

# ALS NEWS

Agriculture and Life Sciences

December 1995

## Lure of the Vampires

**Intrigued by the vampire bat's sole dependence on blood for food, an ALS graduate student keeps a colony of these cuddly, yet bloodthirsty, creatures in Corson Hall.**

**C**laudia Coen '90 takes exquisite care as she pours the defibrinated blood from the Snapple bottle into four sections of an ice cube tray. Each day at noon she carries this high-protein diet to the vampire bats caged within a secured room in the central core of Corson Hall.

She mustn't lose track of the schedule, because the animals can survive but 36 hours without a meal. Nor can she be cavalier about what's on the menu. These shy, intelligent creatures are fussy eaters indeed, dining on the same thing day in and day out. Even the slightest variation will cause them to sicken and die.

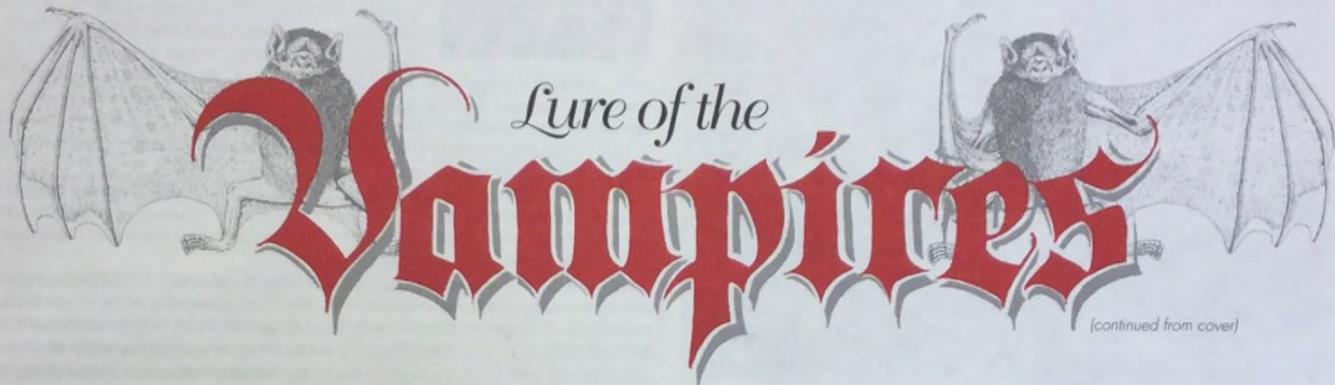
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# ALS NEWS

## Agriculture and Life Sciences

A Publication for Alumni and Friends of the College of Agriculture and Life Sciences at Cornell University/December 1995



(continued from cover)

It's this dependency on a singular food source that intrigues Coen, a graduate student specializing in nutritional physiology and ecology in the Section of Ecology and Systematics. So piqued is her interest that she's broken her vow to never again work with anything that is nocturnal and hazardous to her health. (She made this self-promise after a year in the wilds of Alaska evaluating the effects of the Exxon Valdez oil spill on Harlequin Ducks and salmon.)

But Coen was hooked once she heard another graduate student's casual remark: "We feed cow blood to the *Diamesus* six days a week, then we put them with live chickens once a week—otherwise they get sick and die." The chickens, incidentally, are not adversely affected.

She couldn't stop asking herself, "What is there in chicken blood—where the major component is water, the next largest one protein, and practically no fat—that the bats must have every week to live?" recalls Coen, a diminutive 31-year-old South African-born woman who had returned to graduate school intending to study cheetahs.

Coen is the only person who currently studies blood as a source of nutrition (she

points out that humans, including the British and the Masai, eat blood in small quantities), and vampire bats are the only mammals in the world for whom it is their mainstay. But her work has import beyond determining what makes a well-balanced diet for three bat species. These nocturnal predators have been troublesome to humans for more than 450 years.

*These stealthy creatures don't drink enough blood to harm their prey, but they can transmit a host of deadly diseases, among them rabies, salmonella, and equine encephalitis. Vampire bats are a serious agricultural pest for the cattle and poultry industries in South America.*

Among the earliest accounts of vampire bats is one from conquistador Francisco de Montejo who, during his conquest of the Yucatan in 1527, complained of bats bleeding his horses and his troops. Indeed, since

the Spanish came to the New World, vampire bats have been vilified as a plague to livestock and humans. Not that being dinner for one is in itself problematic. Human accounts describe the bat's bite as less bothersome than a mosquito's, albeit a whole lot bloodier because an anticoagulant in the bat's saliva causes the wound to seep for several hours.

While these stealthy creatures, no bigger than field mice, don't drink enough blood to harm their prey, they can transmit a host of deadly diseases, among them rabies, salmonella, and equine encephalitis. Vampire bats are a serious agricultural pest for the cattle and poultry industries in South America—with cattle losses alone exceeding \$40 million annually. What's more, the

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### Its Reputation Is Worse Than Its Bite

Coen's hens are monitored by veterinarians. Blood samples indicate they have neither contracted diseases nor become anemic. And they continue to lay eggs. Their role in the bat studies appears to cause them no distress—one chicken, in fact, often beds down and dozes contentedly while the bat feeds from its leg.

Human accounts and observations of Coen's chickens attest to the fact that the bite of a vampire bat is worse in the imagination than in experience. Here's what Coen sees in her lab once a week:

"First the bat chooses a wound site. In the case of the chickens, it's often the nape of the neck or the comb (in people it's generally the toes of someone in a deep sleep). Then it licks the wound site for a long time to clean it. This licking also seems to act like an anesthetic. Then it bites out about an eighth of an inch chunk with teeth so sharp it's like being slit with a kitchen knife.

After the wound has bled for a while, the bat puts its tongue in and lolls it around the wound, and in doing so, injects an anticoagulant so the blood won't clot. Then it will hang out and lap up the blood like a dog, one drop at a time, its grooved lower lip and specialized tongue acting as a funnel. Soon after the bat has finished, the anticoagulant wears off so the chicken (or person) doesn't bleed to death."



Photo by Frank O'Brien

**BATWOMAN:** Coen genuinely cares about the bats who have a social organization thought to be on the level of primates. They hang together, play with exuberance, groom each other, and will even regurgitate up their own food to give to a member of the colony who hasn't found a meal.

## Lure of the Vampires (continued)

most common species, *Desmodus rotundus*, has undergone a population explosion.

"The rise of the cattle and mining industries provides optimum conditions for these animals to thrive, giving them food on the hoof and plentiful roosting sites," Coen explains. "Because of the diseases they carry, their numbers increasingly threaten agriculture and the human population. In turn, the bats themselves have become threatened with local extermination."

Previous attempts to control vampire bats—to trap, poison, bomb, electrocute, and infect them with viral diseases—although ingenious, have been unsuccessful while posing dangers to other species who share the bats' habitat. Given that vampire bats transmit disease through their mode of feeding, the only answer to developing an effective control strategy lies in understanding their diet.

Getting a firm handle on the nutritional requirements of vampire bats is also a must for the public to develop an appreciation of



**NEW FLAVOR:** The bats' refrigerator is stocked with cow and chicken blood. The amount here will feed the bats for 120 days.

these unique creatures. While there are between 850 and 1,000 kinds of insect, fruit-, and meat-eating bats, the vampires are unique: they subsist solely on blood.

Yet few zoos keep them anymore because nutritional deficiencies and food contamination caused high mortality rates. Coen has the only known living colony of *Diaemus youngi* in captivity outside of Latin America. When her studies are over, she hopes to pass them on to a zoo along with a detailed feeding protocol.



*Vampires are long-lived and fertile. One female in captivity was caught by a researcher 26 years ago and may be more than 30 years old. In the wild, females have one young each year or every other year.*

"These animals have been given such an awful name," Coen says, "yet it comes from legends that predate their identification by thousands of years. And even more curious is the fact that vampire stories are prominent in the cultures of India, Africa, and Europe—countries where the animal has never even lived. So all over the world they're thought to be such villains, but really they're not. People need to be exposed to them, and the place where that can happen is zoological parks."

Despite their dicey reputations, vampire bats have much to distinguish themselves.

The strikingly appealing *Diaemus youngi*—a non-scientist might even think them cuddly—have a social organization thought to be on the level of primates. No longer than a business card and weighing a little more than as a first-class letter, these brown-furred creatures with white-tipped wings live in groups numbering from a pair to more than 2,000. They hang together, play with exuberance (by chasing, huddling, and wrestling), groom each other, and will even regurgitate up their own food to give to a member of the colony who hasn't found a meal, making this sacrifice today knowing the same would be done for them tomorrow.

When one of their number is even momentarily removed then returned to the cage, they greet each other both vocally and through a ritual of pressing their noses into the other's armpits and wrapping their wing membranes tight around in a "hug" of welcome. Although shy of strangers, the *Diaemus* now greet Coen in the same way.



*Diaemus is one of three kinds of vampire bats; they were not discovered and named as a species until 1893. Little natural history information exists about Diaemus, so anything Coen writes about them will be a new contribution to the field.*

"When I enter the room, they'll come forward in the cages and answer back when I talk to them with a high-pitched sound made by sucking through my teeth. If I put my hand into the colony, they'll nuzzle their noses between my fingers in greeting."

Too, vampire bats are metabolic wonders. Once set to lap up their meal (they lap like a dog, not suck as folklore would have it), they consume 50 to 100 percent of their body weight in blood within half an hour. As with other small flying animals—other species of bats and birds—they would be expected to have a high metabolic rate; but to the contrary, vampire bats have low metabolic rates. And although they live in hot, moist regions of the world, their kidneys conserve water in the same way as desert animals.

At present, Coen has four *Desmodus* and five *Diaemus*, whose cages share the same quarters as those of the four chickens who provide a once-weekly meal.

"In the wild, the *Diaemus* live in trees around the chicken rookeries, so the animals here aren't distressed being in close association with each other," Coen explains. Nor do the chickens mind being blood donors. "They're checked out by a representative from the university's Center for Research Animal Resources once a week and are doing fine. The bats look great, too. Everyone seems quite happy," Coen points out.

Soon she will be off to Venezuela in search of the elusive *Diphylla ecaudata* (which are solely avian feeders—no cow blood for them—but about which little else is known) and to increase her colony size to 10 bats of each of the three species. While there, she'll use a metabolic chamber she designed to conduct experiments comparing the nutrients the bats assimilate from diets in the wild with nutrients from diets provided in captivity.

Once safely at home in Corson Hall, the bats will undergo three years of experiments designed by Coen to determine how they assimilate and digest blood, as well as the composition and handling of various blood diets—mammalian versus avian, fresh versus frozen, defibrinated versus citrated. By using a biochemical, nutritional, and physiological approach to a wildlife control problem, Coen has her eye firmly

## Message from the Dean

### First Impressions: Cornell Is Complex, Top Quality



Greetings from Ithaca! I have settled into my new office in Roberts Hall and thought I would use this introductory column to give you my first impressions and also to indicate some of the things that we will be working on this coming year on campus.

During my interview process for dean, I received a lot of material on the college and Cornell. My first impression is that regardless of the amount of paper written describing Cornell and its intricacies, there is no way that paper alone can fully describe this venerable and complex institution. The College of Agriculture and Life Sciences is, as you know, in the middle of Cornell—figuratively and literally. It has a marvelous array of

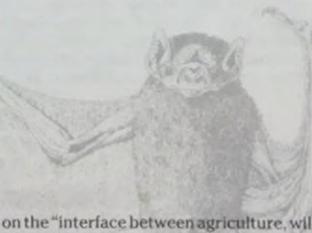
programs from the basic sciences to the applied sciences in the fields of agriculture, biological sciences, food science, nutrition, environmental sciences, and social sciences. It also has centers that provide tentacles into every facet of the university. In future columns, I hope to explore the variety of programs that the college helps support throughout the university.

My second impression is that Cornell stands for quality. The ALS faculty, students, alumni, and staff are at the forefront; they are aggressive, committed, articulate, and industrious. With those characteristics, it is no wonder that Cornell and Cornellians have such a marvelous reputation for quality.

My third impression is that the college's strategic planning activities during the past three years have been well done and will help us immensely in the future. In this process, the college identified its six pillars: 1) agriculture, 2) biological sciences, 3) food and nutrition, 4) environment and natural resources, 5) community and rural development, and 6) international programs. Having identified our major program areas, the next step in the planning process is to identify the specific elements that support those program areas. Those elements include faculty and activities that will undoubtedly cut across department lines. Consequently, this coming year we will identify those elements, describe them, and ultimately assess their strengths. This information will enable us to make better decisions regarding the allocation of resources and our investments for the future. During this process, it is essential to engage the faculty, staff, alumni, clientele groups, and students. You can expect to hear more about this as the year progresses.

Finally, I truly look forward to meeting you in your home territory. I have asked Dick Church and his staff to plug me in to your activities locally and regionally. I look forward to hearing many of the wonderful stories about your experiences with Cornell and the College of Agriculture and Life Sciences. I wish you all the best for the remainder of 1995 and a successful 1996.

Daryl Lund, Dean



on the "interface between agriculture, wildlife, and human beings," as she puts it.

"Interaction between humans and wildlife is essential for the preservation of both us and them," Coen points out. "What we must learn is how to manage people, people's animals, and wildlife so that none becomes a threat to the other."

Melita Winkler

The bats are heat and light-sensitive, so photographs for this article were taken in relatively low light, accounting for the graininess of the images.

[Bat illustrations on pages 1 and 2 by Randy Babb from the book by David E. Brown, *VAMPIRO*, published by High-Lonesome Books, Silver City, N.M. 88062.]

## Office of Academic Programs Staff Changes

Donald R. Viands, professor of plant breeding, was named associate director of academic programs for the College of Agriculture and Life Sciences, succeeding Elizabeth Oltenacu who returned to the Department of Animal Science after eight years in this position. Viands has previously served as advising coordinator for plant sciences, graduate field representative, and faculty career representative for the Department of Plant Breeding, serving as liaison to the Career Development Office.

Lisa A. Ryan, previously senior associate director of student services, has been named director of counseling and advising, filling the position held by Donald C. Burgett '62. Burgett, who retired in August after 28 years of service to the Office of Academic Programs, had served as director of student services, a position he held since January 1972.

Bonnie R. Shelley has been named assistant director of advising and counseling. Previously clinical director of Ithaca Rape Crisis Center, she brings additional strength in advising and counseling to the office, particularly in stress-related areas.

In the admissions area, Jody S. Sanford '94 has filled the position of assistant director of admissions, left vacant by Gabe Auble '92, who returned to graduate school at the University of Miami. Sanford has previously served as assistant director of admissions at Marist College in Poughkeepsie, N.Y.

# Charlie's Angles

Cornell's lobbyist in Albany uses wit and gusto to get funding for vital college programs.

Although he's been clocked at more than 200 words a minute, Charlie Kruzansky couldn't be accused of being a fast talker. For five years now, Kruzansky has been Cornell's man in Albany. While he may know the lingo, know the turf, know the ever-changing cast of characters, he says it really comes down to this:

"I have no qualms about asking policy makers and legislators for money for the college because we use state money so effectively. Compared to virtually everything else the state funds, we stack up extremely well."

Although Kruzansky was recruited as the university's lobbyist from his staff position on the Assembly Ways and Means Committee because he "knew Albany," it's how well this graduate of Johns Hopkins and Columbia has come to know Cornell that gives him the edge.

*Matchmaker is a more apt term for Kruzansky's style than magician or power broker. The only trick to his trade is knowing how to get the right information to the right people at just the right time.*

"In this job, you have to be interested in each thing that comes along, whether it's a solid waste combustion institute or nutrition programs for urban kids," he says. "because in the college, we have people who care very deeply, who've put their whole lives into researching or teaching about these subjects."

So while he does pay attention to operational matters (pensions, salaries, funding for a new research center, and the like), he also helps the faculty here to know what's on legislators' minds and how they can educate them.

Matchmaker is a more apt term for Kruzansky's style than, say, magician or power broker. Although he does absent-mindedly tug at his cuffs while talking, he has nothing up his sleeves.

"We don't give campaign contributions, host fancy dinners, or provide box seats at ball games," Kruzansky says, even though other higher-education lobbyists indulge in such practices freely. What Kruzansky does provide is information—plenty of it and with wit and gusto. The only trick to his trade is knowing how to get the right information to the right people at just the right time.

Kruzansky is quick to discover the interests of newly elected legislators. He's been known to pay a call on their very first day. "On the first day at work, nobody has any-

thing to do, so you can really monopolize their time," he says.

"Beyond telling them about what we do, you can help them out with a lot of mundane insider stuff. Those couple of hours, which, at the time, really benefit them more than us, can be the beginning of a great relationship." While he's courting the newcomers, he's also methodical in staying on top of incumbents' changing interests. Once a match is made between campus and Albany, however, he bows out.

Take Food Science Professor Joe Regenstein. "From time to time, he'll e-mail me that he's working with a few legislators on something having to do with kosher foods," Kruzansky explains. "I'm never at those meetings. Once I've made the initial contacts, Joe develops the relationships on his own. The more of those direct connections we can have, the better."

Kruzansky keeps the flow of paper going, too; he sees to it that *Dairy Markets and Policy*, put out by Andrew Novakovic, chair of the Department of Agricultural, Resource, and Managerial Economics, is sent to any and all with an interest in agricultural policy.

He arranges tours of college facilities and hosts formal briefings for state policy makers on issues ranging from aquatic research on Oneida Lake to new food products being developed by faculty in the Department of Food Science.

All so that when people say, "Boy, look at the money that goes to the ag school," the college never has to fend off questions like, "Is it too much money?" "Is that a good place to send it?" "Do you think they'll do a good job?"

Keeping college staff up to speed is also fundamental to the game. He accompanies administrators on their Albany rounds and keeps that flow of information going. Before the dean goes into a meeting, Kruzansky might brief him on the person's previous jobs, what *not* to mention, and other such details.

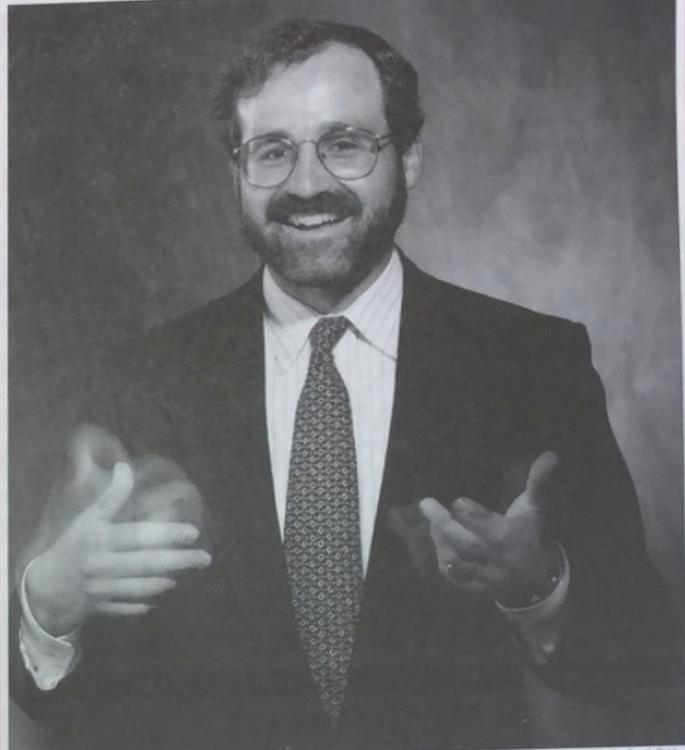
*He's been known to pay a call on legislators on their very first day because on the first day at work, nobody has anything to do, so he can really monopolize their time.*

On a typical day when the legislature is in session, Kruzansky has five scheduled and 12 unscheduled 10-minute appointments in various offices. Then he works the phones after hours, between 6:00 and 7:30 PM when offices are closed but the staffers are still there. "They don't mind these calls if they know you," he says.

Even when in his reconnaissance mode, he endeavors to give as much as he gets. "I



**TOUR GUIDE:** During a tour of campus for key state legislators, Assemblyman Edward Sullivan (left), chairman of the Higher Education Committee, talks with Kruzansky and Prof. Joe Regenstein who put on a lunch featuring new, innovative, and ethnic foods using underutilized species of fish.



**MAN ON THE MOVE:** Kruzansky says that you can have a deal with somebody one day, then no deal the next, and there is nothing you can do about it.

try never to let it be just me telling them what I need," he explains. "I always try to tell them things they don't know, but are helpful to them. It might be that the governor has just reapropriated certain money or that their counterpart in the Senate is really a good guy even though he comes off as gruff."

Recognizing that the players are in a constant state of flux pays off. "A lot of the old-time lobbyists only deal with people currently in power and those whom they know very well," he points out. "We endeavor to have good relationships with people on all levels. People in low-level jobs will move around, work their way up, and when their time comes, we'll have known them for years."

All of Kruzansky's labors occur under the ever-present shadow of the state budget, because that's most of what the legislature does these days. This year the budget passed on June 7, 68 days late. By early July, the wheels were in motion again with an eye toward next year's deadline, officially April 1.

Thirty-nine percent of the college's budget comes from the State of New York. Funds pass through two channels: the State University of New York's operating budget, of which the college is 4.5 percent (the university is 10 percent), and through various departmental budgets, such as

the Department of Agriculture and Markets and the Department of Environmental Conservation.

This year the bulk of Kruzansky's time was spent on the SUNY budget. "We asked only for money to continue what we're doing," he says. "The list was smaller than ever, but everything on it was a priority."

Because times have become so tight, SUNY threatened to double the cut normally assigned to the university. Cornell's response was two-pronged: "We appealed to our own representatives, Assemblyman Marty Luster and Senator Jim Seward, and to a slew of other friends in the legislature and the governor's office to make the overall SUNY budget better, but also said, 'By the way, while you're at it, don't let SUNY single Cornell out for inordinate budget cuts.'" It worked. In the end, the loss of SUNY funds to Cornell's statutory colleges was \$5 million instead of the threatened \$15.3 million.

"There are times when the budget is getting done, everything is coming together and you know there are 85 separate meetings and three people you'd like to talk to all at once, but they are in different places," he says. "Sometimes I feel I could be more effective if I could just move faster or maybe speak faster." On this one, trust me, as Kruzansky would say, he's not kidding.

Melita Winter

## New Players

"The orchestra is tuning up. There's a completely new conductor and all the principals are different. We're going to play a new piece of music by a composer no one has ever heard of. Do we have any rehearsals? None scheduled."

—Charlie Kruzansky

Many of the lawmakers in Albany were new this year. The governor changed, the senate majority leader is new, the speaker of the assembly has been there but two years, a lot of the committee chairs are different, and all commissioners are different. This new set of players wants to put its own imprint on things.

There are 211 members in the state legislature, 25 people in the governor's office, and 200 people in staff positions in the legislature and the agencies who Kruzansky needs to keep in touch with.



# FACULTY UPDATE

## Galton Named Weiss Fellow



David M. Galton, professor of animal science, was "selected from among those members of the (university) faculty who are the most effective, inspiring, and distinguished teachers of undergraduate students" to be named by then-President Frank H. T. Rhodes as a Stephen H. Weiss Presidential Fellow.

Galton was nominated, in part, for his leadership in "revising and reorganizing the dairy production and management courses into a more attractive curriculum." He initiated the Dairy Management Fellows Program in 1984 as a "capstone" course to enhance the Dairy Herd Management program. The course is recognized, as "one of the most progressive, in-depth programs in the country."

Galton is known for the interest he takes in his advisees, for the energy he pours into the agriculture fraternity Alpha Gamma Rho (he has been its adviser since 1983), and for the outstanding track record the Cornell Cattle Judging team has garnered as a result of his coaching.

Candidates are nominated by juniors and seniors, faculty or staff; decisions are made by the president. The awards of \$25,000 each over five years are named for the chair of the board of trustees, Stephen H. Weiss (Cornell class of 1957), who endowed the program in memory of his own weekly discussions as an undergraduate student at the home of a man he remembered as a great teacher—former political science Professor Clinton Rossiter.

Galton will use the \$5,000-year award for student scholarships and travel for students to New Zealand farms.

## ALUMNUS PROFILE

### David O. Marguleas '83

#### Newspaper Life Is Like A Bowl of Cherries

Former correspondent for the *New York Times* leaves the world of journalism behind to market fancy fruits and vegetables—and he says the two careers are remarkably similar in some ways.



Did the lessons David Marguleas learned in his food marketing courses prepare him to become a senior vice president for Sun World International, a worldwide marketer of nearly 75 fresh fruits and vegetables? Well, not exactly. It was the time he put in as a reporter for the *Cornell Daily Sun*.

Marguleas spent four years with the *Sun*; he'd later work for other papers, among them the *New York Times* and the *Bakersfield Californian*, before joining the family firm.

"I've always enjoyed the art of translation, the ability to help people better understand things," Marguleas says of what drew him early-on to journalism. "Bakersfield and Manhattan are worlds apart physically and mentally. Working for these two papers forced me to look at things as their two very different readerships would. It was a solid training ground for learning how to present information powerfully—whether it's the vote taken at a city council meeting or a new variety of seedless watermelon."

About 10 years ago he left those city council meetings behind and turned instead to tomatoes—and table grapes and sweet red peppers. Marguleas didn't have to spend too much time boning up; his father and grandfather before him were founders of produce businesses. Working for Sun World, which develops and markets specialty products for upscale consumers, can be an all-consuming affair. Marguleas can't think of a single thing that holds his attention more than fresh fruits and vegetables—except of course his wife, Robin '84 (a former area captain for the ALS Alumni Association), and their two young children.

Agriculture, he says, "is an extraordinarily vibrant and dynamic industry to work in. We deal daily with extreme weather conditions, with new pests, with oversupply situations, and undersupply ones (this spring's rain wiped out 40 percent of the summer fruit crop, which threw a curve ball at their marketing plan). All of which inject an exciting and challenging set of circumstances for us," he points out.

In his early days with the company, Marguleas put his creative energy to work introducing new products. "I enjoy creating something, developing a concept, and adding value to it by packaging it intelligently and making sure people understand its benefits. Then I promote it aggressively," he explains.

Now he spends about a week a month on the road visiting some of the 700 growers who produce Sun World products. Much of the rest of his time goes to the research and development side and to the company's patent and trademark activities. "The name of the game," Marguleas says, "is to turn the commodity orientation (a pepper is a pepper is a pepper) on its head by improving some of the fruit's or vegetable's characteristics and brand labeling it. Voilà, the Le Rouge Royale—an elongated, bright red, sweet pepper bearing a little sticker identifying it as a Sun World product.

Wherever he travels—to all 50 states and 30 foreign countries—Marguleas can find Sun World products. And he clearly takes great pride in them. But does Marguleas personally observe the nutritional mantra of the 90s, "strive for five"? "I come pretty close," Marguleas says, referring to eating the recommended five servings of fruits and vegetables a day. "I am trying!"

Melita Winter

**Dale E. Bauman**, the Liberty Hyde Bailey Professor of Animal Science, received the Council for Agricultural Science and Technology's Charles A. Black Award for his research in nutrient regulation during lactation, growth, and pregnancy of dairy animals. Bauman was one of the first to suggest that bovine somatotropin (bST) could be used to increase milk production and a leader in establishing its biological actions which led to synthetic bST becoming available commercially to farmers.

The Charles A. Black Award is presented annually to a food or agricultural scientist who has made significant scientific contributions to their field and who communicates the importance of this work and of food and agricultural science to the public, policymakers, and news media.

Bauman also recently received the Agriculture Alumni Award of Merit from the University of Illinois, from which he received his PhD in 1969.

**Robert B. Gravani MS '69, PhD '75**, professor of food science, received the 1995 Educator Award from the International Association of Milk, Food, and Environmental Sanitarians. The organization, whose mission is to provide food safety professionals worldwide with a forum to exchange information on protecting the food supply, grants this award annually in recognition of outstanding service in academic contributions to the area of food protection.

**Robert L. Plaisted '50**, professor emeritus of plant breeding and biometry, received the Empire State Potato Club Inc. Excellence Award. The award is presented annually to an individual whose work benefits the state's potato industry.

Plaisted is recognized internationally for his accomplishments in breeding disease-resistant potatoes; since 1966 he has released 12 new potato varieties. In addition, he is known for his dedication to all segments of the state's potato industry including growers, processors, extension personnel, and researchers.

## New Program and Department Leadership

In addition to a new dean, the College of Agriculture and Life Sciences has new leadership in several programs and departments. They are as follows: American Indian Program—Jane Mt. Pleasant '80, MS '82 replaces Barbara Abrams MS '84; Laboratory of Ornithology—John Fitzpatrick replaces Charles Wolcott; Cornell Plantations—Donald Rakow MPS '77, PhD '87 (acting) replaces Carl Gortzig '52; Department of Communication—Carroll Glynn replaces Royal Colle; Department of Plant Breeding and Biometry (Biometry Unit)—Carlos Castillo-Chavez replaces Charles McCulloch MS '80, PhD '80; Department of Plant Pathology—Steven Slack replaces William Fry PhD '70; and Department of Food Science and Technology (Geneva)—Mark McLellan replaces Karl Siebert.

## International Agriculture Changes

James E. Haldeman '65, who has been assistant director of the college's International Agriculture Program since 1982, was appointed associate director, succeeding Lawrence W. Zuidema MS '64, who retired January 1995. Named assistant director is Terry W. Tucker, formerly a faculty member at SUNY-Alfred College of Technology, where he had been chair of the Department of Agriculture and Horticulture since 1990. He is currently finishing his PhD in the Department of Education at Cornell, having done his PhD thesis research in the Philippines under CIFAD's program with the Visayas State College of Agriculture on Conservation Farming in the Tropical Uplands.

## STUDENT AWARD

**Marcus A. Streips**, a 1995 graduate of the Department of Agricultural, Resource, and Managerial Economics, received the outstanding undergraduate paper award of the American Agricultural Economics Association. Streips's senior honors thesis, which applied "chaos models" to the hog cycle, will appear in the December 1995 issue of the *American Journal of Agricultural Economics*.

## The Alumni Career Link

### Alumni Career Link Ready for Use by Alumni and Students

Since the ALS Alumni Career Link program began operation in May 1995, the response by students and alumni has been tremendous. Career Link is a database of alumni from across the college who have volunteered to assist ALS students and fellow alumni in exploring career options, finding summer or full-time employment, and researching graduate schools and professional degree programs. Here are some highlights of the program:

- The database contains 339 alumni members.
- Career Link has provided contact information on 237 members in its first four months.
- Career Link served 132 students and alumni of the college between May and September 1995.

The database is growing, but to meet the demand of alumni and students who want to use this system, we need more members. If you would like to become a member of the Alumni Career Link, please contact Sheri

Mahaney '86 at 607-255-9590 or by e-mail at [sfm3@cornell.edu](mailto:sfm3@cornell.edu). All alumni are encouraged to consider joining the program, but particularly needed are alumni who graduated from the following departments: animal science, communication, education, floriculture and ornamental horticulture, fruit and vegetable science, natural resources, and soils, crops, and atmospheric sciences.

If you would like to use Career Link for career exploration or a job search, please contact Sheri Mahaney at the numbers previously listed to obtain a "database search form." The Career Development Office staff can conduct a database search for you and send you the profiles of the alumni who match your criteria.

Much appreciation goes to the terrific alumni who have supported this program by volunteering over the past year. Keep up the good work!

The Alumni Career Link is co-sponsored by the ALS Alumni Association and the College of Agriculture and Life Sciences.

# Bon-Bon Voyage

Touring a British chocolate factory or a Tokyo fish market drives home the lesson that cultural differences dictate how food is marketed overseas.



**I**t's Saturday morning, New Year's Day 1994. Jennifer Min's dad has the pedal to the metal. The twosome must make it from Erie, Penn., to Washington, D.C., by 4:00 this afternoon. That's when the Washington Passport Agency's emergency office closes. If they're late, Jennifer will miss another four o'clock deadline. But that one's at 4:00 AM, the hour at the Tsukiji Fish Market when Tokyo's fishermen auction the day's catch.

"We were all set to fly to Japan Monday morning when Jennifer called to say she was on her way to Washington," says Gene German MS '59, PhD '78; recalling the tightest moment yet in taking the Food Marketing Fellows on their annual international field trip. "Back in September, I'd asked who among the dozen seniors didn't have a passport. I neglected to ask if the passports were current!" German is a professor in the Department of Agricultural, Resource, and Managerial Economics.

Jennifer Min '94 made it. The Japanese hosts, with a punctuality that typifies their culture, made certain that the 10-day visit, designed to familiarize students with the country's food system, went like clockwork. The travelers even joked among themselves, "If it's 3:16 PM, this must be the Snow Brand Milk Company!" But the emphasis on punctuality served to bring home a lesson German wanted these future leaders of the American food industry to understand: in the global marketplace, differences in culture dictate business practices.

*This international network opens the doors of multinational conglomerates, family-owned businesses, warehouses, and consulting firms to a carefully chosen group of undergraduates.*

"Students were extremely impressed by the Japanese organization and planning and their dedication to the task at hand," German says.

This year's up-and-coming expedition to Italy marks the fifth year that Food Marketing Fellows have traveled abroad. Spurred by a recognition that all businesses now operate globally, German and his departmental colleagues Associate Professor Edward McLaughlin and Extension Associate Debra Perosio have, over the years, developed a network of contacts around the world. They use this international network to open the doors of multinational conglomerates, fam-



Diego de Sola '95 looks at a recipe display in Sainsbury Supermarket in England.

Christine Stewart '95 stops at a cola display while touring Tesco Supermarket in England. She is now a manager of national brand procurement for Shurfine International, a cooperative owned by 48 wholesale food distribution companies throughout the world.

ily-owned businesses, warehouses, and consulting firms to a carefully chosen group of undergraduates.

Jared Konstanty '95 and Christine Stewart '95 were among those who went to the United Kingdom in January 1995.

Konstanty recalls how, fresh off the plane, they were met by representatives from Aldi, a supermarket chain with headquarters in Germany that is trying to gain a foothold in England. During breakfast the students heard about the history and structure of British food retailing and the company's position and growth. By dinnertime they had toured an Aldi warehouse along with several of its stores in the Birmingham area.

"That first day was awful," says Konstanty, now a marketing assistant in the bakery marketing department of Pepperidge Farms in Norwalk, Conn. "We were exhausted. All we wanted to do was go to bed, yet when you have the ear of a chief executive, you take advantage of that."

Konstanty found the warehouse tour particularly enlightening. "Aldi is considered a low-cost guru of the industry," he says, "and to see the way the company puts into practice all the theories we'd studied was really great."

For Stewart, the highlight was touring the CadburySchwepps chocolate factory—an unforgettable afternoon in Willy Wonka World. Seeing that huge production facility up close made her more realistic in her expectations of how quickly manufacturers can deliver products. Stewart has used this knowledge many times in her current job as manager of national brand procurement for Shurfine International, which is a coopera-

tive owned by 48 wholesale food distribution companies throughout the world.

"Now that I've seen all the steps involved in manufacturing, I know I can't demand a special shipment for tomorrow," Stewart says.

The Food Marketing Fellows toured six of Britain's leading retailers—one store was so huge that stepless escalators carried shoppers and their carts from one level to the next. They screened Coca Cola's European TV commercials and walked through Anderson Consulting's Smart Store Europe, among other outings. Some time off for fun (Konstanty won a karaoke contest in a pub one night) added balance to their days.

The international field trips taken each January to a different country provide plenty of time for students to talk to executives about the business culture of their respective countries. They hone their questions on industry executives right here at home during the fall semester preceding each trip. The Food Marketing Colloquium, a required course for all fellows, brings in executives from across the industry. All topics are fair game, from the nuts and bolts of their job to the application of a particular management theory to the meanderings of their own career path.

*They toured six of Britain's leading retailers, screened Coca Cola's European TV commercials, and walked through Anderson Consulting's Smart Store Europe.*

The colloquium continues spring semester and is capped off by a final trip in May to the Food Marketing Institute Convention in Chicago. There the fellows rub shoulders with CEOs and buyers from the nation's wholesale and retail companies as they taste the hottest-selling new food products and scrutinize the technological wares of 1,000 exhibitors.

"While it's a carnival-like atmosphere, it's also a great opportunity for students to get exposure to everything new that's going on in the industry," German points out. "Half of the day, the institute puts on seminars on industry topics like new computer delivery systems and how these reduce inventory costs. Students attend these right along with executives from major grocery chains, so it allows them to watch how professionals handle

themselves."

Both Konstanty and Stewart had accepted job offers at the time of the convention, so they really went there to launch their careers. Stewart had arranged to meet her soon-to-be supervisor there and he began a round of introductions with contacts she'd soon be expected to cultivate.

"There I was," she says, "sitting in meetings with representatives from The Borden Company, talking with them like I was on the job and I hadn't even taken my finals yet!"

Konstanty is the first employee in 25 years that Pepperidge Farms has hired fresh out of a bachelor's degree program, usually preferring those with a few working years under their belt. As both Konstanty and Stewart tell it, the exposure they had through the colloquium, the convention, and particularly the international trip gave them hands-on, site-based experiences that have equipped them to set their own sights high.

The Food Marketing Fellows Program is open to all university seniors through a competitive application submitted in the junior year. Students must have completed courses in the field and demonstrated leadership in a variety of extracurricular activities. Prior work experience in the food industry is an advantage but not required.

Travel expenses for both national and international trips are provided by grants from Coca Cola International and Royal Dutch Ahold, an international food retailing company with headquarters in the Netherlands and more than 800 supermarkets in the United States.

Melita Winter

## Forgiveness, Supermarket-Style

When employees make mistakes, what encourages them to less up rather than cover up? Amnesty. That's the tack taken by Wegman's Supermarkets, the innovative 50-store chain headquartered in Rochester, N.Y.

As company president Danny Wegman, a regular speaker at the Food Marketing Colloquium, explains it, employees who are chided for their mistakes tend to hide what they've done and continue to repeat the same erroneous behavior. With an amnesty policy, a person who makes a mistake is absolved of personal responsibility; this makes employees more inclined to come forward with what they've done wrong. Their input is then brought to bear in correcting the underlying problem.



# ALUMNI NOTES



## 1920s

**Alfred M. Boyce '26** of Riverside, Calif., is a professor emeritus of entomology at the University of California at Riverside. He has held various positions in that department since receiving his PhD in 1951. He retired in 1968, but served as consultant to the Rockefeller Foundation from 1968 to 1974.



**Jean Carpenter '41** of Dryden, N.Y., has always lived within eight miles of Cornell. She is currently enjoying the company of her eight grandchildren.

**Arvin H. White '42** of Canandaigua, N.Y., is currently active in western square dancing. He is a member of the Finger Lakes Retired Officers Association. White worked for 12 years for the USDA Soil Conservation Service.

**William J. O'Brien '48** of East Aurora, N.Y., is a retired radiation consultant. He has a new grandson, Liam A. O'Brien.

**Stanley J. Reeves '48** of Syracuse, N.Y., was a high school guidance counselor until he retired in 1980. He helped raise funds to build the new Alpha Zeta chapter house. He now spends his winters in Florida, where he enjoys deep sea fishing and bridge, and spends part of his summer on Seneca Lake.

**Arthur G. Heidrick '49** of El Camino Village, Calif., was a designer and technical writer for McDonnell Douglas for 22 years. His test procedures and reports were used on the first space shuttle mission and are still being used for all moving parts on the current shuttles. He also served in the First Infantry Division in 1940, doing all eight campaigns and three D-days with Big Red One.

**Robert H. Wasserman '49, PhD '53** of Ithaca, N.Y., is the James Law Professor of Physiology at Cornell's College of Veterinary Medicine. He served in the U.S. Army from 1944 to 1945. His first appointment at Cornell was in 1957 and he has since held several professorships in the Veterinary College.



**William Zimmer '51** of Schenectady, N.Y., has been retired since 1991. He keeps busy

as a Master Gardener with Schenectady County Cornell Cooperative Extension and as the director and a lieutenant of the local volunteer fire department. His wife also is a graduate of Cornell (Hum. Ec. '52) and they have five grandchildren.

**Gerald Curkendall '55** of Newark Valley, N.Y., has worked for IBM up until his retirement. He has returned to his agrarian roots; he raises a few chickens and watches the corn grow.

**Harold '57, MS '59 and Carol Merrell '58** of Wolcott, N.Y., are the owners of Merrell Farms Inc. along with their son John '82. They are currently active in their church and the local school board. They have five children who are raising families all over the U.S. and in France.



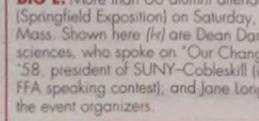
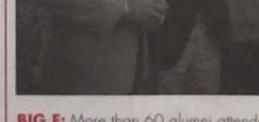
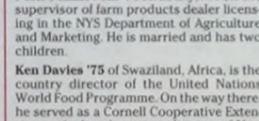
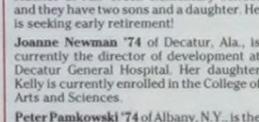
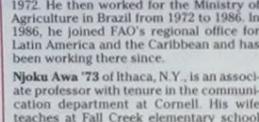
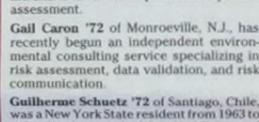
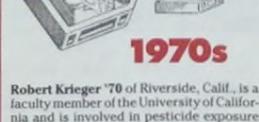
**Linda Wilson '62** of Pittsburgh, Pa., has been practicing psychiatry in Pittsburgh since she returned there in 1980. She enjoys gardening and traveling in the Southwest.

**Michael Derry '65** of Conklin, N.Y., is currently the district director of the Department of Motor Vehicles, and is an automobile enthusiast. He recently started a factory brokerage service to small- and medium-sized business owners to help them better manage their cash flow. Both he and his wife, Wanda, pursue health and fitness.

**Richard Weidgen Jr. '67** of Macedon, N.Y., is an owner of Weed Man, a lawn care business. He has recently received the Environmental Improvement Award from the Professional Lawn Care Association of America, which is given to the recipient on the basis of educating the public on issues related to lawn care. His business is also celebrating its 25th anniversary.

**Richard Weismann '67** of Lower Saucon Township, Pa., was recently promoted to full professor of civil and environmental engineering at Lehigh University, where he also serves as dean of the College of Engineering and Applied Science. In 1988, he received a Fulbright-Hays grant to serve as an exchange professor to the University of Newcastle-upon-Tyne in England.

**Robert Leavitt '69** of Gabriels, N.Y., is a part of Leavitt Farms, Inc., his family seed potato business. After graduating from Cornell, he returned to the family business. He is married with four children.



Land Reclamation programs. He also worked for Save the Children USA and the Band Aid/Live Aid Trust. In 1989, he joined the U.N., served in India for four years, and was transferred to Swaziland. He and his wife, Magrethe, have raised four children. He would love to hear from old friends!

**Laurey Mogil '76** of Brooklyn, N.Y., is a physician currently practicing in Brooklyn. She is married to a fellow Cornellian physician, Robert Hellman (76 Arts), and they have two children.

**Jim Sollecto '76** of Syracuse, N.Y., and his wife, Megan, are the owners of Sollecto Landscaping Garden Center. They were awarded this year with the New York State Landscape Competition for their involvement in the Butterfly Garden of Hope.

**Chad Dawson '79** of Oswego County, N.Y., is an associate professor in the SUNY College of Environmental Science and Forestry. He received one of the SUNY Chancellor's Awards for Excellence in Teaching in 1995. He teaches courses in tourism planning and wilderness recreation and serves as an advisor to many students. He is also president of the Mexico Area Central School District Board of Education and a member of the Oswego County Promotion and Tourist Development Committee.

**Susan Gerlinger '91** of Rockford, Ill., has been working as a food scientist with Dean Foods for four years. She has recently changed positions within the company and is now technical sales manager for one of its divisions.

**Eric Kosoff '91** of Richmond, Va., has recently moved there from Buffalo, N.Y., where he received his MD from SUNY-Buffalo. He has begun his residency in pediatrics in Norfolk, Va.

**Douglas Miller '91** of Erie, Ill., is an assistant professor in the Department of Economics at Iowa State University. He graduated with his PhD from the University of California at Berkeley in 1994.

**Rachel Przybyla '91** of Ann Arbor, Mich., recently graduated from Columbia University College of Physicians and Surgeons and will be starting her residency in obstetrics and gynecology at the University of Michigan Medical Center.

**Diane Solowsky '91** of Arcadia, Calif., is an associate in the firm of Houllihan, Lokoy, Howard and Zukin. She is engaged to Vance R. Watson and plans to marry in fall 1996.

**Aida Aponte '92** of Champaign, Ill., is beginning her fourth year of veterinary school at the University of Illinois at Urbana-Champaign and will receive her DVM in May 1996.

**William Atherton '92** of Canisteo, N.Y., is currently a student at New York Chiropractic College and will graduate in December 1995 with his doctorate of chiropractic medicine. He is finishing his internship with Cheektowaga Health Center.

**Suzanne Bystrak '92** of Fairport, N.Y., received her MBA in June 1994 from the William E. Simon Graduate School of Business Administration at the University of Rochester. She now works in sales and marketing for Meliora Systems, a consulting software and development company in Rochester.

**Alice Donnelly '92** of Freeville, N.Y., is a senior in Cornell's College of Veterinary Medicine.

**Christopher Hart '92** of Sand Beach, N.Y., is a produce broker with John Simon Produce. He recently spent two weeks backpacking in the People's Republic of China with John '92 and Suzanne Balet '93 to visit Bill Forbes '92.

**Corinne McKamey '92** of San Antonio, Texas, is currently a biology teacher in the International School of the Americas. She recently co-authored a book, *To Be a Teacher: Voices from the Classroom*, published by Corwin Press.

**Jason Schiclan '92** of Beverly Hills, Mich., has worked for two years at Procter & Gamble in the sales division in Chicago. He is now working in the family business of industrial/mechanical supply distribution for Coon-DeVissor Company.

**Gretchen Barnes '93** of Vergennes, Vt., is heading to Austin, Tex., to pursue her master's degree in accounting.

**Amy Bushey '93** of Chicago, Ill., is a district supervisor for ALDI, Inc. She moved to Chicago a couple of months after graduation and has been enjoying city life ever since.

**Tanya Hauptfleisch '93** of Somerville, Mass., is currently pursuing her PhD in biology at M.I.T. and spends her free time in nearby Somerville trying out her cooking skills on Brad Palmer.

**Christian Thompson '93** of Foxboro, Mass., graduated in July 1995 from the University of Oklahoma with a master's in exercise science.

line of wellness programs. Kara manages the club and is a full partner with her husband.

**Allison Conti '89** of Honeoye Falls, N.Y., is currently working in the operating room at Strong Memorial Hospital. She will be attending the William E. Simon School of Graduate Business Administration this fall.



**Thomas Macfie '90** of Crawfordville, Ga., is a partner in a soil consulting firm, Environmental Land Service, which operates primarily in the Atlanta area.

**Mishu Mukherjee '90** of Cambridge, Mass., is a meteorologist working with WHDH-TV, an NBC affiliate, and is a software consultant for a weather company.

**Lynda Gatto '91** of New Hyde Park, N.Y., received her Doctor of Optometry degree from the SUNY State College of Optometry in Manhattan in May 1995.

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The drawings of the leisure activities for each decade were done by Ithaca artist Jim Houghton.

## Moving or Just Heading South for the Winter?

Stay in touch with your alma mater through uninterrupted delivery of Agriculture & Life Sciences News by returning the change-of-address form.

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Occupation	
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## Alumni Attend the Big "E"



**BIG E:** More than 60 alumni attended a reception hosted by the BIG E (Springfield Exposition) on Saturday, Sept. 16, held in West Springfield, Mass. Shown here (l-r) are Dean Daryl Lund; Prof. David Levitsky, nutritional sciences, who spoke on "Our Changing Cuisine"; Dawn Lund, Kenneth W'ing '58, president of SUNY-Cobleskill (in town to judge the Northeast regional FFA speaking contest); and Jane Longley-Cook '69, Hartford, Conn., one of the event organizers.

# Cornell Campaign: Creating the Future

## Mann Library Needs Help to Stay On-Line and Wired

**M**ann Library's exceptional holdings in agriculture and the life sciences make it the premier academic agricultural library in the United States, second only to the National Agricultural Library. Serving the College of Agriculture and Life Sciences, the College of Human Ecology, and the Divisions of Nutritional Sciences and Biological Sciences, the collections document the progress of agriculture, the biological sciences, and human development in the past 125 years. Mann is an important resource not just to Cornell, but to the nation and the global community.

Mann is also known across campus and in library circles for being on the leading edge of innovative uses of electronic technology. The journal *Library Hi Tech* ran a special issue on Mann Library in 1994, calling it "a prototype for today's electronic library."

We wanted to get a sense of what people thought about Mann Library and decided to try it the new-fashioned way: chatting through e-mail on the Internet. We asked the Cornell community to tell us what it thought about Mann and what it liked about the library. Then we did a little research to find out just what it takes to keep Mann running.

*"The resources are amazing. The computer room is great and, of course, the books and journal collections are outstanding."*

—Kathleen Kelley-Mackenzie, graduate student in environmental toxicology who uses Mann Library for reference and research

Mann Library is responsible for obtaining a copy of every relevant book or journal. Mann buys about 2,000 books a week, and that's not as many as the library would like. Two years ago, Mann was purchasing 4,000 to 4,500 books a week. This 50 percent reduction in book buying is due to the rising cost of books and the decision to spend less on books so they would have to cancel fewer journal subscriptions.

Journal subscriptions? Many of the most scientific journals are published in Europe, and the U.S. dollar is not strong overseas, so the average price of journals has nearly doubled over the past 10 years. While New York State hasn't cut Mann's budget for buying books and journals, it hasn't increased it either, and the library has been unable to keep pace. Buying power has decreased an average of 11 percent a year for the past 20 years.

Quietly insidious, canceling journals means no longer having a definitive collection and undermining decades of effort. Mann's staff are forced to trim 250 to 300 journal titles; about 3 percent of their journal subscription list. This will save about \$90,000, but will be a permanent loss to Mann's collections.

### Campaign for Acquisition

Mann hopes to secure additional endowments to buy new books. Cornell's investment return policy helps endowments grow to keep pace with inflation so that the earnings will continue to support the purchase of books so important to Mann's collections. Likewise, an endowment for purchasing journals would be used to pro-

vide a financial cushion when the U.S. dollar is weaker overseas.

*"The smell in there is one distinctive to Mann."*

—Steve Madden '86

Almost everyone surveyed agreed that Mann gives off odors. Some unscientific investigations revealed that one of the smells is of paper disintegrating. According to Susan Barnes, assistant to the director at Mann Library, "On the ninth tier in the summer, it reaches over 100 degrees. You can smell the paper getting hot and nearly burning up. It's horrible for the books." In the vault where the rare books are stored, you can smell the mold from the dampness and the dust from the years of bad air circulation.

Mann Library faces a crisis common to libraries around the world. The printed volumes in its collections are deteriorating. Twenty-five percent of the library's holdings are too brittle to withstand normal use. The most fragile of these must be stored in a vault, out of circulation. Another 25 percent of the collection will reach this condition by the end of the century. Many are unique volumes that will be lost to the world if not preserved. Other volumes, although less rare, are important to maintain a definitive collection.

Mann Library staff sort through hundreds of thousands of volumes. Those most in need of preservation must be identified and the best preservation methods determined. The methods can range from a relatively inexpensive procedure (microfilm reproduction, for example) to repairing and preserving a book as an artifact at a cost of \$300 per book. About 2,000 brittle volumes are reformatted (microfilm or digitized and microfilmed) each year, and 1,500 additional volumes are repaired.

The library faces staggering preservation costs. Since no money comes from Cornell for preservation efforts, Mann's preservation unit is funded almost entirely through grants. The unit has preserved 12,793 volumes using microfilming and digital reformatting techniques since it began operation in 1986. The cost? More than \$1.3 million.

Sources of grant funds for preservation are drying up rapidly. The foundation of preservation efforts at Mann and elsewhere—federal title IIC funds from Government Education—were eliminated in federal budget cuts. Rumor has it that the National Endowment for the Humanities' funds will be cut 60 percent next year, so their grants will be limited. Only the state's funding for library preservation are secure—for the moment.

To offset this enormous loss in preservation funds, Mann is working on a national preservation plan with land-grant libraries across the country. Coordinated by the U.S. Agricultural Library, these libraries are dividing the "universe" of agricultural and life sciences material among the many libraries, each to preserve a part of it. (The definition of this "universe" of publications was defined at Mann Library through a special project.) Mann is starting its work on the natural resources collections now

and hopes that with electronic technology, information sharing should still allow for access to this collection among the libraries.

### Campaign for Preservation

The campaign for Mann Library seeks support for a new preservation laboratory, additional staff, and equipment that will allow it to take advantage of the full range of preservation methods now available. Specific needs are for endowment to provide funding each year to help meet the demand for preserving books.

*"The staff at Mann are friendly and helpful. They are approachable as well as knowledgeable."*

—Kathleen Kelley-Mackenzie

Mann Library attracts some of the best members of the information professions to its ranks and relies on this highly trained and motivated staff to carry forth its services and programs. Skilled and imaginative leadership is essential to maintain the library's excellence.

Mann has won national recognition with the Library of the Future Award, and its director has won several awards for innovative administration, including the first ALA/Meckler Library of the Future Award. Staffing budgets, however, are subject to fluctuation depending on the economy and are regularly threatened when the state has budget problems.

In the past six months, the Mann staff has been reduced by 13 percent, some due to early retirements, others are layoffs to be phased in over time. While the staff cut hasn't obviously affected the outward appearance of Mann Library, there are many inside signs of loss. In the Technical Services Office, a wall of bookshelves is filled with books that Mann has received that have yet to be summarized and organized for entry into the on-line catalog. Cataloging has lost positions, so there is a greater delay in summarizing and organizing information on the books that Mann receives and placing them on-line.

### Campaign for Endowed Positions

Mann Library hopes to secure funds to endow key positions. This will provide stable, reliable support so that top-level staff can be recruited and retained.

*"The best part about Mann Library has to be the Macintosh and IBM computer labs. You can take study breaks to check your e-mail, explore the net, or type up the paper you have due the next day."*

—Joseph J. Lyons '98

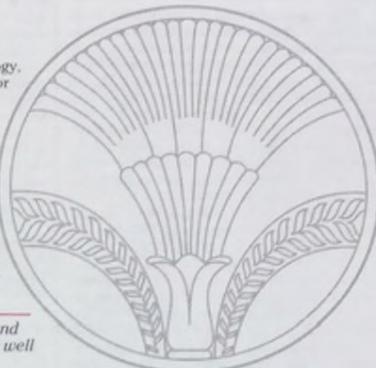
A library's true worth is determined by its usefulness. For research libraries of the future, usefulness will depend on electronic technology, and Mann Library has been building its collection of electronic resources for 10 years.

Students have access to computers at the John L. Stone Microcomputer Center in Mann. Its 250,000 annual users have access to 60 microcomputers to search the on-line catalog, retrieve information from electronic databases, and run applications software. This center also has a classroom for computer training. More than 30,000 people have learned how to "surf the net," among other things, since 1985.

Mann Library also created a computer system to access electronic information from around the world. The "Gateway," created by Mann Library staff, is a computerized portal through which a person can access hundreds of databases. It's like having your own computer whiz guiding you through the complexities of databases to find what you want.

According to Tim Lynch, head of information technology, the Gateway use rate is almost 12,000 per week. On a single day in September, it received almost 2,700 uses, triple what it was last year. The vast majority of uses are from Cornell, but the Gateway sees a lot of use from elsewhere, including sites located as far off as Japan, Australia, and New Zealand.

Mann Library is poised to do things that AT&T is making commercials about. But it comes at great expense. A general rule of thumb is that every three years hardware needs to be upgraded, and software changes are being released with even greater frequency. The budget for technology expenditures is about \$1.5 million a year. The Gateway is still limited to the Cornell community, mostly because of expense.



To handle the increase of users over the past few years, Mann staff have made some changes in software and upgraded equipment. As Mann Library continues to push out in front to provide innovative access to information, the need for support will increase.

### Campaign for Technology

The campaign for Mann Library seeks support to replace obsolete computers and software, create new databases, and install networks. This will allow Mann Library to continue its evolution into an electronic library. Gifts to the Mann Library Excellence Fund will help provide additional unrestricted funds to purchase new equipment and meet needs for new technology, hardware, and software as they arise, keeping Mann on the cutting edge, and the users fully informed in this information age.

### Named gift opportunities for Mann Library

#### Collection Support:

**Collection Endowment Fund—\$100,000**  
Establish a named collection of the most crucial research publications in a life or social sciences discipline.

**Journal Endowment Fund—\$20,000**

Ensure the library's ability to purchase journals of vital interest to students and faculty, helping departments to stay at the cutting edge of new research and technology developments.

**Book Acquisition Endowment Fund—\$10,000**  
Provide support to maintain and expand Mann's highly reputed collections.

**Mann Library Book Endowment Fund—any amount welcome**

Support Mann Library's collections with a gift to this fund for acquisition. Names of other existing endowment funds for book acquisition can be furnished upon request.

#### Preservation Support:

**Collection Preservation Endowment Fund—\$100,000**

Establish a named preservation endowment fund for a collection area within Mann Library.

**Book Preservation Endowment Fund—\$10,000**

A preservation endowment will provide a permanent source of support for the preservation of key texts within Mann Library's collections.

#### Staff Support:

**Directorship for Mann Library—\$1,000,000**  
Establish a named endowment to support the activities of the director.

**Librarianship—\$750,000**

This fund would provide support for a librarian within Mann, helping to recruit and retain outstanding librarians.

#### General Support:

**Named Endowment Funds for Mann Library—\$25,000**

A gift at this level would create a named endowment for general use by the library to meet its most immediate needs.

**Mann Library Excellence Fund—any amount welcome**

This fund is an invested fund from which income will be used to support the most critical needs and important activities of the library.

Information on giving opportunities for the renovation of Mann Library is available on request.



Reference librarian Oya Rieger shows a student how to find data on the Internet.

## Mann Library (continued)

"The facilities themselves need work."

—Kathleen Kelley-Mackenzie

What was a collection of 250,000 volumes in 1952 is now approaching 1 million in the same facility, along with more staff, computers, and equipment. The library is overcrowded and does not have many features that a library should. The building lacks a secure area to display the library's collection of rare books, and study facilities are woefully inadequate.

The library also needs to increase its power sources to accommodate the rapidly growing amount of electronic equipment in the building. Barnes explained that there isn't even enough space to run wires underneath the floors anymore—snaking wires run along many walls, with duct tape holding them down as they go to individual workstations.

Many people have heard about the proposed addition to Mann Library, which will run out the back of the library toward Fernow Hall. This addition will double the net square footage of the library—storage, reader space, and computer lab room. It will also have climate control. Once the addition is complete, everything will be moved into the new wing, and the old one will be renovated. This will include providing climate control, office and study spaces, and renovating the stacks.

Renovating the stacks is important. When Mann was built, it was an era of steel and engineering ingenuity. In the library, the steel stacks are also the supports for the building,

About 10 years ago, a fire broke out at Los Angeles Public Library, which was built with the same steel-stack method. As all the paper fueled the fire, it became hotter and hotter until the steel began to melt and the library collapsed.

As Barnes describes, "It was a heartbreaking fire. It was a lovely old Southern California art deco building containing a wonderful collection including a bunch of irreplaceable southwestern history and L.A.-related stuff, a big old crowded urban public library. It's a prime example of an endangered library where everyone was very worried and hoping that renovation funds might be available before disaster struck. The library has since been rebuilt, reopened about a year ago, and of course they replaced what they could but it's not what it was." Since that time, most libraries built this way have tried to upgrade as soon as possible. Mann is well overdue.

### Campaign for Facilities

With present budget concerns, the state has again put the construction of Mann Library on hold. Over the next few years, Mann Library will seek funds to provide an appropriate area for storing and viewing special collections, a conference room, a computer and telecommunications center, a technology education center, and upgraded study rooms.

Memories of Mann Library evoke different reactions from alumni: love for the stacks, disgust for the yellow lights, anxiety over exams. As graduates left the Ag Quad to move ahead in their lives, Mann also evolved beyond what alumni remember, maintaining its position as a center of scholarship and innovation.

Mann's future must depend on what hap-

pens in the present. It is clear that endowments established now will solidify the library's future. Without them, this premier library will have to make uncomfortable compromises. This campaign can make a tremendous difference in Mann's ability to be at the forefront of scholarship in the future. For more information about specific campaign needs, please refer to the list accompanying this article.

Maya Gasuk

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

This is the electronic address of the Mann Library Gateway on the World Wide Web. If you have CompuServe or America Online, you can access this web site and through it explore more than 300 databases of statistics, texts, and indexes.

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## What Has the Cornell Campaign Done for the College?

As the campaign nears its end on December 31, people want to know how it benefited the College of Agriculture and Life Sciences. Alumni, friends, corporations, and foundations have made investments in the college through gifts and pledges totaling over \$130 million. This support has done everything from sending students to the Cornell-in-Washington program to keeping Mann Library open later hours to funding research on Lyme disease.

Beyond the present impact of this support, the campaign will have a long-term influence on the teaching, research, and outreach activities of the college. For example, many alumni and friends made long-term investments in the college through planned gifts. These trusts, annuities, bequests, and other arrangements will provide support for many of the college's needs in the future (see Cayuga Society information on page 11).

But this campaign has taken a further step in "creating the future"—by increasing the college's endowment. During the college's transition from being state-supported to state-assisted, funds to offset these permanent cuts begged for permanent replacement. Endowment—funds that are invested so to expend only the earnings and not the principal—can provide a permanent, ongoing source of support in areas critical to the college's ongoing needs. Consequently, the growth of endowment is an important measure of the campaign's benefit to the college.

Overall, the ALS endowment was at \$25 million when the campaign was announced. By the end of the campaign, gifts and pledges should bring the college's endowment to more than \$60 million. The following key areas targeted for gifts to endowment give a sense of the scope and impact of the college's progress. It is clear that the Cornell Campaign has made a difference, but budget cuts have left the college in continuing pursuit of private funds.

### Unrestricted Endowments

As state support dwindles, funds to meet multiple needs and encourage innovative ideas are scarce. Across the Ag Quad and at Geneva, faculty have felt the pinch of yearly reductions to their budgets, and getting funding for many projects and basic needs has become a mad scramble. To offset this, an endowment, or "Excellence Fund," was put in place in Mann Library and in each of the departments and sections within the college and at the Geneva Experiment Station.

During the campaign, the ALS endowments for unrestricted use by the college, Mann Library, and the departments have nearly tripled, from \$2.6 million to \$6.3 million today. The ALS Dean's Excellence Fund, David L. Call Evergreen Ivy Fund, and named funds from several alumni provide unrestricted income for the college's general use.

While this is terrific progress, there is more to do. Some departments with a small base of alumni have barely reached the \$10,000 mini-

mum needed for the endowment to pay out. Others have larger funds, but have lost funding for laboratory renovations and other needs, so continuing to build these Excellence Funds will be important.

### Endowments for Faculty Support

Perhaps one of the most dramatic changes has been in funds to support faculty. Before the campaign, the college had less than a handful of endowed professorships—about \$1.3 million in endowment. Today, there are four more professorships, the deanship of the college, and several lectureships and other support funds across the college. Presently, the endowment for faculty totals \$10.5 million, with additional pledges coming in.

Further cuts from the state continue to force early retirements and delay refilling of important faculty positions. By endowing professorships in key areas, the college will be able to maintain faculty strength in program areas across the college. Additional professorships will be important to the college's future.

### Endowments for Undergraduate Financial Aid

As tuition continues to rise, it becomes harder for students to pull together the resources to come to Cornell. To ensure the best students, regardless of financial need, come to the college, additional endowments are needed for scholarships. During the campaign, more than \$2 million in gifts to establish 35 new scholarships were given. This means that \$80,000 more will be available to assist students each year.

This increase does allow the college to lend a hand to more students than ever before. But many more still leave Cornell with a crushing load of loans to repay, and national trends imply that even more students entering college in the future will have financial need. The college hopes to continue to secure more financial aid funds in the future.

### Endowments for Graduate Support

Funding from the state for graduate fellowships and assistantships is on the decline. A few years ago, state-funded assistantships were cut from 12-month to 9-month appointments, and faculty found it harder to compete with other institutions who gave out full-year stipends for the best students. Establishing more endowed funds for graduate students is a priority. In the college, the number of funds for graduate students has nearly doubled, bringing endowed graduate support from \$2.6 million to \$6 million.

These endowments impact many departments and disciplines: animal science, agricultural economics, entomology, floriculture and ornamental horticulture, food science at Geneva and Ithaca, natural resources, and plant biology. But many departments and sections have outstanding students who cannot receive stipends, funds for research equipment, or funds to present research at national meetings. The

### College of Agriculture and Life Sciences Regional Campaign Committee Members

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<b>NEW YORK</b> Binghamton Allyn George Voss '64	<b>INTERNATIONAL</b> Leahor Barry Herz '55

college hopes to continue to secure endowments to support the work of these future teachers and leaders.

### Endowments for Mann Library

While the endowment for Mann Library has nearly doubled, the base of endowment support for Mann has always been small compared

to many other areas. Mann Library has about \$425,000 in endowment—earning about \$17,000 a year to help purchase books and journals, maintain collections, and upgrade computer equipment. Mann hopes to secure more endowment funding before the campaign's end and in the future. (see article on page 7)

### College of Agriculture and Life Sciences Gift Opportunities:

#### Faculty Endowment

Named Endowed Professorship—\$2,000,000  
Named Faculty Lectureship—\$750,000  
Named Visiting Faculty Fund—\$500,000  
Named Faculty Support Fund—\$100,000  
Gift to an existing endowment fund to support faculty—any amount welcome

#### Graduate Student Endowment

Named Graduate Fellowship—full support \$300,000  
Named Graduate Teaching Assistantship—full support \$250,000  
Named Graduate Student Award—partial support \$50,000  
Gift to an existing endowment fund to support graduate students—any amount welcome

#### Undergraduate Student Endowment

Named Student Scholarship Award—\$100,000  
Named Endowment for Student Scholarships—\$25,000  
Gift to an existing endowment fund to support student scholarships—any amount welcome

#### Library Endowment

Named Directorship, Mann Library—\$1,000,000  
Named Endowed Librarian Position—\$750,000  
Named Book Acquisition Endowment Fund—\$10,000  
Named Book Preservation Endowment Fund—\$10,000  
Gift to an existing endowment fund for preservation—any amount welcome  
Gift to an existing endowment fund for book acquisition—any amount welcome

#### ALS Dean's Fund for Excellence

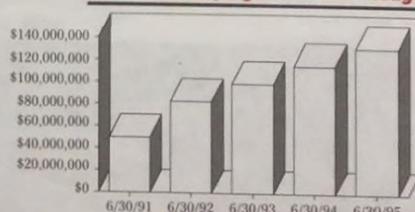
—any amount welcome

#### Funds for Excellence—any amount welcome

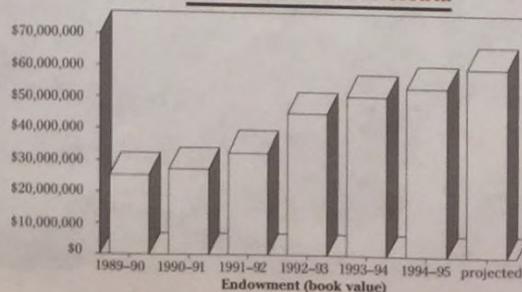
#### For more information, please contact

Maya Gasuk  
Director of Development  
College of Agriculture and Life Sciences  
272 Roberts Hall, Ithaca, NY 14853-3901  
or call 607-255-0359

### Total ALS Campaign Gifts and Pledges



### Total ALS Endowment Growth



# NEW ALUMNI

## Questions & Answers

### Question 1

What unique or unexpected event occurred during your time at Cornell?

### Question 2

How has your degree from the college influenced or affected your career pathway?

### Question 3

Who influenced you most during your college life?

### Question 4

Why did you choose to come to Cornell and ALS?

### Question 5

Do you have any suggestions for Cornell ALS staff or students on how to compensate for budget cuts?

### Jennifer Strnisa Tung, '87 San Jose, Calif.

1. I met a camel breeder from India. Coming from a small town in upstate New York, I was surprised by the variety of people and cultures at Cornell and how open everyone was to helping me learn about their culture.
2. The college has definitely influenced me. I was a natural resources major and am still in the environmental field, although my focus has changed. In college I concentrated more on wildlife and ornithology, while my focus is now toxicology.
3. The person who influenced me most toward a career goal was a family friend, Lucy List. She died from environmental poisoning from herbicides in her ground water. I wanted to prevent that from happening again.
4. Liked the idea I could go to a school where I could change my major and still get the best education.

5. The faculty should bring in people from industry who have graduated and are sponsored by their company to speak and give out things to let students know how their course is going to affect them in their real life.

### Tracy Hammer, '89 East Lansing, Mich.

1. Being a teaching assistant for Prof. Hintz's class, Horses, was a unique experience.
2. I was an animal science major and now I am in veterinary school. Being a T.A. and an animal science major allowed me to discover my interest in teaching. I would say the ag school provided me my schooling and career. The degree carries weight and made me better prepared academically.
3. Two professors influenced me: Prof. Hintz made me feel special when he asked me to be a T.A. My English professor, Barbara Legendre, asked us to write a paper on something that influenced us. I wrote a paper about a student worker who had just committed suicide. My professor gave me a failing grade because it was too soon for me to evaluate the effect of that experience. She really snapped me back to reality.
4. The school had a good reputation. I was from New York which made it affordable. I knew that I would receive a good education.
5. I would suggest that non-work-study students work in a dining unit. It gives you managerial and people experience. They shouldn't drop the ag ambassadors or cut the Cornell Tradition program. There is a lot more out there than just studying, and these programs help get students involved in the community.

### Damyanthi Herath, '86, Ithaca, N.Y.

1. I expected to have funding that I didn't receive. I worked to compensate.
2. My major was in adult education and now I run a displaced homemaker center which is an adult education center. Whatever you learn, you use as you grow older. You realize that your education is not just a classroom experience, but it's something that can be applied.

3. I learn from everybody, so everyone has influenced me. I am from Sri Lanka and am still learning the culture.

4. I am lawyer back home, but I wanted to fill the human service gap. I was invited by a professor to do a Ph.D. program. Once I was here, I realized you could do human service anywhere.

5. The school should try to reach big corporations. They shouldn't cut back on aid to students. Everyone should have an opportunity. The wealthier people should share. Education is the future of the whole country, so we need to be careful. It is dumb to play around with education. Maybe the school should concentrate less on having super buildings and more on teaching.

### Sheila Greene, '87, Tempe, Ariz.

1. I was a member of the marching band so I went on a lot of road trips. They were definitely unique events.
2. I shifted coursework when I first got to Cornell. I became interested in animal behavior and have been a zookeeper for the last eight years. The school has great background and a great name.
3. Minnie Empson, the woman I worked for in the Bursar's Office in Day Hall, influenced me the most. She was instrumental in helping me get grants.
4. Cornell has a great reputation and the location was good. It was about 30 minutes from my parents, which allowed me to get away from home but still go home if I wanted.
5. Don't let them do it! I enjoyed that the professors were open and willing to give help at any time. The biggest thing is to hang in there and combine as many programs as possible.



by Julie Berry '97

## Land-Grant Colleges Glue Ag Community Together

A cohesiveness has been established within the agricultural community across the country, thanks to the network of agricultural colleges. This was the message delivered by John Engler, governor of Michigan, and M. Peter McPherson, president of Michigan State University, among other speakers at a national conference celebrating the 20th anniversary of the National Agricultural Alumni and Development Association (NAADA).

The conference was held this past June in East Lansing, Mich., at Michigan State University. NAADA is an assembly of the alumni associations and development programs from most of the agricultural colleges across the nation. The association is committed to the betterment of alumni and development relations within the land-grant universities. The annual meeting is also a forum to share ideas between schools so that members of alumni and development programs can be most effective.

The keynote speaker was Russell Mawby, chairman of the Kellogg Foundation. Mawby talked about the importance of agriculture to the food industry and the symbiosis between industry and land-grant universities. His message included all aspects of the agricultural schools, from research and development to the graduation of the highest-quality students.



by James Nutt '96

## Cornell Tradition sponsors internship Nine to Five Down Under

Nine weeks of rain and five days of sunshine. Does that remind you of Ithaca? Actually it was Melbourne, Australia, where I participated in an eight-week "summer" internship in the middle of winter. After adjusting to the 14-hour time difference, I had the opportunity to view Australia's biggest-selling agriculture newspaper from the inside.

The Cornell Tradition sponsors one internship anywhere in the world. I explained my interest in scientific writing and agriculture to my animal science professor, Alan Bell, an original Melbourneite. He helped me obtain contacts and set up my internship.

I researched and prepared reports after attending sales and conferences, including the world's largest sheep show. I attended the opening of the Australian Dancers Com-

pany Ballet and other cultural events, interviewed subjects, and published articles. I also participated in editing, designing, and printing of 87,500 papers each week. I was able to meet with Aussie farmers and observe their farming methods (which are largely pasture-based), visit research institutes, and see native kangaroos, koalas, and other mammals in the bush.

At the conclusion of my internship I traveled to the Outback, snorkeled off the Great Barrier Reef, visited the only place in the world where the rainforest meets the beach, and toured Sydney, the host of the Olympics in the year 2000. I definitely will return to visit this beautiful continent, although I think I'll wait a few days before I embark on the 26-hour flight again!

by Julie Berry '97

## NAADA Conference

### NAADA Conference

Robert L. Bickford '50, center, recipient of the Volunteer Service Award from the National Agricultural Alumni and Development Association, with (l.) John Sterling '59, Cornell nominator, Richard Church '64, director of ALS Alumni Affairs; Bickford; Joseph Constance, University of Vermont; Keith Oakley, director of development, North Carolina State University.



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P.O. Box 609  
New London, NH 03257  
(603)256-2734  
(603)963-9200/JH

First Vice President  
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Bloom, NY 13037  
(315)894-1817/JH

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Mississauga, Ont. L4Y1N2  
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(416)777-8113/JH

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Mississauga, Ont. L4Y1N2  
(905)277-4495/JH  
(416)772-8113/JH

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4835 Wilford Ave. South #1617  
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(301)907-0806/JH

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1303 Bittersweet Drive  
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(317)277-4324/JH

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841 Whitlock Ave.  
Encinitas, CA 92024  
(619)446-3025/JH

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Canadota, NY 13743  
(607)656-5275/JH  
(607)658-4320/JH

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State Coordinator  
Allen B. Simons '54  
9712 E. Shiloh St.  
Tucson, AZ 85748  
(602)732-8218/JH  
(602)421-1296/JH

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Northern California  
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101 East 7th St.  
Davis, CA 95616  
(916)756-6210/JH  
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Jose H. Cox '61  
1841 Santa Monica Ave.  
Encinitas, CA 92024  
(619)942-6210/JH  
(619)446-3025/JH

Connecticut  
State Coordinator  
Jane Longley-Cook '69  
10803 Breedy Lane Dr.  
Mississauga, Ont. L4Y1N2  
(203)232-4992/JH

Florida  
Northern Florida  
Area Captain  
Randall B. Brown '68  
3423 NW 7th Place  
Gainesville, FL 32607  
(904)375-6302/JH

Central Florida  
Area Captain  
Donald G. Robinson, Sr. '41  
125 Camelia Trail  
Lombard, FL 32748  
(904)787-3644/JH

Southwestern Florida  
Area Captain  
Jose Hanson '51  
444 Monroe Dr.  
Sarasota, FL 34238  
(813)568-1858/JH

Massachusetts  
State Coordinator  
Richard Baldwin '71  
5 Birch Ct.  
Westfield, MA 01085  
(413)568-4981/JH  
(203)253-6370/JH

New Jersey  
State Coordinator  
Robert J. Foreman '87  
The Presidential  
751 Broad Street  
22 Plaza, EPT  
Newark, NJ 07102  
(609)497-1848/JH  
(201)802-8535/JH

Texas  
State Coordinator  
Richard Perkins '61  
703 Ethel Lee Court  
Bryan, TX 77802  
(409)779-0823/JH  
(409)493-6265/JH

## Outstanding Alumni Recognized



**OUTSTANDING ALUMS:** ALS alumni recognized at the Sept. 22 Outstanding Alumni Awards Banquet (l-r) front row: Jane B. Longley-Cook '69, Cheryl A. Parks Francis '76, and Fred E. Winch MS '37; back row: Daniel J. Fessenden '87, Outstanding Young Alumni Achievement Award; Bruce W. Widger DVM '51; and Kenneth E. Wing '58. For this festive occasion, 250 alumni and friends gathered at the Sheraton Inn.



**PRESIDENT AT BANQUET:** ALS alumni were honored by the presence of Cornell President Hunter R. Rawlings III and his wife, Elizabeth. Pictured are (l-r) front row: Jim Nutt '96, alumni association student director; Dan Wickham '24, past Outstanding Alumni Award recipient and past president of the association; Tom Jeffers '63, association awards chair; second row: Daryl Lund, dean; Julie Berry '97, association student director; President and Mrs. Rawlings; Charlene Baxter '74, association president; and Doug Baxter.

## Scenic Prints of Cornell & Ithaca

### A Perfect Gift



The college's alumni association is offering 10" x 13" and 15" x 17" museum-quality, color reproductions of four oil paintings by Victor R. Stephen, professor emeritus of communication. Alumni and faculty members chose these scenes, which represent the four seasons, as the most memorable of campus and the Ithaca countryside. Send the following:

- |   | 10" x 13"                  | 15" x 17"                  |
|---|----------------------------|----------------------------|
| <input type="checkbox"/> Libe Slope...Spring Evenings       | _____ prints at \$10 each. | _____ prints at \$20 each. |
| <input type="checkbox"/> Beebe Lake Bridge...Summer Night   | _____ prints at \$10 each. | _____ prints at \$20 each. |
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| <input type="checkbox"/> Cascadilla Gorge...Fall Afternoon  | _____ prints at \$10 each. | _____ prints at \$20 each. |
| <input type="checkbox"/> The Four Season Set:               | _____ all prints for \$35. | _____ all prints for \$70. |
- Alumni Assn. members, \$30 (10" x 13") or \$60 (15" x 17") a set. My membership expires: \_\_\_\_\_

Please add \$5 for delivery outside continental United States.  
Enclose check or money order payable to ALS Alumni Association.

Mail to ALS Alumni Association, 265 Roberts Hall, Cornell University, Ithaca, NY 14853.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Country \_\_\_\_\_ Zip \_\_\_\_\_

This is a gift order. Please mail to above individual, and enclose a card reading \_\_\_\_\_

## Reunion Breakfast Greet Taiwan's President, Bids Farewell to Dean Call

More than 330 alumni, spouses, faculty, and friends squeezed into the Sheraton Inn's grand ballroom for Reunion Breakfast on June 10. A late-breaking surprise to many was the attendance of Taiwan's President Lee Teng-hui PhD '68 along with his entourage of 25, and international television and newspaper journalists. Dean Call presented Lee with an Outstanding Alumni Award and a college tie. President Lee presented Dean Call, on behalf of the college, with an exquisite encased vase—a Ming Dynasty replica which required two people to carry because of its size. Because Reunion Breakfast was one of many engagements on President Lee's schedule, he and his party left shortly before the usual program began. (Details of his visit were covered in the August 1995 *ALS News*.)

ALS Alumni Association President Steve Werblow '88 resumed the program by recognizing retiring faculty members David Blanpied MS '55, Donald Graham PhD '71, John Kelley PhD '68, William Merrill PhD '59, Thomas Scott, and Stanley Zahler for their contributions to the college through their teaching, research, and extension activities. During Dean Call's report, he thanked his strong team of associate deans, directors, department chairs, members of the faculty, administration, and staff for their quality and quantity of work over the years that he has been dean. After his comments, Werblow thanked Dean Call on behalf of alumni and then presented the first showing of a video to honor Dean Call which highlighted his achievements and the college's growth during his 17 years as dean. The video was sponsored cooperatively by the ALS Alumni Association and the college and produced by the staff at the Geneva Agricul-

tural Experiment Station. In addition, two volumes of letters to Dean Call were presented, along with an announcement by Jane Longley-Cook that the David L. Call Evergreen Ivy Fund was already near \$400,000.

To conclude the ceremony for Dean Call's retirement, Werblow announced that Alumni Auditorium would be named The David L. Call Alumni Auditorium to recognize the dean's vision and leadership in securing SUNY approval and alumni support for its construction. All present acknowledged Dean Call with a heartfelt and resounding standing ovation. Current planning calls for the auditorium's dedication ceremony to occur following the '96 Reunion Breakfast on Saturday June 8.

Werblow then conducted the Association's annual meeting. Elected as new directors were Tyler Etzel, Jr. '78, District 5, Monroe, N.Y.; Geoffrey Yates '77, District 10, Chazy, N.Y.; Richard Aplin PhD '59, faculty director, Ithaca, N.Y.; Dale Porter '95 (PhD candidate), graduate student director, Lake View, N.Y.; and Julie Berry '97, new student director, Adams, N.Y. Re-elected as directors for second three-year terms were David Tetor '65, District 6; Beth LaPan '84, District 9; John Whittleton '68, District 14; Ted Mullen '55, District 16; Jim Preston '50, District 17; Nate Herendeen '64, District 20; Alan Knight '77, District 27; Judy Cox '61, District 26; and Charlene Baxter '74, director-at-large. (See address information in the ALS Alumni Association Leadership Directory on page 9.) Recognized for their service to the association were retiring directors Elaine Newcomb '64, Jackie Kelder '87, Kim Stimmans '95, Peter Malvicini (PhD candidate), and H. Dean Sutphin.

## Check for Dean's Fund



Former dean David L. Call '54 was recognized for his leadership and service to New York State agriculture by Governor George Pataki during the Governor's luncheon on opening day of the New York State Fair. Shown presenting a \$5,000 check to the David L. Call Evergreen Ivy Fund are State Commissioner of Agriculture and Markets Richard T. McGuire, Cornell President Hunter R. Rawlings III, and David L. Call.

## All Aboard



**DISTRICTS 5 AND 6 AFLOAT:** In July, ALS Cornellians from Orange, Sullivan, Ulster, Dutchess, Columbia, and Green counties enjoyed an evening river dinner cruise along the Hudson River in New York. The cruise was organized by Jackie Kelder '87, Mary Cary '75, and Dave Tetor '65; the group had the boat to themselves and sailed through both sunshine and rainy, lightning-filled skies.

# Cayuga Society Honors Planned Givers

The Cayuga Society was formed in 1993 to recognize and honor those who have established a planned gift to Cornell. Planned gifts include bequest intentions in a will, life income agreements, trusts, flexible endowments, real estate with retained life use, life insurance, and gifts to the Cornell University Foundation.

Like the Tower Club, the Cayuga Society recognizes gifts to Cornell. But because all planned gifts represent the ultimate expression of confidence in the university, the Cayuga Society confers lifetime membership and has no minimum gift level.

Since such gifts support Cornell far into the future, the name Cayuga Society was chosen to evoke a sense of timelessness. Just as the history of Cayuga Lake spans generations, Cayuga Society members are supporting the generations of the future who will attend Cornell, "far above Cayuga's waters."

Members have the option of receiving a memento of appreciation, invitations to special events, and recognition through university, college, and planned giving publications.

We are pleased to announce the following ALS alumni who are members of the Cayuga Society. These donors have made Cornell "one of the family" by including the college and/or the university in their estate plans. Such gifts will support Cornell into the next century.

If you would like more information on the Cayuga Society or about making a planned gift, please contact Margaret Leach, Planned Giving Coordinator, College of Agriculture and Life Sciences, Cornell University, Ithaca, NY 14853; 607-255-7378; fax: 607-255-3803;

e-mail: mall14@cornell.edu; or Dick Klotz, Assistant Director for Planned Giving and Real Estate Gifts, Office of University Development, 65 Brown Rd., Ithaca, NY 14850; 607-254-6145; fax: 607-254-7166; e-mail: rlk7@cornell.edu.

## ALS Members of the Cayuga Society

- Abrams, Robert '56
- Aderbert, Lois
- Allie, Dorothy E. '41
- Ainslie, Harry and Virginia Antosh, Stanley '80
- Aron, Kurtz and Greenzweig '64 and Barry
- Ashley, Stephen B. '62 and Janice G.
- Atkinson, David Roger '60
- Babcock, John Butler '45
- Bakke, Roy Thomas '65
- Batt, George H. '28
- Beard, Albert '52 and Anita L. '60
- Berg, Beatrice B. '26
- Berley, William '45 and Isabel '47
- Beri, Gladys
- Bickford, Robert L. '61
- Bilinski, Jerry '56
- Blitz, Robert W. '52 and Janice A.
- Blochard, Kenneth H. '61
- Blyler, Ruth Zimmerman '62
- Blodorn, Gary C. '36
- Bloomer, Rundle W. '34
- Book, Ruth A. '26
- Bondarell, Esther S. '37
- Boodley, James
- Branigan, John '52
- Brodie, Edna '30
- Buckman, Doris
- Burns, Denwood Guy '59
- Cady, Foster B. '53
- Call, David L. '54 and Mary Gentry '54
- Carroll, Frank A. '37
- Ceglowski, Eugene C. '58
- Cheney, William H. '50
- Clark, J. Thomas '63 and Nancy W. '52
- Clawson, Wanda
- Colby, James A. '50 and Reta B.
- Collie, Royal D. GR and Susana F. GR
- Colling, Frank '35

- Corbit, Bradley G. '58
- Cornell, Hollis E. '39
- Crouch, James E. '30
- Culver, Annah A. '36
- Dallas, Glenn T. '58 and Madelyn M. '58
- Day, Susan P. '60
- De Groot, Sally S. '50
- Decou, William R. '68
- Dedrick, Douglas George '59
- DeKlink, Freda
- Denton, Catherine D. '35
- DeWitt, Virginia
- Dickinson, Jane '41
- Durfee, Arthur E. '40 and Barbara '41
- Durham, Mary P. '22
- Ehringer, Stephen Joel '62
- Evans, Douglas E. '44
- Evans, Mark H. '73
- Flinn, Mary Q. '60
- Foukes, Thomas '52
- Fox, Pauline B. '34
- Fox, Raymond I. '47 and Vera H. '47
- Friedman, Samuel N. '38
- Fuerst, Myron M. '29
- Fuerst, William F. '39
- Galling, John W. '28
- Geisling, J. William '71
- Gerling, Michael J. '76 and Barbara '77
- Gifford, John '29 and Mary L.
- Godfrey, George L. '28
- Gortz, Carl F. '52 and Jean L.
- Groinger, Bradley R. '79 and Mary M. '79
- Green, Eleanor B. '24
- Green, Phillip A. '64
- Guani, Filippo '80
- Gullage, Leo J.
- Handon, Schlarie W. '47
- Harrington, Verna H. '28
- Harrow, Herman '49
- Hayner, Lloyd Akin '52
- Hayward, Barton M. '52
- Hazen, J. Frederick '34
- Hellman, Hubert R. '39
- Hellier, Steven N. GR

- Hilshy, Robert D. GR
- Hilshy, Beth '83
- Hopley, Ralph L. '30
- Hill, Hamilton D. '33
- Hill, Jean P. '83
- Hirschfeld, Mayfield S. GR
- Hoffman, Helen K. GR
- Holland, Robert F. '36
- Howard, Cora C. '44
- Howell, George '42
- Hudson, Donald S. '49
- Hudson, George F. '54 GR
- Hyatt, John Edgar '25
- Hyman, Jay Donald '55
- Jennings, Betha S. '36
- Jewett, Richard W. D. '24
- Johnson, Keith W. '59
- Jones, Robert S. '32
- Kabalar, Edward L. '67 and Linda P. '69
- Kagebein, Edmund William '44
- Kahn, Mary S. GR
- Keaton, Barbara O. '59
- Kling, Herbert R. '36
- Krohn, Lloyd Raymond '31
- Knight, Alton Lee '71
- Lakostille, Anne '55
- Landside, Calvin J. '48 and Ann H.
- Lavallard, Marie L. '32
- Leathers, Lyman Lee '52
- Linnine, Gilbert '48
- Lynch, Ronald P. '58 and Susan E.
- Mapes, Russell I. '50
- Mara, John L. '51
- Martin, Russell D. '39
- McCarthy, Bernard '45 and Ethel H. '46
- Mc Ewen, Bruce F. '67
- Miller, Edwin M. '35
- Millman, Mary Louise '45
- Morkin, Marisa S. '61
- Munger, Henry M. '36
- Munro, Dorothy
- Neadary, Marilee B.
- Nesfle, Jodi Diehl '80
- Nichols, Andrew Barry C. '40
- Nicke, Ruth Speirs '53
- Noble, John Alan '76
- Nunok, Laurence Orin '57
- Oldfield, Reuben B. '35
- Orin, Keith Henry '56
- Parker, Henry W. '59
- Parmlase, Howard Clifford '43
- Parry, Robert Edwin '41
- Payne, Barbara Babcock '39
- Peterson, Earle N. '55
- Phillips, Ruth I. GR
- Pimentel, David GR and Marcia '44
- Polson, Robert A. and Ruth E. GR
- Potter, F. Arthur '42 and Jean F. '42

- Pulver, Wayne Murray '66
- Rubio, Rita Purgolis '63
- Rado, Rick '78
- Rawlins, W. Arthur '30
- Royce, Louise A. GR
- Reidinger, Rowland GR
- Reuter, John H.
- Reynolds, Alice K. '80
- Rhodes, Ruth C. '44
- Richmond, Isabelle Louise '65
- Riley, Michael Dennis '78
- Riviere, John '42 and Alice '41
- Roberts, Stephen James '88
- Rogers, Phyllis M. '26
- Rosati, Rita '62
- Rowley, Jean F. '54 and Elizabeth E. '59
- Russell, Donald A. '32 and Isabel '33
- Saunders, Susan '51
- Saunders, Donald Burt '30
- Schaenman, Lewis G. '52
- Schlaepfer, Walter 'Woodley '51
- Schmidt, Karl F. '34 and Jeanne
- Schneider, William Robert '52
- Schoffman, Thomas Arthur '48
- Schultz, Louis Charles '26
- Scott, Gwendolyn Stevenson '80
- Seiple, Shirley GR
- Seligman, Joel Richard '89
- Show, Monte R. '58
- Shepard, Seymour Lee '44
- Sheppard, E. Stanley '36
- Shepardson, Francis G. '40 and Cleora
- Silverberg, Dan Krizer '56
- Slawik, Victoria and Virginia
- Small, Cyril G. '28
- Smith, Richard Alvin '49
- Sprecher, Isidor '39
- Stadman, Thressa C. '40
- Staeble, Virginia '44
- Steinman, Marjorie '50
- Stirling, John C. '59 and Nancy C. '59
- Stern, Ernest L. '56 and Barbara '56
- Stille, Peter B. '58 and Gladys L. '58
- Stone, Mead W. '43
- Stowe, Frances '50
- Struss, Nancy Vercia GR
- Stuebenbacher, Margaret S. '55
- Suter, Robert C. '45
- Taylor, John F. '80
- Ten Hagen, Hugh '80

- Tewes, Anton Fritz '57
- Teacher, Ada Purgolis '63
- Thomas, Ruth F.
- Tiskert, Carol Gordon '60
- Uhlman, Henry
- Van Deusen, Marie '74
- Van Dyne, Robert '49
- Van Lonsingham, Florence G. '35
- Vaeder, Leslie C. '42
- Vincent, Robert F. '59
- Wagner, Wilma E. '39
- Wainwright, Robert M. '52
- Walker, George A. '57
- Ward, Marydore C. '39
- Ware, W. Berlow '47
- Warner, Tazu A. '31
- Wedder, Marvin M. '47
- Werly, Charles M. '27
- Westley, William Anthony '42
- Wheeler, Dorothy Frick '32
- Whoker, James H. '42 and Alice '42
- White, Philip M. '34
- Whitman, Donald C. '39 and Beryl W.
- Whitman, Mathew Paul '76

- Wilkes, Ralph S. '34
- Williams, Michele Anderson '92
- Wieg, Helen Upton '27
- Wynne, Irving William '48
- Wood, Mary Benedict '37
- Wright, James W. '50
- Wuori, Leo A. '42
- Yates, Richard Crawford '84
- Zacks, Jessica Pearlman '81
- Zovon, Mitchell Ralph '44

## Cayuga Society Members—Deceased

- Clawson, Albert J. GR
- Cowan, Alvin R. '27
- Denton, Clarence S. '18
- Foley, Charles F. '54
- Jennings, Howard K. '30
- Krohn, Ralph L. '16
- Loomis, Clifton W. '37
- Ross, Murray B. '19
- Speer, Vero D. '24
- Speer, Kenneth L. '23
- Stubbins, Alfred M. '24
- Stowe, James R. '45

## ALS NEWS

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**Dean**  
Daryl B. Lund

**Associate Dean**  
Brian F. Chabot

**Assistant Dean for Public Affairs**  
Rebecca Tseng Smith

**Executive Editor**  
Edward A. Chubb, '64  
(Director of Alumni Affairs)

**Editor**  
Elizabeth L. Bauman '73

**Designer**  
Dorothy F. Kalls

**Writer**  
Shela L. Winger

**Production Coordinator**  
Dorina S. Vanover

**Photographers**  
Lorenz Photography  
Richard A. Chubb '64  
Tony Kelle Wiles '88

**Contributing Writer**  
Vale Piro

**Editorial Assistant**  
Janine Astor

**Student Writers**  
Julie Berry '92  
Patricia Coy '95  
Arianna Van Schock '96

Correspondence should be addressed to Richard Chubb, Alumni Affairs, 265 Roberts Hall, Cornell University, Ithaca, NY 14853-4203, 607-255-7651.

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## Homecoming Tailgate Party

During Homecoming 1995, the ALS Alumni Association sponsored a Kite Hill tailgate party featuring a chance to meet the college's new dean, Daryl Lund. Hundreds of hotdogs were served pre-game by Dave Teter '65 the campus events chair, and the rest of the committee, and the Big Red Band stopped by for a pre-game pep rally. Cornell beat Holy Cross 28-19 in crisp, sunny autumn weather.



Under the canopy are Ted Mullen '55, ALS Alumni Association district director, Phelps, N.Y., holding his granddaughter Rebecca Johnson, with grandsons Stephen Johnson and Brad Werner, granddaughter Amy Werner (behind Stephen), daughters Janis Werner '83, Newfield, N.Y., and Mary Johnson '85, Freeville, N.Y., holding Melissa.



Talking together are (from left) Richard F. Vincent '59, Houston, Tex.; Dean Daryl B. Lund; Rebecca Tseng Smith, assistant dean for public affairs; and Tomoko Moringaga MS '89, ALS Alumni Association district director, Chevy Chase, Md.

# ALS MEMBERSHIP

ALUMNI ASSOCIATION

If you are not a member of the ALS Alumni Association, join today. Fill in the information below, and your membership will benefit you plus future and current students, and strengthen the ALS Alumni Association.

Name \_\_\_\_\_ Class year \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone number \_\_\_\_\_ County \_\_\_\_\_

Biographical notes: \_\_\_\_\_

*Use separate sheet of paper if necessary*

**Dues:**

'95 graduate (fee waived) at \$0 \_\_\_\_\_

Graduated within last 5 years at \$20 \_\_\_\_\_

2-year membership at \$29 \_\_\_\_\_ Spouse at \$21 \_\_\_\_\_

4-year membership at \$54 \_\_\_\_\_ Spouse at \$38 \_\_\_\_\_

Lifetime Membership at \$350 \_\_\_\_\_ Spouse at \$245 \_\_\_\_\_

First installment on my Lifetime Membership at \$125 per year for 3 years \_\_\_\_\_

First installment on my spouse's Lifetime Membership at \$88 per year for 3 years \_\_\_\_\_

Please make your check payable to the ALS Alumni Association or pay with VISA/MC

VISA  MasterCard  Discover Card

Expiration Date \_\_\_\_\_ Account # \_\_\_\_\_

Signature of cardholder \_\_\_\_\_

**Mail to:** Office of Alumni Affairs, 265 Roberts Hall, Ithaca, NY 14853-4203

**I also wish to join Cornell Federal Credit Union!**

I wish to receive a Cornell Federal Credit Union membership application and information regarding

Auto loans  VISA card  Other: \_\_\_\_\_

Mortgages  Checking/ Savings account

**Gift Membership to the ALS Alumni Association of the College of Agriculture and Life Sciences at Cornell University**

To: \_\_\_\_\_

From: \_\_\_\_\_

Agriculture and Life Sciences  
December 1995

Dated Material ■ December 1995

**Inside this Issue**

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- 4** Former Sun Reporter Sells Gourmet Produce
- 5** Voyage Reveals How Food Is Marketed Overseas
- 7** Mann Libe Needs Help to Stay On-Line

## ALS ALUMNI CALENDAR '95-'96

**December 31** Postmark deadline for ALS alumni memberships to appear in next issue's roster  
**December 23-January 1** Cornell closed for the holidays

### '96

- January 6** Join fellow ALS alumni to cheer on the New York Islanders as they take on the Ottawa Senators at the Coliseum, contact Howard Str. '88, 516-495-1070, or Richard Girards '86, 516-298-5988
- January 25** Retired New York State extension agents luncheon, Bartow, Fla., contact W. Dale Brown '39, 407-783-3793
- March 16** ALS alumni event in Central Florida, Tavares, Fla., contact Don Robinson '41, 904-787-3644
- April 1** Outstanding Alumni Awards nominations deadline (postmarked or delivered)
- April 12** ALS Alumni Association committee meetings, noon-4 p.m.
- April 13** Student Appreciation Banquet, 6 p.m.
- April 13** Board of directors meeting, 8 a.m.-noon
- April 14** SUNY Job Fair, Syracuse Fairgrounds, contact Amy Benedict-Martin, 607-255-2215
- May 26** Commencement
- June 6-9** Cornell Reunion Weekend
- June 7** ALS Association board dinner meeting in football, Showcase ALS

### 1996 New York Dean-Alumni Get-Togethers with Dean Daryl B. Lund

- March 2** District 11 (Jefferson, Lewis, and St. Lawrence counties)—Canton, N.Y., contact Bill Rodice '57, 315-386-8447
- March 21** District 12 (Herkimer, Madison, Oneida counties)—Utica, N.Y., contact John Clark '80, 315-894-1817
- March 27** District 20 (Erie and Niagara counties)—Buffalo, N.Y., contact Nate Hironaka '64, 716-727-7243
- April 30** District 3 (Orange, Sullivan, and Rockland counties)—Watkins Glen, N.Y., contact Tyler Eleri, Jr. '78, 914-774-8886
- May 2, 17** (Chemung, Schuyler, and Yates counties)—Watkins Glen, N.Y., contact Jim Preston '50, 607-546-2167
- June 12** District 11 (Nassau and Suffolk counties)—Oyster Bay, N.Y., contact Howard Stone '88, 516-499-1070

- June 8** SUNY Job Fair, Syracuse Fairgrounds, contact Amy Benedict-Martin, 607-255-2215
- June 6-9** Cornell Reunion Weekend
- June 7** ALS Association board dinner meeting in football, Showcase ALS

## PURE ADIRONDACK MAPLE SYRUP

—Terrific Gifts!

The college's Department of Natural Resources can ship Cornell-branded maple syrup in "mailable" plastic jugs any where in the United States. Each jug carries a label that indicates the syrup's production in Lake Placid. Pure Cornell maple syrup is produced at the Uihlein Sugar Maple Research-Extension Field Station in the Adirondack Mountains. Sales support sugar maple research and extension. Syrup is available year-round.

List prices include shipping

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	01 to 50	51 to 99*
Pint	\$11.00	\$11.75
Quart	15.75	16.75
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Gallon	40.25	42.75

To order, write: Uihlein Sugar Maple Research-Extension Field Station, Bear Cub Road, Lake Placid, NY 12946. Attn: Lewis Staats

\*Maple checks payable to Cornell University. \*Prices apply to continental U.S. only; others should contact Lewis Staats for information.

# Lure of the Snappers

Intrigued by the vampire bat's sole dependence on blood for food, an ALS graduate student keeps a colony of these cuddly, yet bloodthirsty, creatures in Corson Hall.

**C**laudina Coen '90 takes exquisite care as she pours the defibrinated blood from the Snapple bottle into four sections of an ice cube tray. Each day at noon she carries this high-protein diet to the vampire bats caged within a secured room in the central core of Corson Hall.

She mustn't lose track of the schedule, because the animals can survive but 36 hours without a meal. Nor can she be cavalier about what's on the menu. These shy, intelligent creatures are fussy eaters indeed, dining on the same thing day in and day out. Even the slightest variation will cause them to sicken and die.



Story continued on page 1