

# ALS NEWS

Agriculture and Life Sciences

October 2003

The Wine Industry Will Taste the  
Fruits of New Undergrad Program

*(Story on page 9)*

CORNELL

# ALS NEWS

Agriculture and Life Sciences

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

October 2003

## Invasion of the Species Snatchers

Plants and animals are disappearing at an increasing rate, being out-manuevered by foreign pathogens, insects, and plants with no natural enemies. Researchers in the College of Agriculture and Life Sciences are hot on the trail of these alien invaders.

The New York State insect is essentially no more. Once among the most common ladybugs in the eastern United States, the nine-spotted lady beetle has not been seen since 1984. This comely reddish-orange beetle with four spots on each wing and a shared one in the middle has been displaced by a voracious cousin with seven spots, imported by the millions from Europe in the 1970s as a biological control agent.

The idea made sense at the time. Entomologists had observed that lady beetles eat aphids, so thought that a more aggressive species would be only that much more effective in controlling these common crop pests. They were, so much so it turned out, that the imported beetles monopolized the food source and apparently starved the natives out.

The disappearance of the tiny nine-spotted lady beetle would hardly seem a great loss to any but the proudest New Yorker, yet the introductions of invasive species—which multiply unchecked by natural enemies—have caused entire landscapes to vanish.

In the early 1900s, one in every four deciduous forest trees was an American chestnut. "Today there is hardly a person alive who remembers what they looked like," says George Hudler, a professor of plant pathology and author of the entry on invasive pests and pathogens of trees for the *Encyclopedia of New York State*.

In merely 40 years, the chestnuts disappeared, decimated by a fungus that was inadvertently introduced when Japanese chestnuts (with inconspicuous disease symptoms) were planted in the New York City Zoological Park.

It took the same amount of time for Dutch elm disease to topple the thousands of stately elms that once lined the streets of America's cities east of the Mississippi.

And today, crows, jays, and many of our most loved feeder birds are dying in droves, infected with the African West Nile Virus.

Food crops also are vulnerable to non-indigenous pathogens—fungi, oomycetes, viruses, bacteria, phytoplasmas, and nematodes—causing \$30 billion in losses annually. In Florida, periodic outbreaks of the Asiatic citrus canker, a fruit-blemishing bacterium, trigger immediate quarantines disrupting the flow of fresh fruit and necessitating the destruction of well more than 1.56 million commercial trees and 600,000 backyard citrus trees.

Karnal bunt, a fungal disease of wheat first discovered in India in the 1930s, is working its way up from Mexico through Arizona and neighboring areas of



**HARROWING FOR HARDWOODS:** The Asian longhorned beetle, identified by Richard Hoebeke (pictured) in 1996, destroys many valuable native species of hardwoods.

California. Although this disease causes little yield loss, it has major impact on American wheat exports as many countries of the world restrict the importation of wheat carrying teliospores of karnal bunt.

professor emeritus of entomology, estimates that the more than 50,000 non-indigenous species in the United States cost \$123 billion per year in economic losses. In addition, more than 40 percent

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Then there are those old fungal standbys like *Phytophthora infestans*, which caused the Irish potato famine of the 1840s. It's still here today, causing damage worth \$3 billion each year in the developing world and \$1 billion in the developed world.

All told, ecologist David Pimentel, pro-

of the species on the U.S. Department of the Interior's endangered or threatened species lists are at risk primarily because of non-indigenous species.

The unintentional importation of nonindigenous



**LOOSESTRIPE ON THE LOOSE:** Bernd Blossey has had outstanding success in controlling purple loosestrife with biological control using beetles.

species is nothing new. As early as 1700, plant pathogens were introduced to the New World when trading ships taking goods from here to Europe filled their empty holds with dirt as ballast for the return trip, off-loading it at American ports. A slightly different form of the same practice continues today.

The much-feared Asian longhorned beetle, which destroys many species of valuable hardwoods (including the maples, whose resplendent red and yellow leaves are a marvelous vision each fall), arrived in the United States nestled in wooden crating material used to stabilize the contents of bulk freight containers. Pallets and dunnage (rough-cut timber with the bark still on it) from 3 million of these containers is routinely dumped outside warehouses each year, releasing their unintended cargo of wood-boring insects undetected.

The explosion in international trade and travel in the last two decades has resulted in an exponential increase in invasive species. Data from port inspection records on ships coming from China alone tell the tale. In 1984 China ranked

*(continued on page 2)*



## Species Snatchers (continued from page 1)



**TREE THREAT:** Plant pathologist George Hudler says that New York State has the dubious distinction of being the main part of entry in North America for tree diseases and insect pests.

21st on a list of interceptions of beetles found in wood crating. By 1990 it was fourth, according to senior extension associate E. Richard Hoebeke, an insect taxonomist in the Department of Entomology, who made the definitive identification of the Asian longhorned beetle in 1996.

Hoebeke has spent the last 25 years on the lookout for new bugs. Although his strongest suit is beetles, Hoebeke is one of a handful of people in the country skilled in identifying a broad range of insects. He conducts his own field surveys throughout the Northeast and the maritime provinces of Canada, as well as tackling the identification of insects that stump U.S. Department of Agriculture and U.S. Forest Service inspectors. In the past four years alone Hoebeke has iden-

*The introduction of invasive species—which multiply unchecked by natural enemies—have caused entire landscapes to vanish.*

tified eight species new to North America. One had the potential to become a serious pest.

"Ninety-nine point nine percent of the time, conditions usually aren't right for invasive insects to take hold," Hoebeke says. "They perish because they don't find favorable habitat or mates or host plants."

Although it's estimated that if the Asian longhorned beetle were to become established in American cities, this one species alone could kill 1.6 billion street trees at a cost of \$607 billion, plants produce the most disastrous effects. They can cause entire ecosystems to collapse.

"Introduced plants come in and change the landscape, they occupy space where native plants would grow providing ecosystem services to a whole range of other species," explains Bernd Blossey, assistant professor of natural resources and director of the Ecology and Management of Invasive Plants Program.

Ecosystem services, although essential, are typically unseen and often unknown, until disrupted. Amphibian populations, for example, are on the decline worldwide. But why? In novel research, Blossey and his students are showing how invasive plants disrupt food webs.

"Some of our data show that American toads suffer as much as a 50 percent increase in mortality when tadpoles develop in purple loosestrife versus in cattail wetlands," Blossey says.

Invasive plants also set "ecological traps" for native organisms. Black swallowwort, an invasive that's exploding along roadsides, is taxonomically close enough to native milkweeds that its scent entices monarch butterflies to lay

their eggs on its leaves, yet different enough that it can't provide the nutrition monarch larvae need to develop.

Understanding the ecosystem effects of invasive plants is essential to designing biological control programs that keep invasives in check without unknowingly introducing another organism that, like the seven-spotted lady beetle, will itself spin out of control.

Predicting the behavior of introduced species is tricky because they go through, what Blossey calls, a "lag phase." He's trying to figure out exactly what happens in this time between the arrival of a new species and evidence of its destruction of ecosystem services. There seem to be genetic changes that Blossey thinks may occur because plants without natural enemies have excess "currency" to put into some other activity. Growing bigger is one. Blossey found this increased size to be the case with introduced purple loosestrife versus its European native counterpart.

*Floras of the Cayuga Basin*, written in the mid 1800s, shows that loosestrife, whose tiny seeds had hitched a ride in the fibers of cheap wool shipped from England to mills in New England, was seen in upstate New York, but only occasionally. Then all of a sudden it got out of hand. By the late 1960s, this beautiful plant of temperate wetlands had spread through nearly all of temperate North America. Today, this spiky hot pink flower thrives in every state except Florida!

Biological control of purple loosestrife has been one of Blossey's most outstanding successes since the program was established in 1995. He spent a decade conducting host specificity testing on a combination of beetles (*Galerucella calmariensis* and *G. pusilla*) and weevils (*Hylobius transversovittatus* and *Nanophyes marmoratus*) imported from Europe where the plant, thanks to them, never grows out of control. Blossey wanted to be certain these organisms behave the same way here, that they eat only purple loosestrife without adversely affecting native plant and animal communities.

With the help of collaborators in 35 states and more than 2,000 wetlands, Blossey's combination has succeeded in reducing the abundance of loosestrife in many wetlands to 5 to 10 percent of its former level, a point at which it is biologically benign. Native plant communities, birds, frogs, and other organisms not seen in many years have returned to these wetlands. Biological control, in practice now for 100 years, can work.

But time is of the essence. "The more we uncover about ecosystem effects of invasive plants, the scarier it becomes," Blossey says. "While you may recognize that once-common native plants disappear, the decline of insects and other species is silent, nobody is watching out for them."

Metta Winter

## Message from the Dean



Most of you are aware that the College of Agriculture and Life Sciences, along with the other contract colleges at Cornell University, was faced this spring with potentially devastating cuts to our state budget, which is administered through the State University of New York (SUNY). We anticipated an unprecedented 20 percent loss of state funding in a single year, which posed a particular threat to our research and extension programs. However, through negotiations between Cornell and SUNY we have been spared this worst-case scenario, and instead will see our base budget reduced by 10 percent over the course of three years. The cuts we are facing will still have a significant impact on the College. But this will allow us more time to proceed rationally in redirecting our resources in a way that will not compromise our integrity and mission.

We would not have succeeded in having funding restored without the overwhelming support of our alumni and friends, who sent dozens of letters, wrote a number of op-ed pieces and news articles, and made numerous phone calls on our behalf. Many of you were eloquent in communicating to state legislators and the governor the serious impact of the budget cuts as they were originally proposed, and for that I thank you.

I'd also like to take this opportunity to thank you for your individual support of the College. Your personal gifts are now more important than ever, as we address these serious budget cuts while striving to maintain our excellence in teaching, research, and extension. For more information about the importance of charitable giving to the College and, specifically, the current campaign for the Undergraduate Business Program, please see the special section on pages 13-15 of this issue.

In spite of our budgetary challenges, the College continues to respond to societal needs through its teaching and research. We are excited about several new courses of study that will be offered to our undergraduate students. Our new major in Science of Natural and Environmental Systems, available for the first time this fall, will prepare students for futures in fields like the natural sciences, public policy, natural resource management, environmental law, business, and medicine. The new concentration in Viticulture and Enology within the Plant Sciences and Food Science majors will give graduates the skills for careers in the wine industry including grape growing, wine making, and business management and marketing. You can read more about this new program in this issue of *ALS News* (see article on page 9). In addition, a new Information Science major is now awaiting approval by SUNY. The Information Science major is an interdisciplinary program that studies digital information in its human and social context, integrating the study of information systems, human-centered systems, and social systems.

While this is a time of great challenge for the College, it is also a time of great opportunity. As we concentrate our efforts and resources on our most important priorities, we will continue to strengthen our position as the leading college of our kind in the nation.

*Susan A. Henry*

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

### What Can We Do to Subdue Invasive Species?

There's much each of us can do to prevent the spread of invasive species. Above all be curious, Hoebeke says. If you see an insect that seems unusual on a street tree or in your own backyard, follow through and take a sample to your county Cornell Cooperative Extension office for identification.

Asian longhorned beetles were discovered to have spread from Manhattan to New Jersey by a man who, while helping a friend move into a new apartment complex, noticed the 1.5-inch-long shiny black and white spotted beetle making spectacular 400 yard hops from tree to tree.

Home gardeners should be conscientious about where their plants come from and stick to local natives, Blossey advises. Avoid all plants advertised in catalogs or stores as "hardy everywhere," "very easy to grow," or "has invasive tendencies." Instead plant only those hardy in your immediate area.

"You open catalogs and see that wholesalers are bringing in plants from Asia and South Africa every single year," Blossey says. "These might just turn out to be tomorrow's invasive species."

### Plant Diagnostic Network

Protecting the United States from accidentally or purposely introduced plant pathogens and pests is the mission of the Plant Diagnostic Network, which is funded by the U.S. Department of Agriculture and collaborates with federal and state agencies. Cornell coordinates the network's activities in the Northeast, and Rosemary Loria, chair of the Department of Plant Pathology, directs the Northeast division. The network's mission is carried out through early detection of introductions and characterization of the scope and potential damage of those introductions.

# Taking TV Weather by Storm

Ever since a funnel cloud swooped down on her childhood home, Mishtu Mukherjee '90 has been intrigued by severe weather. Better known now as Mish Michaels, her TV career is a whirlwind in itself.



**M**ishtu Mukherjee's first childhood memory is captured in an old snapshot: a dark-haired little girl in a pink dress and white anklets, standing among the branches of a tree ripped out of the ground by a tornado. It was the day her big wheel vanished, too.

Five-year-old Mukherjee—known nationally to viewers of the Weather Channel's magazine show, *Atmospheres*, as Mish Michaels—had been in the tub that afternoon when her mother screamed for her to get out. She ran to the big windows in the living room—"I remember looking out the picture window and wondering why there was an ocean right outside when we had to drive to the beach," Mukherjee recalls.

Minutes later the tornado lifted and was gone, leaving a landscape of fallen trees and missing toys. Mukherjee and her parents quickly made their way to a nearby highway to help people out of overturned cars.

"Because nobody was hurt, it wasn't scary for me," Mukherjee remembers at having been submerged in the circulation of a tornado. "It was more like, 'Let's do that again—it was amazing!'"

So began her love affair with extreme weather. Yet to a girl growing up in the 1980s in Saratoga Springs, New York, becoming a weather forecaster just wasn't on the radar screen. By high school, Mukherjee had become weather obsessed—taking hourly snow measurements during winter storms, watching not one or two but three TV meteorologists every night before going to bed, and sitting in front of the window with a bowl of popcorn during thunderstorms, eyes on the sky.

But having never seen a broadcast meteorologist who looked like her, Mukherjee had settled for her other passion—horses—and had accepted early admission into the animal science program in the College of Agriculture and Life Sciences.

Her epiphany came one August night as she shushed her talkative high school boyfriend so she could assess the time between flashes of lightning and the boom of thunder.

"While I was counting out the seconds to see how close the storm was, I suddenly shouted, 'I know what I should be, I should be a meteorologist!'"

It hasn't been a cake walk.

Mukherjee's name didn't make it past the first day of her first job as weekend meteorologist and environmental reporter for a New Hampshire television station (WMUR). She and her mother picked Michaels out of the phone book.

Then there was being the only woman in the room at professional meetings. Mukherjee remembers clearly how her heart

would pound and her palms would sweat when she raised her hand to ask a question or make a comment.

"An entire room full of men—150 or more—would turn around and stare at me," she recalls of the early 1990s. "They couldn't believe they were hearing a woman talk."

Mukherjee's hand kept going up, thanks to her confidence in the academic grounding she received at Cornell. "I could walk the walk because I had a solid educational background, I had worked hard, and knew I was doing the right thing—building a career I'd be proud of," she says.

Since those early anxious days it's been, she says, "a wonderful evolution."

*By high school, Mukherjee had become weather obsessed—taking hourly snow measurements during winter storms, watching not one or two but three TV meteorologists every night before going to bed, and sitting in front of the window with a bowl of popcorn during thunderstorms, eyes on the sky.*

There were almost 10 years with NBC in Boston and then two years with the Weather Channel as a co-host of *Atmospheres*—a "very cool job" that gave her the chance to travel the world learning science hands-on: optimum weather for ice climbing in Alberta, Canada (zero degrees Fahrenheit), warm trade winds while surfing in Aruba, an ozone study at the Sphinx Observatory in the Swiss Alps, and soaring over lava spewing from a Hawaiian volcano. (You can catch the reruns on Saturday and Sunday nights.)

After more than a decade on the air, Mukherjee has broadened her scope on WBZ TV-4, Boston's CBS affiliate. (Boston is a meteorologists' mecca, sporting the country's oldest weather observatory and headquarters of the American Meteorological Society, the gov-

## The Atmospheric Science Major

About half of Cornell's undergraduate Atmospheric Science majors go on to graduate study at Cornell or other major research universities and then to a variety of academic, research, and forecasting careers. Other students find employment after graduation as weather forecasters in civilian and military branches of the federal government, in private-sector weather firms, or in broadcast meteorology. Still others are employed in environmental and engineering consulting firms. An undergraduate degree in Atmospheric Science is also good preparation for continuing study leading to secondary-level science teaching.

erning board of the science.)

Although she still forecasts occasionally on air and broadcasts during extreme weather events from the field, she is focused on developing in-depth weather stories for the station under the title "Eye on Our Atmosphere," recently winning a New England Emmy for one of her half-hour specials. For one of those weather specials, she chased tornadoes with a research team from the University of Oklahoma, bringing her in contact with an old favorite—a twister!

Mukherjee's efforts also center on developing a vision for the weather department's overall direction, particularly research and service to the community.

"I want to capitalize on our position as a public server, leverage the exposure we can bring to inspire and educate the public

England. It gives her a chance to work with volunteers who are, Mukherjee says, "the cornerstone of our climate record."

And she volunteers herself. Mukherjee had a long-time association with the Big Sister Association of Boston as well as other organizations that serve girls and women in crisis. Since graduation she's also mentored Cornell meteorology undergrads and recent graduates. (Of the 48 CALS students currently majoring in atmospheric sciences, 22 are women.)

With only 10.6 percent representation of women in the field of meteorology (12.6 percent women in broadcasting), Mukherjee wants young women to know the score, while getting the support they need.

"As a woman, you have to run harder than your male counterparts just to be noticed," Mukherjee says, adding that she's had to prove herself over and over again. Nevertheless, the field is opening up (the pipeline of students studying atmospheric and related sciences is now 25 percent women), and professionals like Mukherjee want to be visible to those coming along.

"I want young women to seize new opportunities, knowing that there are experienced women who are here to answer their questions so they never have to feel intimidated, never feel like they're the odd person out."

Metta Winter



## The Big Green Screen

When Mishtu Mukherjee '90 was a Cornell student, she would go to the WICB-TV studios at Ithaca College—script and visuals in hand—to try, yet again, to get it right.

"Doing an on-air weather forecast is an incredible feat of coordination and I was just horrible at it," Mukherjee recalls of her days as the weather reporter on *NewsWatch 16*. "It aggravated me so much because I worked so hard and tried so hard and still I was pathetic."

Mukherjee's early failures firmed her resolve to become an expert at on-air forecasting. Today, when you occasionally catch her on camera, the 2-minute, 30-second story of what's going on in the nine-mile-deep layer of constantly moving air and moisture that surrounds us appears effortless.

Just consider what she's doing. First, she's standing in front of a blank screen called a Chroma wall (Chroma Key technology that marries two images was invented in 1950s Hollywood to save costly location shoots), watching herself in three monitors. Because the image in the camera in front of her is projected via a mirror, Mukherjee sees herself in reverse!

With no script as a guide, she simultaneously moves back and forth, pointing to various spots in mid-air, clicks a button to change each graphic (she had created them several hours before), and talks off the cuff. All the while, the floor manager gives her hand signals that she has to read out of the corner of her eye, indicating how much time is left.

After 13 years, Mukherjee, a three-time nominee for a New England Emmy for broadcast meteorologist of the year, still doesn't cut herself a break.

"When I'm on the air I want it to be a stellar presentation that's fascinating and engaging and really takes people on an interesting journey through the atmosphere," she says.

# CALS Prepares Next Wave of Science and Agriculture Teachers

**The college's revitalized teacher education program gives its students a first-rate scientific education and prepares them to be effective and critically reflective teachers of science and agriculture.**

**A**griculture education in New York State's high schools is poised for an upswing. Six thousand of New York's high school students currently participate in 160 programs throughout the state, including urban areas such as New York City, Albany, Buffalo, and Syracuse.

Yet there are only 250 agriculture teachers statewide. More are needed to meet the demand of secondary schools that want to start new programs and to replace teachers about to retire.

One of the major problems facing agriculture is a lack of agricultural literacy in today's society, points out Susan A. Henry, the Ronald P. Lynch Dean of the College of Agriculture and Life Sciences. "The majority of the population is far removed from the food system and has little understanding of where food comes from or the scientific basis for food production," she says. "Moreover, there is a lack of understanding of the critical role agriculture plays in land stewardship and environmental sustainability."

Henry says, for these reasons, "It is particularly important that our college take the lead in preparing educators to fulfill the critical mission of bringing this understanding to society, enabling others to participate as literate citizens."

The Department of Education in the College of Agriculture and Life Sciences (CAL S) is newly revitalized and has recently welcomed Bill Camp, national-

school districts with limited budgets.

Agriculture teachers prepared in this way bring a new perspective to helping high school students understand science. Too often science is taught in the abstract, notes Donna Moore, coordinator of Agricultural Education Outreach for the CALS Department of Education and a graduate of Cornell's B.S. program in 1989 and the M.A.T. program in 1993 in agricultural education. Through courses in aquaculture, metal working, equine management, and large engines, students see how science concepts work in the everyday world. Even highly abstract courses like Regents physics can be taught from an applied orientation.

"In my agriculture applied physics class, I taught the principles of physics as they were imbedded in a motor that operates a tractor or baler," says Moore, who also taught basic agriculture science, agriculture business, and environmental, animal, and plant science at Lowville Academy in Lowville, N.Y., from 1989 to 1996.

Dual certification with a specialty in teaching science as inquiry isn't the only reason that the master of art in teaching is the most popular of CTE's degrees (26 students received M.A.T.s in 2002-2003). The course sequence saves students both time and money.

When students graduate in education with a bachelor's degree alone, they receive only initial certification and must complete their master's

Education take courses across the university, learning first-rate science from internationally recognized authorities in their fields. And because Cornell is a research university, students are often in the classes of researchers pushing at the edges of knowledge—right there when new discoveries are made.

The same holds true with faculty in the Department of Education, who specialize in conducting field-based research in areas including cultivating and sustaining critically reflective practitioners; designing professional development programs for teachers; promoting ethical communi-

ties of learners; moral education for K-12 students; and the linking of policy and finance to issues like high-stakes accountability, equity, and school reform.

The College of Agriculture and Life Sciences is also an acknowledged leader in fostering informed debate about ethical issues in agriculture and the environment, including cloning, genetic engineering, and animal rights.

In addition to ethical and moral issues, CTE students examine sociological issues including race, class, and gender.

Metta Winter



## Caffarella is New Department Chair

**A** year ago Rosemary Caffarella undertook a rare opportunity in higher education: the chance to grow a department. She seized it with relish.

"The faculty was ready for mentoring and for working together collaboratively," says Caffarella, who has 35 years of experience in the field of adult and extension education. In previous appointments at the University of Maine, Virginia Commonwealth University, and University of Northern Colorado, Caffarella was responsible for major program redesigns. She was keen to work together with the faculty here to develop a framework for revitalizing the Department of Education.

"Our vision is to become a premier academic department that is supported through field-based research," Caffarella says. "While we will continue with a number of excellent extension programs, our major thrust will be to strengthen and expand the academic side: programs in teacher education and adult and extension education, and expanded research activities in several areas. Samples of these areas include teacher development; agricultural science, mathematics, and science education; Cooperative Extension; program planning for adults; adult learning and development; community education and development both nationally and internationally; and educational policy."

Caffarella began her career in 1968 as an associate director of extension activities for a YMCA that served three suburban Massachusetts communities. In the intervening years she would work with a wide range of adult populations and come to write two textbooks used widely in the United States and Canada. The first, *Learning in Adulthood: A Comprehensive Guide* (co-authored with Sharan Merriam), which first appeared in 1991, is a comprehensive synthesis of the major research in the broad field of adult learning. In 2000 it received the Cyril Houle Award for Outstanding Literature in Adult Education. The book is currently being translated into Chinese.

Her second text addresses research in a subset of the field of adult learning, *Planning Programs for Adult Learners: A Comprehensive Guide* (2nd Ed.), was published last year.

In addition, Caffarella spent 12 years working in the field of leadership development with K-12 communities and higher education. The college's continuing commitment to extension and outreach activities in New York State's K-12 schools was another draw for her coming here as is the college's long history of collaborative research with universities abroad, particularly those in Asia. This September, Caffarella traveled to Malaysia to launch a nationwide education campaign on breast cancer, through disseminating culturally sensitive translations of five publications of the American Cancer Society. Not only is this a first in offering Malaysian women and their families information about a disease that has an unusually early onset and high death rate, it's also an opportunity for Caffarella to conduct research in the newly emergent field of "culturally sensitive translation." She is embarking on this multiyear effort in collaboration with Professor Mazanah Muhamad of the University of Putra Malaysia.

The Malaysian project was well underway before Caffarella arrived here. As time permits, she'll increase her involvement.

Then there is Caffarella's last love, most apropos for a professional in the field of education. "I'm highly committed to quality teaching," she says. In addition to her administrative and research responsibilities, Caffarella is co-teaching a research seminar during the fall semester with Professor Arthur Wilson. She intends to keep her hand in the classroom in the years to come.

Metta Winter

*The hallmark of the college's agriculture education major within the Cornell Teacher Education program is preparing new teachers to use an integrated approach to presenting math and science in the context of a wide range of agriculture-related subjects.*

ly known and respected professor of agricultural education, to its faculty.

The department offers two professional degrees that prepare young men and women to become agriculture educators: the bachelor of science in agriculture education and the master of arts in teaching. The course of studies that leads to these degrees offers an experience available nowhere else.

The hallmark of the college's agriculture education major within the Cornell Teacher Education (CTE) program is preparing new teachers to use an integrated approach to presenting mathematics and science in the context of a wide range of agriculture-related subjects.

"The notion of individual disciplines isn't going to hold up much longer in math and the sciences, let alone in agriculture," says Rosemary Caffarella, chair of the Department of Education. "Discoveries in the field of genomics, for example, depend on integrating the biological sciences, mathematics, computer science, and engineering to the degree that no single discipline can function alone anymore."

Of the 88 colleges and universities in the United States that certify agriculture education teachers, CALS—which admits up to 40 select students each year to its CTE program—is the only one where math, science, and agricultural science education are taught in the same department. In addition, at the master's level, students can receive dual certification in agriculture and either general science, earth science, or biology. Graduates with dual certification are highly sought after by rural

degree within three years. "It is very difficult for most new teachers to start taking graduate courses so soon after embarking on such a demanding career," Caffarella says.

At Cornell, an undergraduate working on a bachelor's degree in agriculture education, mathematics, or a science can begin taking education courses in their junior or senior year, including fieldwork that will prepare them for the classroom. Then in a fifth year they can devote the first semester to student teaching. The final semester is devoted to reflecting and building on their experience in the classroom, analyzing teaching strategies, and pursuing additional courses in their academic specialty. (Students with bachelor's degrees from other colleges may need an additional year.)

Students can also gain admission to CTE directly from the five State University of New York agricultural and technical colleges located in Cobleskill, Morrisville, Oswego, Alfred, and Delhi. Qualified students can enter the undergraduate program after completing an associate's degree or a bachelor's of technology. In both cases they can continue on to complete the M.A.T.

Graduates from CTE often end up being more than just teachers to their students. They often become leaders in their schools, helping other teachers change their teaching practices.

Cornell agriculture education teachers are also looked up to because they carry a degree from one of the premier colleges of agriculture and life sciences in the country.

Students in the Department of

# Online Communication Hides Human Nature—or Exposes It?

**In courses on computer-mediated communication, students probe the appeal of online support groups, work in virtual groups, and explore how people reveal themselves through the anonymity of the Internet.**

Log on to the Internet any day of the week, any time of the day, and you'll find people—thousands of them—pouring their hearts out to perfect strangers. There are too many online support groups to count, one or more for every imaginable trouble from divorce and obesity to loneliness and psoriasis. Some, like the one for hemophiliacs living in rural Ohio, are astonishingly specific.

Turning to others about whom we know nothing, to people we can't see, hear, or touch—certainly never intend to meet—for solace, advice, and reliable information about issues closest to our hearts defies conventional predictions of social science research, says Joe Walther, an expert in computer-mediated communication.

"All previous research on social support says that you go to people who you know on more than one basis to discuss personal issues," says Walther, an associate professor and chair of the Department of Communication. "But the Internet has changed all that."

The popularity of online support groups is amazing when you consider that the general public only gained access to the Internet, and all the communication formats that go with it, just nine years ago. Today, we take these avenues of communication for granted. We use them without even thinking about it, even when doing so defies human nature, as we know it.

What's going on here? That's the question that Walther's courses on computer-mediated communication set out to explore.

We live in an exciting age where part of growing up, becoming educated, and developing competence as a communicator is learning a sense of the most effective channel of communication at the most opportune moment for the goals we need to achieve, Walther says. The catch is, we are often so entranced by the latest novelty that we don't take time out to think about what's really useful to us.

"Because communication is second nature to us, when a new communication technology comes along, we intuitively use it based on its resemblance to more familiar media. This can be misleading," Walther explains.

Take corporate videoconferencing as an example, where all too commonly individuals who have formerly communicated in print—by letter or e-mail—hold meetings with their heads down reading from a piece of paper into the camera! Not only is nothing gained, but much is lost. "People feel that the more they can see, the better things will be—even when they would really be better off sharing notes and a phone call instead of sharing faces. That makes communication science exciting—systematically examining the unquestioned social behaviors that seem natural to people, but sometimes work against them," Walther points out.

What is the appeal of video cameras mounted on personal computers? Some people say the visual image of the other person helps them know whether they

can trust each other, or they feel they can better tell what others think, neither of which holds much water.

"The truth is we can't figure out our obsession with the visual," Walther says. "Everybody has an answer but none are truly compelling."

By contrast, online support groups with invisible participants work beyond anyone's wildest dreams. Why?

In Walther's courses, students have examined this question through e-mail surveys and found there were four reasons. First, online support groups offer a high degree of social distance—that is, the people you interact with for support online are different from the people otherwise involved in your life. This means that there are scores of people (some online support groups have upward of

*Unlike face-to-face or telephone communication, where once something is said it can't be taken back, online communication can be written and rewritten to get just the right tone, just the right message. People can reveal only as much as they wish about themselves and conceal the rest.*

20,000 participants!) who have expertise on the subject at hand, so there's a higher probability that you'll find an answer to your question or problem. And, because you won't run into them at the watercooler or the dorm room, you safely can reveal personal issues.

"Very positive things happen in online support groups precisely because these people are never going to bump into each other; and even if they did they wouldn't know it anyway," Walther says.

A close second to social distance is anonymity. Anonymity can be fully guaranteed by fake online names, alternative Internet accounts, and anonymous e-mail systems, or "re-senders" that conceal the source of a message. Then there's the high degree of communication management available online. Unlike face-to-face or telephone communication, where once something is said it can't be taken back, online communication can be written and rewritten to get just the right tone, just the right message. People can reveal only as much as they wish about themselves and conceal the rest. This is the same dynamic that makes online flirtation appealing to many.

"Very selective self-presentation and reciprocation of idealized messages leads to the kind of romantic relationships that often don't stand up under the light of day," Walther says.

On the other hand, because communication can be so precise, it can be very pleasant for people to work together online if everyone does the work.

The other plus to communication management in online support groups is that once a person is finished asking others for help, he or she can disappear. In traditional friendships, reciprocity is expected. Friends are expected to come through for each other in kind even when they don't feel knowledgeable or able. There's no such burden online: you need only respond if you wish.

Ease of access is another reason why online support groups are so popular.

"Twenty-four hours a day, seven days a week, there is a vibrant community waiting to act," Walther says.

In addition to studying the latest theories about computer-mediated communication (CMC), Walther's students get to test them out, even contribute original research to the field by working in virtual groups with students at Cornell and from another university (last year it was Rutgers).

Students earn 90 percent of their grade participating in electronic partnerships that write reviews, critiques, and synopses of assigned readings; generate reports on CMC topics; and prepare term papers summarizing existing literature and proposing future research on issues including online support groups,

another's messages. Regarding the last rule, Walther says that when you don't acknowledge others' messages, the message sender doesn't know whether you never saw it, you saw it and disagreed, you saw it and totally agreed, the network is dead, or you are dead.

In online groups, "people can evade our physical detection, so we find new ways to cajole, coerce, connive, or otherwise coax our work partners into doing what we think they ought to do," Walther says.

By examining the students' online communication and analyzing their responses to questionnaires, Walther found that those rules made a lot of difference in building trust among students and their liking each other, in addition to how well their papers turned out. Maybe too much difference.

"For years I've been developing these rules, so last semester it was time to test whether they were worth the electronic bits they're written on," he says. "But the data are suggesting it may be rule following, not the rules per se, that seems to engender trust and help performance."

In the end, what Walther and his students are looking for isn't an understanding of electronic software or hardware but rather enduring principles of communication: Does following rules for the sake of following rules build trust? Do people really want to reveal everything about themselves or do they prefer to share some things and not others? Is it true that people like to see, but not to be seen? Under what conditions can the creative use of language in online interaction, sans appearance and sound, actually lead us to become more articulate, precise, and even better-looking (in the mind's eye at least), than we can in face-to-face settings?

"These are profound questions, and the answers reveal enduring principles and give us glimpses into the human condition," Walther says. "We might not have seen them without the vantage points that the new technologies we often take for granted have afforded us."

Metta Winter

## Stereotyping Online

"Those people don't know how to write," Walther's students complained of their counterparts at Rutgers. Funny, the Rutgers students thought the same thing.

Making stereotypical judgments is part and parcel of working in online groups, says Walther, whose classes have collaborated with students in other parts of the United States as well as in England and Europe.

When Walther probed his students a bit further, they confessed to thinking the Rutgers students wrote "too succinctly and didn't elaborate their sentences." The Rutgers students, on the other hand, thought Cornell students used "all those big words, were too wordy and verbose."

Breaking such stereotypes doesn't happen quickly. It takes a lot of interaction for stereotypes to break down. In online communication everything takes more time. An hour's face-to-face conversation takes three hours on the net.



JOE WALTHER

## President's Message 2003-2004

**Mollie A. Pulver '80****New 2003-2004 Alumni Association President**

**M**ollie Pulver '80 of Little Falls, N.Y. was elected president of the ALS Alumni Association at its annual board of directors meeting on June 7, 2003. She replaces Ed Staehr '88 of Cayuga, N.Y. Pulver has served as a district director for the association, representing the Mohawk Valley area, since 1997. She has chaired several committees while on the board and most recently served as vice president for planning, co-chairing the association's Planning Committee. This past year, the Planning Committee was instrumental in revising the association's constitution and by-laws and led efforts to reconfigure the board to better represent the full diversity of the college's alumni.

Pulver is the assistant vice president, Managed Assets Department of Central National Bank, a division of NBT Bank, N.A., working with troubled businesses in eastern and central New York. Within her community, she has been a member of the Herkimer County Cooperative Extension board of directors since 1999. She is serving her second year as secretary to the board, previously having served as chair of the Ag Program Committee and on the Executive Director Search Committee. Pulver has also been active with the local Court Appointed Special Advocate (CASA) program, which assists abused and neglected children. In 2000, she received the Utica Junior League Volunteer of the Year Award for her efforts with this organization.

Pulver remains involved with her family farm, Pleasant View Farm, in Millerston, N.Y. She also volunteers for the Dutchess County 4-H dairy show as announcer and organizes and runs the dairy youth shows at the Dutchess County fair. Additionally, Pulver serves as secretary-treasurer of the Futurity Committee for the Eastern New York Holstein Club and has been a longstanding member of both the New York State and National Holstein Associations.

Pulver's goals as president of the ALS Alumni Association are to develop leadership in the areas of Boston, Chicago, and Northern New Jersey, with the aim of providing programming and connections for alumni, as well as forging relationships with other alumni organizations. Earlier this year, the association took the Leadership Conference off campus for the first time. The event was a great success, and plans are to sponsor seminars in other areas in the coming years. Off-campus programs include dean/alumni get-togethers, faculty speakers, dinners, picnics, and gatherings at Cornell sporting events.

Why should you become a member of the ALS Alumni Association? Connections with other alumni and fellowship are only a small part of the benefits. In addition to sponsoring events both on and off campus, the association supports the Alumni Career Link program, provides scholarships to freshmen and transfer students, presents the Richard Church Senior Service Award, and recognizes retiring faculty and alumni award winners. The association is also proud to assist in funding the award-winning ALS News, with a circulation now nearing 50,000 worldwide.

To find out what's happening in your area or to join the ALS Alumni Association, contact your area director or write to Mollie Pulver at map76@cornell.edu.

New members are always welcome, and new volunteers are always appreciated.

**Faculty Obituaries**

**David J. Allee '53, MS '54, PhD '60**, professor of resource economics, died April 17, 2003. He was 71.

Allee's research interests ranged from natural resource and watershed management protection, to economic and community development, to telecommunications infrastructure and e-government development. Until his death, he served as president of the Adirondack Research Consortium, a group focused on environmental and water-quality issues within the Adirondack Park.

Allee served as a captain in the U.S. Air Force from 1954 to 1956. He was a Fulbright fellow at Oxford University in 1957-1958.

He was an assistant professor of agricultural economics at the University of California, Berkeley from 1960 to 1963 and served as an economist at the Giannini Foundation of Agricultural Economics during the same period. He joined the Cornell faculty in 1963.

Allee authored or co-authored more than 300 journal articles and reports, and was an adviser to about 185 graduate students in resource economics, public policy, and water-quality issues.

**Edgar M. Raffensperger**, professor emeritus of entomology, died May 2, 2003. He was 76.

Raffensperger, who joined the Cornell faculty in 1961, was well known for his teaching. He won the SUNY Chancellor's Award for Excellence in Teaching in 1989 and the Louis and Edith Edgerton Career Teaching Award in 1991 in the College of Agriculture and Life Sciences.

He also was known for developing a cluster-fly management program using an insecticide called permethrin, a chemical derived from tropical flowers and related to pyrethrum.

Raffensperger helped many hospitals, institutions, and restaurants with his expertise in resolving tough infestations of insect pests. He worked through Cornell Cooperative Extension to publish informational guides on controlling household and other urban pests. In 1971 he was a founder of Cornell's Insect and Plant Disease Diagnostic Laboratory.

Raffensperger was a member of the Entomological Society of America. The Cornell chapter of Gamma Sigma Delta, the agricultural honor society, awarded him for outstanding professional and academic achievements in 1988.

**Connemans Presented 2003 Distinguished Service Citation by NYS Agricultural Society**

**T**he New York State Agricultural Society presented its 2003 Distinguished Service Citation to George and Diane Conneman. The Connemans have a long and distinguished history of service to the agricultural community of New York State.

George J. Conneman is a professor emeritus in the CALS Department of Applied Economics and Management. He has devoted most of his life to helping young minds fulfill their potential, and he has won many prestigious teaching awards. He continues to advise a handful of students. Conneman is also involved with programs on the future of dairying in New York State and provides information for agribusiness professionals and farmers. He has worked closely with families on management problems and intergenerational transfers, and served as faculty director for NY FarmNet from 1997 through 2001. He continues to support NY FarmNet as a consultant to farmers and as a mentor to other consultants.

Diane Knack Conneman was director of LEAD New York, a two-year leadership program for individuals in agriculture and related food industries, from 1992 through 2001. As director, she designed and implemented the leadership development program, recruited and screened program participants, conducted annual and endowment fundraising, and marketed the program. Previously, she was association director for Cornell Cooperative Extension in Broome County, and also worked in Orleans and Niagara counties. Conneman now consults for programs such as LEAD New York and NY FarmNet.

**Latoya Schultz '05 Is New Student Director**

**T**he ALS Alumni Association is pleased to welcome Latoya Schultz as the new junior student director on the ALSAA board of directors. Schultz is from Brooklyn, N.Y., and she is majoring in animal science. As a Cornell Presidential Research Scholar, she spent the summer doing undergraduate research in wildlife medicine at Cornell's College of Veterinary Medicine and volunteering at its Wildlife Rehabilitation Center. Her other activities include serving on the steering committee for the CALS Ambassadors as well as volunteering with the Cornell Raptor Rehabilitation Program. She has already taken an active role within the alumni association by serving on the CALS Alumni Association Diversity Committee.

Michelle Upton '04

**CALS Was Full of Surprises for This Student**

**A**s a native Northern Californian, I grew up amid farmland and always knew that I wanted to attend an agriculture-based university. It wasn't until the summer before my senior year of high school when I lived in Washington, D.C., that I heard of Cornell. An alumnus of the College of Human Ecology asked if I would be applying to Cornell's College of Agriculture and Life Sciences, and I replied, "I didn't even know agriculture was a major industry in New York." I quickly discovered how uninformed I was about both New York agriculture and Cornell.

When a CALS viewbook arrived at my home later that summer, I realized that CALS was the place for me. The college has the excellent reputation as a leader in agriculture and science and is part of a land-grant university.

During my visit to campus in September 1999, CALS students were very friendly and eager to tell me about the wonderful opportunities the college had to offer. I visited some classes as well as the famous Cornell Dairy Bar. I'm not sure if it was the students' enthusiasm about CALS or the delicious clock-tower pumpkin ice cream that finally sealed my decision to apply to the College of Agriculture and Life Sciences.

As I begin my senior year here in CALS, I realize how much I have enjoyed my years at Cornell—from the challenging academic environment to the numerous extracurricular activities. I have had the opportunity to become a student director on the CALS Alumni Association board of directors, serve as chair of the Dean's Student Advisory Committee, and represent CALS as an Ag Ambassador.

There is a place for every student at Cornell. Opportunities are endless on campus, everything from participating in undergraduate research at the Cornell-owned biodiversity facility in the Dominican Republic to serving as an officer in one of the many student organizations. My one piece of advice to incoming students is to get involved in student activities, because often your fondest memories will be from outside of the lecture hall.

Michelle Upton '04

# ALUMNI NOTES

**Justin H. Kramer '53** of Silver Spring, Md., is retired and living in Montgomery County, Md.

**Paul R. Seymour '55** of West New York, N.J., is a retired vice president of Merrill Lynch. He has four children and six grandchildren. He is the president of Care for the Homeless in New York City and president of the board of directors of a 430-unit residential complex.

**Ralph E. Lamar III '58** of Port Jervis, N.Y., is a retired Presbyterian minister. He was also a 4H leader for 35 years.

## 1960s

**Ruth B. Hanessian '60** of Rockville, Md., is the president of the Maryland Association of Pet Industries, working to encourage statewide stores to engage in responsible behavior. Their gold circle membership ensures any store will either accept or refer to an appropriate location any unwanted pet. The MAPI organization is also joining forces with the Maryland Invasive Species Council.

**Andrew A. Duymovic '62** of Bethesda, Md., is retired from his position as foreign agricultural affairs officer with the USDA. He is currently an adjunct professor of economics at Shenandoah University.

**Dirk van Loon '62** of Liverpool, Nova Scotia, is the publisher and editor of *DvL Publishing Inc.* He has recently launched a new quarterly magazine called *Pets Atlantic*, which includes stories about dogs, cats, and other companion animals.

**Edward R. Hoerning '63** of Gastonia, N.C., is a laboratory manager at USDA, AMS, Science and Technology Laboratory.

**Neil I. Tamber '64** of Trumbull, Conn., is the associate director of market research for a pharmaceutical company. He and his wife, Susan, will be celebrating their 38th anniversary. They have two children, David and Sarah, and four grandsons.

**Donald M. Tobey '64** of Hyde Park, Vt., is retired from his college faculty position but still teaches economics part time. He and his wife, Kate, breed and show registered Morgan horses. He is also a horse show judge.

**Arlene Sroka Sumner '65** of Altamont, N.Y., has been a chemist/toxicologist with the NYS Department of Environmental Conservation for 16 years. She is a member of the ALS Alumni Career Link and communicates with CALS students regularly. She also sings with the Masterworks Chorus of Morristown, N.J. Sumner is a grandmother to Matthew (14) and Megan (12)—children of son, Joel (Eg. '93).

**Phyllis W. Barlow '67** of Groton, N.Y., is legally blind, which affects her participation in many things. However, she still likes to keep in touch with ALS alumni.

**Douglas C. Ferguson '68** of Silver Spring, Md., passed away on November 4, 2002.

**Kenneth D. Kohn '69** of Rockville Center, Md., is a financial/insurance planner for The MONY Group working in estate, retirement, and business planning.

## 1970s

**Peter Muller '70** of Pawling, N.Y., is the owner of Red Rose Farm. He kept his family dairy farm running until last year. He is now in a transitional period.

**Claude Andre St-Pierre, Ph.D. '70** of Toronto, Ontario, received the highest honor given by the Agrologist Association of Quebec, *Commandeur de l'Ordre du mérite agronomique*, in 2000. In 2002, he was named professor emeritus from Université Laval.

**Douglas Kent Wyler (Wohlfeller) '70** of Rockville Center, N.Y., is a veterinarian. He is married to Irma Blom Wyler.

**Mark J. Dewey '75** of Byron, N.Y., has a daughter, Meghan, who graduated from Cornell (HumE) in 2002.

**Moshe Raccach PhD '77** of Mesa, Ariz., is an associate professor and coordinator of the Food Science Concentration in the Morrison School of Agribusiness and Resource Management at Arizona State University East. He is currently on sabbatical in Spain at the Polytechnic University of Valencia.

**Peter Chatel '78** of Marietta, Ga., was recently promoted to vice president for quality and analytical services for Coca-Cola North America.

**Judith Greif '79** of East Brunswick, N.J., is a medical writer and nurse practitioner at Princeton University's Student Health Center. She is the author of four health books. Her husband, Joseph, is a computer engineer, and daughter, Samantha, is an aspiring Cornellian.

## 1980s

**George R. Frantz '80, MRP '91** of Ithaca, N.Y., founded his own firm, George R. Frantz & Associates, in June 2000 to provide professional planning support to small town governments. In December 2002, Frantz and Ann Margaret Esnard were the Outstanding Planning Project Honorable Mention Award for their Valley Communities Hazard Mitigation Plan.

**Carol Weinstein '80** of White Plains, N.Y., is a psychiatrist in a private practice at St. Vincent's Hospital. She is also on the faculty at New York Medical College and is a flutist.

**Richard W. Gibney '81** of Wading River, N.Y., is a NYS registered Landscape Architect and president of the Gibney Design Group. He is also a trustee for the Planting Fields Foundation. He and his wife, Debra J. Hall, have two sons, Michael (16) and Sean (14).

**Phebe Clark Ladd Mertes '81** of College Station, Texas, is chief executive officer of Mertes Internet Construction Co., which has survived the downturn in the economy and is currently assisting with a project being proposed to CALS. The family is doing well, and one more nephew is starting at Cornell this fall.

**Kurt A. Oster '83** of Sterling, Conn., is a management consultant with Veterinary Healthcare Consultants, LLC, where he provides consulting services to veterinarians nationwide. He resides on a farm with three great danes and 15 horses.

**Karen A. Johnston '84** of East Monches, N.Y., is the owner of the Hampton Veterinary Hospital and an herbal supplement company, Natural Solutions, Inc. She and husband, Jay, have three sons: Jason (8), Joshua (4), and Jacob (1).

**Kathleen M. Rowe '85** of Needham, Mass., is the founder of Kathleen Rowe Associates. On February 12, 2003, the company won the Platinum Award for product of service communications in the 2002 League of American Communication Professionals Magellan Competition. The award recognizes the firm's work on the MIT \$50K, on behalf of the MIT Sloan School of Management.

**Andrew E. Zepp '85 (ILR), MPS (AGR) '90** is the new executive director of the Finger Lakes Land Trust as of January 13, 2003. The Finger Lakes Land Trust is a nonprofit organization, based in Ithaca, dedicated to protecting the natural integrity of the Finger Lakes region.

**Linda Katz Shumer '87** of Yorktown Heights, N.Y., has been married for nine years.

**Glenn A. Taylor '87** of Cassville, N.Y., is a partner at Tayl-Wind Farm. On November 16, 2002, he married Sheryl B. Church '89.

**Kimberly M. Thompson '89** of Cambridge, Ontario, has recently graduated from law school. She is now articling at a law firm in Cambridge where she will continue to practice after taking the bar exams in July 2003.

## 1990s

**Sally H. Alling '89** of Canandaigua, Ontario, is married to Dr. R. Douglas Alling '90, MS '91, MD '95. They have two children, Ryan (5) and Sarah (3).

**Christopher J. Mahoney '90** of Holtsville, N.Y., is a vice president at Keen Consultants LLC. He and his wife, Tricia, have 2-year-old twins, Jack and Mackenzie.

**Alarik F. Myrén '91** of Duchesne, Utah, continues to expand her ranching and trucking businesses. She recently adopted Tyra (12), Annika (6), and Ian (4) this year. Twins, Ayla and Hanna, are now 1 year old.

**Thomas C. Hughes '95** of Sayville, N.Y., earned his MS in biological sciences/aquatic ecology from SUNY Brockport in 2002. He is a senior fisheries technician for the NYS Department of Environmental Conservation on Long Island.

**Lisa M. Polazzi '95** of Valparaiso, Ind., is an emergency veterinarian at the North Central Veterinary Emergency Clinic, a new emergency/referral center associated with Purdue University.

**Jenee Chizick '96** of Philadelphia, Pa., is working in business development for a Latino publishing company, Grupo Bogota. She is also working toward a master's degree in bilingual bicultural studies in Caribbean Spanish at LaSalle University.

**Caryn Feinberg '97** of Philadelphia, Pa., is a student at the Wharton School at the University of Pennsylvania pursuing her MBA. She previously worked at Citigroup in investor relations.

**Amy L. Trimble '97** of Massapequa, N.Y., is director of marketing for Autronic Plastics, Inc. She has applied to grad schools and will be starting her international MBA at the University of South Carolina.

**Saboor H. AbdulJami '99** of Jersey City, N.J., graduated from New York University School of Law. He is practicing law in the corporate finance department of Kaye Scholer LLP and hopes to unite his major in biology with the corporate law practice.

**Anne Mei Law '99** of Arlington, Va., graduated from law school in the summer of 2003. She hopes to stay in the D.C. area and practice environmental law.

## 2000s

**Janece O. Carr '00** of Philadelphia, Pa., is attending the University of Pennsylvania School of Veterinary Medicine.

**Alicia Critelli '00** of Dixfield, Maine, recently moved to Maine from State Hill, N.Y., to work as a financial analyst for a paper mill.

**Jane E. Feinson '00** of Louisville, Ky., was married on October 7, 2001, and is now known as Jane E. Coulter.

**Christina M. Way '00** of Providence, R.I., is a zookeeper at Roger Williams Park Zoo. She is currently working in Africa Plains with exotic animals.

**Christine M. Cocquyt '01** of Victor, N.Y., is now attending the Kansas State University College of Veterinary Medicine.

**Nathan T. Connell '01** of Miami, Fla., completed his master's degree in biomedical sciences at Barry University. He was a teaching assistant in the graduate program and taught medical histology labs and lectured. He will begin medical school at the University of Miami School of Medicine in the fall.

**Sara E. Diedrich '01** of Jacksonville, Fla., moved from Brooklandville, Md., to Florida.

**Ryan W. Fitchett '01** of Allston, Mass., is an industrial consultant for Stroud Consulting. He travels to manufacturing plants throughout the United States and to London.

**Kristi L. Kull '01** of Ithaca, N.Y., is a research technician for Defrees Hydraulics Lab. She is currently working on a water quality project on Cayuga Lake and a National Science Foundation (NSF)-funded project on Lake Ontario.

**Michelle L. Wobser '01** of Quincy, Mass., graduated in May 2002 from Johns Hopkins University with an MS in environmental engineering. On August 17, 2002, she married her college sweetheart, Carl McEntire. The couple enjoyed a honeymoon in Hawaii. Her new name is Michelle L. W. McEntire.

**Evan Fay Earle '02** of Freeville, N.Y., is the founder and CEO of E.E.I., an Internet rare, old, and unusual book business.



Sherida Porpiglia '05

### Stay connected via E-mail!

- Are you interested in receiving our monthly e-mail newsletter with the latest news from CALS and Cornell?
- Would you like to receive invitations to local alumni events via e-mail?

If so, please send an e-mail to us at [alsaa@cornell.edu](mailto:alsaa@cornell.edu) and request to be signed up for the alumni list-serv. Your e-mail address will not be publicized and will be used only for official university correspondence. Be the first to find out the latest news from East Hill! You will also receive invitations via e-mail to events in your area.

## 1920s

**Phillip I. Higley Sr. '26** of Fort Walton Beach, Fla., celebrated his 100th birthday on June 18, 2003, with more than 200 family and friends. Among the Cornell greetings read at the celebration was a letter from then President Hunter Rawlings III. Also in attendance was "little brother" Ralph L. Higley '30 of Apopka, Fla., who is 96 years young.

## 1930s

**Harvey I. Scudder '39** of Dublin, Calif., is still active in biological and health sciences. He has a paper on insect integumentary glands ready for the press and others on insect sensory organs in preparation.

## 1940s

**William M. Seymour Jr. '48** of Hillsdale, N.Y., is retired. He and his wife are active in the Grange and their local church. They continue to travel to Colorado to visit family, and they garden and keep honey bees as a hobby. They spend the winters in Myrtle Beach, S.C.

**Alvin Silvey '49** of Boynton Beach, Fla., is retired and enjoying living in Florida.

**Edwin (Ed) L. Slusarczyk '49** of Remsen, N.Y., was recently inducted into the Farm Broadcasters Hall of Fame at the annual meeting of the National Association of Farm Broadcasters. He began the Ag Radio Network in 1976 with 11 stations, which now has grown to 136 stations with reports heard all over New York, New England, Pennsylvania, Maryland, and Delaware. Slusarczyk is also a consultant to the United Nations Food and Agriculture Organization, developing agriculture, marketing, and nutrition radio programs in developing nations of Eastern Europe, Southeast Asia, and most recently East Africa.

## 1950s

**M. Paul Friedberg '53** of New York, N.Y., is a landscape architect. He was awarded the second annual James Daniel Bybee Prize by the Building Stone Institute for a body of work executed in individual architecture for a body of work executed over time and distinguished by outstanding design. His designs include Battery Park, NYC; Transpotomac, Washington, D.C.; Queens Square, Japan; Olympic Plaza, Calgary, Canada; and Andromeda Houses, Israel.

# Cornell's 'Library in a Box' Delivers Agricultural Journals—and Hope—to the Developing World



In January 2001, a jet took off from the regional airport in Tigray, Ethiopia, a remote area north of the capital of Addis Ababa. Gracian Chimwaza, a native of Zimbabwe, was returning from a business trip to Mekelle University College, an agricultural university housed in a former military barracks in Tigray.

By chance, seated next to Chimwaza was the dean of Mekelle University's agricultural school, Mitiku Hailu. Striking up a conversation, Chimwaza asked the dean where he was traveling. "Switzerland," the dean replied. "I'm writing a paper on harvesting water in micro-dams in Tigray and I'm going to Geneva to do a literature review for this paper."

The irony of this story is that Chimwaza had just been in Ethiopia on an outreach mission for The Essential Electronic Agricultural Library, or TEEAL. Nicknamed "The Library in a Box," TEEAL holds the full text of 140 leading agricultural journals on CD-ROMs. "When I pointed out to him that in the future he would be able to carry out such research from his office through TEEAL," Chimwaza says, "he was quite excited and wished he could secure funding to acquire TEEAL."

That the dean of a university had to leave the continent to do a literature search reflects the dismal state of libraries in Ethiopia and throughout Africa. Increasing journal subscription costs are major hurdles for African countries, and the result is small libraries with very out-of-date holdings. Faculty members routinely tell Chimwaza that the last time they had access to the latest literature was when they did their graduate work abroad.

Jim Haldeman knows something about the difficulties of trying to do scientific research in Africa. Haldeman, a former Peace Corps worker in Ethiopia and currently senior associate director of CALS International Programs, has been trying since the mid-1990s to set up a collaborative project between the College of Agriculture and Life Sciences and Ethiopian universities. Last year the U.S. Agency for International Development (USAID) awarded Cornell and three other universities \$10 million to build agricultural research and extension services in Amhara, the poorest of Ethiopia's 11 states.

Haldeman chose TEEAL, with its thousands of articles available in full text, to be part of this project because he knows how difficult it is for African scientists to get access to timely research. "When I visited the major agricultural university at Alemaya (a city in Amhara) in 1997 or 1998," Haldeman says, "their most current literature was 1970." A TEEAL set has already been sent to Ethiopia, and two more will soon be delivered as well. One of them may go to Mekelle University in Tigray.

TEEAL is the brainchild of Wally and Jan Olsen. The Olsens, who traveled through Central and South America in the 1960s and 1970s while working for the National Agricultural Library and the World Bank, realized during these trips that the best way to help poor countries develop was to provide them with access to scholarly information. "Straight hand-outs don't work well," Wally Olsen says. "The solution was to get some scientific and social literature into the hands of Third World scholars."

It wasn't until the late 1980s, when the CD-ROM emerged, that it became feasible to easily and cheaply transfer information to those scholars in developing countries. By this time the Olsens were living in Ithaca; she was director of Mann Library and he was a senior research associate at the library. Wally Olsen imagined marrying the new CD-ROM technology with the contents of core agricultural journals, and he pitched his idea to Bob Herdt (61), who was then director for agricultural sciences at the Rockefeller Foundation. In 1997 the foundation offered Olsen a grant of nearly \$1 million to get TEEAL off the ground. Herdt, who has recently retired from Rockefeller and returned to Ithaca as an adjunct CALS faculty member, saw it as an extremely high payoff venture. "This project has the ability to change the quality of research and instruction in developing countries more than almost any other," he said.

With the start-up money and the agreement by journal publishers to waive copyright fees, TEEAL was brought to life as a 44-pound, 172-CD library-in-a-box. The first shipment was delivered in July 1999 to the University of Zimbabwe.

The African regional offices of the Rockefeller Foundation are

in Harare, Zimbabwe's capital. It is here, in a modern office building, that Chimwaza and an assistant, who together make up the entire TEEAL African office, share a small space and direct the project's outreach efforts across the continent.

Chimwaza's official title is coordinator of outreach and marketing, which means he travels all over Africa demonstrating TEEAL at agricultural universities and research institutions. In the past four years, he has visited more than 250 research and academic institutions. He visits more than 30 countries a year.

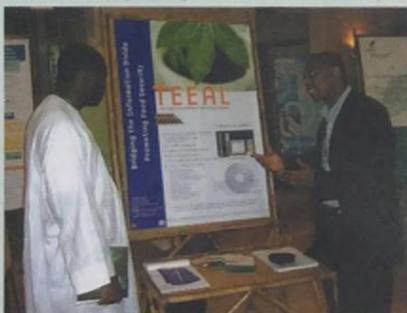
He has little problem exciting people about the product. In East and South Africa, for example, more than 90 percent of the people he talks to have already heard of TEEAL. "And everybody wants it," he says. Currently, there are 50 institutions in Africa with proposals to obtain TEEAL sets and updates.

A full subscription to TEEAL costs \$20,000—annual updates are \$3,500—and includes the full text of journals covering a wide range of fields, including nutrition, forestry, agricultural engineering, economics, and crop development. More than 1.8 million pages of journal literature are packed onto several hundred CDs. Because TEEAL runs as a not-for-profit, the literature is offered at a fraction of what it would normally cost—about \$700,000 U.S.

Any product offered at 97 percent off its regular price would normally be an easy sell, but this is Africa. In Ethiopia, for example, the gross domestic product per capita is \$101. More than 300 million people live on less than \$1 a day in Sub-Saharan Africa. By just about any measure, \$20,000 is a lot of money to just about every African country.

Countries around the world qualify for TEEAL by having a per capita income low enough that the World Bank lists them as "developing." Few of the qualifying countries in Africa can afford to pay for it on their own, so a lion's share of Chimwaza's workday consists of helping interested governments and universities arrange to get funding to buy TEEAL. "I have to convince donor agencies to fund the sets," he says, "and then I go to the institutions and work with them to put together a proposal."

A majority of the 80-plus TEEAL sets sold around the world have been funded by agencies such as the Rockefeller Foundation, the World Bank, and the Technical Centre for Agricultural and Rural Cooperation (CTA) in the Netherlands. Chimwaza has been very successful in convincing donor agencies that funding TEEAL will help them achieve their development goals. Thanks in large part to his hard work, CTA has purchased five sets in Africa, and the World Bank now allows countries receiving funding to use some of that money to



purchase TEEAL.

The results can be seen at the Ghana Agricultural Information Network System, or GAINS, located in the coastal city of Accra, the capital of this former British colony in West Africa. GAINS received its TEEAL set in early 2000 via a grant from CTA, a European Union-funded agency that provides developing countries information for agricultural and rural development.

CTA has become one of the major suppliers of TEEAL sets in Africa, and it chose TEEAL in response to feedback from researchers in Africa about their need for information. "We used to receive on average 500 requests for articles by researchers in Ghana a year," says CTA's Dorothy Mukhebi. "That number has fallen to fewer than 100 since the installation of TEEAL at GAINS."

The results can also be seen at the University of Zimbabwe in Harare, where the first TEEAL set was installed in 1999. Here researchers like Talkmore Mombeyara have been using TEEAL to investigate ways of improving crop yields by using indigenous species of green manure (decaying plant material). "Farmers need cheaper means to enhance soil fertility," he says, "and this has led to research on the use of green manures in Zimbabwe in the last decade or so. TEEAL was instrumental in carrying out our literature review." This sort of work is particularly important now in a country like Zimbabwe where an estimated 7 million people (half the population) faced starvation in 2003.

The success stories in Ghana and in Zimbabwe are exactly what the Rockefeller Foundation was hoping for when it initially funded TEEAL six years ago. One of the foundation's primary beliefs is that the most effective lever for enhancing food security in developing countries is through new technologies like drought-resistant varieties of rice and sorghum or improved soil nutrient management via green manure or lime. "Appropriate technologies can improve security, but only in the hands of well-trained scientists," says Peter Matlon, the deputy director of food security at Rockefeller. "By providing TEEAL to African scientists, we're improving the efficiency of their ability to address the most pressing needs of the people of Africa."

And Chimwaza wants to get TEEAL into a lot more hands. While plans are currently in the works for an internet version of TEEAL, many African countries still lack the necessary technological infrastructure to fully make the leap from the desktop to the Web. So for the next several years anyway, Chimwaza will still be working on increasing their access to TEEAL on CD-ROM. Part of this means trying to convince major donor agencies like JICA, from Japan, and GTZ, in Germany, to fund their first TEEAL sets. "If only they could see what TEEAL has done in Africa," he says with a smile and a shrug. He'd also like to see TEEAL sets in African countries currently without them, like Rwanda and Burundi in Central Africa. Recent conflicts in those countries have simmered down enough that Chimwaza could travel there to demonstrate TEEAL.

Haldeman shares with Chimwaza a cautious optimism about the possibilities for real change in Africa being brought by TEEAL. "Through some good research and collaboration with our colleagues in Ethiopia," he says, "plus what TEEAL brings to the table, we're hoping that we can make a contribution that can be applied elsewhere in the country and possibly around the world."

Anyone interested in learning more about TEEAL, or sponsoring a TEEAL set or annual update at one of the many developing country libraries and research centers seeking funding, is invited to contact the TEEAL Office in Mann Library: teegal@mannlib.cornell.edu, 607-255-7317.

Jim Morris-Knower

Photographs courtesy of H. David Thurston, Professor Emeritus, Department of Plant Pathology, Cornell University

\*In 2003, JICA purchased a TEEAL set.

## AGORA: The Next Generation of TEEAL

In ancient Greece, the agora was the central place of assembly in the middle of the city. The creators of the new Access to Global Online Research in Agriculture (AGORA) hope their online system will serve as a similar, albeit digital, gathering place—in this case, for agricultural scholars in developing countries to gather the latest research in their fields.

A partnership between the Food and Agricultural Organization of the United Nations, the Rockefeller Foundation, Mann Library, and major publishers of scientific journals, AGORA provides free Internet access to more than 400 agricultural and life sciences journals for nonprofit organizations in countries with GNP per capita under \$1,000 (which includes almost all of Africa).

"What's revolutionary about AGORA," says Mary Ochs (79), TEEAL's project director, "is that for the first time, agricultural researchers in the developing countries will have access to a collection of journals comparable in size to that in the best research libraries in the developed world."

While AGORA will eventually replace TEEAL, which will for now continue to offer updated sets, this was always expected. From the beginning, compact discs were seen as an interim technology, waiting for the Internet to become a viable medium for transmitting scholarly information. But until very recently, the lack of telecommunications infrastructure in most of the developing world meant that the discs were far more practical than the Web. AGORA, the next generation of TEEAL, is set to launch in October 2003.

AGORA is a sister project to the World Health Organization's Health InterNetwork Access to Research Initiative, or HINARI, which started in 2002 by offering the same sort of extensive online library, but for medical journals. Together, both projects hope to improve food and health security in the developing world by providing timely access to the latest scholarship. And both, of course, owe a great debt to TEEAL for establishing a model that successfully brought together scholars, publishers, and foundations to offer such access.

More information can be found at [www.aginternetwork.org](http://www.aginternetwork.org).



# The Wine Industry Will Taste the Fruits of New Undergrad Program

**The college's undergraduate program in enology and viticulture is taking root this semester and will bear fruit when skilled graduates make their mark in New York's growing wine industry.**

For 16 years, the same pleas have dogged Thomas Henick-Kling, associate professor of enology. "Find me a winemaker, find me a viticulturist!" say winery owners and vineyard managers from Long Island Sound to Lake Erie. Henick-Kling replies, "I look, but qualified people are not available. I might be able to find one or two in a year, but the need is much bigger than that."

The urgency behind the wine industry's request for help has increased markedly in the past decade. Wine grapes and wineries are the strongest growth segment of New York State's billion-dollar agriculture industry. In 1975 there were 19 registered farm wineries in the state. Today there are 180. More than half of New York's counties now have one or more wineries, clustered in five principal grape-growing regions: Lake Erie and Niagara, the Finger Lakes, the Hudson River Valley, and Long Island.

By 2013 the number of New York wineries is expected to rise above 220. The reasons for continued expansion are clear, says Ian Merwin, associate professor of pomology, who along with Henick-Kling, co-chairs a faculty committee charged by Dean Susan Henry with developing an undergraduate program and curriculum to prepare young people for careers in the wine industry.

"National and international awards have shown that New York State wines are definitely on the map," Merwin says. "We now produce not only consistently high-quality white wines but reds that are much better than we ever thought possible."

Location is another reason. New York's premier wines are produced right in the midst of 60 million consumers from Toronto to Baltimore to New York City. Too, New York's soils and microclimate constitute the least expensive viticulture wine-growing land in the nation—land that is being bought by investors from as far away as California.

"An acre of good land in Napa, California, can cost from \$50,000 to \$100,000," Merwin notes. "Here in the Finger Lakes, an acre of comparable quality goes for \$2,000 to \$5,000."

Until the college's program opened this fall, there were only two places in the United States that offered first-rate enology and viticulture training: the University of California at Davis and California State University at Fresno. Otherwise, students had to travel out of the country to Brock University in Ontario, Canada, or to universities in Europe, Australia, or New Zealand. However, each of the California programs only graduates 30 students, not nearly enough to meet the demand for skilled personnel as the wine industry grows all across the country and wineries gain popularity as tourist destinations.

In addition to meeting the national demand for highly skilled viticulturists and enologists, the college's program offers students knowledge and experiences tailored to the unique challenges and demands of the region's soils and climate, vineyard-pest complex, grape varieties, and local markets.



Courses in the new program cover all aspects of growing grapes and making wine.

The curriculum was established by the curriculum committee composed of faculty and extension staff in the Department of Food Science and the Department of Horticulture in Ithaca and the Department of Horticultural Sciences and the Department of Food Science and Technology in Geneva at the New York State Agricultural Experiment Station.

"Teaching and research will come from a cooperative effort among the four departments, plus entomologists and plant pathologists from Geneva, says Marvin Pritts, chair of the Department of Horticulture in Ithaca. "Interfacing across various disciplines in this way produces a strong program while being healthy for the college."

Freshmen entering this fall were offered specializations in two separate but related activities. Students primarily interested in learning how to turn grapes into wine enroll in the food science major, with a concentration in enology and a minor in plant science. Students who enroll in the plant science major with a concentration in viticulture, study the cultivation of grapes, while taking several enology courses. (Down the line as the program grows, courses in the economics of vineyard management and wine marketing will be added.)

"To make good wine, students must be familiar with food analysis, food chemistry, food microbiology, and other basics of food science," says Joseph Hotchkiss, chair of the Department of Food Science.

For the past nine years, the college has offered a basic enology course called Understanding Wine. Initially designed by Harry Lawless, professor of food science, Terry Acree, professor of biochemistry, and Henick-Kling, whose research and extension in Geneva supports the state's wine industry, the course is now taught by the latter two. With the advent of a full undergraduate program, the course is now divided into two modules, a freshman-level introductory section to

attract undecided students, and the 400-level version for majors. The committee developed other specialized courses in winemaking technology and the flavor development of grapes and wine, which will be offered for juniors and seniors in the program.

Hotchkiss and Chang Lee, chair of the Department of Food Science and Technology in Geneva, are currently recruiting a new faculty member to teach those courses and supervise the summer internship each graduate must complete in a New York State winery.

"We see the internship as critical because viticulture and enology rely greatly on technique, and the best way to learn that is by doing it," Merwin says.

On the viticulture side, the college has a knowledge base developed through more than a century of research in grape growing conducted in Geneva. The station's breeders have released more than 53 varieties of grapes. Six are hybrid wine grapes, including Horizon, Melody, Traminette, Chardonnay, Cayuga White, and the newest release, GR7. Viticulturist Robert Pool is teaching the general viticulture courses, while other courses in grapevine structure and physiology, genetics, and pest management are taught by other scientists at Geneva.

Last year in collaboration with faculty in Geneva, the Department of Horticulture began establishing teaching and research plantings. Just 10 miles north of Ithaca, the Lansing Research Farm is well



suited for growing all the premier vitifera grapes. Plantings there will include Pinot Noir, Riesling, Cabernet Franc, and Chardonnay. "Last winter it was one of the few vineyards in the region that had zero winter injury," Merwin says.

Undergraduate interest in the program runs high.

"For the last three years, the Undergraduate Wine course has been so popular that we've had more than 100 students sign up for a course that can only accommodate 80," Lee says.

And without any formal recruiting, the number of students in the viticulture course tripled this fall. Because the dearth of qualified personnel is a longstanding national problem, Merwin anticipates significant numbers of transfers and out-of-state students as well.

The future looks bright. "Cornell has historically had a very close relationship with the agricultural sector in New York State," Merwin says. "In establishing what will become the premier enology/viticulture program for undergraduates in the eastern part of the United States, we're continuing this tradition."

Metta Winter



For more information about the new undergraduate program and Cornell's research in enology and viticulture, see

<http://www.fruit.cornell.edu/ugradvande.html>,  
[www.fruit.cornell.edu/winegrapeind.html](http://www.fruit.cornell.edu/winegrapeind.html), and  
[www.nysaes.cornell.edu/fst/faculty/henick](http://www.nysaes.cornell.edu/fst/faculty/henick)

To learn more about the great wines and wineries of New York, see

[www.nywine.com/winecountry](http://www.nywine.com/winecountry) and  
[www.newyorkwines.com](http://www.newyorkwines.com)



# Outstanding Alumni Awards 2003



**Richard I. Coombe '64** is founding chair/CEO of the Watershed Agricultural Council, Inc. (WAC) where he remains a director. He and his brother Philip '59 (ALS) own and operate ThunderView Farms, a 1,000-acre beef and crop farm. Mr. Coombe is the principal in Coombe Consulting, which makes him available for numerous speaking engagements and workshops in the U.S. and abroad on water, agriculture, forestry, and the environment. In April, he was the keynote speaker at the National Association of Hydrologists—Irish Group conference in Ireland. In August 2002, he was a private sector adviser and U.S. delegate to the World Summit on Sustainable Development in South Africa. Secretary Ann Veneman has appointed Mr. Coombe to serve on the USDA REE Task Force.

During the past 10 years, Mr. Coombe created, inspired, and led the Watershed Agricultural Council, Inc. to accomplishments no one could have predicted. He oversaw an annual budget of \$15 million and more than 100 professional staff directly, and with partnering agencies, who worked with more than 600 farmers and foresters to implement a comprehensive whole farm and forest management approach to watershed protection in the 1.2 million-acre New York City Watershed in eight counties. Through his leadership, WAC has signed up 92 percent of Catskill farmers and an increasingly large number of forest landowners who have begun to include water quality protection as an essential factor in their decisions. By doing so, he was able to help end 90 years of animosity between the Catskill agriculture community and New York City officials and environmentalists. The program keeps farms in business, protects the Catskill region from suburban sprawl, and safeguards the unfiltered drinking water supply for approximately 9 million New Yorkers.

WAC's success has earned Mr. Coombe numerous awards and recognition. Awards include the N.Y. Environmental Action Coalition Green Star Award; USEPA Region II Environmental Quality Award; U.S. Forest Service Award: Bridging Partnership and Ideas, 1998; and the Hammer Award: National Partnership for Re-inventing Government 2000.

A tireless advocate for New York's agriculture industry, Mr. Coombe was a member of the New York State Assembly from 1983 to 1992. He translated the view and concerns of farmers into effective advocacy.

Early in his career, Mr. Coombe was a professor at Sullivan County Community College and a teacher at Tri-Valley Central School, teaching economics and American history.

Mr. Coombe is a present or former member of countless organizations which include the U.S. EPA National Drinking Water Advisory Council, the Watershed Protection and Partnership Council and Executive Committee; the National Cattleman's Association; board member for the New York Farm Bureau; Cornell University Council; Advisory Council of the College of Agriculture and Life Sciences; Cornell's Technology Transfer Committee; and Cornell Cooperative Extension and Soil and Water Conservation District Board of Sullivan County.

Mr. Coombe, who also earned an M.S. in economics at SUNY New Paltz, and his wife, Phyllis Norton Coombe '64 (HuEc), live in Grahamsville, N.Y., and have two children, Elizabeth C. Coombe and Richard I. Coombe, Jr. '91 (ALS), and four grandchildren.



**In-Kyu Han PhD '65** is president of the Korea Academy of Science and Technology (KAST). He is perhaps one of the most influential individuals in Korea, not only as a scientist and teacher, but also as an opinion leader in science in general.

Since receiving his PhD in 1965, Dr. Han has been actively involved in the development of agricultural research, education, and scientific societies within Korea, Asia, and the world. He has been a major professor for 137 MS and PhD students, 17 of which were foreigners. Most of his influence is through his teaching and students, but many of the 68 books he has authored or co-authored have been used for education at secondary and higher levels written in both Korean and English. Not many scientists will come close in their lifetime to his production of 173 international papers and 832 total publications. Many were published in highly regarded journals in the field of animal science.

Dr. Han began his career at Seoul National University and later retired from there, but his career path shows many international activities. He served as dean of the College of Agriculture and Life Sciences and director-general of the National Instrumentation Center for Environmental Management at Seoul National University. He also served as president of the Korea Association of Agricultural Colleges. His dedication to the development of Korean agriculture is best shown by his involvement in obtaining a loan from the World Bank of \$60 million (U.S.), which was used to level out research capability in the agriculture sector of all the Korean universities. After his retirement, he was elected president of the Korea Academy of Science and Technology in 2001. Dr. Han is the key person in planning policies for all sectors in science and technology of Korea.

Dr. Han established Hans' Animal Science Foundation to provide scholarship to students and to support research activities in third world and international scientific meetings. He also established the Distinguished Research Award in CALS at Seoul National University to recognize research activities. In 1991, with then dean David L. Call, he played a key role in establishing a collaboration program between the two universities. This program is now regarded as the most active and fruitful student and faculty exchange program by the two leading agricultural colleges in the United States and Korea. He met with then Cornell president Frank H.T. Rhodes in the fall of 1990 to reinforce their common commitment to international higher education.

Dr. Han has received many awards in his distinguished career. Most recently he was the recipient of the Nokjo Medal of Civil Merit in 2000 and the Distinguished Service Award, EAAP in 2001. Dr. Han's impressive record of achievements; dedication to the development of agriculture in Korea, Asia, and the world; as well as his contributions to Seoul National University and Cornell University and to society locally and internationally is regarded highly.

Dr. Han and his wife, Myung Sook Kim, live in Suweon, Korea. Their daughter, Mie Jeong Han MPS '93, PhD '97 (CALS) and son-in-law, Chaeyoung Lee, PhD '95 (CALS), are both graduates from Cornell University.



**Susan R. Holliday '77** is president and publisher of the *Rochester Business Journal*, a weekly newspaper with a readership of 80,000 that specializes in business news and information of interest in the metropolitan Rochester, N.Y., business community. She purchased this flourishing publication in 1988 and has turned it into one of the most successful weekly publications of its type. In Ms. Holliday's 15 years at the helm, the newspaper has grown increasingly more visible and influential in the local business community, at the same time garnering the respect of peers nationwide for its integrity in reporting and thoughtful probes into community issues affecting business. Through this effort, Holliday has become one of the most respected business people in the Rochester community. Under her leadership, the *Rochester Business Journal* twice has been awarded the General Excellence Award from the Association of Area Business Publications, a national trade association. In addition, the paper has received top honors for reporting, photography, and design from the National Newspaper Association and the New York Press Association, as well as the Association of Area Business Publications.

Ms. Holliday is involved extensively in the Rochester community. She is currently chairman of the board of the Rochester Museum and Science Center. She serves as a member of the executive committees of the boards of directors of the University of Rochester Medical Center and Rochester Institute of Technology, and she is a member of the board of directors of the Rochester Business Alliance. She serves on the corporate boards of Financial Institutions, Inc. and RGS Energy Group, Inc.

Ms. Holliday has served as a member of the steering committee of the President's Council of Cornell Women (PCCW), as vice-chairman of the Cornell University Council, and as a member of the Entrepreneurship and Personal Enterprise Program (EPE) advisory council. Currently, she is a member of the advisory council of the Cornell Undergraduate Business Program.

She has volunteered effectively for years to promote Cornell in her region, serving as president of the Cornell Club of Rochester, chairman of the Rochester Tower Club Committee, and ambassador with the Cornell Alumni Admissions Ambassador Network (CAAN).

Ms. Holliday has been honored with the Alfred University Galanis Award for Excellence in Family Business in 2001, the Distinguished Alumni Award from Rochester Institute of Technology's College of Business in 2000, and the Mother of the Year Award from the March of Dimes in 1999.

Ms. Holliday lives in Honeoye Falls, N.Y., with her husband, Chris, and two children: Andrew and Jacqueline, a member of the class of 2007.



**Thomas K. Jeffers '63** recently retired as research director of animal science discovery and development research at Elanco Animal Health, a division of Eli Lilly & Company. Mr. Jeffers's research interests focused on anticoccidial drug resistance, attenuation of coccidia, and the discovery and development of novel anticoccidial drugs for use in the poultry industry. He discovered and developed for market two major anticoccidial products that, decades later, are still successful in the global marketplace.

Mr. Jeffers has authored or co-authored more than 50 peer-reviewed journal articles and several book chapters on the general subject of coccidiosis in poultry and other species, and is the inventor of several patents. His international reputation was recognized in 1997 when he was the invited keynote speaker at the International Coccidiosis Conference in Oxford, England. The last 15 years of his scientific career were distinguished by several positions of scientific leadership within the Eli Lilly Company. His leadership was evidenced by the quality of his group's basic research program and outstanding staff development. While at Elanco, he was instrumental in establishing a scholarship for Cornell undergraduates and a summer internship program. He also used his experience in the pharmaceutical industry to provide valuable career advice to numerous undergraduate and graduate students. Since retiring from Elanco, Mr. Jeffers has been appointed a courtesy professor in the Department of Animal Science where he has been involved in graduate career development and fund-raising projects.

Mr. Jeffers is currently the development representative on the ALS Alumni Association board of directors. He has served as secretary of the board and also as midwest region director. Other Cornell involvements include member of ALS Alumni Career Link, Cornell Alumni Federation Board, and Cornell University Council.

While living in Greenfield, Indiana, Mr. Jeffers was a leader in his community and church. He not only had the vision but the energy and organizational ability to spearhead the campaign for an adult day-care center, which was viewed as an important need in the community. As a result of his focused leadership, this dream became a reality. The "A-Day-Away" daycare program for senior citizens was successfully launched five years ago and continues as a thriving service to the Greenfield community. He also led a major capital campaign for the Boys and Girls Club of Hancock County; and is a life member of the Greenfield Sertoma Club. For his church, Mr. Jeffers headed two major capital fund drives that resulted in much needed expansion for worship and education facilities.

Mr. Jeffers and his wife, Gretchen, live in Skaneateles, N.Y. They have two children: Andrea Jeffers Greaves '93 and Gregory T. Jeffers '96, MS '98. Mr. Jeffers's parents are also graduates of CALS: Frederick M. Jeffers '32 (deceased) and Marion Dysinger Jeffers '35 (deceased).



**L. John Wilkerson, MS '67, PhD '70** has been actively involved in the development of the American healthcare system since completing his formal Cornell education. Beginning with Johnson and Johnson, where he used his Cornell training under Professors Max Brunk and David Call, Dr. Wilkerson created the first marketing research department for that Fortune 100 company's medical diagnostics division. Many of the diagnostic and therapeutic products he helped plan and launch are now in standard use in hospitals throughout the world.

Dr. Wilkerson was a founder and president of the BioMedical Marketing Association, the principal professional marketing organization for the diagnostics industry. He was recruited to White Weld and Co. (now Merrill Lynch) and subsequently to Smith Barney, where he was a medical industry security analyst. In 1980, Dr. Wilkerson joined an eight-person medical industry consulting company in New York City, acquired it one year later, and recruited a partnership group that built a staff of 140 with offices in New York, San Francisco, and London. The Wilkerson Group (TWG) completed 350 consulting projects annually, serving biotechnology, pharmaceutical, medical device, and diagnostic and venture capital clients. Due-diligence analyses completed by TWG were used in over \$40 billion of medical industry financing and acquisitions. In 1996, TWG was acquired by IBM.

In 1990, Dr. Wilkerson co-founded *Galen Partners*, a New York City-based venture fund providing expansion capital to accelerate growth of medical companies. Over the last 13 years, Galen has invested \$500 million in 49 private healthcare companies, many of which subsequently have been taken public or acquired. Dr. Wilkerson is a board member of several privately held healthcare companies, including Cognia, which he founded to enable pharmaceutical and biotechnology companies to effectively capture, organize, and analyze biological and chemical information.

At Cornell, Dr. Wilkerson is a member of the Cornell Council and the Twenty-First Century Committee of Cornell Plantations; he also is co-head with Dean Henry of the finance committee of the CALS Advisory Council. In his community, Dr. Wilkerson is vice chairman of a four-hospital group, Atlantic Healthcare Systems. He is founder of the E.L. Rose Conservancy in Susquehanna County, Penn., and has forged an ongoing relationship between the conservancy and Cornell's Department of Natural Resources. He also sits on the Board of the Harding Land Trust.

Dr. Wilkerson and his wife, Barbara, met at Cornell where Barbara worked in the Plant Physiology Growth and Development Department. They collect American folk art. Dr. Wilkerson is currently president of the board of the American Folk Art Museum in New York City. He and his wife also collect Australian aboriginal paintings and are cooperating with Cornell's Herbert F. Johnson Museum of Art on a monograph and traveling exhibit of their material. The Wilkersons live in New Vernon, N.J., and have three children: Christopher '95, Lyndsey, and Whitney.

## Outstanding Faculty/Staff Awards



**Harlan B. Brumsted, MS '49, PhD '54** is a professor emeritus of natural resources. Fresh from studies in biology at Dartmouth and World War II naval duty in the Pacific, he entered Cornell in 1948 where he earned a master's degree in the newly formed Department of Conservation, gained two years of wildlife experience with the New York State Conservation Department, and then completed his PhD.

Dr. Brumsted became the Extension conservationist in the Cornell department in 1954. In 1957, The Wildlife Society honored the department for its annual sportsmen's conservation workshop, begun in 1951. Dr. Brumsted soon introduced farm fish pond management programs and sparked a successful effort to acquire group living facilities for conservation education at Cornell's Amot Forest.

In 1975, he launched an effort to establish a wildlife specialist position in the federal Extension Service by drafting a needs assessment and inviting wildlife leaders to discuss it during a conference. His timing was propitious; they planned a two-year campaign that led directly to their goal.

In the 1970s Dr. Brumsted increased his efforts in classroom teaching and undergraduate advising. Among several offerings, his favorite was a wildlife policy course that included an overnight trip to Albany to meet with legislators and their staffs. As an adviser, he was unstinting in giving students due time and consideration. He served as his department's coordinator of advising from 1983 through 1991.

Dr. Brumsted's commitment to students was recognized in 1986 when a 1976 CALS alumnus made the initial gift to set up a scholarship in his name. Others added to this, enabling worthy students to be assisted by the Harlan B. Brumsted Scholarship annually.

In the mid-1980s, a group of CALS alumni known as the "Hillers," who as students from 1930 to 1942 worked weekends on Connecticut Hill gathering data for a long-term ruffed grouse study, sought to commemorate their historic research. Dr. Brumsted knew many Hillers and became their campus facilitator/correspondent. A "Connecticut Hill Student Summer Internship Fund" was established to conduct field studies. Dr. Brumsted also collaborated with three colleagues (Mary Margaret Fischer MS '48; Richard B. Fischer PhD '53; and Bradley L. Griffen '61) in writing a book on their reminiscences, *Voices from Connecticut Hill*, published by the college in 1994.

In 1998, he was a co-leader for the Department of Natural Resources' 50/100 Anniversary Celebration: (50 years since the creation of the Department of Conservation, the department's precursor; and 100 years since the creation of the New York State College of Forestry, the department's "ancestor.")

In 1991, Dr. Brumsted was named "Conservationist of the Year" by the New York State Conservation Council; and in 1998, he was awarded the "Exceptional Service Award" in the Department of Natural Resources. He is a member of The Wildlife Society, American Wildlife Research Foundation, Inc., and the American Fisheries Society.

Dr. Brumsted and his wife, Evelyn Call Brumsted '46 (HuEc), reside in Ithaca, N.Y. They have four sons: David '71, John, C. Alan MS '90, and James.



**Robert H. Foote, MS '47, PhD '50** is professor emeritus of animal physiology and Jacob Gould Shurman Professor in the Department of Animal Science. From 1950 until his retirement in 1993, Dr. Foote has taught thousands of undergraduate and graduate students, in 13 different courses of study. He not only taught in the classroom, but also trained teaching assistants and advised students.

Dr. Foote has served on approximately 100 department, college, and university committees. Among these, he was on the committee that started the Honors Research Program for Undergraduates; the Committee for Evaluating Teaching; and the committee for the Undergraduate Teaching Experience. He continues to be a popular, sought-after speaker at various alumni events.

Dr. Foote has authored or co-authored more than 450 journal and popular articles. He is especially famous for having pioneered testing procedures for using cryopreserved semen in the artificial breeding of cattle. His subsequent research on development of semen extenders, use of antibiotics in semen, and freezing protocols helped to revolutionize cattle breeding in the United States and internationally. Later, his work on embryo development and superovulation did much to help establish the embryo transfer industry. By the time he closed his lab soon after retiring, he was making inroads into aspects of modern reproductive biotechnology, which have recently received much publicity including stem cell biology and cloning. In retirement, he continues to write prolifically and has published over 100 peer-reviewed papers.

Even in retirement, Dr. Foote remains one of the most productive scientists in the Department of Animal Science. His pioneering research has helped advance bovine reproductive science and its application in animal agriculture. In 2000, Dr. Foote received the prestigious Carl G. Hartman Award from the Society for the Study of Reproduction (SSR). This is the highest honor given in recognition of a career of research and scholarly activities in the field of reproductive biology.

Dr. Foote has been a wonderful teacher and mentor to undergraduate and graduate students. As a teacher, he was most renowned for his introductory course on Animal Reproduction and Development, which he taught to more than 6,000 students. His advanced courses on artificial insemination and other reproductive technologies were also greatly valued. He has advised and inspired more than 40 graduate students and 20 postdoctoral associates. Other honors include the 1997 SUNY Chancellor's Teaching Award and 1980 Edgerton Lifetime Teaching Award. The impact of Dr. Foote's work has been felt by students in his classroom and countless others in science and agriculture.

Dr. Foote and his wife, Barbara, live in Ithaca, N.Y. He has three children: Robert W. Foote '69, Dale H. Foote, and Lois Foote.

## Young Alumni Achievement Awards



**Steven P. Griffen '87 and Laurie Keene Griffen '86** are the co-owners of Saratoga Sod Farm in Stillwater, N.Y. Steve's father, Philip C. Griffen '57 began Saratoga Sod in 1986 during Steve's senior year at Cornell. Steve developed a business marketing plan for the business as his senior independent study project. Laurie joined the business full time in 1992. In 2000, Steve and Laurie Griffen purchased the business and became co-owners. Steve's primary focus is the production and financial management of the business; while Laurie handles the office operations, sales, and customer relations. Saratoga Sod, with the motto, "The Growing Preference," has had steady growth since its inception, marketing turfgrass sod throughout the Northeast. Most of the farm's business is wholesale, with customers including new residential and commercial landscaping, garden centers, and major sports facilities including the New York Giants football training fields, Saratoga National Golf Course and the National Soccer and Baseball Hall of Fame fields in Oneonta and Cooperstown, N.Y.

The Griffens' expertise in the sod business is evidenced by their positions within the industry. Steve has served on the board of directors for the New York State Turfgrass Association (NYSTA) for the past 10 years and is currently serving as president. During his tenure with NYSTA, Steve initiated the successful Turfgrass Advocacy Day (NYSTA's annual lobby day in Albany, N.Y.), and spearheaded the first statewide turfgrass industry survey, a collaborative effort between the NYS Department of Agriculture and Markets, Cornell University, and the turfgrass industry. He also serves on the CALS Horticultural Advisory Committee and the Saratoga County Cornell Cooperative Extension board of directors, and previously served as New York representative to Turfgrass Producers International.

Laurie currently serves on the board of directors of the Northeast Golf Course Superintendent's Association and is a member of Cornell Cooperative Extension's Agricultural Program Council. The Griffens both are active with numerous organizations including Saratoga County and New York State Farm Bureau, Cornell Cooperative Extension of Saratoga County, North-east Nurseryman's Association, New York State Agricultural Society, and NYS Department of Agriculture and Markets.

The Griffens have donated sod to projects such as Habitat for Humanity homes, Double H Hole in the Woods Camp for terminally ill children, and Saratoga County 4-H Training Center, as well as to the agronomy fields at Cornell University. Their financial acumen is shown through the growth of their business, but also with regard to positions of trust in organizations. Steve is past treasurer of the Turfgrass Association and Laurie serves on the Customer Service Council and Nominating Committee of First Pioneer Farm Credit, as well as the W. I. Meyers Agricultural Finance and Management Program Advisory Council at Cornell.

The Griffens have received numerous awards and honors, including recognition by the New York State Department of Labor as an "Outstanding Agricultural Employer." They also are active in their local community, are involved in their church, and do coaching and mentoring at school.

Steve and Laurie Griffen live in Schuylerville, N.Y., with their children, Alexandria (10) and William (5).



**Mark A. Tatum '91** is senior director and group manager of marketing Partnerships for the National Basketball Association (NBA). His responsibilities include overseeing the development of marketing programs for the NBA, USA Basketball, and the Basketball Hall of Fame. Prior to joining the NBA in 1999, Mr. Tatum worked for major league baseball in their Corporate Sponsorship and Marketing Department.

Mr. Tatum is a 1998 graduate of the Harvard Business School. At Harvard, he was elected as both president of his section and president of the Harvard Business School Student Association. Mr. Tatum was also an ex-officio member of the Harvard Business School Alumni Association board of directors. He currently serves as a fund agent for his section and is on the H. Naylor Fitzhugh Professorship Campaign Committee.

During the summer of 1997, Mr. Tatum worked at Pepsi-Cola in the sports marketing department, where he was responsible for developing marketing programs that leveraged Pepsi's sponsorships of major league baseball, major league soccer, NASCAR, and Jeff Gordon.

Prior to business school, Mr. Tatum worked for The Clorox Company as a region sales manager where he was responsible for a \$100 million Northeast sales territory. He managed five broker sales organizations in New York/New Jersey, Boston, Philadelphia, Harrisburg, and upstate New York. From 1991 to 1995, Mr. Tatum held a number of sales management positions with Procter and Gamble.

Mr. Tatum received a B.S. in agricultural economics from Cornell in 1991. During his four years at Cornell, he was an elected representative of the Student Assembly, vice president of the Quill and Dagger Senior Honor Society, president of Kappa Alpha Psi fraternity, and a two-time letter winner on the Cornell varsity baseball team.

Mr. Tatum has remained active as a Cornell alumnus. He currently serves as vice chair of the Administrative Board of the Cornell University Council and is on the Department of Applied Economics and Management Advisory Board, and the Athletic Alumni Advisory Board. He is an active member of the Cornell Alumni Ambassador Network, the ALS Alumni Association's Diversity Committee and has served as vice president of the Cornell Black Alumni Association. Mr. Tatum has also been an adviser in the Cornell Alumni Mentor Program and stays connected to CALS students through the CALS Alumni Career Link and guest lectures.

Mr. Tatum is married to Lisa Skeete Tatum '89 (Eng). They have two sons, Tai Aidan and Kylan Ming, and reside in New Jersey.

## Research Collaborations Begin between CALS and SUNY Ag and Tech Faculty

The Cornell University Agricultural Experiment Station (CUAES) has announced that two federally funded research projects will feature collaborations between CALS investigators and faculty at the SUNY Colleges of Technology at Cobleskill and Morrisville.

In a project titled "Forage Crop Genetics and Breeding to Improve Yield and Quality," Donald Viands, professor, and Julie Hansen, research associate, both in the CALS Department of Plant Breeding, will be leading a group of investigators that includes Gary Butler and Douglas Goodale at Cobleskill and Mark Smith and Adam Khan at Morrisville. Yield trials on feeds important in dairying operations—alfalfa and birdsfoot trefoil, and possibly red clover and grasses—will be conducted on SUNY farms. The SUNY collaborators will prepare the fields and track the need for insecticidal treatments. The plots will also be used to educate students there on field trial methods.

Frank Rossi, CALS assistant professor of horticulture, will lead a project titled "Turgrass Nutrient Management to Reduce Pesticide Use." The project will include other Cornell faculty and Bob Emmons, a faculty member in turf management at Cobleskill. Emmons will coordinate soil testing of athletic fields by Cobleskill students in the Cobleskill and Albany areas. The students will learn sampling, testing, and laboratory skills, while seeing firsthand how field managers might better use fertilizers and pesticides.

According to Daniel Decker, CUAES director, the collaborations are the direct result of giving priority to such Cornell-SUNY collaborations in last year's CUAES call for Hatch (federal formula fund) preproposals. "We urged prospective investigators here at Cornell to explore opportunities to collaborate with these ag-oriented colleges of technology," Decker said. "It made perfect sense to us to encourage connections with these campuses, as we presumed they could enhance research efforts and outcomes. And the leadership at both Cobleskill and Morrisville welcomed and supported such an initiative in many important ways."

Michael P. Voiland

## Cornell Sheep Program Blankets

Created from the wool of Cornell Dorset and Finnsheep, each blanket is serially numbered on the Cornell Sheep Program logo label and comes with a certificate of authenticity. Red stripes at each end and red binding accent the 100% virgin wool.

Blankets sales help support the Cornell Sheep program, and \$10 from each sale goes to an undergraduate scholarship fund.



The blankets come in four reasonably priced sizes:

Lap robe (60 x 48 inches, 1 stripe)	\$65
Single (60 x 90 inches, 3 stripes)	\$89
Double (72 x 90 inches, 3 stripes)	\$99
Queen (78 x 104 inches, 3 stripes)	\$119

Add 8.25% within New York State and \$7 per blanket for shipping.

Additional information about the blankets is available at:

[www.sheep.cornell.edu](http://www.sheep.cornell.edu)  
(click on "blankets")

Purchase at the Cornell Orchards, the Cornell Dairy Store, or from the Department of Animal Science in 127 Morrison Hall, Cornell University, Ithaca, NY 14853-4801 or by telephone (607-255-7712), fax (607-255-9829), or e-mail ([csblankets@cornell.edu](mailto:csblankets@cornell.edu)).



## Cornell Releases Agricultural Biotechnology Booklet

*Agricultural Biotechnology: Informing the Dialogue* answers fundamental questions about why genetically engineered food crops are developed, whether they are safe for humans and the environment, and how they affect the global food system. It is the newest publication from the New York State Agricultural Experiment Station and Cornell University's College of Agriculture and Life Sciences (CALS).

"The purpose of the publication is to help the public become more knowledgeable about the issues surrounding biotechnology and develop a common understanding of its benefits and risks," said Anthony Shelton, CALS professor of entomology and chief architect of the publication.

The 28-page color brochure is being widely distributed to high school science teachers in New York State, state and federal legislators, Cornell Cooperative Extension educators in New York, and grower, food, industry, and consumer groups across the country.

The publication covers 14 broad subject areas with text, photos, and illustrations. It provides background information on biotechnology and reviews some basic concepts in biology and agriculture, including what a gene is, how life forms share genes, how agriculture developed over the past 10,000 years, and what traditional plant breeding is.

One section discusses ethical and religious values, agricultural sustainability, and the labeling of transgenic foods. A two-page glossary of terms and a list of references are included.

The publication is part of CALS' ongoing effort to inform the public about controversial issues. The publication was written by Shelton, with assistance from Cornell professors with particular expertise: rural sociologist Tom Lyson, science communication specialist Bruce Lewenstein, educator Janet Hawkes, animal scientist Dale Bauman, and plant pathologist Herb Aldwinckle.

These efforts and other information about agricultural biotechnology can be viewed at [www.nysaes.cornell.edu/agbiotech](http://www.nysaes.cornell.edu/agbiotech). Information from Cornell is also available at [www.geo-pie.cornell.edu](http://www.geo-pie.cornell.edu).

Copies of *Informing the Dialogue* are available for \$3 each, plus postage, from Communications Services, at the NYS Agricultural Experiment Station in Geneva, N.Y. (call 315-787-2248; e-mail [gro2@cornell.edu](mailto:gro2@cornell.edu)).

Linda McCandless

New York State Agricultural Experiment Station at Geneva

## Scenic Prints of Cornell & Ithaca



### A Perfect Gift

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

	10" x 13"	15" x 17"
<input type="checkbox"/> Taughannock Falls... Winter Morning	prints at \$10 each	prints at \$20 each
<input type="checkbox"/> Libe Slope... Spring Evening	prints at \$10 each	prints at \$20 each
<input type="checkbox"/> Beebe Lake Bridge... Summer Night	prints at \$10 each	prints at \$20 each
<input type="checkbox"/> Cascadilla Gorge... Fall Afternoon	prints at \$10 each	prints at \$20 each
<input type="checkbox"/> The Four Season Set	all prints for \$35	all prints for \$70
<input type="checkbox"/> Alumni Assn. members, \$30 (10" x 13") or \$60 (15" x 17") a set		

My membership expires:

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

Mail to ALS Alumni Association, Cornell University, 276 Roberts Hall, Ithaca, NY 14853-5905

Name

Address

City

State/Country

Zip

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

# Moving?

Stay in touch with your alma mater through uninterrupted delivery of *ALS News* by returning the change-of-address form. Mail to Office of Alumni Affairs, College of Agriculture and Life Sciences, Cornell University, 274 Roberts Hall, Ithaca, NY 14853-5905.

Name

Class Year

I.D. #

Alum  Faculty  Friend

Former Address

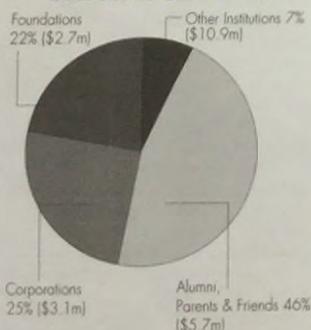
New Address

Phone



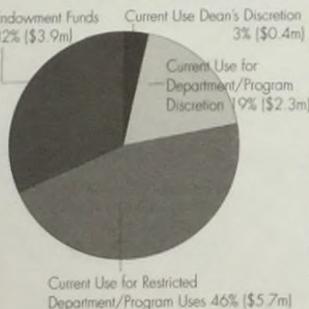
## Donors Contribute \$12.4 Million to the College in 2002-2003

### Sources of Gifts to ALS



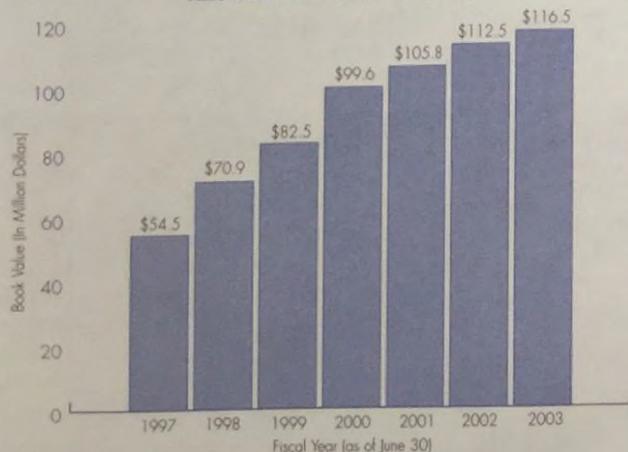
While many corporations and foundations generously support our programs, alumni and friends are the college's largest single group of contributors.

### Use of Gifts to ALS



Many donors direct gifts to restricted endowments or specific college projects and programs. Unrestricted gifts while smaller, allow the dean to address the college's most pressing needs.

### ALS Endowment Fund Totals



New endowment gifts help provide permanent funding for scholarships, programs, and emerging needs. Each year payout from the endowment supports the designated purpose, creating an important base of resources.

## Unrestricted Gifts Help the College Address Key Priorities

Last year the College of Agriculture and Life Sciences received more than \$422,000 in unrestricted gifts from alumni and friends. Another \$233,000 in income was earned from unrestricted endowment funds. While these funds represent only a fraction of the college's total revenue, their unrestricted status provides Dean Susan Henry with flexibility in determining how best to use the funds to achieve the greatest impact on the college's priorities.

Each year, these gifts and income provide half of the unrestricted resources available to address the college's highest priority, according to John Finamore, associate dean for financial affairs. These are the primary resources available to the dean to address the greatest needs and efforts of the college. Without the support of private gifts through endowments and annual contributions, there would be very few resources available to respond to new opportunities and emerging priorities such as the New Life Sciences Initiative.

The college is committed to recruiting and retaining the best faculty members. While most faculty support is provided by core or department funds, occasionally additional funding is needed to provide specific laboratory renovations, equipment purchases, or program support for highly sought new faculty members. Over the past years, special projects have included funds for new Undergraduate Business Program faculty, a usability lab for the human-computer interaction group in the Department of Communication, renovation of greenhouses for applied field research, and laboratory space in the Department of Molecular Biology and Genetics.

"The college's unrestricted funds also allow us to move forward with critical capital improvements that just are not possible through the State of New York budget," says Finamore. A few years ago, the college was in desperate need of renovated laboratories for the plant genomics group. Through the use of \$600,000 from unrestricted resources, the college was able to move forward with the renovation of dedicated space in Emerson Hall, supporting this important project within the New Life Sciences Initiative and retaining top-notch faculty.

Unrestricted gifts have benefited many efforts in the college, including special one-time projects and startup costs of new initiatives. For example, after the terrorist attacks on September 11, 2001, Dean Henry sponsored a one-credit course on Global Terrorism. Resources also have been used for startup funding for the college's Genomics Initiative, a video for the Maple Production School, an informational brochure on agricultural biotechnology, and initial support for the Community, Food, and Agriculture Program (formerly the Farming Alternatives Program). Each year the college is host to many professional conferences and meetings involving faculty, researchers, producers, and alumni; on occasion, some support is provided directly to those meetings that match the college's highest academic priorities.

"Annual, unrestricted support from the college's alumni and friends is critical to our future success. The only way we can respond to emerging needs is with the kind of flexible resources provided by unrestricted gifts and endowment income," states Michael Riley, assistant dean for public affairs. "As alumni plan their end-of-year charitable contributions, I hope they will consider an unrestricted commitment to the college."

For more information on making a gift to the college, please visit [www.cals.cornell.edu/development](http://www.cals.cornell.edu/development) or call the development office at (607) 255-7652.

# UNDERGRADUATE BUSINESS PROGRAM

## Campaign Moves Ahead

In January 2002, the Association to Advance Collegiate Schools of Business International (AACSB) accredited Cornell's Undergraduate Business Program as one of the finest in the nation. AACSB praised the Undergraduate Business Program's grounding in economics and the unusually rigorous course requirements in calculus and economic theory. The association was equally impressed with the emphasis on teamwork, critical thinking, and communication skills in all courses and other innovative features of the program.

To maintain the Undergraduate Business Program's quality and to improve it strategically to meet future needs, the College of Agriculture and Life Sciences launched an ambitious fundraising campaign, currently the top funding priority of the college. An estimated \$20 million, required to meet accreditation requirements, is essential to the program's long-term success. To date, more than \$4 million of the \$20 million goal has been raised. The majority of the gifts have been designated for endowment, the highest priority of the campaign.

The Undergraduate Business Program Campaign continues to progress toward its goals. World events and a weakened economy have had an impact on the bottom-line numbers, but as more alumni and supporters are made aware of the campaign and how it ultimately will allow the program to be one of the best in the country, enthusiasm and interest continue to build. The campaign committee is working to spread the word about the program's accreditation and bright future. Campaign events have been held successfully in northern New Jersey, New York City, and Boston. The Boston event was made very special by the participation of Professor Richard "Doc" Aplin, one of the best known and loved teachers in the formerly named Department of Agricultural Economics. Additional events are scheduled for Chicago, Cincinnati, and New York City.

For more information about the campaign, contact:

**Michael P. Riley '87**  
Assistant Dean for Public Affairs  
College of Agriculture and Life Sciences  
mpr2@cornell.edu

or

**Anne D. Benedict '80**  
Director of Development  
College of Agriculture and Life Sciences  
(607) 255-7652  
adb7@cornell.edu

## Crème de la Crème Entrepreneur Philly Dake takes AEM at Cornell



While Ithaca lays claim to creating the first ice-cream sundae in 1892, it is Phyllis Edmunds Dake '48 who originated the "make your own sundae" in the late 1940s in Saratoga Springs, New York. Her focus on innovative ideas is part of what recently led her to provide substantial support to Cornell's Undergraduate Business Program in the Department of Applied Economics and Management (AEM).

A few years after graduating from Cornell, Phyllis—known to her friends as "Philly"—was discussing the family ice-cream business with her husband, Charles S. Dake '50, who met Philly at Cornell. Learning of the time and labor it took to make behind-the-counter sundaes, she suggested that customers make their own.

"I thought they could choose their own flavor and toppings and have as much or as little as they liked—the whole nine yards," Dake says. "Wouldn't that be fun?" The Dake family business still offers "make your own sundae" stations at their 300 stores in upstate New York and Vermont, today called Stewart's Shops. The company is based in Saratoga Springs, and Dake is an active owner. In addition to her generosity to health and arts organizations in Saratoga Springs and Albany, Philly created a scholarship program for Stewart's employees' children. "We've gone from 'make your own sundae' to 'make your own scholarship,'" Dake notes with a touch of pride.

As part of Dake's purposeful approach to philanthropy, Cornell has received a significant share of her attention over many years. In September 2002, she made a substantial gift through the Dake Education Foundation to the Undergraduate Business Program.

AEM attracts the second-largest number of students in any major at Cornell after biology and has the high regard of corporate executives who recruit its graduates in large numbers. With additional funding, Cornell intends to increase the size of the undergraduate business faculty, improve aging facilities, and transform what is now a program into a preeminent school. As a result of recent accreditation by the Association to Advance Collegiate Schools of Business, the program, along with Penn's Wharton School, is one of only two accredited undergraduate business programs in the Ivy League. It is expected to place in the top five or ten undergraduate business programs in the nation.

Philly joined other Dake family members—including Cornellians William Dake '57, Laura Dake Roche '81, John Roche '81, Glen Dake '87, and Renee Dake Wilson '92—to establish the Dake Family Scholarship, which substantially assists two undergraduate students annually. (The extended Dake family also has provided considerable support for the Quantitative and Formal Reasoning Program in the College of Arts and Sciences.)

"My experience at Cornell was simply extraordinary," Dake says. "I couldn't imagine being in a better place. It was the most wonderful education I could have had. Today Cornell is still tops. I've always wanted to give something to people and places that are meaningful and do extraordinary things, and because Stewart's has been so successful, I've been fortunate to be able to do so. I just love it that I'm able to give."

Diane Lebo Wallace

(Article condensed from the original, first published in *Communiqué*, summer 2003.)

business  
cornell undergraduate business program

## Endowment Is the Cornerstone of Business Program's Future Success

The current campaign for Cornell's Undergraduate Business Program is focused on building an endowment that will provide a base of support for the future. The planned endowment will not meet all of the program's goals and needs but will secure key elements for faculty and teaching that are critical for a strong, accredited program ranked in the top tier nationally.

A number of alumni and friends already have stepped forward to create new endowment funds benefiting the Undergraduate Business Program. While gifts of any size can be added to current unrestricted endowment funds, named fund opportunities are available for gifts from \$25,000 to \$5,000,000.

We are pleased to announce the following new funds for the Undergraduate Business Program from alumni who have given us permission to publish their names (others will be added in future issues of the newsletter):

*Timothy and Kelly Joan Brown Visiting Lecturer Endowment, by Timothy and Kelly Brown '88*

*Dake Family Fund for Undergraduate Business Program, by Mrs. Charles Dake '48*

*Dallas Business Program Teaching Excellence Endowment, by Glenn and Madolyn Dallas '58*

*Zed and Cheryl Francis Undergraduate Business Program Faculty Excellence Endowment, by Zed and Cheryl Francis '76*

*Alexandria Galligan Teaching Excellence Endowment, by Andrew Galligan '91*

*Peter J. Leslie Teaching Excellence Endowment, by Esther Schiff Bondareff '37*

*Winston Lo Undergraduate Business Program Dean's Excellence Endowment, by Winston Lo MS '67*

*Malchoff Family Visiting Lecturer Endowment, by Kevin Malchoff '74*

*Thomas and Jill Marino Teaching Excellence Endowment, by Thomas Marino '78*

*Henry and Ruth Anne Parker Teaching Excellence Endowment, by Scott '89 and Carol Parker*

*Ernest L. Stern Business Program Excellence Endowment, by Ernest Stern '56*

## Undergraduate Business Program's Reception in Boston

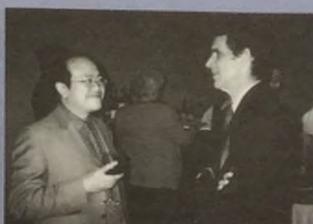
In April, 30 alumni and friends of the Undergraduate Business Program gathered in Boston to learn about the program's recent accreditation and plans for the future. A highlight was opening remarks by Professor Emeritus Richard "Doc" Aplin.



Pictured here are Margaret and David Flouton, parents of Eli Flouton '06; James Trenz '74; Professor Emeritus Richard "Doc" Aplin; and C. Walter Dick '78.



Lisa Lovey '86, Meg O'Leary '90, and Brian Levey enjoy the reception and networking opportunity.



Steven Lee '86 and Ed McLaughlin, Robert G. Tobin Professor of Marketing, catch up with each other after the presentation.

## Undergraduate Business Program Advisory Council Membership Expands

A select group of business alumni and corporate partners recently have joined the Undergraduate Business Program Advisory Council. They will share their expertise in order to help the program excel at its primary mission—to prepare undergraduate students to meet the emerging challenge posed by today's global economy. Using the momentum created by the program's AACSB accreditation last year, the council is assisting the program in building national recognition and prestige, securing financial support, and opening doors to real-world learning experiences and career opportunities for students and alumni.

The membership includes as of September 1:

**Stephen Barlow BS AGR '76, MBA '77**  
President and CEO, Barlow Foods

**Jay Bloom BS AGR '77, MBA '78**  
Trimaran Capital Partners

**James Byrnes BS AGR '63, MBA '64**  
Chairman and CEO, Tompkins Trustco, Inc.

**Peter Dyson (parent)**  
Dyson, Dyson and Dunn, Inc.

**Jamie Gearhart BS ENGR '84**  
Partner, Accenture

**Thomas Gellert BS AGR '94, MBA '99, JD '00**  
Vice President, Atlanta Corporation

**Michael Gerling BS AGR '76, MBA '77**  
President and CEO, Geographic Data Technology, Inc.

**Kelly Brown BS AGR '88, MBA '92**  
Marketing Director/Corporate Branding, Procter and Gamble

**Timothy Guba BS AGR '80**  
Private Investor

**Gary Hellinger BS AGR '62**  
President, Gary Plastic Packaging Corporation

**Edward Heslop BS AGR '81, MS AGR '90**  
Entrepreneur

**Susan Holliday BS AGR '77**  
President and Publisher, Rochester Business Journal

**Bruce Krysiak BS AGR '72, MBA '73**  
Chairman, Edabb, Inc.

**Joseph Lizzio BS AGR '88**  
Managing Director and Co-Head of Agency Trading and Sales, Citigroup

**Charles Lynch BS AGR '90, MBA '95**  
Vice President, NetJets, Inc.

**Anthony Malone BS AGR '82**  
President and Owner, Core Management Services

**Kevin Malchoff BS AGR '74, MBA '75 (chair)**  
Executive Vice President, Group President, U.S./Canada, Rich Products Corporation

**Thomas Martino BS AGR '78**  
Global Head of Recruiting Programs, Lehman Brothers

**Geraldine McManus BS AGR '78**  
Managing Director, Goldman Sachs

**Francis O'Connell BS AGR '65, MBA '66**  
Chairman and CEO, Indian Motorcycle Co.

**Scott Parker BS AGR '89**  
Senior Vice President and CEO, GE Corporate Financial Services

**William Perez AB '69**  
President and CEO, S. C. Johnson

**Harriet Phillips MS '76, PhD '82**  
Head of Leadership, Development, and Planning, CIGNA International

**Joel Seiden (parent)**  
Managing Partner, Stonehenge Partners, Inc.

**Donald Sussman BS AGR '76, MBA '79**  
Chief Merchandising and Supply Chain Officer, Ahold USA

**Robert Swieringa**  
Lindseth Dean, S. C. Johnson Graduate School of Management, Cornell University

**Mark Tatum BS AGR '91**  
Vice President, Business Development, NBA Properties

**Fred Tomcayk BS AGR '77**  
Vice Chair, Corporate Operations, TD Bank Financial Group

**Lewis Wirshba AB '78**  
Managing Director and Treasurer, Credit Suisse First Boston Corporation

**Dick Wittink**  
General George Rogers Clark Professor, Yale School of Management

**Carl Zeitbaum**  
Dean, McIntire School of Commerce, University of Virginia

# ALS NEWS

Agriculture and Life Sciences

*Agriculture and Life Sciences News* is published twice a year by the College of Agriculture and Life Sciences, a unit of the State University of New York, Cornell University, Ithaca, N.Y. Cornell University is an equal opportunity, affirmative action educator and employer.

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## Bookmark It!

[www.aem.cornell.edu/campaign](http://www.aem.cornell.edu/campaign)

Learn more about this highly regarded Undergraduate Business Program campaign. Browse faculty and course information as well as campaign priorities.

<http://lifesciences.cornell.edu>

The New Life Sciences Initiative (NLSI) is a university-wide collaboration that will enhance and support life sciences research and education. It is the most far-reaching research initiative in Cornell history. Meet faculty and students, and learn about the latest news and events.

[www.cals.cornell.edu/alumni/ALSNews/April2003/issue/index.html](http://www.cals.cornell.edu/alumni/ALSNews/April2003/issue/index.html)

Check out *ALS News* on the web! Now you can read your favorite cover stories, features, and college updates online.

[www.cals.cornell.edu/public\\_affairs/alumni/membership.cfm](http://www.cals.cornell.edu/public_affairs/alumni/membership.cfm)

Now you can pay your ALS Alumni Association membership online. Membership supports student scholarships, regional and on-campus events, college priorities, and more. \$29 (2-year); \$54 (4-year); \$350 (lifetime).

[www.cals.cornell.edu/public\\_affairs/alumni/jobs.cfm](http://www.cals.cornell.edu/public_affairs/alumni/jobs.cfm)

Marketing director, account executive, admissions counselor, associate biologist, gardening spokesperson—these are just a few of the more than 40 recent job postings through the CALS Career Development Office. Looking for a job? Interested in posting a position to the site? Don't miss the latest opportunities!

[www.cals.cornell.edu/oap/admissions](http://www.cals.cornell.edu/oap/admissions)

Everything you wanted to know—list of majors, FAQs, student services, application deadlines. You also can request information online.

<http://adminders.com/als>

Hats, t-shirts, sweatshirts, beautiful prints, ceramic mugs, and even a new Cornell golf putter. Great for your gift list!

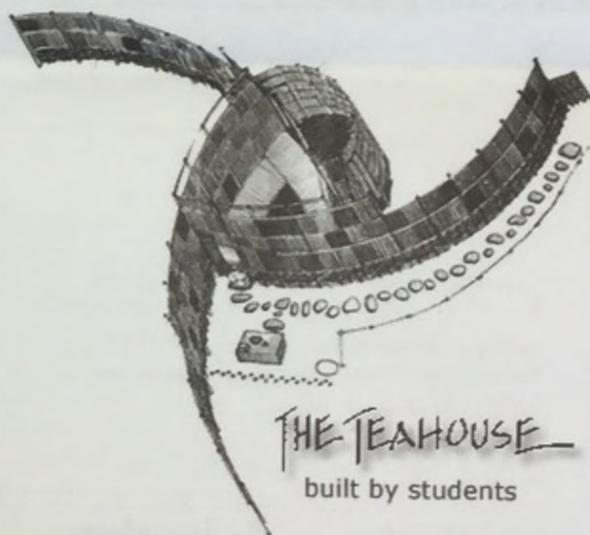
[www.sheep.cornell.edu/sheep/cornellsheepfarm/blankets/index.html](http://www.sheep.cornell.edu/sheep/cornellsheepfarm/blankets/index.html)

Stay warm with a Cornell Sheep Program blanket.

[www.cals.cornell.edu/public\\_affairs/alumni/gallery.cfm](http://www.cals.cornell.edu/public_affairs/alumni/gallery.cfm)

Browse through the latest photos of alumni events!

## Japanese Teahouse Created on Campus



This past spring, 40 Cornell students gathered to take part in the Teahouse Project, a seminar run by Marc P. Keane, garden designer and 18-year resident of Kyoto, Japan. Keane is visiting Cornell for a year as the Halprin Fellow in the Department of Landscape Architecture. The focus of the project was to study the early development of chanoyu culture, architecture, and gardens by building an experimental teahouse and tea garden outside Cornell's Herbert F. Johnson Museum of Art. (In Japan in the late 1500s, rustic huts were created as places where tea masters and their guests could gather to share a simple bowl of green tea as part of artistic gatherings known as chanoyu, a word that simply means "hot water for tea." These rustic teahouses developed into delicate, refined structures made of simple, natural materials; they were approached through subdued gardens that elicited the feel of a mossy forest.) Called "miwara," which means the arbor of three wheels, the teahouse and garden at Cornell were made by the students almost entirely from natural materials—maple saplings, reeds, the stems of willows and red-twig dogwoods, barn-boards, river pebbles, and field stones—that they collected from forests, fields, and farms around Cayuga Lake. The teahouse will remain on the museum grounds through early fall.

# ALS NEWS

Agriculture and Life Sciences

October 2003

The Wine Industry Will Taste the  
Fruits of New Undergrad Program

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## Calendar

### Saturday, October 25

Homecoming All-Alumni Tailgate and Pep Rally, 11:00 a.m.–1:00 p.m. before the Cornell football game, Cornell vs. Harvard. Look for the tent outside Lynah Rink. Also check out various department displays. Reservations required. For details, contact Mary Alo, (607) 255-7651 or e-mail [mka2@cornell.edu](mailto:mka2@cornell.edu).

### Saturday, October 25

Homecoming Forum: *The BioRevolution: Accelerating Discovery and Improving Lives* with G. Peter Lepage, acting dean of College of Arts & Sciences and chair, Department of Physics, moderator, and panelists: Richard Cerione, professor of pharmacology, Department of Molecular Medicine, College of Veterinary Medicine; and Marjolein van der Meulen, associate professor, Sibley School of Mechanical and Aerospace Engineering and associate scientist, Hospital for Special Surgery, New York City. For more information, visit <http://homecoming.alumni.cornell.edu/>.

### Friday, October 30

Alumni reception for Washington, D.C., and surrounding areas. Featured speaker: Brian Earle, Department of Communication. For details, contact David Lewandrowski '85 at (703) 858-7901 or e-mail [lewandrowskiD@fca.gov](mailto:lewandrowskiD@fca.gov).

### Friday, November 7

Outstanding Alumni Awards Banquet, Carrier Ballroom, Statler Hotel. For details, contact Sharon Detzer '88 at the CALS Alumni Affairs Office at (607) 255-1915 or e-mail [sld4@cornell.edu](mailto:sld4@cornell.edu).

### Friday, November 7 through Sunday, November 9

Department of Animal Science Centennial, Ithaca, N.Y. For details, contact Alan Bell, chair of the organizing committee at [awb6@cornell.edu](mailto:awb6@cornell.edu).

## 2004

### Thursday, April 1

Deadline for Outstanding Alumni Awards nominations. Contact Sharon Detzer '88 at the CALS Alumni Affairs Office at 607-255-1915 or e-mail at [sld4@cornell.edu](mailto:sld4@cornell.edu).

### Friday, May 21

The 7th Annual Cornell Vinification and Brewing Technology Laboratory Gala Dinner and Auction. Proceeds from the dinner and auction will enable the department to equip, staff, and support students in the new facility, which is being developed jointly by Cornell scientists at the Geneva Experiment Station and representatives of the brewing, wine, and equipment supplier industries—[www.nysaes.cornell.edu/1st/vb](http://www.nysaes.cornell.edu/1st/vb). For more information, contact Nancy Long at Geneva at (315) 787-2288 or e-mail [npl1@cornell.edu](mailto:npl1@cornell.edu).