

ALS NEWS

Agriculture and Life Sciences

May 2004

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The College Celebrates
100 Years

(Story on pages 6-7)

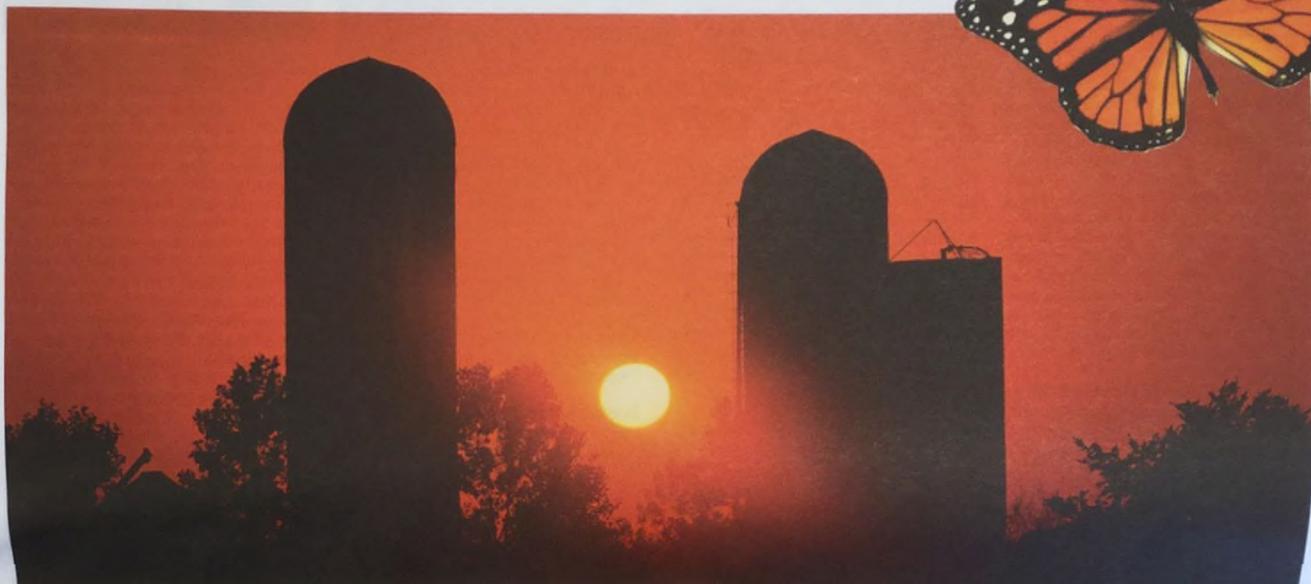
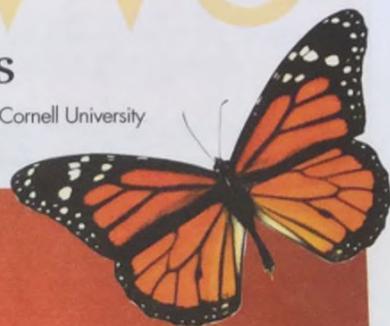


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CALS NEWS

Agriculture and Life Sciences

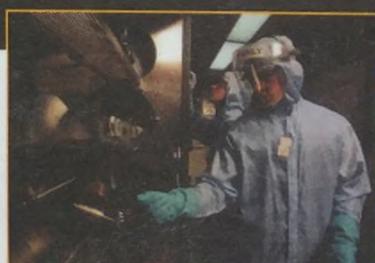
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Focusing on the Future

The Four Academic Priorities of the College of Agriculture and Life Sciences

By Susan A. Henry, The Ronald P. Lynch Dean of the College of Agriculture and Life Sciences



Left to right: CALS researchers have engineered rice plants that are more tolerant of environmental stresses with higher yields; undergrads give presentations in local elementary schools; and students work with faculty to develop nanobiotechnology devices.

Cornell University occupies a unique position as a private Ivy League, land-grant institution, and is one of the great universities in the world today. In this, its centennial year, the College of Agriculture and Life Sciences (CALS) rightfully celebrates its continuing role in Cornell's long tradition of excellence.

Cornell has a well-deserved reputation for the contributions it makes to the changing needs of human society, not only in New York, but throughout the world, and particularly in developing countries. CALS is proud of our flagship role in making Cornell a global land-grant university.

At the same time, as New York State's land-grant College of Agriculture and Life Sciences, we are committed to excellence in research, extension, and teaching in science and scholarship that benefits society in New York State and the nation as a whole.

Last year, with leadership from Senior Associate Dean Bill Fry, we defined a new mission for CALS, reiterating our commitment to teaching, research, and extension. We articulated a vision of our role in developing leaders to address the global challenges of the 21st century.

Since the publication of our new mission and vision statements last year, I have engaged the CALS Advisory Council, the associate deans, the department chairs, and other faculty leaders in our college in conversations about connecting our new mission and vision to the areas of academic strength and excellence for which our college is known. In doing this, we have carefully considered how our academic priorities connect our college to the priorities of the university as a whole.

We are proposing four academic areas that are fluid, overlapping, and interdependent (see diagram on page 2). These four areas of academic priority are

- Land-Grant Mission
- Applied Social Sciences
- Environmental Sciences
- New Life Sciences

Very few of our departments, students, or faculty members would see themselves as confined to one of these areas. Most programs and departments participate in two or more.

Each of the priorities is also connected to broader themes at Cornell, enabling us to see ourselves in an interdisciplinary context, both supporting and being sustained by the university as a whole.

In each of the four areas, and in their overlap, our core undergraduate curriculum is designed to help our students become "society ready." In each area, we also conduct basic and applied research and promote the integration of applied research and extension for the betterment of society. Because our students participate in all levels of experiential

learning, our teaching programs are likewise linked to research and extension.

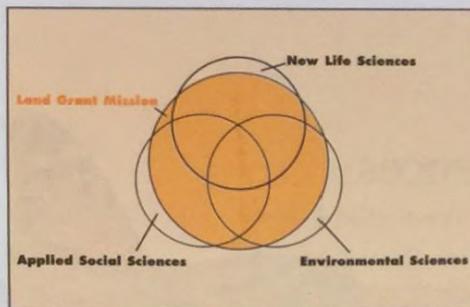
Land-Grant Mission

I am very proud of the CALS tradition as standard-bearer for the land-grant mission at Cornell. We have a firm commitment to research and extension that benefits the citizens, communities, and economic well-being of the state of New York, the nation, and the world. The land-grant ideal has been the foundation of our academic mission since the inception of Cornell as the land-grant university of the state of New York. Importantly, through discussions led last year by panels convened by the board of trustees, the land-grant mission has been the focus of renewed commitment by the entire university.

CALS' historical roots in Cornell's land-grant mission are in agriculture and land stewardship. Agriculture has always

(continued on page 2)

Focusing on the Future (continued from page 1)



The interactive nature of the college's four priorities is illustrated in this figure, shown as overlapping circles, with the land grant mission at the center.

been connected with and dependent on progress in the life and environmental sciences. This includes advances in our understanding of the pests and diseases that affect our crops and animals, the role that agriculture plays in the environment, and the benefits of promoting biodiversity in plants and animals.

Our land-grant mission is also linked to economics—the economics of farming and businesses related to agriculture and food production—and to economic development for communities in the state of New York and the nation, as well as for developing economies throughout the world.

The land-grant mission also relates to the well-being of our urban, rural, and suburban communities. Many economic, environmental, and social issues transcend the rural-urban interface. Our ability to integrate diverse disciplines enables us to fulfill our land-grant mission for New York. In this respect, agriculture, environment, and life sciences are linked to applied social sciences such as education, communication, development sociology, and others that help frame public policy.

Applied Social Sciences



Social scientists in CALS are motivated by the desire to address important social needs and public issues, and to make a positive difference in people's lives. Our applied social sciences are built on a firm foundation of disciplinary strength and contribute to the universitywide priority of promoting excellence in the social sciences. The applied nature of our approach to social sciences and linkages to our land-grant mission distinguish CALS' programs within the spectrum of

social sciences at Cornell. We intend to be significant players and strong collaborators in the university's new Institute for Social Sciences.

The applied social sciences also provide the means with which we translate and communicate our work in technical areas—including the life sciences and environmental sciences—into the public good. These applications include increasing public awareness of the role of technology and science in society, influencing the way we develop public and social policy, stimulating economic development, and using technological developments for the benefit of society.

CALS' involvement in the applied social sciences is most evident through our programs in applied economics, communication, education, and development sociology. For example, CALS is unique in housing Cornell's accredited Undergraduate Business Program—the largest single-department major in the college—in the Department of Applied Economics and Management.

In another recent example, faculty in the Department of Communication collaborated with the faculty of Computing and Information Science (CIS) to establish a new interdisciplinary, inter-college major in "Information Science."

Our involvement in the applied social sciences is also evident in the research, extension, and educational programs we conduct in areas impacting public policy in a number of disciplines, including those related to natural resources, life sciences, and agriculture.

Environmental Sciences

A third priority for the college is the environment. Environmental sciences are essential to the land-grant mission and focus on some of the most important issues facing society in our time. The original vision of Liberty Hyde Bailey at the founding of the New York State College of Agriculture in 1904 included land stewardship and the place of agriculture in the rural environment. Agriculture is one of the most profound human activities influencing the envi-

ronment. The environmental sciences are intricately connected to the life sciences, and, as mentioned above, also link to the applied social sciences in the areas of public policy, landscape architecture, and human dimensions.

There is a growing movement across campus to elevate the environmental sciences to a universitywide priority. CALS' strengths in ecology, biodiversity, atmospheric science, earth systems, and environmental engineering, as well as natural resource management and biological resource conservation, including soil, water, sustainable agriculture, and nutrient and waste management, have enabled us to play a leading role in a number of universitywide initiatives.

CALS' programs span emerging interdisciplinary areas such as bio-based industries, energy and the environment, agriculture and the environment, detection and remediation of pathogens, toxins and pollutants, chemical and behavioral ecology, biogeochemistry, and biodiversity. An example of our leadership in environmental sciences at Cornell is the establishment of the new interdepartmental undergraduate major Science of Natural and Environmental Systems. In addition, CALS is partnering with the College of Engineering on a new inter-college major in Environmental Engineering.

New Life Sciences

Our fourth priority, the new life sciences, constitutes the largest universitywide initiative, seeking to enhance and support interdisciplinary research, education, and collaboration among biologists, physical scientists, engineers, and computational scientists. The College of Agriculture and Life Sciences has taken a leading role in this universitywide initiative from the start, providing faculty leadership and a major share of new faculty hired at Cornell under this initiative.

Our college offers unique strengths to this campuswide effort in areas such as the plant sciences, biodiversity, microbiology, biostatistics and computational biology, biological engineering, bio-nanotechnology, animal science, evolutionary biology, ecology, and many applications critical to agriculture and the environment. CALS' faculty play many roles in this multidisciplinary initiative, including basic and applied research on topics such as improving the food supply, food safety, nutrition, health, the environment, business, and the economy. We bring a unique balance to the new life sciences by emphasizing very basic studies in genetics, developmental biology, neuroscience, molecular and cell biology, as well as more applied biology. We also explore the ethical, legal, and social implications emanating from new life science technologies.

As the partial list of topics makes clear,

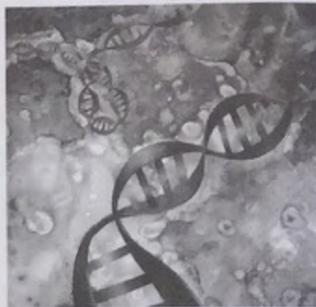


Illustration by William Benson

research, teaching, and extension related to life sciences includes many areas linked to environmental sciences and applied social sciences. Moreover, our work in the life sciences has unique applications that enhance the entire university initiative and ensure links are made to Cornell's land-grant mission.

As we strengthen our leadership role in these four academic priority areas, we move closer to achieving our vision, "To be the preeminent college for research, teaching, and extension of agriculture and the life sciences, developing leaders to address the global challenges of the 21st century."

As we continue to refine and build momentum in our strategic priorities, I invite members of the CALS community to engage in communication with me and the associate deans, and share your thoughts with us.

- How can we best realize our vision in the 21st century?
- How do the four priority areas help us in that effort?
- What aspects of the four priority areas are especially important?

I would be delighted to learn from you how your activities help fulfill our land-grant mission to society.

As always, I am most pleased to hear from you on these or other topics by e-mail at sah42@cornell.edu or by hard copy sent to 260 Roberts Hall.



Susan A. Henry, Ph.D., the Ronald P. Lynch Dean of Agriculture and Life Sciences

McCandless Named Communications Director for Agriculture and Life Sciences



Linda McCandless is the new director of communications for the College of Agriculture and Life Sciences. She directs the strategic planning, execution, and maintenance of communication efforts for CALS on both the Ithaca and Geneva campuses. "As we embark on our centennial year, CALS is making it a top priority to design and implement strategies that communicate the mission, goals, priorities, and accomplishments of the college to internal and external audiences and a wide variety of stakeholder groups," said Susan A. Henry, the Ronald P. Lynch Dean of Agriculture and Life Sciences. "Linda brings to this position a strong background in strategic communications, as well as a thorough knowledge of the college and its key programs and priorities. We are happy to have her aboard."

To help with the initiative, Henry has established a collegewide committee on strategic communication that will develop a blueprint for the approach CALS needs to take to achieve effective, informative communication to support the strategic goals and mission of the college. McCandless will be a member of the college's Public Affairs office, which is being renamed Alumni Affairs, Development, and Communications to better reflect its work for the college.

McCandless has been director of communications at the New York State Agricultural Experiment Station in Geneva since 1994 and is a current member of the LEAD New York program. She graduated from Cornell with a B.A. in 1974 and lives in Spencer, N.Y.

Hunter Leaves Geneva Agricultural Experiment Station



After 13 years as director of the New York State Agricultural Experiment Station in Geneva, James E. Hunter is taking a leave from CALS before his planned retirement this June.

During his leave, Hunter is traveling in the United States and abroad to study relationships between universities and businesses that relate to economic development and increased support for bio-based research focusing on food and agriculture.

"I intend to examine alternative sources of support for land-grant colleges, in general, and experiment stations, in particular," Hunter said.

One alternative Hunter will be studying is research parks that are affiliated with universities and other public institutions. Hunter has served as a member of the Cornell Agriculture and Food Technology Park Corp. at Geneva, since its founding.

"I intend to stay affiliated with the park and the Geneva Experiment Station and to help in the park's continued development, but not as a member of the park board of directors at this time," he said.

Hunter came to Geneva as chairman of the plant pathology department in 1972 and served in that capacity until 1982. He was associate director from 1987 to 1990.

Robert C. Seem is serving as interim director.

Plant Diagnostic Center Protects Our Homeland Security

Guarding against bioterrorism and accidentally introduced pests and pathogens, the Northeast Plant Diagnostic Network, headquartered at Cornell, is fulfilling the university's land-grant mission in the 21st century.

It may have been hard to imagine more than a century ago that Cornell's land-grant mission would eventually mean playing a central role in national agricultural security. Today, the reality of protecting agriculture and food security in the 21st century includes detecting either accidentally or deliberately introduced pests and pathogens and guarding against potential acts of bioterrorism.

This is in addition to the college's traditional role in monitoring and eradicating traditional plant pests—weeds, insects, and diseases—to combat extensive annual yield losses to crops. The economic impact of exotic pests or pathogens would not only reduce crop yields, but also would affect the marketability of crops themselves. Cornell's land-grant status charges it with protecting and advancing agriculture in the United States in general and in New York State in particular.

Taking on this challenging package of responsibilities is the Department of Plant Pathology in the College of Agriculture and Life Sciences, with its more than 30-year history of diagnosing plant diseases through its Plant Disease Diagnostic Clinic. That clinic is now the centerpiece of the Northeast Plant Diagnostic Network (NEPDN), which is part of the even larger National Plant Diagnostic Network. As one of the network's regional centers, Cornell has been selected by the U.S. Department of Agriculture and the U.S. Office of Homeland Security to coordinate an advanced surveillance and detection program through the network. This program, which was established in 2002, has taken existing facilities within the country's land-grant university system and supplemented them with funding for improved communication equipment, software development, and identification technologies.

This coordinated network's mission is to enhance national agricultural security by quickly detecting any introduced pests and pathogens and then to quickly report findings to the appropriate responders and decision makers.

"The diagnostic network and our clinic is an integral part of Cornell's land-grant mission and provides a real service to agriculture, because more and more, our agricultural producers are functioning in a world economy," says Rosemary Loria, plant pathology professor and department chair. "That means there are many, many possibilities for introducing new plant diseases, new insect or weed pests, into agricultural systems. The introduction can be accidental, or in the case of bioterrorism, it can be purposeful. But in either case, it's critical that we have the ability to detect introductions, to quickly assess the implications of an introduction, and communicate the need for mitigation."

Last summer, Cornell's Plant Disease Diagnostic Clinic was given one of its first big assignments as part of the NEPDN: following an outbreak of plum pox in Pennsylvania in 1999 and in Canada in 2000, an extensive survey of New York orchards was needed to determine whether the viral disease had migrated to any of the state's crops or whether efforts to contain it in the orchards where it had been found were successful in eradicating it. Plum pox is one of the organisms on the Agricultural Bioterrorism Act's Select Agent list.

Pennsylvania invested more than \$5.1 million to eradicate the plum pox virus



PATHO GENIE: Plant samples await scrutiny by Karen Snover-Clift '97, MPS '98.

and indemnify farmers for the destruction of infected trees; the USDA allocated \$4.7 million to the containment effort; and federal agencies approved a minimum of \$18.5 million to compensate for losses due to plum pox.

Plum pox, which is also known as sharka, affects stone fruit trees such as plum, peach, and apricot and has devastated crops in Europe for a century. It is transmitted over short distances by aphids.

Nearly 15,000 samples, sent in from stone fruit orchards all over New York State, were tested at the Cornell clinic last summer. No trace of plum pox was found. Testing of samples from New York orchards is expected again this year, since symptoms of the virus occur sporadically, sometimes not even appearing until up to three years after the initial infection. Laboratory tests can detect the virus before visible symptoms are apparent.

Diagnosticians at the clinic are also keeping a careful watch on a new outbreak of a geranium blight disease that appeared in four greenhouses in the Midwest last year after coming from geranium cuttings imported from Kenya. The four greenhouses were rooting stations that produce plants for thousands of wholesale and retail greenhouses. The January to May 2003 event put 921 greenhouses on hold in 47 states and resulted in the destruction of 2 million plants in 127 facilities.

While the bacterium, known as *Ralstonia solanacearum*, can usually be kept isolated because geraniums are largely a greenhouse crop, it could pose a significant threat to other crops, like potatoes, if it spread outside the greenhouse. This disease, which causes plants to wilt, yellow, and die, is found globally, except in the United States and Canada. It is one of the 10 threat pathogens the USDA has designated as particularly dangerous to U.S. agriculture.

The five regional laboratories are being equipped with state-of-the-art equipment and supplies needed to perform DNA-based diagnostic analyses

for bioterrorism threat pathogens that the network deems important. This spring, representatives from the five labs received training on three select agent pathogens and one pathogen of high significance. The pathogens are *Phakopsora pachyrhizi* and *P. meibomia*, the causal agents of soybean rust; *Ralstonia solanacearum* R3 B2, the causal agent of southern wilt of geranium and brown rot of potato; plum pox virus, the causal agent of plum pox; and *Phytophthora ramorum*, the causal agent of sudden oak death.

Cornell's position as the center of the NEPDN includes a mission of educating diagnosticians throughout the national network on proper testing protocol and procedures. "A lot of the educational information we're going to be putting together as a national network will be geared toward a group of people that we're labeling as 'first detectors,'" says Karen Snover-Clift, a senior extension associate and plant disease diagnostician who is also the assistant director of the NEPDN. "These educational packages will show how to collect a good sample, how to look for abnormalities and know that something should be submitted, and how to get that into the network so it can be analyzed."

First detectors include growers, crop consultants, pesticide applicators, master gardeners, commercial chemical and seed representatives, and Cooperative Extension personnel. A Web-based diagnostic system will be used to report unusual pest occurrences, existing crop conditions, and other information that would not normally be submitted through the diagnostic network.

Cornell is also one of two universities that will house the servers and that are part of a pilot program testing an advanced Plant Disease Identification System (PDIS) software package that will eventually be used by 29 states.

Joe Wilensky

Cornell's Land-Grant Mission

In 1862, Congress passed the Morrill Act, granting each state in the union 30,000 acres of federal land for every member of its congressional delegation. The states then sold the land to finance colleges that would provide education in practical areas such as agriculture and engineering. These institutions were further mandated to use the knowledge generated in these disciplines for the public good. Cornell was chosen to be the land-grant college for New York.

Today the College of Agriculture and Life Sciences meets its land-grant responsibilities through research, teaching, and extension efforts that make an important difference in the lives of our stakeholders.

These include:

- Providing a world-class education for our students
- Encouraging lifelong learning through extension education
- Advancing a productive and sustainable agriculture
- Understanding the unity and the diversity of life through discovery in the life sciences
- Promoting wise stewardship of the environment
- Supporting a safe, secure food supply
- Fostering economic vitality
- Facilitating individual and community health and well-being
- Pursuing scholarship that addresses social issues

Here are some examples of how the college is fulfilling its land-grant mission:

- Farmers, gardeners, schoolchildren, and golfers can thank the New York State Integrated Pest Management program (IPM) for developing pest management tools that are cost effective and minimally impact the environment and human health. The program has grown since its inception in 1984. Today there is an IPM team for each commodity.
- The grape and wine industry in New York is expanding rapidly, but growth is hindered by a shortage of qualified enologists and viticulturists. A new concentration in Viticulture and Enology within the Plant Sciences and Food Science majors will give graduates the skills for successful careers in the wine industry, including expertise in grape growing, wine making, business management, and marketing.
- What do food companies in New York do when they need help with developing new products or solving problems with old ones? They turn to the college's Food Venture Center at the Geneva experiment station. There they receive guidance and expertise in food safety issues, government regulations, sensory evaluation, product development, and resource networking.
- Managed by personnel in the college's Department of Animal Science, PRO-DAIRY is an educational program that increases the profitability and competitiveness of New York's dairy industry. The program enables agricultural producers to achieve their professional and personal goals by providing education in dairy facilities engineering, farm business management, and human resource management.
- Researchers in the Department of Horticulture have developed methods of producing fresh raspberries using greenhouses that might otherwise sit empty during the winter. Growers in New York, the Northeast, and the Midwest have begun commercial production of winter raspberries, meeting strong demand and capitalizing on off-season prices.



He's Got the Juice

Brian Nicholson '94 followed a roundabout path back to his family's fruit farm. It's a good thing he did, because his experience in marketing, branding, and sales is paying off for Red Jacket Orchards.



FROM BIG RED TO RED JACKET: Brian Nicholson is vice president for marketing and sales for his family's farm and business, Red Jacket Orchards in Geneva, NY, which sells gourmet fruit and juices all up and down the East Coast.

A glance at the sales staff biographies on the Red Jacket Orchards Web site makes you think there was a conspiracy at work.

Brian Nicholson '94 finds that funny. In fact, Nicholson says, it's downright shocking (and, he quickly adds, rewarding) that he, his brother Mark '94, and sister Amy May '98 are back on the family payroll. Mark is vice president of Juice Works, and Amy May is co-market manager for New York City Greenmarket operations.

"I was a business administration/marketing major and, although I didn't know what I wanted to do, I was very solid in my thinking that there was no way I was going back to the farm," says Nicholson, the first to return and the only one whose role allows him to work where he can watch their tree fruits grow. "Going to Cornell had exposed me to a lot of metro New York people, and I thought there had to be something better out there than the blood, sweat, and tears of farming."

Yet it seems, looking back, that everything Nicholson did, all those experiences that he described feeling at the time as "a natural fit" were actually a

set-up. A set-up so that not 10 years later, he'd be back in Geneva, N.Y., with the skills to make a unique contribution to a family business his grandparents started 40 years ago.

The path back home began with Nicholson's first job out of Cornell,

To survive in agriculture, you have to differentiate yourself from the crowd by constantly reinventing yourself, Nicholson explains.

when he became marketing manager for Langeveld Bulb Co., an international flower bulb company. Although headquartered in Holland, half of the members of this family-owned agricultural business worked out of New Jersey. They employed a very aggressive marketing style that allowed Nicholson to put into practice some of the most advanced concepts he'd recently learned in Warren Hall.

One day Nicholson would be doing grunt work (shelving tulips and paper whites in, as he describes it, "mom and pop Agways in train-stop towns throughout Pennsylvania,") but the next he'd be back at headquarters logging into Wal-Mart's mainframe com-

puter where he could check the sales performance of every Langeveld bulb placed in 800 Wal-Mart stores throughout the United States.

To trust vendors enough to give them direct access to sales data, store-by-store on an hourly basis, was a revolutionary

concept that Wal-Mart pioneered, Nicholson recalls. It was a lesson in the power of retailers partnering with suppliers.

"By being allowed to manage the details of your own product line in the store—knowing what's selling and what's not and figuring out yourself how to address that quickly—you're in a position to maximize everybody's return," Nicholson explains.

Later, as an account supervisor for the New York City advertising agency Jordon, McGrath, Case & Partners/Euro RSCG, Nicholson learned another valuable lesson: the power of integrity. In managing the Bounty paper towel account, Nicholson says he became

schooled in how Procter & Gamble developed trust with its business partners, worldwide.

Then came the clincher that would eventually land him back by the shores of Seneca Lake. Nicholson fell in love.

"The work at JMCP was so much fun because our product was ideas," Nicholson recalls. "Suddenly I saw how much I loved the creativity involved in branding."

Meanwhile back on the farm, Nicholson's father Joseph Jr. was experimenting with a new product—fresh pressed juices made with whole fruit—that offered wholly new possibilities for developing the Red Jacket brand. To survive in agriculture, you have to differentiate yourself from the crowd by constantly reinventing yourself, Nicholson explains. When his grandfather bought 500-acre Red Jacket Orchards in 1958, the land was planted in cherries, which he eventually replaced with apples. Fourteen years later, when Joseph Jr. returned to the farm, he began experimenting with other fruits: notably flavorful varieties of plums, including Greengage and Mira-belle, prized in Europe but unavailable in the United States, and apricots, thought to be impossible to grow on the East Coast. (During the peak summer months, 1,200 pounds of Red Jacket apricots are sold every day in Manhattan's Union Square Greenmarket.)

When Nicholson returned to become vice president for marketing and sales, the juice line was so new that the labels were being printed on the office computer on sheets of address labels. Now there are eight varieties, including rhubarb apple and strawberry apple sold in 80 of New York's finest gourmet stores and down the coast to Florida through the upscale retailer Whole Foods and Fresh Market.

To Nicholson, a brand is a living thing with which people have a relationship. Like a friendship, that relationship grows and changes over time, and people judge it based on the quality of interaction over time.

"The name, the label, the taste of the product is something more than a commodity like sugar, which is just sugar," he explains. "I have this opportunity to take what has been my family's brand for 40 years and make it mean more to people in a positive way. And that's the challenge, it's also the fun."

** Mark, based in Washington, D.C., heads up sales for Red Jacket's growing juice division. Amy May is developing new value-added products through her contacts with consumers in New York City.*

Metta Winter

Global Economics Is Forcing Changes in Domestic Agriculture

The force of global economics is changing the landscape in New York, the Northeast, and the United States. These changes have created uncertainties for the American agricultural economy, according to a white paper released by Cornell agricultural scientists and economists.

"We are seeing more and more large farms, and there are billions of dollars in subsidies for large, commercial farms. If there were an economic shake-up in agriculture and if the big farm holdings could not sell their goods, the United States would become protectionist immediately," said Thomas

Lyon, Cornell's Liberty Hyde Bailey Professor of development sociology and one of the paper's authors. "I think it is very precarious."

The paper, "The Future of American Agriculture and the Land-Grant University: Toward a Sustainable, Healthful, and Entrepreneurial Food System," is the result of a yearlong examination by the Cornell group. It is available online at www.cals.cornell.edu/polson/faawhitepaper.pdf.

The Cornell group voices its belief that in the future, agricultural entities in the United States either will be high value or local niche marketers, and few,

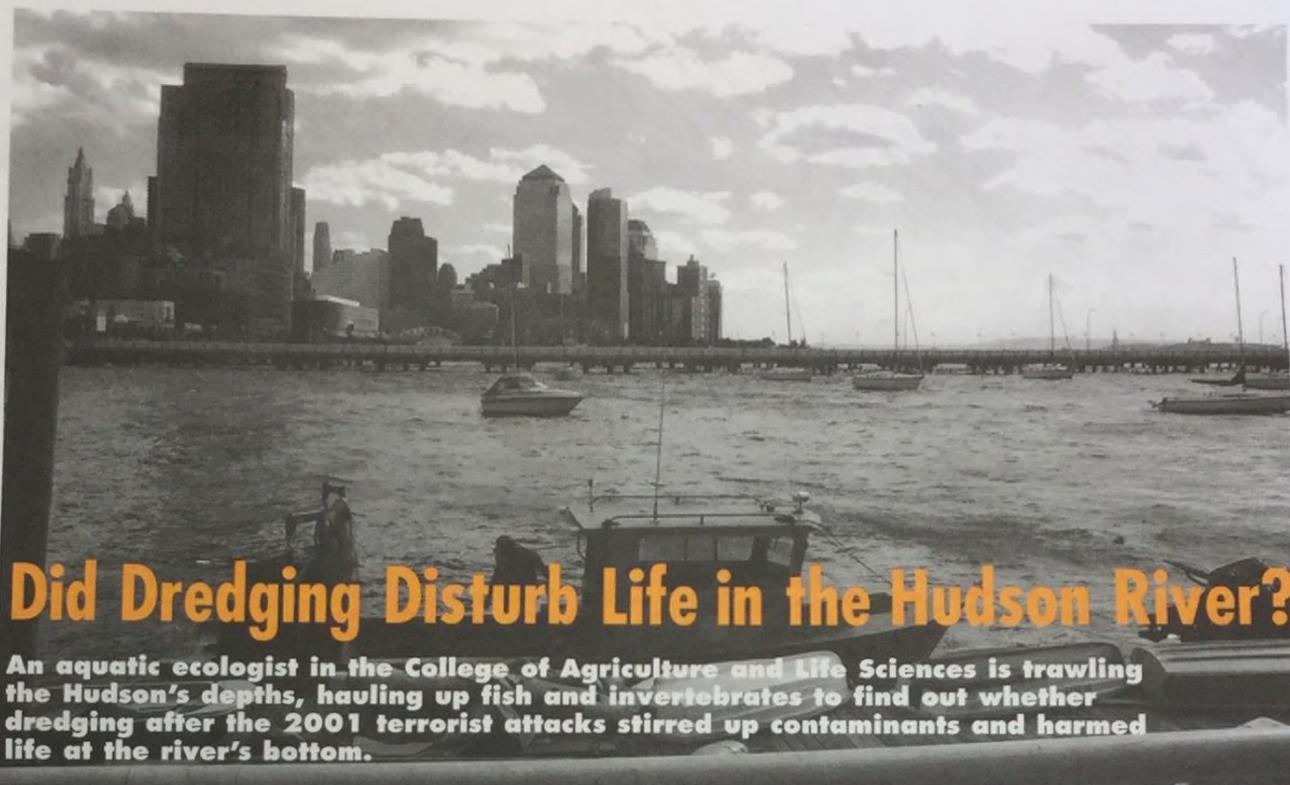
if any, will be of medium size. "We are heading toward a bimodal structure. Medium-size farms will become fewer," said Brian Chabot, professor of ecology and evolutionary biology.

As the economy becomes more global, large farms in the United States either will compete on price or produce crops for subsidized markets. "Cost-reducing technologies will continue to be important and large farms increasingly will be integrated into transnational food supply systems," said Chabot. "Low-cost providers will rule the market, and that is an economic process that is hard to counter."

In New York State there were 15,000 dairy farms in the late 1980s, and today only 7,200 remain. Even so, in terms of U.S. dairy production, New York ranks third, behind California and Wisconsin.

To resolve some of the economic problems in agriculture, Chabot suggests refocusing efforts on commodities unique to a region, such as wine, dairy, maple syrup, and certain apple varieties in New York. Additionally, Chabot thinks there should be an educational effort to reach the public to explain how world economics is forcing food-system changes at home.

Blaine P. Friedlander Jr.



Did Dredging Disturb Life in the Hudson River?

An aquatic ecologist in the College of Agriculture and Life Sciences is trawling the Hudson's depths, hauling up fish and invertebrates to find out whether dredging after the 2001 terrorist attacks stirred up contaminants and harmed life at the river's bottom.

Two days after the Sept. 11 terrorist attacks, James Ortenzio, who was chairman of the Hudson River Park Trust, took action to set up the path for debris removal from the World Trade Center out of Manhattan. He also began thinking about the environmental impact of the debris removal process.

Ortenzio got in touch with the U.S. Army Corps of Engineers to figure out a way to get an emergency permit to dredge a few parts of the Hudson River around piers along Manhattan's lower west side to allow barges and tugboats to get into the area. By that Friday at noon, dredging began and took a week to complete. The next Tuesday, debris was being removed from the site and loaded onto barges just four blocks north of the World Trade Center site. Ultimately, more than 100,000 truckloads (71 million tons) of debris took this route.

It was on the day the dredging began that Ortenzio realized that the river bottom had been invaded by a massive scoop that might have long-term consequences to the Hudson's aquatic life. He felt a particular concern since the Hudson River Park is an organization of the city and state of New York that is redeveloping New York City's waterfront from Battery Park through 59th Street—more than five miles of Manhattan's coastline.

"To dredge a river is quite serious, and it would have taken probably years to accomplish what had been decided in one morning," Ortenzio says of the granted permits. "I realized we were disturbing, without process, something that we all consider to be valuable—the river bottom."

As a member of the Cornell University board of trustees at the time, Ortenzio asked the university for help.

The following Monday morning, Ortenzio called then-Cornell President Hunter Rawlings and explained that he needed to begin some sort of environmental assessment and needed an aquatic ecologist. Rawlings put him in touch with Mark Bain, director of Cornell's Center for the Environment and an associate professor in the College of Agriculture and Life Sciences' Department of Natural Resources.

Bain quickly learned that about 120,000 cubic yards of river bottom had been removed at Pier 25, with additional dredging at Pier 79 and Pier 6. The dredging alone—even without considering the possible air- and dust-borne toxins from the

9/11 attacks settling into the Hudson—could have stirred up contaminants in the river bottom that had been untouched for decades.

Bain, who was already familiar with the Hudson River area from studying the Hudson's shortnose and Atlantic sturgeon, first went down to the site in early October 2001. "The building site was still smoking and the debris they were putting in the barges was still smoking," Bain recalls.

Seeing the site presented Bain with a completely new challenge. "We had never done sampling or studies on fish or invertebrates in an urban area like that," he says of his research team. "I didn't have any idea what kind of sampling gear we

trawl and dropping a grab sampler four times, generating 64 samples a month.

The otter trawl is a drag gear, kind of like a big weighted net bag that rides along on the bottom, capturing fish and lots of other large debris. The grab sampler, which retrieves substrate in 9-inch by 9-inch parcels, is used for the invertebrate sampling, says Geoffrey Eckerlin '01, Bain's field crew leader and a technician in the Department of Natural Resources.

The fish are measured, weighed, and examined for any external physical anomalies, and released. The invertebrate sampling takes longer, since the huge bucketfuls of muck have to be strained, the sediment contents sorted and stored in preser-

tebrates was drastically changed. "They have a greater chance of showing effects because their actual living space was removed," Bain says. Much of the debris that settled out of the smoke and toxic clouds from the World Trade Center site may have also sunk to the bottom of the river and settled there, in addition to whatever contaminants the dredging might have stirred up.

"So far, we don't have any observations from our work that suggest that the dredged area is different than the undredged parts of the New York City coastline," Bain says. "If that conclusion persists, we would be saying that there wasn't any real change made by the dredging, which would be fine."

At the end of the two-year study, Bain will make a recommendation which could suggest putting the dredged area back the way it was or leaving it in its new deepened state. The study will also have the benefit of giving the Hudson River Park valuable information about its waters.

"It has been a couple of decades since anybody had sampled fish and aquatic life in the park area," Bain says. "During that time, water quality has improved greatly in New York Harbor. Early in the period of this waterfront improvement, there were still times when there was no oxygen in the water, in the '60s and '70s and even into the '80s. Now, there are really good conditions for fish all the time," Bain says.

Bain's study also documents the high productivity of an estuary like the Hudson River—a mixing zone between marine and fresh water. An estuary supports the early life and growth of many species of fish, many of which, like bluefish and striped bass, are commercially important. Estuaries tend to be populated by very transient types of aquatic life because of their nature as a transitional habitat.

"It's very different than what you would see in a stream, lake, or in the ocean," Bain explains. Some species are only found in the water at certain times of the year, and there are definite population peaks and valleys.

"All this is evidence that the place is functioning, and the environment appears to be supporting normal types and varieties of estuarine fish," Bain says.

Joe Wilensky



"We had never done sampling or studies on fish or invertebrates in an urban area like that," Bain says of his research team. "I didn't have any idea what kind of sampling gear we would need or what the logistical problems would be."

would need or what the logistical problems would be."

Bain secured funding from the Hudson River Park Trust in two one-year grants, and he was able to begin the study in the summer of 2002. It will last through this summer.

This assessment will eventually provide information and a recommendation to New York State and the city regarding how to best proceed with recovery of the river environment from the 9/11 disaster.

The eight study sites are fairly evenly spaced from Battery Park to Pier 95, which is nearly as far uptown as the south end of Central Park. Only one site, Pier 25, includes a dredging impact area just off Battery Park, where debris removal barges spent time for months. For a week each month, Bain's team of four field researchers visits each of the eight sites, trawling four times with a 20-foot otter

trawls to be examined and identified with 40x magnification later at a lab.

Bain doesn't have enough analyzed data from the invertebrates to come to any conclusions, but he says that based on the fish and other river-bottom organisms they have caught and examined, the variety and health of the aquatic life they have found looks typical for the type of estuary, brackish-water area of the East Coast that this part of the Hudson River should represent. The river appears to be supporting the variety of fish it should. "It's not polluted nor dead, which is a perception a lot of people have," Bain says of what was true of the oxygen-starved Hudson River of 30 years ago.

The greater worry may still be the impact on the several dozen species of invertebrates. Since the area around Pier 25 was deepened and dredged considerably, the actual living space of these inver-

The College Celebrates

Centennial Celebration Begins with May 12 Parade

On May 12, 1904, the Cornell community celebrated the passage of legislation designating Cornell as the official New York College of Agriculture. The celebration included a parade led by Liberty Hyde Bailey, fireworks, the largest bonfire Ithaca has ever seen, and a banquet that extended until the wee hours of the morning. Although the bonfire cannot be recreated, the college will celebrate the Centennial with a kick-off parade on May 12, 2004, exactly 100 years from the date of the original parade.

Student groups and departments associated with CALS have been invited to participate in ways that reflect the college's diversity of academic programs and that highlight the contributions of various disciplines to society. Also included in the parade will be current and former deans and dignitaries, the original Liberty Hyde Bailey plow, and the equestrian team. The Cornell Chimes will be playing during the procession.

The parade will begin near Day Hall at 2:30 p.m. and end on the lawn in front of Fernow Hall with an ice cream social. Rumor has it that a new flavor will be revealed in honor of the Centennial. The list of participants continues to grow as we look forward to celebrating this historical event.

Watch the web site for future Centennial events at www.cals.cornell.edu/centennial.

Centennial Students' Garden



A beautiful new garden is taking shape behind Warren Hall and the Mann Library addition, just in time for the CALS Centennial Celebration.

Under the guidance of professors Peter Trowbridge and Nina Bassuk, landscape architecture and horticulture students in this year's Creating the Urban Eden course are designing and installing the new public space in a neglected triangular area formed when Mann's new building was completed four years ago. Collaborating with the students is sculptor Rebecca Thompson (MFA '03), who has created stone benches and trellis sculptures for the garden that incorporate architectural remnants from original buildings on the Ag Quad.

Complementing both the adjoining Deans' Garden behind Warren Hall and the McGregor Arcade behind the Mann addition, the new garden will be called the Centennial Students' Garden. It will serve to commemorate not only the CALS centennial, but also the students' role in creating the garden and the rich contributions of many generations of CALS students.

This new space, made possible by a generous pledge by CALS alumnus John Dyson '65, is filled with a variety of plants selected both for their beauty in a shady spot and their usefulness as teaching specimens for future classes. This will include trees like magnolia and Japanese maple, shrubs such as Virginia sweetspire and dogwood, and groundcovers like hosta (four different kinds) and Canby's mountain-lover. The garden will also serve as a compost research site, where organic waste from places such as campus dining facilities will be tested as soil-improving agents.

The students are installing the garden sometime in April, and Dean Susan Henry will oversee the garden's dedication at a May 12 ceremony as part of the CALS Centennial celebration.

Jim Morris-Knower

A Tradition of Discovery at

Teaching, research, and extension in the life sciences have had a long, distinguished tradition at Cornell. The College of Agriculture and Life Sciences (CALS) at Cornell, dating back to the university's founding in 1868, has a rich history. In the years, CALS researchers have probed and investigated genetic functions in plants and animals, leading to genetic breakthroughs that form the bedrock of genomic research today.

The following timeline highlights some milestones of CALS as it develops into a leading center of biological research in the 21st century.

1868 Cornell University opens with 30 students enrolled in agriculture.

1888 The College of Agriculture is formed with departments in agriculture, veterinary science, agriculture chemistry, botany, entomology, and horticulture.

1888 Liberty Hyde Bailey is recruited to Cornell as professor of horticulture. He later wills to Cornell his collection of papers, including a copy of Mendel's original paper on the laws of inheritance in garden peas.

1908 The Laboratory of Plant Breeding is established with 13 graduate students and \$600 for research.

1914 Rollins A. Emerson, who provided evidence that characteristics like yield, vigor, and quality are controlled by specific genes, becomes head of Cornell department of plant breeding.

1921 Would-be Nobel laureate Barbara McClintock attends the only genetics course open to undergraduate students.

1923 The NYS Agricultural Experiment Station in Geneva, N.Y., established in 1880, becomes part of the College of Agriculture.

1928 Marcus M. Rhoades begins doctoral work, exploring the relation between chromosomes and genes with George W. Beadle. Rollins A. Emerson also establishes Maize Genetics Corporation, which Rhoades will coordinate.

1929 Barbara McClintock and her colleagues complete studies aimed at associating each of the 10 chromosomes comprising the maize complement with the genes each carries, making remarkable advances in maize cytogenetics.

1931 Barbara McClintock and graduate student Harriet Creighton publish their work correlating genetic and chromosomal crossover.

1932 Rollins A. Emerson hosts the Sixth International Congress of Genetics at Cornell.

1939 G. W. Salisbury initiates a significant research program in animal breeding and artificial insemination.

1940s Plant breeders Henry Munger, Neal Jensen, Royse Murphy, and Rollins Emerson begin releasing new and improved strains of field and vegetable crops.

1946 Biochemistry and nutrition professor James B. Sumner wins Nobel Prize in Chemistry for showing that enzymes are proteins.

1947 M. Rosalind Morris and Leona O. Schnell become the first women at Cornell to receive PhDs in plant breeding.

1950s Animal scientists R. W. Bratton and Robert Foote conduct pioneering work that boosts bull semen preservation and fertility.

1950s Geneticist Adrian Srb introduces biochemical genetics to Cornell. He works out the genetic control of biochemical pathways in bread mold (*Neurospora*). Srb and geneticist Ray Owen publish *General Genetics*, which will become a standard basic text.

1954 Animal scientist Charles R. Henderson revolutionizes dairy cattle breeding with new techniques, and establishes Cornell as world leader in applied genetics through artificial insemination for animal breeding, particularly dairy cattle.

1958 Cornell alumnus and former agriculture professor George W. Beadle co-wins Nobel Prize in Physiology for his one gene—one enzyme work with the bread mold *Neurospora* that began at Cornell 30 years earlier.

1958 Geneticist Margaret Emmerling is first woman to join Cornell genetics/plant breeding faculty. Geneticist Bruce Wallace introduces population and evolutionary genetics to Cornell. College of Agriculture and Life Sciences Barbara McClintock

1960s Charles R. Henderson develops new methods of predicting an animal's genetic ability. His "Best Linear Unbiased Prediction" becomes known worldwide as the way to evaluate animals genetically.

1964 The Division of Biological Sciences is organized to chart the course of basic biology at Cornell.

1965 Entomology professor Wendell L. Roelofs begins research on insect pheromones, leading to the development of microchemical techniques for the isolation and identification of pheromone components in more than 50 insect species.

1966 The Empire apple is introduced by the NYS Agricultural Experiment Station at Geneva.



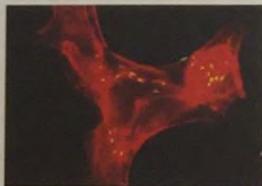
Yes 100 Years

CALS

ished history at the College of
founding in 1868. Throughout
plants and animals, making

a premier institution for

- 1968** Robert William Holley, former Cornell professor of biochemistry, wins Nobel Prize in Medicine for characterizing alanine transfer RNA, a key step for molecular genetics.
- 1968** Genetics research moves from plant breeding to the newly established Division of Biological Sciences, which includes the Section of Genetics, Development, and Physiology, headed by geneticist Robert A. Morison.
- 1972** The Integrated Pest Management Program is developed to help growers optimize expenditures by monitoring and forecasting the emergence of pests and using a combination of chemical, cultural, and biological controls.
- 1980s** Plant pathologists Hans Van Eten and Olen Yoder identify and clone pathogenicity genes in pathogenic plant fungi. Cornell-developed methods for preserving bull semen are used in artificial breeding for 80 percent of the world's dairy cows.
- 1983** The Cornell Biotechnology Program is established to promote the new discipline of modern biotechnology.
- 1983** Barbara McClintock becomes the first woman to be awarded the Nobel Prize for Medicine and Physiology for her work on transposable elements in maize started at Cornell 30 years earlier.
- 1984** Animal science professor Dale E. Bauman demonstrates that recombinant bovine somatotropin (BST) stimulates milk production in cows.
- 1986** The gene gun and the biolistics process are invented by plant scientist John Sanford, working with engineer Edward Wolf and machinist Nelson Allen, to shoot DNA into plant and animal cells.
- 1990s** Cornell enters a new era of nanotechnology research into biochips to sequence DNA and supercomputer-based programs to pinpoint genomic landmarks.
- 1993** Plant breeding professor Steven Tanksley becomes the first to use map-based cloning in crop plants, successfully locating and transferring disease-resistance genes to tomatoes.
- 1995** Horticulture science professor Norm Weeden develops the technology for creating the "matrix mill," a device for quickly grinding plant or animal tissue so that DNA is separated from the tissue.
- 1996** Papaya, the first genetically engineered fruit crop, is released by plant pathologist Dennis Gonsalves and his associates. It played a major role in helping Hawaii stave off a papaya disease crisis that threatened to destroy an important industry.
- 1997** The Cornell Genomics Initiative is launched, a blueprint to make the university a world leader in exploiting the results of DNA sequencing.
- 1998** The USDA-funded Genome Database Projects are established in Department of Plant Breeding to organize molecular and agricultural information about rice, small grains and Solanaceous crops for global computer access.
- 1998** Food science professor Carl Batt creates biosensors built on nanofabrication and biology technologies that revolutionized bacteria detection in food, water, and the environment.
- 1999** USDA establishes the Center for Bioinformatics and Comparative Genomics at Cornell.
- 2001** Cornell Genomics Initiative enters Phase II expansion for more resources and personnel, including a new life sciences building. It is potentially one of the largest funding initiatives in Cornell's history.
- 2001** Biological engineering professor Carlo D. Montemagno and his team of nanobiotechnologists successfully build and pilot-test the first biomolecular motors with tiny metal propellers.
- 2002** Cornell becomes the home of the Honeybee Genetics and Integrated Pest Management Center established by USDA.
- 2004** Plant breeder Steven Tanksley is co-recipient of the international Wolf Foundation Prize in Agriculture and cited as "one of the world leaders in plant genomic research."



Liberty Hyde Bailey wrote *The Holy Earth*, an artistic and philosophical look at our relationship with the land, in 1915, shortly after he retired as dean of the College of Agriculture.

Here is an excerpt from the book:

So bountiful hath been the earth and so securely have we drawn from it our sustenance, that we have taken it all for granted as if it were only a gift, and with little care or conscious thought of the consequences of our use of it; nor have we very much considered the essential relation that we bear to it as living parts in the vast creation.

It is good to think of ourselves—of this teeming, tense, and aspiring human race—as a helpful and contributing part in the plan of a cosmos, and as participators in some far-reaching destiny. The idea of responsibility is much asserted of late, but we relate it mostly to the attitude of persons in the realm of conventional conduct, which we have come to regard as very exclusively in the realm of morals; and we have established certain formalities that satisfy the conscience. But there is some deeper relation than all this, which we must recognize and the consequences of which we must practice. There is a director and more personal obligation than that which expends itself in loyalty to the manifold organizations and social requirements of the present day. There is a more fundamental cooperation in the scheme of things than that which deals with the proprieties or which centers about the selfishness too often expressed in the salvation of one's soul.

We can only be onlookers on that part of the cosmos that we call the far heavens, but it is possible to cooperate in the processes on the surface of the sphere. This cooperation may be conscious and definite, and also useful to the earth; that is, it may be real. What means this contact with our natural situation, this relationship to the earth to which we are born, and what signify this new exploration and conquest of the planet and these accumulating prophecies of science? Does the motherhood of the earth have any real meaning to us?

All this does not imply a relation only with material and physical things, nor any effort to substitute a nature religion. Our relation to the planet must be raised into the realm of spirit; we cannot be fully useful otherwise. We must find a way to maintain the emotions in the abounding commercial civilization. There are two kinds of materials—those of the native earth and the idols of one's hands. The latter are much in evidence in modern life, with the conquests of engineering, mechanics, architecture, and all the rest. We visualize them everywhere, and particularly in the great centers of population. The tendency is to be removed farther and farther from the everlasting backgrounds. Our religion is detached.

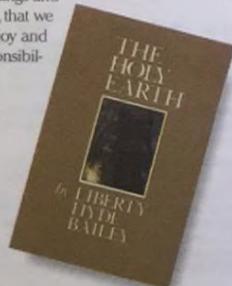
We come out of the earth and we have a right to the use of the materials; and there is no danger of crass materialism if we recognize the original materials as divine and if we understand our proper relation to the creation, for then will gross selfishness in the use of them be removed. This will necessarily mean a better conception of property and of one's obligation in the use of it. We shall conceive of the earth, which is the common habitation, as inviolable. One does not act rightly toward one's fellows if one does not know how to act rightly toward the earth.

Nor does this close regard for the mother earth imply any loss of mysticism or of exaltation: quite the contrary. Science but increases the mystery of the unknown and enlarges the boundaries of the spiritual vision. To feel that one is a useful and cooperating part in nature is to give kinship, and to open the mind to the great resources and the high enthusiasms. Here arise the fundamental common relations. Here arise also the great emotions and conceptions of sublimity and grandeur, of majesty and awe, the uplift of vast desires—when one contemplates the earth and the universe and desires to take them into the soul and to express oneself in their term; and here also the responsible practices of life take root.

So much are we now involved in the problems of human groups, so persistent are the portrayals of our social afflictions, and so well do we magnify our woes by insisting on them, so much in sheer weariness do we provide antidotes to soothe our feelings and to cause us to forget by means of many empty diversions, that we may neglect to express ourselves in simple free personal joy and to separate the obligation of the individual from the irresponsibilities of the mass.

A reprint of *The Holy Earth* is available for purchase for \$6.65, plus \$5.00 shipping and handling per order (New York State residents add 8.25% sales tax) from:

Resource Center, Cornell University, PO Box 3884,
Ithaca, NY 14852-3884
Web: www.cce.cornell.edu/store
Phone: 607-255-2080; Fax: 607-255-9946
Email: resctr@cornell.edu



ALUMNI NOTES

1930s

William C. Twaddle '39 of Chateaugay, N.Y., recently had a successful triple bypass and heart valve replacement. Sadly, he lost his wife, Grace, in September 2002.

1940s

Ignatius Lacombe '42 of Plattsburgh, N.Y., is retired. He attends Cornell reunions every five years.

Raymond T. Fox '47 of Ithaca, N.Y., is a professor emeritus in the CALS Department of Horticulture. For many years, Fox has overseen the floral arrangements at major university events, including Commencement. He is married to Vera Habasson Fox '47.

Willett R. Porter Jr. '48 of Mahopac, N.Y., has been awarded an honorary Doctor of Sciences degree by the United Methodist churches in Southeastern New York for 52 years. Although technically retired, he is still a pastor at the Mount Hope United Methodist Church where he has been for 10 years.

E. Travis York, PhD '49 of Gainesville, Fla., has been awarded an honorary Doctor of Sciences degree by North Carolina State University. In awarding the degree, NCSU Chancellor Marye Anne Fox cited York's more than half-century of efforts to combat world hunger. He has served as an adviser to six presidents (Kennedy, Johnson, Nixon, Ford, Carter, and Reagan) and served as a consultant for the U.S. Agency for International Development, U.S. Department of State, the United Nations, and many private foundations and foreign governments.



E. Travis York PhD '49, chancellor emeritus of Florida's state university system, and his wife, Vam, (right), participated in the December 2003 graduation ceremonies at North Carolina State University in Raleigh, N.C. NCSU Chancellor Marye Anne Fox, (left), presented York with an honorary Doctor of Sciences degree at the ceremony.

1950s

Verne A. Fogg, Jr. '51 of Westchester, Ill., has been retired since 1989 and is still enjoying his free time.

Gerald I. Read '52 of Prattburg, N.Y., and his wife, Shirley, divide their time between Prattburg and Florida. They also enjoy traveling and spending time with their grandchildren.

John R. Schmitt '53 of York, Pa., is retired and "enjoying every minute of it"

Leland C. Mote '56 of Big Bear Lake, Calif., is still working as senior auditor/underwriter in the secondary mortgage market. He went to Russia in January 2004.

Ronald D. Ramsden '57 of Marcellus, N.Y., was honored by the loss of his wife, Joyce Anne, who passed away in May, 2003.

Frederick L. Brueck '58 of Schoharie, N.Y., has written a new book, *Never Say Can't!* It's an inspirational autobiography that chronicles his world travels to 35 foreign countries and includes several chapters on his four years at Cornell; as well as his 33-year career as an Extension specialist. The book is available in all major bookstores.

1960s

Bryan Neel III, MD, PhD '62 was honored by the University of Minnesota/Rochester Advisory Committee for his years of service to the state of Minnesota as a member of the University of Minnesota Board of Regents.

Joseph E. Lamendola '63 of Watertown, N.Y., retired on March 15, 2003. He is enjoying his newfound free time.

Bryon T. French '64, MAT '67 of Gainesville, Fla., was awarded the NACTA (North American Colleges & Teachers of Agriculture) John Deere Award for 2003. This award is given annually to only one college professor in the nation. French is a professor of agricultural and biological engineering with the University of Florida's Institute of Food and Agricultural Services.

ALUMNI ASSOCIATION PRESIDENT'S COLUMN

Investment 101: Return on Your Investment



My most profitable investment has not been in stocks, real estate, or cows. Quite unexpectedly, my most profitable investment has been the time I have spent working with the ALS Alumni Association.

I started my work with the Association shortly after moving from Ithaca to the Mohawk Valley. I saw the primary benefit of participation being the means to establish a contact base in a new area and reconnect with past acquaintances. At first I asked the same questions we all ask: How much work will be involved if I volunteer? How will I find the time? What will the benefits be? As is the case with any organization or relationship, you can only get back when you give.

What have been the rewards of my seven-year investment so far? I have traveled from Boston to the Napa Valley, made friends from Maine to Hawaii, and had the opportunity to interact with alumni from around the world. I had the privilege of participating in the Inauguration of President Lehman, without question one of the most inspiring and exciting events of a lifetime. I have attended forums and leadership conferences, which have been both mind expanding and energizing. How many of us spend too much time mired in the details of what we do daily and lose sight of the changing world around us? Staying connected with the college has allowed me to continue to reap the rewards of the initial investment made in my education.

At alumni board meetings we often ask the question, what are the tangible benefits of being a member of our Association? We continually conclude that membership certificates or lifetime membership pins are not the reason to get involved. We are a fun group of individuals with much to share. Involvement on the board level has provided another level of tangible benefits. Participating in long-term planning, changing bylaws, and creating the Liberty Hyde Bailey Leadership Society have improved my skills both for work and my involvement with other volunteer organizations.

Our time is the most precious resource we have to commit to any endeavor; my time commitment has provided me with a wealth of experiences and connections. I expect to continue to enjoy the benefits of this time investment for many years to come. Isn't it time for you to get involved?

Mollie Pulver '80

James R. Bockmier '65 of Allegany, N.Y., is the owner/operator of a dairy farm and farm market. He is married with three children and two grandchildren.

Susan Maldon '66 of Silver Spring, Md., is a professional photographer and president of Dancing Moose Photography. She is married to Rollin Fraser and has two children. She goes by Susan Maldon Stregack.

John A. Gaines, IV '67 of Groton, N.Y., is still happily married to Patricia Wiggins Gaines '64.

James E. Munger '67 of Mexico, N.Y., retired in 2000. He was formerly a science teacher in Mexico Central School.

Thomas E. Burger '68 of Hilton, N.Y., owns Thomas E. Burger Funeral Home, Inc.

Elizabeth W. LaPan '84 of Fort Edward, N.Y., recently changed careers. She is now a Head Start home-based visitor in rural Washington County. Elizabeth and husband, Will, are also enjoying their children: Patrick (9), Tyler (8), and Victoria (7).

Linda K. Richter '84 of West Hartford, Conn., is a veterinarian. She and her husband, Jesse, and son, Cody (5), moved into a new home in June 2003. They renovated their 1918 house last summer and are enjoying the result.

Jonathan M. Adams '85 of Chicago, Ill., is still working in health care marketing. He is enjoying life in Chicago with wife, Susanne, and sons, Elliot (7) and Jeremy (4). The family just began working on a beach house.

Traci S. Helton '91 of Decherd, Tenn., started her own mobile veterinary service with her husband, John. They make house calls and farm calls for dogs, cats, and horses.

Courtney Stark '91 of Manassas, Va., is a U.S. representative for the Whale and Dolphin Conservation Society. She is married and has a 6-year-old daughter, Sierra. She now goes by Courtney Stark Vail.

Berdell G. Boss '93 of Binghamton, N.Y., is retired. He is now the chairperson of the Greater Binghamton SCORE Chapter 217.

Valerie A. McConnell '93 of Bellevue, Ohio, recently married and now goes by Valerie A. Bumb.

G. James Papa '96 of Arlington, Va., is the chief of staff to Rep. Rush Holt of New Jersey. He married Katherine A. Wihg on August 23, 2003.

Michael S. Schlacter '96 of New York, N.Y., is the founder, president, and chief meteorologist of Weather 2000, Inc.

Kathryn D. Dodge '97 of Bellevue, N.Y., is a credit analyst at First Pioneer Farm Credit. She married Jay Canzonier on October 12, 2002. Her new name is Kathryn D. Canzonier.

Robert W. Lifford '97 of Austin, Texas, is a communications consultant specializing in public outreach and information on water and technical issues.

Rani Dorene Lopez-Sani '97 of Silver Springs, Md., is happily married. She is currently teaching and working on her Ph.D. in psychology.

Kathryn E. Wallace '97 of White Plains, N.Y., is no longer employed at Gibbs and Soell. After giving birth in April, she began working freelance from her home.

Eric C. Cole '98 of Allston, Mass., is a graduate student in physiology in the New York Medical College.

Sara P. Langsam '98 of Davie, Fla., is an equine veterinarian.

Judy A. Pojda '98 of Baltimore, Md., is a food policy adviser and global programs officer for Catholic Relief Services.

Richard C. Black '99 of Otego, N.Y., graduated from the New York State Police Academy in March 2003. He is now a state trooper in Oneonta, N.Y.

Sarah Brown '99 of Urbana, Ill., is a veterinary student at the University of Illinois. After graduation in May, she will be moving to Maine to practice.

Sheryl L. Griffin '99 of West Suffield, Conn., is now known as Sheryl Griffin-Mandriola.

Christopher Lorence '99 of Philadelphia, Pa., is the eastern region group supply chain manager for Aramark Uniform Services.

2000s

Craig G. Cornwell '00 of Schoharie, N.Y., is in his second year at Albany Law School. He is participating in the *Law Review*.

Daniel S. Gellert '00 of New York, N.Y., left the investment-banking world after two years. He is now working for IDT Corporation in their Corporate Development Group.

Rebekah Gordon '00 of Redwood City, Calif., is working in human resources for a software company in the Silicon Valley. She is also applying to journalism schools.

Nicole E. Hedinger '00 of Elberon, N.J., is a high school biology teacher.

Ricardo Irizarry '00 of San Juan, Puerto Rico, is a student at Cornell's veterinary college, hoping to graduate in May 2005.

Howard Katzenberg '00 of New York, N.Y., is a partnership development manager for the American Express Small Business Network.

Lisa E. Lilley '00 of Sloansville, N.Y., was married in 2002. Her new name is Lisa Kuehnle.

Rebecca A. Linke '00 of Princeton, N.J., is a veterinary student at the University of Pennsylvania hoping to graduate in 2005.

Donna C. Rancourt '00 of Moose River, Maine, teaches math and science at Valley High School in Bingham, Maine.

Kristin C. Rusello '00 of College Park, Md., is a student in the Marine Estuarine Environmental Science Graduate Program at the University of Maryland.

Alisha Schmidt '00 of Leeds, N.Y., married James Bradley Purdy '99 on August 17, 2002, at her parents' home in Leeds.

Keith A. Sikora '00 of Williamsville, N.Y., is attending medical school.

Richard E. Cober '01 of Manhattan, Kan., is in his second year at the Kansas State Veterinary College. He is originally from Annapolis, Md.

Caron L. Cunningham '01 of North Wales, Pa., is a staff biologist in the Department of Genetic Toxicology at Merdet Co., Inc.

Marguerite Fontaine '01 of Dublin, N.H., is living in Washington, D.C., where she is pursuing a master's degree in forensic science at George Washington University. She also works full time at Georgetown University Hospital.

Anton W. Asare '02 of Bronx, N.Y., has been in Ghana and India practicing veterinary medicine throughout the past year. He is also president of Veterinary Students as One in Color and Ethnicity.

Rachel Dragos '02 of Nutley, N.J., is doing research with the Gene Therapy Core Facility at Weill Cornell Medical College. She is also applying to veterinary schools.

Laura L. Dombrowski '02 of Orchard Park, N.Y., is attending Lake Erie College of Osteopathic Medicine.

Amy L. Gorman '02 of Cherry Hill, N.J., is a 2nd Lt. in the US Army 101st Air Assault/Airborne Division, stationed outside of Mosul, Iraq. She also distributes stuffed toys to Iraqi children in schools, clinics, and hospitals.

Emily M. Hiscocks '02 of Walnut Creek, Calif., was married in June 2003 and is now known as Emily M. Marwell.

Nicole M. Kordziel '02 of Chittanningo, N.Y., is living in Charlottesville, Virginia, while pursuing a master's degree in environmental science at the University of Virginia.

Joel Schuessler '02 of Atlanta, Ga., is a law student at Emory University.

E-mail your latest news to
alsaa@cornell.edu



Sherida Porpiglia '05,
Alumni Notes student writer

Join CALS for Reunion Weekend • June 11–12, 2004



All Weekend

Liberty Hyde Bailey: A Man for All Seasons, Exhibit, Kroch Library

Opening Thursday, June 10. As part of the Centennial of the College of Agriculture and Life Sciences, Mann Library and the Division of Rare and Manuscript Collections are collaborating on an exhibition about Liberty Hyde Bailey, founding dean of the college. Kroch Library gallery Reunion hours: Thursday, 9:00 a.m.–6:30 p.m.; Friday, 9:00 a.m.–5:00 p.m.; and Saturday, 10:30 a.m.–5:00 p.m.

**The Liberty Hyde Bailey Exhibit will be on display from June 10–October 2, 2004. For regular exhibit hours, see www.rmc.library.cornell.edu/bailey.

Mail-Order Gardens Exhibition: The Ethel Zoe Bailey Horticultural Catalog Collection, Mann Library

Liberty Hyde Bailey initiated what has become one of the largest and most important horticultural catalog collections in the nation. Bailey's daughter, Ethel Zoe, continued and maintained this collection for 70 years until her death in 1983 at age 93. A special exhibit at Mann Library will feature selected catalogs and seed companies. Exhibit highlights include catalogs of Robert Buist, who distributed seeds brought back by Lewis and Clark, stunningly beautiful illustrations from the late 19th–early 20th century heyday of chromolithography, and fanciful engravings of giant vegetables.

The "Stage" of the Ag Quad, Ag Quad, All Reunion Weekend

Renovations have begun on the original Mann Library building. When fencing was recently erected around the staging area for construction, the Department of Landscape Architecture envisioned a unique opportunity for these long stretches of chain link. Student-designed "stages" will begin to form a backdrop for events and strolls through the Ag Quad over Reunion weekend and the coming college Centennial year.

Friday, June 11

Exhibit Talk—Mail Order Gardens: The Ethel Zoe Bailey Horticultural Catalog Collection, 2nd Floor, Mann Library, 10:00–11:00 a.m.

Sherry Vance of the Liberty Hyde Bailey Hortorium will detail the history of key American seed companies and the remarkable catalogs they produced.

The Arnot Forest Today—100+ Years of Managing Natural Resources, Arnot Teaching and Research Forest, Van Eten, N.Y. Meet in the lobby of Robert Purcell Community Center at 9:45 a.m. for 10:00 a.m. departure in provided vans, or drive on your own. 10:00 a.m.–2:30 p.m.

Tour the Arnot Teaching and Research Forest with faculty, staff, and students. Visit the old CCC camp-turned DNR Field Campus to tour the maple sugarhouse and a new amphibian trail, learn about sustainable forestry and agroforestry, and/or take a self-guided tour of the property. Lunch will be provided. Please RSVP to Kelly Tiltonson (607-255-2822).

Landscape Architecture Alumni Gathering, Landscape Architecture Studio, 4th Floor, Kennedy Hall, call the Department for more details at 607-255-9552.

The Centennial kicks off by looking back at our history with an afternoon of tours and events with faculty in and around the Kennedy Hall Studio, culminating with Dan Krall's talk on the History of the Landscape Architecture Department. Afterwards, we will gather for pizza and the unveiling of the Alumni Virtual Gallery.

CALS Display Booth, Barton Hall, 11:30 a.m.–2:00 p.m.

Alumni and friends are invited to stop by and learn about plans for the year-long CALS Centennial Celebration. Discover what's happening at the college in the classrooms, in admissions, and in alumni programs. Also look for the Cornell Cooperative Extension, 4H, and Cornell NutritionWorks displays at Barton Hall.

Joint College Forum: "Protecting Our World—Addressing Food and Water Safety," G10 Biotech, 1:15–2:45 p.m.

Learn what Cornell is doing to protect our food and water supply. The forum will include discussions of Mad Cow Disease (BSE), biosensors for the detection of pathogens in our food and environment, what individual homeowners can do to protect water quality, and environmental efforts to safeguard the New York City water supply. Presenters: Kathryn Boor '80, associate professor, Food Science; Antje Baeumer, assistant professor, Biological and Environmental Engineering; Richard Coombe '64, CEO of the Watershed Agricultural Council; Ann Lemley, chair of Textiles and Apparel; Alfonso Torres, associate dean for Veterinary Public Policy/executive director of the New York State Animal Health Diagnostic Laboratory.

CALS Admissions Information Session, 177 Roberts Hall, 2:30 p.m.

Olin Lecture, Newman Arena, Bartels Hall, 3:00–4:30 p.m. (Speaker to be determined)

Saturday, June 12

CALS Reunion Breakfast, Trillium Dining Hall, Kennedy Hall, 7:30–8:45 a.m.

Enjoy fellowship and a buffet breakfast with Dean Susan Henry, alumni, faculty, and friends of the college. Mollie Pulver '80, ALS Alumni Association president, will host the Association's annual meeting at this event. Reservations requested (see form at right).



Steven Tanksley: Centennial Liberty Hyde Bailey Lecture, Call Alumni Auditorium, Kennedy Hall, 9:00–10:00 a.m.

Steven Tanksley, the Liberty Hyde Bailey Professor of Plant Breeding and chair of the Genomics Initiative Task Force is one of the world's foremost plant geneticists. Tanksley was recently awarded the prestigious Wolf Foundation Prize in Agriculture for his innovative development of hybrid rice. He is recognized as a key faculty leader in Cornell's New Life Sciences Initiative.

Landscape Architecture Studio Open House, 4th Floor, Kennedy Hall, 10:00 a.m.–Noon

Visit the studio to meet faculty, see poster presentations of the department history, current studio projects, and to learn more about how students prepare for this fascinating profession. Hear about the Cornell connection to the Garden of Lights team, one of the three finalists in the competition for a memorial site of the former World Trade Center. Learn about the Students' Centennial Garden near Mann Library, and pick up a map for a self-guided tour during Reunion weekend.

President Lehman's State of the University Address, Newman Arena, Bartels Hall, 10:30–11:30 a.m.

CALS Display Booth, Barton Hall, 11:30 a.m.–2:00 p.m. See Friday's description.

Landscape Architecture Garden Party, 1345 Mecklenburg Road, Ithaca, 11:00 a.m.

Peter Trowbridge and Nina Bassuk will host a garden party at their house. Join us for a leisurely day of friends and music in the beautiful gardens. The gathering ends with a special design tour of Plantations with a final farewell gathering at the Plantations' Summer House.

Tour of Mann Library, Entrance of Mann Library addition, 1:30–2:15 p.m.

Mann Library's new addition has been dubbed "a hi-tech treehouse in the woods." Please join us for a tour of the addition, the 21st century information resources it offers to Cornell students today, as well as an update on progress in the renovation of the original Mann Library building, which is scheduled for completion in 2006.

Losing More Than Weight on a Low-Carb Diet, G73 Martha Van Rensselaer Hall, 1:30–2:30 p.m.

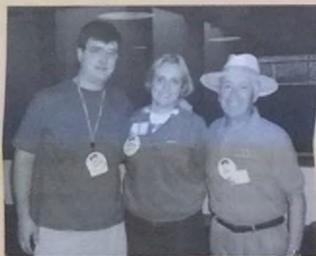
Today, the population is rejecting the advice by nutritionists and their doctors and listening to the growing number of dieting gurus who have been pushing the consumption of low-carbohydrate, high-protein foods to lose weight. We will explore the science behind the "magic" of these diets as well as the dangers, with professor of nutrition and psychology David Levisky.

Wine Tasting, G10 Biotech, 2:00–4:00 p.m.

The College of Agriculture and Life Sciences, the Cornell Vinification and Brewing Technology Lab (based at the Geneva Experiment Station), and the Finger Lakes wineries invite you to taste some of the region's top wines. Only people 21 years of age and older, please.

Natural Resources Alumni Gathering, 304 Fernow Hall, 3:00–4:30 p.m.

Join us for wine tasting and light refreshments while you enjoy visiting with fellow Natural Resources alumni and former and current professors. The department chair, Barbara Knuth, will provide a brief update on the department and its programs. A collection of historical photos and other items of interest will be on display.



For more University Reunion information, click on <http://reunion.alumni.cornell.edu>

Breakfast Registration Form

Registrations are recorded on a first-come, first-served basis.

Please note that your registration is not complete until the breakfast fee is paid.

Registrations should be received no later than Friday, May 28, 2004.

A name tag will be given to each registered guest upon arrival at breakfast.

\$15.00 for members of the ALS Alumni Association and each guest.
\$17.00 for nonmembers and each guest.

Name _____

(Print exactly as to appear on name tag)

Class Year/Major _____

Address _____

City _____

State _____

Zip Code _____

Telephone _____

Reunion Year _____

Guests _____

Class _____

Class _____

Membership Expiration Date _____

Number of Registrations _____

Total Amount Enclosed \$ _____

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

VISA

MasterCard

Discover Card

Expiration Date _____

Account # _____

Signature of Cardholder _____

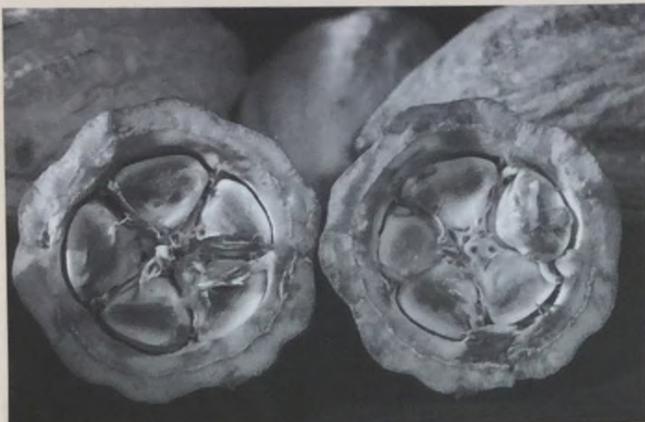
Mail to: ALS Alumni Association, Cornell University, 274 Roberts Hall, Ithaca, NY 14853-5905

Phone: 607-255-7651, Email: alsaa@cornell.edu, Fax: 607-254-4690. **Must be received**

no later than May 28, 2004.

NEWS BITES

Cocoa Froths with Cancer-Preventing Compounds



Inside a cacao pod, cocoa beans abound with anti-cancer compounds.

Beyond the froth, cocoa teems with antioxidants that prevent cancer, say food scientists in the College of Agriculture and Life Sciences. Comparing the chemical anti-cancer activity in beverages known to contain antioxidants, they have found that cocoa has nearly twice the antioxidants of red wine and up to three times those found in green tea.

Scientists have long known that cocoa contains antioxidants, but no one knew just how plentiful they were compared with those in red wine and green tea.

The researchers, led by Chang Y. (Cy) Lee, chair of the Department of Food Science and Technology at the New York State Agricultural Experiment Station in Geneva, say the reason that cocoa leads the other drinks is its high content of compounds called phenolic phytochemicals, or flavonoids, indicating the presence of known antioxidants that can stave off cancer, heart disease, and other ailments. They discovered 611 milligrams of the phenolic compound gallic acid equivalents (GAE) and 564 milligrams of the flavonoid epicatechin equivalents (ECE) in a single serving of cocoa. Examining a glass of red wine, the researchers found 340 milligrams of GAE and 163 milligrams of ECE. In a cup of green tea, they found 165 milligrams of GAE and 47 milligrams of ECE.

"If I had made a prediction before conducting the tests, I would have picked green tea as having the most antioxidant activity," said Lee. "When we compared one serving of each beverage, the cocoa turned out to be the highest in antioxidant activity, and that was surprising to me." Phenolic compounds protect plants against insects and pathogens, and they remain active even after food processing. A decade ago "food scientists did not know that phenolics had an important role in human health," says Lee.

Lee and his colleagues used two chemical tests that measured how well the cocoa compounds scavenge for free radicals—agents that cause cancer, heart disease, and other diseases.

The researchers discuss eating chocolate bars instead of drinking cocoa. "Although a bar of chocolate exhibits strong antioxidant activity, the health benefits are still controversial because of the saturated fats present," the researchers say. They explain that cocoa has about one-third of a gram of fat per one-cup serving, compared with eight grams of fat in a standard-size 40-gram chocolate bar.

Faced with the confusing prospect of drinking red wine or green tea or cocoa, Lee suggests enjoying all three in different parts of the day. "Personally, I would drink hot cocoa in the morning, green tea in the afternoon, and a glass of red wine in the evening. That's a good combination," he says.

Lee's collaborators are his former graduate student, Ki Won Lee; Hyong Joo Lee, a professor at Seoul National University, South Korea; and Young Jun Kim, a post-doctoral researcher at Cornell. The research was funded in part by the BioGreen 21 Program, Rural Development Administration, Republic of South Korea.

Blaine P. Friedlander Jr.

Steven Tanksley Receives Wolf Foundation Prize in Agriculture

Steven D. Tanksley, the Liberty Hyde Bailey Professor of Plant Breeding in the College of Agriculture and Life Sciences and chair of the Genomics Initiative Task Force at Cornell, is one of two scientists to share the prestigious 2004 Wolf Foundation Prize in Agriculture for his "innovative development of hybrid rice and discovery of the genetic basis of heterosis in this important food staple."

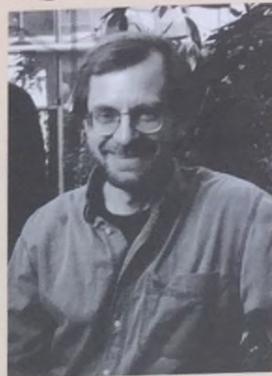
Each year since 1978, the Wolf Foundation, which is based in Israel, has awarded five Wolf Prizes to outstanding living scientists in agriculture, chemistry, mathematics, medicine, and physics as well as one to a person in the arts. The prizes are intended to promote science and art for the benefit of mankind, and prize winners are selected by international committees of three renowned experts in each field. The Wolf Prizes are among the most prestigious scientific awards in the world.

Tanksley, who is sharing the honor and its \$100,000 prize with Yuan Longping of the China National Hybrid Rice Research and Development Center, was cited by the Wolf Prize Committee as "one of the world leaders in plant genomic research. He has contributed to the understanding of heterosis in rice by identifying genes in a wild ancestor that significantly increased yields. . . . Tanksley's research has led to the discovery of the genetic basis of hybrid vigor in this important food staple—a discovery with profound implications for promoting the science of plant breeding for the benefit of humankind."

The award is being presented by Moshe Katsav, president of the State of Israel, at the Knesset (parliament) in Jerusalem, May 9.

In addition to developing the first molecular map of rice, Tanksley also developed the first molecular map of tomatoes. He was the first plant geneticist to use map-based cloning of a pest-resistance gene in a crop plant. He also developed computer programs and databases for the management and analysis of molecular genetic data. As the chair of the Genomics Initiative Task Force at Cornell, Tanksley leads 75 faculty members from 25 departments and six colleges in a coordinated web of research and learning focused on genomics.

Susan Lang



'Barbecue Chicken' Bob Baker Inducted into Poultry Hall of Fame



Robert C. Baker '43 was inducted into the American Poultry Hall of Fame in Atlanta, Georgia, at an International Poultry Exposition this past January. His picture and details of his accomplishments in the field of poultry science will be placed in the Hall of Fame building at the University of Maryland.

Baker was on the faculty in the College of Agriculture and Life Sciences for 40 years. He taught seven courses and published 290 scientific papers. He developed 47 new poultry meat and egg products, including chicken and turkey hot dogs, cold cuts of various kinds, and chicken nuggets. All of these products are on the market today. During his career, Baker traveled to 24 countries to work with food companies in developing new poultry meat and egg products.

Baker may be best known, though, for the Cornell Barbecue Sauce he developed for chicken.

New Web Site Celebrates Cornell Faculty

Do you have an interesting story about a member of the Cornell faculty? An amusing anecdote, a tribute, or a touching recollection about the impact a Cornell faculty member made on your life? Then you're invited to share that memory and to read other alumni stories at the Celebrate Cornell Faculty web site at celebrate.cornell.edu.

This site features information about Cornell professors, news about issues of importance to Cornell faculty, and insightful comments from alumni about the professors who made a lasting impression on their lives. Best of all, the site includes an interactive forum where you can share your faculty recollections with the rest of the Cornell community. You can even send your favorite professor an electronic greeting card.

Since its launch last summer, the Celebrate Cornell Faculty web site has conveyed the strength of the faculty/alumni bond that touches all Cornellians; and the students, staff, faculty, and alumni have found the site to be a wonderful source of inspiration. So log on to read faculty news, share a faculty story, or send a greeting card to a former professor. You'll be glad you did!

Celebrate
Cornell Faculty

Faculty Obituaries

James D. Burke MS '46, emeritus professor of animal science, died Jan. 23, 2004. He was 96.

Burke joined the Cornell faculty in 1936 and retired in 1971.

He was a dairy management extension specialist who led a group of Cornell extension agents and New York dairy farmers in organizing the New York Dairy Herd Improvement Cooperative and establishing central laboratories for milk testing and recording.

In 1964, he received the Epsilon Sigma Phi award, and in 1967, he received an appreciation award from the New York Dairy Herd Improvement Cooperative and the DeLaval Award for Dairy Extension

from the American Dairy Science Association.

Neal F. Jensen PhD '43, Liberty Hyde Bailey Professor of Plant Breeding emeritus, died November 24, 2003. He was 88.

He joined the Cornell faculty in 1946 and retired in 1978.

Jensen was known worldwide for his work in plant breeding. He was a pioneer in the 1940s, releasing new and improved strains of field and vegetable crops. Jensen wrote numerous articles and a major textbook on the subject. Privately, he devoted time to growing new varieties of peonies.

Jensen was also an artist who created many paintings and three-dimensional works.

Robert S. Smith '42, MS '50, PhD '52, the William I. Myers Professor of Agricultural Finance emeritus, died Jan. 25, 2004. He was 83.

Smith joined the Cornell faculty in 1954 and specialized in farm credit management and farm family financial planning.

In 1960–1961, Smith served as adviser to the Israeli Ministry of Agriculture and the Israeli Agricultural Extension Service on farm management. In 1968 he spent six months advising the Agricultural Development Fund of Iran, a lending institution. From 1960 to 1976, he served as director of the Bankers School of Agriculture held on the Cornell campus each summer.

Antoinette Wilkinson PhD '45, retired associate professor of communication, died November 2, 2003. She was 83.

In the Department of Communication, Wilkinson taught technical and scientific writing and editing to undergraduates and graduate students. She wrote *The Scientist's Handbook for Writing Papers and Dissertations*.

Earlier in her career at Cornell, Wilkinson was a research associate at the Bailey Hortorium where she edited, researched, and revised articles in *Hortus Third*, a dictionary of cultivated plants. Over the course of her 35 years at Cornell, she edited hundreds of papers in both physical and behavioral science as well as several technical books.

A New Professorship in AEM Business Program Named for John Dyson



Cornell emeritus trustee John Dyson '65, left, and Agriculture and Life Sciences Dean Susan Henry join Cornell trustees reacting to comments made by John's brother, Robert Dyson MBA '74, announcing a new professorship established in John's name. The announcement was made during a surprise birthday celebration for John, March 12 in Sage Hall.

Robert R. Dyson, MBA '74 has endowed the John S. Dyson Professorship in Marketing in the Undergraduate Business Program in honor of his brother, John, creator of the "I ♥ NY" tourism campaign. The position, the program's first endowed faculty position since receiving accreditation in 2002, has been established with a gift of \$3 million.

"This gift represents my personal appreciation to John for all he has done for Cornell University," said Rob Dyson. "In the nearly 40 years since John's graduation, he has worked tirelessly on behalf of programs across campus, offered his insightful advice as a member of the board of trustees and provided very generous financial support. John has given significantly to Cornell in each of the three w's—wisdom, work, and wealth."

In appreciation of the gift, Susan A.

Henry, the Ronald P. Lynch Dean of Agriculture and Life Sciences, said, "Rob Dyson's wonderful gift acknowledges his brother John's selfless generosity and dedicated leadership on behalf of the College of Agriculture and Life Sciences and Cornell. Endowing a professorship provides critical support for our Undergraduate Business Program and its outstanding faculty. We are deeply grateful to Rob and The Dyson Foundation for their marvelous support."

Edward McLaughlin, the Robert G. Tobin Professor of Marketing and director of the Undergraduate Business Program, pointed out, "This endowment really builds momentum and enhances our undergraduate program. Endowments attract elite, leading scholars who, in turn, attract top students. It really helps to underscore the national stature of our business program."

William Lesser, chairman of the Department of Applied Economics and Management (AEM), which is the largest department in the entire university, and home to the Undergraduate Business Program, said the endowment will help the department become even more competitive as it seeks to endow four additional professorships over the next several years. "We would not be able to recruit top faculty without endowments like this," Lesser said.

John Dyson '65 is chairman and chief executive officer of Pebble Ridge Vineyards & Wine Estates, an international wine group operating wineries and commercial vineyards in New York, California, and Italy. Much of his career has also been spent in public service. He created the well-known tourism campaign in the 1970s when he was commissioner of commerce for New York State. In 1994, Mayor Rudolph Giuliani appointed him New York City deputy mayor for finance and economic development where he worked to rebuild New York in the aftermath of the September 11, 2001, disaster. He served as chair of the New York State Power Authority, chair of the Urban Development Corporation and state commissioner of agriculture, where he was responsible for developing the "Grown in New York" program.

John Dyson was the governor-appointed trustee to Cornell's board of trustees from 1981 to 2001 and was elected emeritus trustee in 2001. In 2001, he was also named a Presidential Councillor. He has also served on four advisory councils at Cornell. He received the College of Agriculture and Life Sciences' Outstanding Alumni Award in 1984 and, in 1992, established the Kenneth L. Robinson Professorship in Agricultural Economics and Public Policy in CALS.

Rob Dyson is chairman of The Dyson-Kissner-Moran Corp., a privately owned, international holding company based in New York City. He is chairman of the board of Marist College, and is a trustee of the Vassar Brothers Hospital and the Lincoln Center for the Performing Arts. Rob is president of The Dyson Foundation, which was established in 1957 by John and Rob's late parents.

Rob Dyson served Cornell as a trustee from 1995 to 2001 and was elected emeritus trustee in 2001. He serves on the advisory council for the Johnson Graduate School of Management. Via The Dyson

Foundation, in 1995, Dyson made a gift to the Johnson School to renovate the Sage Hall atrium and, in 1989, to the New York Hospital-Cornell Medical Center to establish the Margaret M. Dyson Vision Research Institute.

AEM has 42 faculty members, about 700 undergraduates, and more than 70 graduate students. The department, which is nearly a century old, maintains its historical roots in the farm economy but has expanded into areas focused broadly on finance, marketing, strategy, and applied economics.

Cornell's Undergraduate Business Program offers the university's only undergraduate business degree to be accredited by AACSB International—the Association to Advance Collegiate Schools of Business. The program has added 12 faculty members since 2000. Since 1999, the department has seen a 52 percent increase in first-year undergraduate applications.

Blaine P. Friedlander, Jr.

Campaign Making Solid Progress

Stephen B. Ashley '62, MBA '64 and Peter J. Nolan '80, MBA '82, campaign co-chairs, report that the Undergraduate Business Program Campaign has raised \$7.3 million. Several gift discussions are in process, and all size gifts are welcome and will be used to support one of the general teaching programs or faculty endowment funds.

The campaign committee is reaching out to alumni and friends of the program to talk about this exciting endeavor. The goal is \$20 million: \$15 million to endow faculty positions, \$4 million to support the undergraduate teaching program, and \$1 million to modernize classrooms in Warren Hall.

For more information, contact Mike Riley at 274 Roberts Hall, mpr2@cornell.edu, 607-255-7635.

Just 'Click' to the Department's Alumni Newsletter

AG ECON, ARME, AEM—no matter what you call your undergraduate major at Cornell, the department's first-ever online newsletter is here for you: aem.cornell.edu/undergrad_news

The newsletter provides updates on AEM's curriculum, student activities, faculty, and alumni as well as admissions and career-related news.

College Volunteers Founded Influential Planned Giving Committee in 1992



Dave Nolan '49, Bob Ranger '59, and Elwyn Voss '64 have each served continuously on the CALS Planned Giving Committee from 1992-2004.

The inaugural meeting of the CALS Planned Giving Committee took place in September 1992, chaired by Elwyn Voss '64. The committee was created at the request of then Dean David Call, and it was the first college-based committee at Cornell to focus on planned giving. Many of the members were financial professionals with a base knowledge of estate and tax planning. Over the past 12 years, the Planned Giving Committee has developed and conducted an annual Planned Giving Recognition luncheon and program for select alumni, friends, and emeriti faculty; hosted and presented more than 10 "WIN-WIN" planned giving seminars involving over 150 alumni and friends; increased the visibility of planned giving to the college through mailings, newsletter articles, and personal contact; and participated in hundreds of conversations with alumni and friends about current and future gift support for the college.

This group has made an ever-lasting impact not only on the college but on planned giving at the university. As tax laws have grown increasingly complex, the university has made a commitment to expand staff and services in planned giving. The CALS volunteers had the foresight to take the initiative to serve as planned giving advocates, knowing that this method of giving would be attractive to many CALS alumni. Today, the interest in planned giving has grown to unimaginable levels of success. Much of the credit for this success is directly attributable to the work of the CALS Planned Giving Committee—to the outstanding members listed below who served so well for so many years. Thank you!

Norm Allen '44, Don Bay '55, Al Beard '52, Lee Bookhout '61, Doug Brodie '50, Norman Coe '69, Don Fox '67, Bonnie McGuire Jones, Jim Hay '60, Fred Knapp '61, Roger Lamont '64, Tim Moag, Dave Nolan '49, Bob Ranger '59, Jean Rowley '54, Leon Ryan '56, Robert Smith '42, Steve Teele '72, Thomas VanDerzee, Elwyn Voss '64, Marian Wait Walsh '71, John Whittleton '68

The New Life Sciences Initiative

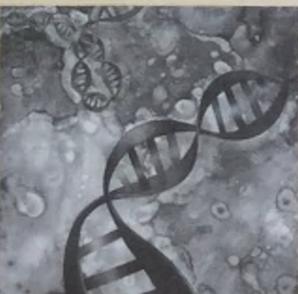


Illustration by William Beeson

Stay in touch with the latest developments of this exciting initiative with the comprehensive web site: lifesciences.cornell.edu. By signing up for the listserv, you'll receive updates on faculty research and discovery, student research and education, new technologies, facilities, and more: lifesciences.cornell.edu/subscribe.php.

ALS NEWS

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Life ^{Cornell} Sciences

ALS NEWS

Agriculture and Life Sciences

May 2004



The College Celebrates
100 Years

(Story on pages 6-7)

CORNELL

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- 9** Reunion Will Feature Talks, Tours, Exhibits, and More

CORNELL

Cornell University
College of Agriculture and Life Sciences
274 Roberts Hall
Ithaca, New York 14853-5905

Dated Material
May 2004

Calendar

Saturday, May 1

Hawk Creek Wildlife Center Tour (11:00 a.m.–noon) and luncheon at The Roycroft Inn (12:30–2:00 p.m.), East Aurora, N.Y., \$21 per person. Contact Sandra Gardner at [585] 765-2163 or e-mail sandra_gardner@medina.wmyric.org.

Thursday, May 6

Dinner and presentation by Clint Nesbitt, PhD '02, "Am I Eating GEOs?" a consumer's guide to genetically engineered food, 6:00 p.m., Barita's Steak & Stein, New Windsor, N.Y., \$25 per person. Contact Paul Ruszkiewicz '98 at [845] 258-4303 or e-mail jpr2@cornell.edu.

Wednesday, May 12

College Centennial Parade, begins 2:30 p.m. near Day Hall (see pages 6–7).

Friday, May 21

Vinification and Brewing Technology laboratory Gala Dinner and Wine Auction (see ad at right)

Thursday, June 10– Sunday, June 13

Cornell Reunion Weekend (see page 9 for complete details). Highlights include Liberty Hyde Bailey exhibition, Anat Teaching and Research Forest field trip, Landscape Architecture studio open house, forum on food and water safety, lecture on low-carb diets, Reunion Breakfast, Steven Tanksley presentation, and wine tasting.

Sunday, August 1

Day at the Races at the Saratoga Race Course, Saratoga, N.Y. Contact Lynn Hickey '95 at [518] 373-8262 or e-mail Kevlynnh@aol.com for more details.

Friday, November 12

Outstanding Alumni Awards Banquet, Ballroom, Staller Hotel. For details, contact Sharon Detzer, director of alumni affairs, (607) 255-1915 or sld4@cornell.edu.



7th Annual Vinification and
Brewing Technology Laboratory
Gala Dinner and Wine Auction

Friday, May 21

Rochester Riverside Convention Center
123 East Main St., Rochester, N.Y.

\$110 per person
(\$50 tax deductible contribution)

For tickets and details, contact
Nancy Long at (315) 787-2288
or NPL1@cornell.edu.

And coming
this fall . . .

The exciting, new,
color magazine format for
ALS News!

For the latest event listings and reservation forms—www.cals.cornell.edu/public_affairs/alumni/calendar.cfm