL
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STATION NEWS

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OCTOBER 11-18, 1996

BRIEFS

MATT'S MAIL BAG

The Post Office is now offering a new service called "Global Priority Mail Service." Rates are less than International Express Mail and your package will reach its destination in 4 to 7 days depending on the country. Listed below are the prices for Flat Rate Envelopes (up to 4 lbs) using this service:

Envelope Size	W. Europe & Canada	Pacific Rim
5" x 9"	\$3.75	\$4.95
8-1/2" x 11-1/2"	\$6.95	\$8.95

Call the mailroom at x251 for more information.

USED BOOKS WANTED

It's time to do your annual book shelf cleaning! The Library will be accepting book donations on November 6, 7 and 8 for the annual Station Craft Fair and Book Sale. **No magazines please.** For every three books you donate, you will receive one free!

OUTSTANDING EMPLOYEE
NOMINATIONS BEING SOUGHT

This year's

Outstanding Employee of the Year will be announced at the November 8 Station Club Banquet.

Send your letter of nomination to Al Fairbrother via campus mail or E-mail (arf2@nysaes.cornell.edu) by Friday, October 18.

It's an easy way to give that co-worker a well deserved pat on the back.

WAY IN FOR PHOTOGRAPHY AND
VIDEOGRAPHY

Robert Way has been appointed full-time Photographer / Videographer in Communications Services. He joins Joe Ogrodnick in the Barton Photolab where he will provide the Station with expertise in video production and editing; portraiture, public relations and news photography; and B&W darkroom development.

"We are very happy to have Rob aboard," said Linda McCandless, Director of CS. "He is very capable and comfortable with both traditional and digital platforms, and has considerable skills and experience with both silver halide and electronic image capture and manipulation. We expect him to help us navigate the ever-changing world of visual technology."

Rob has 17 years of experience in audiovisual production and management. He is experienced with 4x5, 2 1/4, and 35 mm format cameras, as well as the DCS 420 digital camera, and S-VHS, VHS and Beta video cameras.

"What really excites me about the job is the opportunity I will have to apply my skills and abilities to help with the mission of the Experiment Station," said Rob. "I am accustomed to providing visual support for the commercial world, but there it is all dollars, cents, and bottom lines. Here, I feel like I will be documenting scientific work that will ultimately benefit mankind. That's pretty exciting."

After spending several hours in the various Station departments getting the "farm to fork" research tour from department chairmen, Rob was impressed by the high level of technology and research, and the friendliness of the people he met.

"I've never even thought about rearing great quantities of insects, before," he said, "how to take photos in a flight tunnel, or what a gene gun might actually look like." He was also quick to comment on the different lighting problems in Station environments where photographs might be required, like greenhouses, various laboratories, the pilot plant and raw products building, and outside in the orchards and fields.

"I hope we will be able to streamline certain processes and that I will be able to incorporate some of my digital skills as we move from traditional darkroom photography to chip-based imagery, QuickTime movies, and beyond."

"More importantly, though," he said, "everywhere I go, people say this is a great place to work."

For the last two years, Rob has worked at Visual In-Seitz, Inc., a Rochester-NY based public relations firm where he was responsible for the production of video and multimedia projects and digital and traditional photography for industrial clients like Kodak and Xerox.

(Continued on page 2)



(WAY, Cont.)

In video, he was responsible for all aspects of shooting, directing, and editing, using the Mac-based iMix VideoCube digital editing system. In multimedia, he worked in both traditional and electronic platforms, with experience in Persuasion, Powerpoint, and Adobe Photoshop. In photography, he did traditional product, portraiture, and location photography as well as digital capture for use in electronic presentations.

Prior to his work for In-Seitz, Rob worked for five years for Imagesmith Inc., where he was responsible for all photography in support of audiovisual presentations, and the production and creation of computer graphics. Before that, he spent three years as a studio photographer at Lanpher Productions in Norfolk, Va., specializing in layout, design and lighting of product photography for use in print ads, brochures and corporate reports.

Rob also spent seven years in the U.S. Navy, where he was a video, motion picture and multi-media photographer, as well as audio engineer. He documented peace-keeping missions in Lebanon and Greece for CombatCamera, and helped establish photo labs at Navy sites. He graduated from Naval Photographic School and Naval Motion Picture School in 1979.

Rob, his wife, Mary, and two children, Elizabeth and Lauren, have lived in Gorham for the past six years.

NOTE FROM JOE AND ROB—Although the photolab in Barton is again up to full strength there is still a backlog of jobs (especially black and white printing). We ask those of you who this might affect to please bear with us a little longer. We hope to be caught up no later than next week.



*Station Club
Holiday Party*
.....
*Saturday,
December 14*

*in the Jordan Hall
Auditorium*

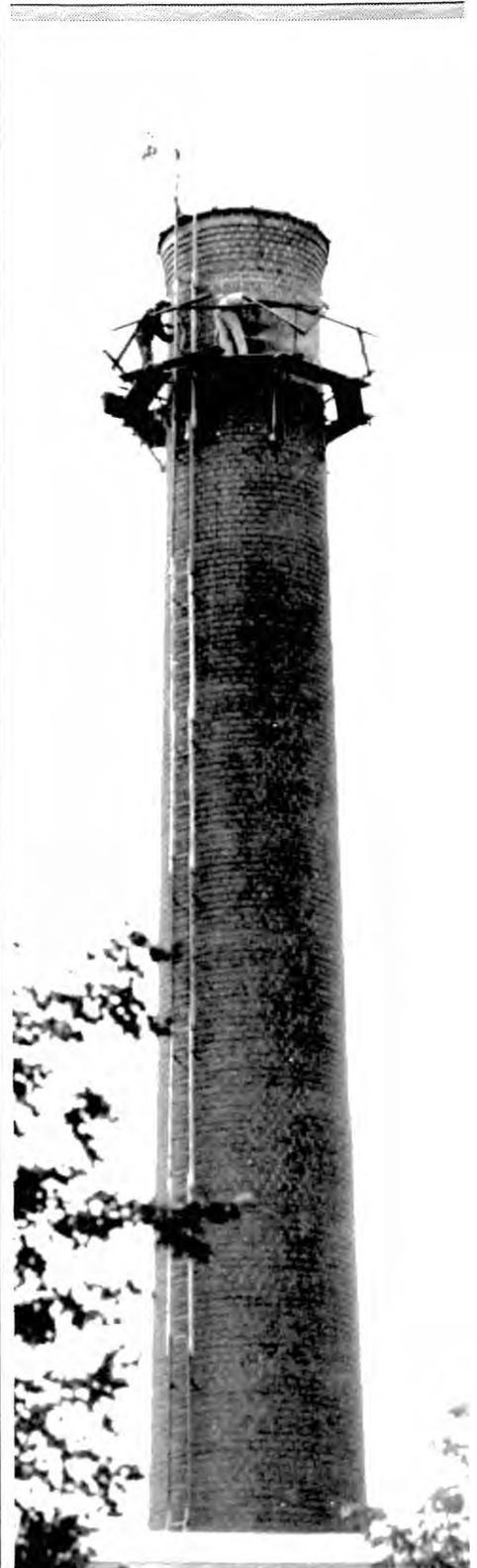
*Station
Craft Fair
&
Book Sale*

*Saturday, November 9
in the
Jordan Hall
Auditorium*

Bonnie Carney's Retirement Dinner

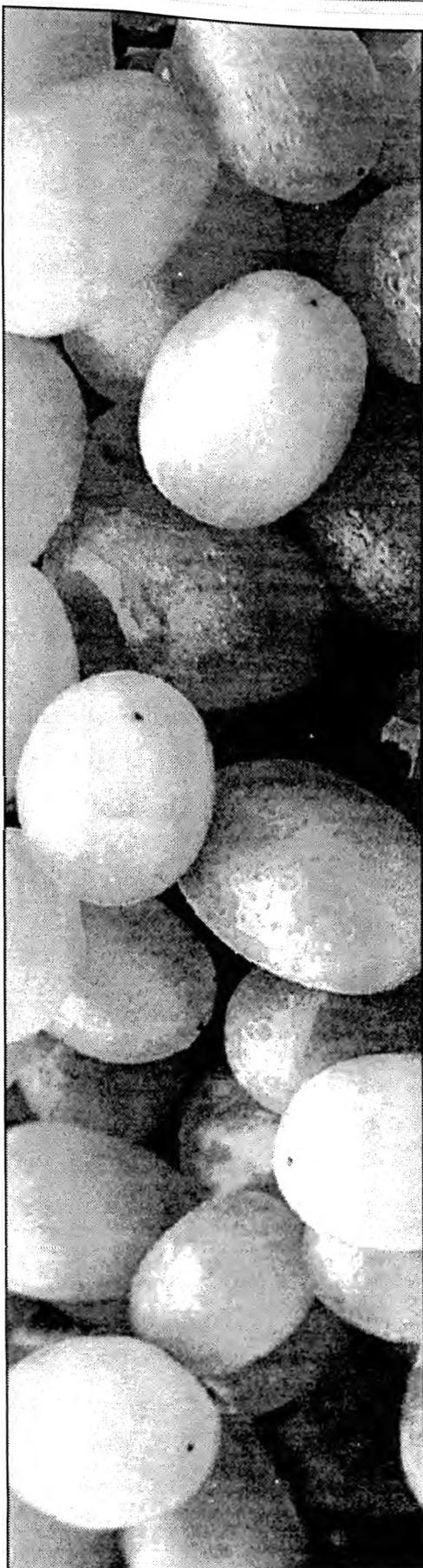
October 25, 1996 • Holiday Inn in Waterloo

See last week's News for sign-up form or call Nancy Staton at x323.



A Bird's Eye View

Workers from International Chimney are busy repointing masonry and installing metal reinforcement rings on the heating plant chimney. Work is expected to be completed by the end of the month.



IN SUPPORT OF CCE WEEK: Oct 6-12: Contributing to New York's Economic Vitality

Why are there vineyards in New York? and What do they do with all the grapes?

Extension programs in Cornell's Department of Food Science & Technology at the GENEVA Agricultural Experiment Station are helping roadside farm stands, small and large wineries, and large juice processors make high quality products from grapes that please the consumers and are safe to consume. By supporting product development and quality control, Food Science extension programs help New York businesses make products that find buyers. This value-added processing is what keeps grape growers in New York State in business, and why we see vineyards along Lake Erie, in the Finger Lakes, in the Hudson Valley, and on Long Island.

Uses for grapes:

- **Grape Juice**—The majority of the grapes (about 60%, approx. 100,000 tons, mostly Concord and Niagara) grown in New York State are used to make grape juice.
- **Wine**—The next largest portion of grapes grown in New York are used for making wine (40-50%, about 80,000 tons).
- **Berry Pies**—Very small quantities of Concord grapes are used for grape pies.
- **Grape Jelly**—More grapes are used for jelly than pies, but since they found that high fructose corn syrup with a little bit of Concord grape juice makes acceptable grape jelly, fewer grapes are used to make jelly.
- **Barbecue Sauces, Salad Dressings, Wine Vinegar**—Very small quantities of grapes are used in these commodities.
- **Table Grapes**—Some New York grown grapes are sold as table grapes (approx. 5%).

New York State has ideal growing conditions to produce wine grapes of outstanding quality. The task of the Wine Extension Program at Geneva is to provide advice on selection of wine grapes for particular areas and to help produce wines that showcase the best flavors of New York grapes. In collaboration with Viticulture Research and Extension Programs, we evaluate wine grape cultivars and growing techniques. In our Pilot Winemaking Program, and with collaborating wineries, we test juice extraction and fermentation techniques that enhance desired wine flavors and minimize undesired flavors.

The Cornell Wine Analysis Laboratory assists wineries with analysis of grape juice and wine for quality control and for product development. In annual workshops, small group meetings, and personal visits to wineries and many phone conversations the wine extension staff (1.1 persons) provides information about product development and current research to New York wineries.

New York wineries (106) buy grapes at a farm gate value of approximately \$41 million. They turn these grapes into products worth more than \$500 million.

The wine industry plays an important role in New York's economy directly through jobs in wineries and vineyards and indirectly through jobs for industry suppliers and in tourism. Over \$3.5 billion was added to New York State's economic activity in 1992.

THIS WEEK'S CALENDAR

OCTOBER 11-18, 1996

EVENTS/MEETINGS

Tuesday, October 15, 10:30 am
348 Morrison Hall, Ithaca
CALS Department and Section Chairs' Meeting

Tuesday, October 15, 3:00 pm
Duff Dons Jordan Hall
Geneva Faculty Meeting

Thursday, October 17, 6:00 pm
Club 86, Geneva
Don Lipker—Charlie D'Amico—Tom Bryan Retirement Party

SEMINARS

HORTICULTURAL SCIENCES

Date: Monday, October 14
Time: 11:00 am
Place: Staff Room, Jordan Hall
Speaker: Goetz Reustle
Visiting Scientist from University of Hohenheim
Topic: Grapevine protoplasts: regeneration and investigations on somaclonal variation

FOOD SCIENCE & TECHNOLOGY

Date: Tuesday, October 15
Time: 10:30 am
Place: Food Science Conference Room, 2nd Floor
Speaker: Gurbuz Gunes
Graduate Student, Food Science, Geneva
Topic: Modified Atmosphere Packaging of Minimally Processed Potatoes



DEADLINES

- **Thursday, October 17**
Apple Research and Development Program (ARDP) progress reports due in Director's Office.
- **Monday, October 28**
Snap bean progress reports, summaries, proposals due in Director's Office.

STATION • CLUB BANQUET

FRIDAY NOVEMBER 8

CLUB 86

Social Hour
6:00 pm

Dinner
7:00 pm

Music by
Nick Lite



This year's banquet dinner prices are the same for members and non-members.

- Broiled Fish \$17⁰⁰**
- Prime Rib \$21⁰⁰**
- Baked Chicken \$15⁰⁰**
- Vegetable Lasagna \$15⁰⁰**

*See your Station Club Representative for tickets
Deadline to buy tickets is Friday, November 1*

CLASSIFIEDS

FOUND: Jackknife found on the southwest corner of Hedrick Hall. Claim at Room 101, Hedrick Hall.

FOR RENT: Ten-minute drive from Station. Unfurnished modern country four-bedroom house with 2-car garage. Includes washer, dryer, range, refrigerator, dishwasher, and microwave. Available October 1. Call 789-0770.

FOR RENT: Furnished room to non-smoker. Use of kitchen and laundry. Separate bathroom; garage. Must supply own linen, towels, etc. South Main St. (near HWS), 1 1/2 mi from Station; available immediately. \$275/month. Call 789-3226.

The First Stationwide

Wallyball Tournament

Starting on Monday, October 21
Hobart Field House

Everyone's welcome!!

Registration form available from department representatives:
Food Science: Andrea Su
Hort Science: Steve Chite
Plant Path/Entomology: Alvaro Gaitan