

# ALS NEWS

Agriculture and Life Sciences

December 2000



## Alumni Launch E-Businesses

Janina Pawlowski's E-LOAN Pushes  
The Limits of Speed and Choice

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# ALS NEWS

Agriculture and Life Sciences

A Publication for Alumni and Friends of the College of Agriculture and Life Sciences at Cornell University/December 2000

## Cowgirl from Cornell

Raised by cowhands on her family's ranch, Linda Davis '53 is happiest still when she's on the back of a good horse and working cattle

When Linda Davis '53 gets up in the morning, she relishes the certainty that every day brings the unexpected.

"You start out at 6 A.M. thinking things are going to be quiet," says Davis, who is a fourth-generation rancher. She, her husband, and children own the CS Cattle Company in Cimarron, New Mexico. "Then you find the calves have gotten through the fence or the cows have gotten into an alfalfa field (fresh alfalfa bloats them) or a prairie fire has gotten out of control."

There's no status quo in a rancher's life—one to which Davis was raised by the cow crews with whom she spent her childhood. Davis was the only daughter of internationally renowned cattle rancher Albert Mitchell '17. And her mother died when she was only four years old.

It was the depth of the Great Depression and the Dust Bowl drought, when all hands worked. Davis slept outdoors on a bedroll, ate out of a chuckwagon, and rode her horse from camp to camp learning how to work cattle. The cowboys taught her to use a rope, mend fences, and handle a herd while on horseback. On the long summer nights, they also taught her how to read. And they wore with pride the buttons she had clumsily sewed on their shirts.

"It was a great way to be raised," recalls Davis, who says that from the time she was very young she could hold her own with the best of them—being a female notwithstanding. "On a cattle crew, if you can do the work, you're pretty much an equal."

She was home-schooled in the early years through the Calvert System, a pre-World War II home-study course used to educate the children of New England lighthouse tenders and missionaries in Africa. Then she attended some schools in New Mexico, but none of these had college preparatory programs (nor were there paved roads). So she ended up in Simsbury, Conn., at the Ethel Walker School, which is known for its equestrian

program. Never one to stray from horses, Davis was such an outstanding rider that she schooled the instructors' young mounts. While there, she decided to attend Cornell.

But her father forbade it. In his day, "respectable" young ladies didn't go to Cornell (they went to Smith, Vassar, and Wellesley). In the fall of 1948, she boarded the Lehigh Valley Railroad in New York City, got off in Ithaca, made her way to the dean's office, and told the receptionist:

"My name is Linda Mitchell and I would very much like to come to Cornell but my dad doesn't approve."

*Her father forbade her to go to Cornell. In his day, "respectable" young ladies didn't come here. But in the spring of 1949, she boarded the Lehigh Valley Railroad in New York City, got off in Ithaca, and made her way to the dean's office.*

She was persuaded to change her father's mind by Dean William Myers '17, a classmate of her dad's with whom he had lost touch. As one of only six out-of-state freshmen in the College of Agriculture, Davis says coming here was "the greatest thing I ever did because it opened up the horizons to me and gave me an outlook on how many and varied the problems are in producing food."

Davis returned to New Mexico, married a childhood

sweetheart, raised six children on his 200,000-acre spread just 100 miles from where she grew up, and to this day lists her occupation as "rancher." (Her two daughters and four sons now all hold key positions in the ranching operation.) In the last 20 years much of Davis's time has been spent educating

schoolchildren, state legislators, and government officials on the unique problems of raising cattle in the semi-arid conditions of the Southwest.

"We're such a minority anymore that you have to work

hard to get people to understand," she says.

And hard she has worked. So hard in fact that last winter she was inducted into the Hall of Great Westerners at the National Cowboy Hall of Fame in Oklahoma City in recognition of her service to agriculture. (Gary Cooper, Dwight Eisenhower, and Chief Joseph are among the previous inductees.) Davis was already in the National Cowgirl Museum and Hall of Fame in Ft. Worth, Texas. And she is the only second-generation recipient of the Golden Spur, which is the highest honor given by the livestock industry.

When she was interviewed by phone for this article in mid-August, it was time to give 2,300 calves their preweaning shots. By 7:00 that morning, she had already put dinner in the oven for the dozen or so cowhands who would come in at noon, and she was heading off to work the chute. She figured they would do 500 head before the day was over unless, of course, the unexpected got in the way. It was just another day on the ranch.

At 70, Davis says she is still pretty active.

"I'll be OK as long as I can get on a horse," she says. "The best of times is on the back of a good horse working cattle, and out in the open air—clean air—with a good view. I love it."

Metta Winter

### HOME ON THE RANGE:

Davis, who was inducted into the National Cowboy Hall of Fame, works the ranch she owns in Cimarron, New Mexico, in the foothills of the Rocky Mountains.

### Cornell in Davis's Day

"When I was at Cornell, the guys had to work a lot less hard than the women. I was in two classes where we all sat alphabetically, but if the women talked, they were consigned to a 'hen row.' We couldn't wear pants; we had to wear hose. And we couldn't have cars and had to live in the dorms," Davis recalls. "I was raised by a group of men—by a cow crew on a ranch—so I was a little bemused by the professors' attitudes toward women."



### Alumna Profile

Linda Davis '53



# Alumni Launch

When the cold call came one sunny afternoon in 1995, Janina Pawlowski '82 and Chris Larsen were computer savvy, as far as it went. These two MBAs used computer programs in their brick-and-mortar brokerage business, Palo Alto Funding Group. Then came the sales pitch from Commerce.net.

"How about a hook-up to the Internet?" the salesman cajoled. "No strings attached. And it's free!"

"We had no idea of the power of the Net when we went to the do-it-yourself books and built our first web site," says Pawlowski, whose PAFG.com would, in two years, become E-LOAN, now the country's foremost online lending company.

"For weeks we never even checked our e-mail, then one day we took a look and found 20 applications!" Pawlowski says.

In the first half of this year, E-LOAN (a name the duo came up with over lunch) provided more than \$932 million in auto and mortgage loans. It offers mortgages, auto loans, small business loans, and credit cards.

*One of the most innovative aspects of E-LOAN's customer service is E-TRACK.*

*This software, which Pawlowski designed, allows customers to find out what's happening with their loans, 24 hours a day, seven days a week, with a couple of mouse clicks.*

From the beginning, Pawlowski's and Larsen's goal was to come up with, as their slogan says, "a better way to get a loan." The drive to do so was born of the mediocre service they had witnessed when they worked as loan officers themselves.

"We would hear other agents push a single product from a single lender on people who were making the most important financial decision of their lives," recalls Pawlowski who, after graduating from the Department of Agricultural, Resource, and Managerial Economics, earned an MBA at the University of Rochester and did financial forecasting and competitive benchmarking for Xerox before heading to California and the "mortgage world."

"I saw all manner of flaws in the system when I was working for other people," she says, "and that no one was recognizing that this financial decision has major consequences on how a person manages their debt."

Debt management, it would seem, had become Pawlowski's passion. And it remains so to this day with E-LOAN offering a "one-stop source of tools, services, and unbiased information" to help customers manage their debts.

One of the most innovative aspects of E-LOAN's customer service is E-TRACK. This software, which Pawlowski designed, allows customers to find out what's happening with their loans, 24 hours a day, seven days a week, with a couple of mouse clicks.

Speed is a hallmark of E-LOAN, and Pawlowski vows to get even faster. Customers were always asking, she says, why it took so little time to get a car loan—online approval within an hour with a check in your hand the next day—whereas a mortgage applicant had to wade through lots of paperwork and wait up to three weeks. It's a holdover from the old days, Pawlowski explains, a "stupid busi-

ness practice" that no longer makes sense. Now, with the E-LOAN Express Mortgage, another innovation spearheaded by Pawlowski, documentation is dramatically reduced and a mortgage can be had in as little as three days.

She uses the example of a \$40,000 loan to buy a Lexus, an asset that depreciates the minute it is driven off the lot. To boot, the car could disappear over the border on any given day. Not so with the same \$40,000 down payment on a piece of real estate.

"A house is the most secured asset there is," Pawlowski says, "yet we make people jump through hoops. I'm not going to rest until you can go online and fill out a form and get approval for a fixed-rate mortgage, with the check available for the closing the next morning."

## Brandt Gets PlanetAP.com Off the Ground



Brandt thrives on the challenge of creating something new and being an entrepreneur. He works out of his home in Cleveland when he's not on the road. The company is based in Rochester, N.Y.

When I spoke to Mark Brandt '86 in September, he had been at it seven months.

"And I can tell you I feel tired but exhilarated," says Brandt, who, with his two partners (Tom Furphy and Dave Bandy), had been working until midnight most nights, setting PlanetAP.com in motion. These three entrepreneurs are in the middle of the newest wave of Internet commerce, running a company that will be the "settlement engine to radically change the way back-office business is conducted," as Brandt puts it, for the traditional buy/sell relationships as well as the B2B electronic exchanges.

"Every industry is looking for and inventing more efficient ways to buy and sell products among each other," Brandt explains. "And the Internet is core to most of these efforts."

PlanetAP.com has developed software and a host of complementary services to process "back-office information" (such as accounts payable and receivable) in a way that is tailored to both traditional paper-based business processes as well as the new world of online trading. As Brandt says, "the collaboration that takes place between buyers and sellers using our web-enabled process revolutionizes how businesses settle transactions."

The company's name stands for Planet Accounts Payable. But the business is expanding its services and the company will have a new name soon to reflect that.



# E-Businesses

That Brandt is responsible for business development, investor development, and marketing for a company of his own is no surprise to this agricultural, resource, and managerial economics graduate. That it is a dot-com company is surprising.

"Most of my career I was technology resistant," says Brandt, who spent a dozen years doing trading, selling, and developing new products for Cargill, an interna-

that within six months the e-world didn't seem nearly as complex as he had first thought. In fact, he had come to feel at home there.

But of all the sexy e-commerce businesses to start, why one that handles purchase orders, receipt data, and invoicing?

Well for one thing, companies spend millions of dollars and millions of hours on the process of reconciling those three pieces of information. It's a non-value-added task that is a "black hole of productivity," as Brandt calls it.

"Nobody ever walks into a retail establishment and says, 'Oh, boy, I'll bet these guys have a great accounts payable department,'" Brandt says. "It's a forgotten part of a business that's just calling out for change and we feel we are agents of that change."

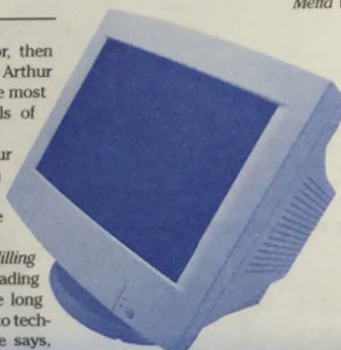
Metta Winter

*PlanetAP.com has developed software and a host of complementary services to process "back office information" (such as accounts payable and receivable) in a way that is tailored to the new world of online trading.*

tional trading and food processor, then three more with consulting group Arthur Andersen, helping retailers "get the most productivity out of the four walls of their stores."

But the last year he was at Arthur Andersen, it became evident to him that businesses that were going to succeed needed to employ some elements of web technology.

Gone were the days of reading *Milling and Baking News*. Soon he was reading *Red Herring* and *Wired* and before long *Business 2.0*. Brandt started going to technology conferences and found, he says,



## Battle Rages to Reveal Credit Scores

When Janina Pawlowski was a child, she was the one who wrote the letters her parents sent to the bank when something went awry.

"My parents came from Poland and they knew nothing about what was and wasn't allowed—they were at the mercy of the bank," Pawlowski says to explain why she's such a champion of the public's right to know their credit scores. "I feel like it's not fair, that someone has to do something about it."

Whenever you apply for a loan, the first thing the lender looks at is your three-digit FICO score (named after Fair, Isaac and Co., who developed the formula for computing the score). It's calculated by running the raw data contained in your credit reports from the three major credit bureaus in the United States through a mathematical model to measure the probability that you will repay the loan. Based on this score alone, you can be denied credit or charged a higher interest rate. And you're not even allowed to see what your score is.

Last February, Pawlowski and E-LOAN's CEO Chris Larsen decided to offer all their customers access to their FICO scores. For free.

All heck broke loose.

"Although we weren't doing anything illegal, Fair, Isaac and Co. threatened us and then pressured the credit bureaus to cut off our access to credit reporting," Pawlowski says.

Credit bureaus weren't keen on the idea of allowing consumers to view their own personal financial information either.

So Pawlowski and Larsen took their fight to the California State Legislature which passed a bill that requires lenders to disclose to borrowers their FICO score along with the information from which the score was calculated. The bill is awaiting Governor Gray Davis's signature.

Their public fight on this issue has also enabled Fannie Mae—a guarantor of mortgages for low- and moderate-income people—to make plans to drop FICO scores as a qualifier. Because no one knows exactly how the scores are calculated, it's speculated that FICO scores may be discriminatory.

Rather than beat the drums state by state, Pawlowski and Larsen have become active supporters of the Fair Credit Full Disclosure Act, currently being debated in the U.S. House of Representatives. They have also started a grassroots movement to make it easy for consumers to lobby their congressperson on behalf of the bill.

For more information on consumer credit scoring, go to E-LOAN.com.

Metta Winter



Photo by Nicola Koutoumpas

## Message from the Dean

### First Impressions and New Initiatives

As I settle into my new office on the Ag Quad and into my position as the new dean of the College of Agriculture and Life Sciences, I am gearing up for the opportunities and challenges that lie ahead. I thought I would use my introductory message for *ALS News* to tell you about my first impressions of CALS and to describe what I've learned about the college during my first few months as dean.

My first impression is that the college is a dynamic and exciting place, but very complex, as well, with a great many constituencies, such as alumni, agricultural leaders, students, and faculty and staff. I have been trying to get to know these groups in a relatively short period of time through luncheons, dinners, personal visits, meetings, and special events, such as Empire Farm Days at Seneca Falls, New York, and the Cornell Fruit Field Day 2000 at the New York State Agricultural Experiment Station at Geneva.

Although I have had many opportunities to meet with the constituencies of the college, it is clear that I need to do more. I have asked Mike Riley, the new assistant dean for public affairs, to plan a variety of activities on campus, throughout New York State, and around the nation to help me get to know the people of the college better.

During the interview process for dean last April, I had said that CALS is arguably the leading college of its type and mandate in the United States. This position implies opportunity and responsibility. I have discovered that the college faces a lot of important issues and there is an urgent need to achieve a shared vision for the future of the college. This year I will be focusing my attention on many strategic academic and administrative opportunities.

One of the highest academic priorities this year is achieving national accreditation for the undergraduate business program. This is a program of significant accomplishment and strength and is the largest undergraduate major in the college. The external team of reviewers has said that it is already competitive with the nation's leading business programs.

To achieve accreditation, however, the program must address several key issues, including a faculty-student ratio that is stretched too thin. We must either reduce enrollment, increase the number of faculty members, or both. Given the importance of achieving accreditation, and the fact that we have just one year remaining in the three-year review period, I have authorized the creation of five new faculty positions to meet this need. We will reallocate existing resources to pay for these professors in the short term; in the long term, we must seek private support for them.

Other changes underway include a name change for what was formerly called the Department of Agricultural, Resource, and Managerial Economics (ARME) to the Department of Applied Economics and Management; a new web site for the department; and a new associate chair position to provide leadership for the undergraduate business program. These and other changes will help us better market the program to potential students, corporate recruiters, and others who knew that first-rate undergraduate business instruction could be found at Cornell but just didn't know where to look.

As we respond to this wonderful opportunity to accredit the undergraduate business program, we will be ever-vigilant to preserve access to this and all other programs for students from rural and agricultural backgrounds, the college's traditional foundation. In fact, an example of a new undergraduate major that is available for the first time this fall is in environmental sciences. This is a multidisciplinary effort, supported by faculty across the college. Students have requested such a major for many years, and we are very excited to be able to offer it now.

In addition, the college is poised to play a lead role in the universitywide Genomics Initiative. Genomics research is already providing an unprecedented understanding of the nature of life. In the future, for example, advances in genomics will help us improve agriculture through increased crop yields and decreased reliance on pesticides, and develop improved medical treatment through better understanding of illness and development of targeted, more effective pharmaceuticals. We must continue to invest in the faculty members and research facilities necessary to maintain our leadership in this critical and growing area.

This year I will also focus my attention on coming up with a plan to help alleviate the pressures that the college faces due to resource constraints. The fact that the state budgets are not expected to increase enough to address the crucial issues facing the college—namely, that the salaries for faculty and staff are not competitive and that many of our buildings are aging and substandard—means that we have to develop other strategies for gaining external support.

I have asked Mike Riley to look for ways to direct our fundraising efforts toward increasing endowments, particularly in endowed chairs to recruit and retain our most outstanding faculty members. By doing so, we won't rely so heavily on the state budget or tuition increases because it is important to remember that we are a statutory college and we have a responsibility to the people of New York State to provide access to a public education.

You can expect to hear more about these developments in future messages. I look forward to getting your feedback on these issues as the year goes on and to hearing more of your heartwarming stories about your years spent at the college.

*Susan A. Henry*

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



# Superfoods: Are They Good for You?

Cookies made with antioxidants . . . margarine that lowers cholesterol . . . tortillas stuffed with vitamins and minerals.

Nutraceuticals mesmerize consumers with the promise of turning foods into health potions. Is that a good thing?

Professor of nutrition Cutberto Garza is not dead set against nutraceuticals, those designer foods laced with vitamins, minerals, herbs, and other substances touted as good for you. What he objects to is that these smartly packaged, cleverly marketed processed foods will mislead consumers into thinking there is a simple answer that excludes being mindful of our total diet.

Examples of nutraceuticals abound: cereals fortified with vitamins and minerals, orange juice with calcium added, candy bars supplemented with amino acids, salmon burgers with 50 percent more omega-3 fatty acids, cookies with antioxidants, and many more.

"I wish I could tell people that all scientists have to do is add a few components to a few foods for good health," Garza says. "But we still don't know what many of those components are beyond the list of essential nutrients."

In the case of Benecol—a margarine that

biologically active molecules that can have very powerful biological effects. Nutraceuticals can be developed in ways that easily deliver 100 percent of the Recommended Daily Allowance (RDA) of vitamins and minerals. But as these foods become more common, people can unknowingly eat toxic amounts of micronutrients when they consume a variety of highly fortified products.

Take the first fast-food nutraceutical. Dilberitos (named after the cartoon character) are microwavable tortillas that have been sprayed with 23 vitamins and minerals. Jack Parker, president of Scott Adams Foods which makes Dilberitos, told *The New York Times*, "If I don't remember in the morning to take a multivitamin, by eating one of these I've gotten all the vitamins and minerals I need for the day."

If Parker had munched his way through a bowl of Total cereal for breakfast and then had a Dilberito for lunch, he would have gotten 200 percent of the RDA in just the first half of the day.

*But make no mistake: just because the role of these nutrients isn't yet completely understood, they nevertheless are biologically active molecules that can have very powerful biological effects.*

*People can unthinkingly eat toxic amounts of micronutrients when they consume a variety of highly fortified products.*

lowers LDL, or "bad" cholesterol, when eaten daily in sufficient quantities—the added component is stanol esters. This compound, derived from pine trees, prevents the absorption of cholesterol in the gut so that it is excreted from the body, thereby lowering blood cholesterol levels.

"Benecol is a food that acts like a drug in that it delivers something to you that has a beneficial pharmacological effect," explains Malden Nesheim PhD '59, emeritus professor of nutrition, who chaired the federal Commission on Dietary Supplement Labels, a group of scientists that determined what health claims and other information can be written on packages of dietary supplements, including nutraceuticals.

Both Nesheim and Garza see the proven effectiveness of Benecol, sold in Finland since 1995, as an exception to the rule.

This product shows the wonderful potential of nutraceuticals, Garza says, but our ability to manipulate food is "ahead of our science in terms of understanding the many components in foods that promote health."

To make his point, Garza cites two clinical trials where scientists were sufficiently convinced of the beneficial effects of a certain nutrient to test it on people. For one, beta carotene, there were compelling data suggesting that it would be an effective food component in reducing the risk of cancer. Surprisingly, the trial showed the opposite. In the case of Vitamin E, a nutrient many scientists were confident would help reduce heart disease, the trial showed no beneficial effect whatsoever.

But make no mistake: just because the roles of these nutrients are not yet completely understood, they nevertheless are

The Food and Nutrition Board of the Institute of Medicine, which sets the RDAs, is just beginning the arduous task of setting upper levels for vitamins and minerals above which individuals should not consume them. Garza chairs the board.

"We've discovered that there is a lot more information we need before we can establish upper limits for many nutrients, especially for different vulnerable groups such as the elderly, pregnant women, and young children," Garza says.

But what we do know, say Garza and Nesheim, is that the notion that you should get all the vitamins and minerals you need from one source at one time is a bad concept.

"Many years of research submitted to expert scientific committees has shown that—with a very few exceptions such as iron supplements for pregnant women—we can get all the nutrients we need through eating a varied diet," Nesheim says. "Nutraceuticals promote the idea that you need to have supplements so you won't be deficient in something. That's just not true."

Due to the inclusion of nutraceuticals in the Dietary Supplement Health and Education Act of 1994, FDA approval to market these food products does not vouch for their safety. Under the act, they fall into a special category whereby they are put on the market based on the manufacturer's assessment that they are "reasonably expected to be safe." Should the FDA object to a product, the onus is on the agency to prove, in court, that eating it poses "unreasonable risk."

Micronutrients were first added to foods in the first half of the 20th century after it



**Benecol**

helps promote Healthy Cholesterol levels  
as part of your healthy lifestyle  
Starts to work in just 2 weeks  
NET WT 8 OZ (227g) Spread 65% Vegetable Oil

**FORTIFIED FAST-FOOD:** Dilberitos are microwavable tortillas sprayed with 23 vitamins and minerals.

**ONE THAT WORKS:** Benecol, a margarine that lowers LDL cholesterol, is a food that acts like a drug. Garza and Nesheim see Benecol's effectiveness as an exception because, for most nutraceuticals, our ability to manipulate foods is ahead of our understanding of how food components can promote health.

**SMART DRINKS?** Fresh Samantha drinks are fortified with herbs and vitamins.



was discovered that widespread, life-threatening diseases, such as beriberi and pellagra, were caused by deficiencies in certain vitamins. Now, says Garza, we've moved from an era when we expect fortified foods to not only prevent us from getting sick but, in fact, to keep us well.

It's going to take more methodical work to identify the effects of specific agents in foods that are worthwhile to enhance. Our growing knowledge of nutrition holds significant promise for the development of new tools. In the meantime, Garza says, there is much each of us can do to reduce our risk of chronic disease. He points out that two-thirds of preventable morbidity and mortality—illnesses you can do something about—are related to smoking, diet,

and exercise.

As the pace of life gets ever faster, nutraceuticals are very tempting. Dilberitos hit home with their slogan, "We make it easy to eat." Making it easy to have a food-based approach to healthy living was the idea behind the Dietary Guidelines for Americans (see box), written by a national committee of 16 nutritional scientists who evaluate the most up-to-date science on nutrition and health.

"You don't need to do anything out of the ordinary to follow the guidelines," says Garza, who chaired the committee. "All 10 are actions you can weave into your daily life."

Metta Winter

## Simple and Proven Approach

If the Dietary Guidelines for Americans could be reduced to a pill, everybody would be excited because they offer a proven way to significantly lower your risk of chronic illness. "That's the paradox," says Cutberto Garza, who chaired the panel of nutrition experts who, every five years, review the latest research in diet and health and issue revised recommendations. "There's nothing complicated in these guidelines. They are so simple that people seem reluctant to trust them because, on the one hand, we don't trust technology, but on the other hand, we want technological answers to everything."

### DIETARY GUIDELINES FOR AMERICANS, 2000

#### AIM FOR FITNESS

- Aim for a healthy weight.
- Be physically active each day.

#### BUILD A HEALTHY BASE

- Let the Pyramid guide your food choices.
- Choose a variety of grains daily, especially whole grains.
- Choose a variety of fruits and vegetables daily.
- Keep food safe to eat.

#### CHOOSE SENSIBLY

- Choose a diet that is low in saturated fat and cholesterol and moderate in total fat.
- Choose beverages and foods to moderate your intake of sugars.
- Choose and prepare foods with less salt.
- If you drink alcoholic beverages, do so in moderation.

For the full text, go to [www.usda.gov/cnpp/](http://www.usda.gov/cnpp/)



# Your Mind vs. TV: Who's Calling the Shots?

Is television so pervasive that it has become enmeshed in the stories of our lives? Some scholars think so. Maybe it's time we took a critical look at how TV has gotten inside our heads.

It happened in an instant. Sixty bodies in Warren 131 stilled when the veteran stage actor Sam Waterston (playing District Attorney Jack McCoy on NBC's drama *Law & Order*), his lean face contorted in anger, began to rail at the clean-cut young man on the stand: "You can't blame anyone else!"

Waterston shouts, his voice rising, "You did it! You bought grades, you sent death threats, it's your fault that you're on trial for murder today!"

"No! No! I'm being framed," cried the defendant. All he wanted to do, he claimed, was get into the Ivy League!

The students had become so caught up in this 10-second snippet of courtroom drama that they were transported out of the classroom, indeed out of themselves and whatever they had been thinking and feeling in the minutes before the lights were dimmed.

Professor Michael Shapiro had made his point.

*"How come if you told your parents you were studying Hamlet, they would be pleased; whereas if you said you were studying the Sopranos, they would question what's being taught in the Ivy League? These are equally violent dramas, so why is it we look at TV differently?"*

—Michael Shapiro

It was the fourth class meeting of Psychology of Television (and Beyond). The topic was, "Why People Watch TV," Shapiro, an associate professor of communication, had spent the first 20 minutes outlining the evolution of social psychologist Dolf Zillmann's theory of mood management.

Back in the 1970s, Zillmann was the first researcher to investigate the ability of different kinds of television shows to soothe or arouse viewers. He hypothesized that bored people would choose exciting TV programs to rev themselves up, while stressed people would watch relaxing pro-

grams to calm themselves down. It seemed a logical assumption. But when he tested this out in carefully controlled laboratory experiments, Zillmann found that bored subjects mostly watched exciting shows, but stressed ones watched exciting and relaxing TV about equally. How could he explain such a surprising finding?

"Zillmann thought about it and came up with the idea that what people are doing when they watch TV is trying not to think about what's happening in the rest of their lives, or at least what stresses them," Shapiro explained to the class, adding "the content of TV has the potential to disrupt thought and thus terminate a mood based on that thought."

Zillmann called this a TV program's "absorption potential." And Shapiro went on to describe the experiments by which Zillmann proved a show with greater absorption potential does a better job at distracting people from what's bothering them than does less-absorbing TV.

But it was Sam Waterston who brought the concept home.

The idea behind the class is to teach students some psychology, not to criticize the media but rather to understand how individuals process the information from TV and how they interact with it and similar media (films and video games).

Shapiro asks students, "How come if you told your parents you were studying *Hamlet*, they would be pleased; whereas if you said you were studying the *Sopranos*, they would question what's being taught in the Ivy League? These are equally violent dramas, so why is it we look at TV differently?"

He says that scholars primarily have thought about TV in two ways. The first is the so-called disease model, in which TV does something to people—it overtly or covertly tries to change our beliefs, attitudes, and actions. The second is the new model, which posits that TV is just another story in our lives, so that when we watch the news we are not watching a box with wires attached to it, rather we are watching people and making social judgments about them.

For example, in the new model, when a televised President Clinton said, "It depends on what you mean by 'is,' we didn't see him as a glowing cathode ray

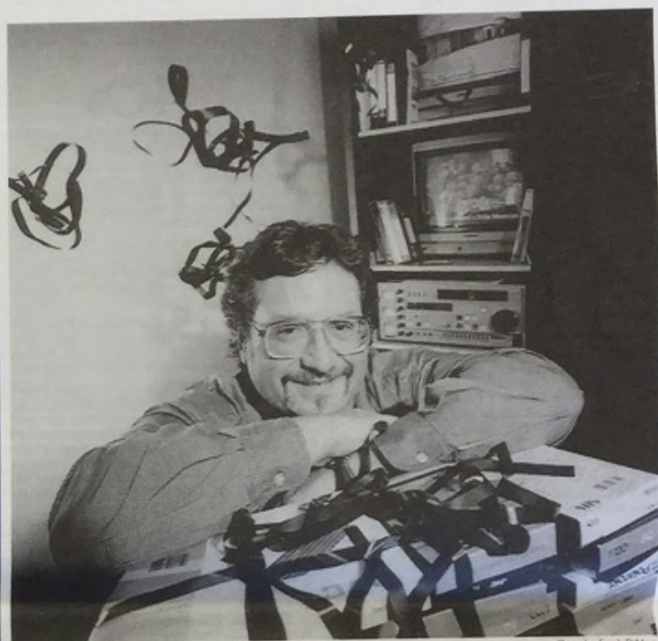


Photo by Frank DiMasi

**VIDEO HOUND:** Professor Michael Shapiro explores how individuals interact with material on TV and in films and video games.

tube, "but as a man shucking and jiving, trying to get out of a bad situation," Shapiro says.

How we view Clinton on TV has a lot to do with what we bring to the act of watching TV, Shapiro argues. And he trots out research to back up his point. One study, for example, shows that when viewers watch presidential debates, they are most likely to see the "winner" as the person they favored before the event began. Likewise, two different viewers can see the Andy Sipowicz character on ABC's police drama *NYPD Blue* as a racist bully or a guy struggling to become a better person.

He says that a firm set of values, and

being conscious of them, is the best way to resist negative role models on TV (see sidebar). Young women, for example, are just as vulnerable to the sexist stereotyping of women on MTV as are young men, unless they think explicitly about what they have been seeing.

Shapiro's own research focuses on how people mentally process media messages and use them in decision making.

Watching the media is complicated. And Shapiro wants his students to see that throwing off an opinion about what happens when watching TV just isn't good enough.

Metta Winter

## Descartes Knew the Deal

If I'm in a situation of technically perfect virtual reality how will I know I'm not in the real world?

Professor Michael Shapiro says Rene Descartes, the 17th century philosopher and mathematician, was onto something when he said, "I think therefore I am."

Shapiro, who is middle-aged, gives the example of suddenly finding himself riding in a Ferrari with a beautiful young woman. It is a situation in which, he suspects, something is quite wrong.

"I make this judgement on inference more than on sensory perception," Shapiro explains. "It's based on what I know about myself and the kinds of situations I'm most likely to find myself in. In the same way, our perceptions of television and what something on the screen means depends a great deal on what we bring to viewing it."



## Reflex from Cave-Dwelling Days Sells Coke

Back in the days of our cave-dwelling ancestors, a novel change in the environment warranted immediate attention: What's that? Can I eat it or will it eat me?

Those who survived really didn't have to think about it much; consequently we've carried this uncontrollable reflex, called the orienting response, in our genes to this very day, says Shapiro.

Advertisers capitalize on the orienting response in commercials intended to create a mood rather than convince consumers about the real qualities of their products. Psychological research has shown that the orienting response occurs to prepare people to gather information; therefore, people tend to better remember whatever comes shortly after they have oriented to something. That's why these commercials have a lot of fast-paced action, then the brand-name is brought in and held for a few seconds to give the viewer time to process it.

## How Parents Can Buffer Children Against Effects of TV

The best way parents can protect their children from the negative influences of explicit sex and violence in the media is by making their own values clear.

Why? Because psychological research has shown that much of what people get from TV depends on what they bring to it. Take one experiment in which subjects were shown video clips of people involved in sexual improprieties. Prior to the showing, they had been tested to determine whether their families' values on these issues were fuzzy or clear. Those who had clear values tended to see the improprieties as worse than those who had fuzzy values—whether the values were liberal or conservative ones.

Parents need to discuss with their children what they are watching on TV and how those scenes square with their values. Shapiro notes that a lot of parents watch TV with their kids but that there is very little talking about what goes on while they are watching together. And when they do talk, it is typically about plot elements rather than, "Do you really think it was right for the cop to beat up the suspect instead of slapping on the handcuffs and arresting him?"

## Does Watching TV Make People More Violent?

Shapiro says there is a fair amount of evidence that watching at least aggressive TV probably leads to greater relative aggressiveness, but at what point, he asks, do we consider aggressiveness bad? The misbehavior of a child? Not really. The tactics of a businessperson whose cutthroat deals reap dividends for shareholders? Most certainly not.

Shapiro takes as his benchmark FBI statistics about violent crime. They show that less than 1 percent of the population is criminally violent, which means that 99 percent of the population can watch TV without behaving in this way.

"If it is true—and there is some evidence to support this—that before TV the violent criminal rate was only half a percent and now it's 1 percent, then that's a huge increase," Shapiro points out. "So it may be that television has little effect on the vast majority of people but a very dramatic effect on a small minority."





# ALUMNI NOTES



Stocking, Wang, and Kelly took for a walk up the Alumni Field

## 1930s

**T. Lester Rawlings '34** of Orange City, Fla., has had rather poor health over the last three years, but he reports that he is showing signs of improvement.

**Ralph S. Wilkes '34** of Penn Yan, N.Y., retired in 1974 from Keuka College where he was the business manager/treasurer for 20 years. He and his wife spend six months each year at Palmetto, Fla.

**Wilfred R. Kelly '35** of Middlebury, Vt., recently returned from LeBelle, Fla., after he and his wife sold their mobile home. They are now figuring out what they will do next.

**Francis G. Crane '38** of Brewster, Wash., is enjoying good health by jogging and downhill skiing.

**Bernard L. Fernan '38** of Pulaski, N.Y., is retired and he and his wife, Ann, reside year round on the north bank of the Salmon River, just west of the Village of Pulaski. They invite alumni, whether they fish or not, to join them.

**David N. Russell '38** of Marion, N.Y., is retired now. He worked for the USDA as a supervisor at Wellsville, Lockport, and Watertown from 1939 to 1942. Then he served in the U.S. Army from 1942 to 1944, touring Europe. From 1945 to 1979, he was employed with National Bank, Geneva.



D. H. Smith

## 1940s

**Allan P. Drake '43** of Lake Placid, N.Y., is enjoying retirement and sees Joe Hickey '43 yearly.

**Howard Evans '44** of Ithaca, N.Y., is the co-author of *Anatomy of the Woodchuck* and is looking for a publisher who has scholarship rather than profit in mind. He writes that "the audience is limited but international."

**Lynette W. Witter '44** of Ypsilanti, Mich., is a disabled widow living in a retirement home. One son received his MD from Johns Hopkins Medical School and her other son is a computer scientist and has two small daughters.

**William A. Coy, Jr. '47** of Highland, N.Y., is semi-retired. His farm was sold to Apple Green Golf Course and converted into an 18-hole course, with an additional 18 holes under construction.

**Raymond T. Fox '47** of Ithaca, N.Y., is a professor emeritus at Cornell. Commencement 2000 marked the 53rd year that he has been involved with the floral decorations for Commencement since receiving his BS. He also serves on the Cornell Council and the Cultural Endeavors Committee. He and his wife, **Vera Hakanson '47**, celebrated their 49th wedding anniversary on June 30, 2000.

**Allen H. Benton BS '48, MS '49, PhD '52** of Fredonia, N.Y., retired as a distinguished teaching professor of biology at State University College at Fredonia in 1984. Since then he has written a weekly nature column and written freelance articles for many magazines. He and his wife of 53 years, Margi, have "had a fairly peaceful life."

**M. Lawrence (Larry) Bayern '49** of Bozeman, Mont., and his wife, Dot '51, spend half the year in Montana and the other half in Arizona, allowing him to play golf year around.

**Richard P. Glor '49** of Holland, N.Y., has been retired from the New York State Department of Transportation since September 1999. He has three sons: **Steve BS '74**, MPA from SUNY of Albany; **Daniel MD '82** from Harvard; and **Gordon BA '86** from Manhattan School of Music.

## 1950s



**George Allhusen '50** of Cayuga, N.Y., owns Allhusen Small Business Planning. Married for 55 years, he has four children, nine grandchildren, and four great-grandchildren.

**Walter Lankenau '50** of Ballston Spa, N.Y., is retired. He was divorced from his first wife, and his second wife passed away in 1997. He has four daughters and one son.

**Walt Dean '51** of Marietta, Ga., retired from IBM in 1991 and since then has been working in residential real estate.

**Irwin J. Sittin '52** of Aventura, Fla., retired from Aetna, Inc. in 1989. He lives in Cape Cod and Florida where he enjoys playing golf and traveling. He and his wife, Helen, are still in touch with many Cornell friends.

**Ralph E. Rogers Jr. '53** of Philadelphia, Pa., is "mostly" retired and has 13 grandchildren.

**James R. Taylor Jr. '53** of Alexandria, Va., received his MS at Ohio State and his PhD at the University of Wisconsin in agriculture economics. From 1968 to 1976 he was an associate professor of economics at New Mexico State University and from 1976 to 1995 worked as an economist at Inter-American Development Bank before retiring. He and his wife, Delores, have three children.

**Barbara Burg Gilman '55** of Chester, N.Y., retired from teaching high school biology at Cornwall Central School District after 32 years of service.

**Charles T. Rabeler '55** of Moravia, N.Y., is the owner of Rabeler IBA. He has worked in dairy farming for 21 years, real estate sales for three years, office equipment sales for five years, and for a dairy supply route truck business for six years.

**Robert L. Marshman '58** of Oxford, N.Y., is a partner with his brother, two sons, and nephew in Marshman Farms, which has been in their family for six generations. For ten years, he also served on the board of directors of Agway and was the past president of the New York Holstein Association.

**Laurence Pringle '58** of West Nyack, N.Y., won the Orbis Pictus Award in 1998, given by the National Council of Teachers of English, for the best children's nonfiction book entitled, *An Extraordinary Life: The Story of a Monarch Butterfly*. In November 1999, he was given the Washington Post Children's Book Guild Nonfiction Award for all his writing.



## 1960s

**Carlo R. Brunori '61** of Annapolis, Md., is the owner of Conservation Consulting Services. After 31 years of service, he retired from the Maryland Department of Natural Resources Wildlife Division. He enjoys hunting and fishing in the Chesapeake Bay area and is looking forward to next year's reunion—his 40th.

**Barbara Brice Mc Ed '63** of Wolcott, N.Y., teaches English in grades 10 to 12 at North Rose Wolcott High School in addition to teaching courses at Syracuse University. She is also active in her community as the Butler town historian.

**Joseph E. Lamendola '63** of Watertown, N.Y., is a senior wildlife biologist with the NYS Department of Environmental Conservation and has been working with the department since 1974. Previously, he worked nine years in Indiana for their Department of Natural Resources.

**Dr. Jennifer Patal Schneider '63** of Tucson, Ariz., is a physician specializing in sex addiction and addiction medicine. She has written several books on the subject.

**Steven W. Crossen '65** of Nichols, N.Y., is a dairy products specialist with the NYS Department of Agriculture and Markets.

**William Wallner PhD '65** of Guilford, Conn., recently retired as a senior research forest entomologist with the U.S. Forest Service Northeastern Research Station after 36 years of service with the Department of Agriculture. He conducted research on forest insects in Europe and Asia and is a specialist on gypsy moth. Wallner also holds an adjunct faculty position at Yale University.

**Luis E. Chaila Tovar '66** of Mexico, is the director of statistics at the Computer Science and Economics Institute of Mexico's Colegio de Postgraduados where he received his PhD in March 1999. He had completed his postgraduate course work in economics at Iowa State University from 1968 to 71. He and his wife, Alicia, have three sons: Luis, an economist; Christian Andrés, a medical student; and Pablo José, a medical student.

**Martin Gottlieb '67** of Warwick, N.Y., president of M. Gottlieb & Associates, Inc. has been a marketing consultant in the lawn and garden industry, helping companies bring new products to market for the past 14 years. Both of his sons recently became engaged and he is looking forward to their weddings.

## 1970s



**Joseph P. Santodonato '71** of Endicott, N.Y., is a manager of health and safety for the NYS Electric and Gas Corporation. He received his master's in 1973 from SUNY Buffalo and his PhD in 1982 from SUNY Syracuse.

**Dr. Martin G. Randall '72** of Mahopac, N.Y., works as a veterinarian for Somers Animal Hospital, specializing in internal medicine, exotic pets, and wildlife rehabilitation. His wife, Kathy, is a teacher/artist and their oldest child, Heather, is 17 and hopes to go to Cornell.

**Michael J. Maier '73** of Webster, N.Y., is a partner with Maier Farms, a vegetable, grain, and greenhouse plant-growing company with 80,000 sq. ft. under cover. Married for 20 years to wife, Sally, they have twins, Tim and Stacy.

**Rev. Mark P. Charlton '74** of Elkton, Md., is a pastor of two United Methodist churches, Cherry Hill and Baldwin. He entered the ministries in 1986 after a career in radio news. His wife, Robin (A&S '74) was recently laid off from DuPont Agricultural Products. She is a PhD biochemist, currently looking for a new research and development position in agriculture or pharmaceuticals.

**Marilyn S. Neiman '75** of Orangeburg, N.Y., practices law as an intellectual property attorney, dealing primarily with litigation. She also recently passed the patent bar.

**Anthony T. Zieno '75** of Sidney, N.Y., is president of A to Z Marketing Associates, a sports marketing firm. His wife, Ann, is a high school business teacher, and his daughter, Alycia, has dreams of attending Cornell. Anthony is a soccer coach and community leader, as well as being involved with Cornell through the Alumni Career Link Ambassador Network.



## 1980s

**Dr. James F. Saviola '80** of Silver Spring, Md., is an optometrist at the U.S. Food and Drug Administration. He is married with three daughters under the age of five.

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**Michael L. Jahncke MS '81, PhD '86** of Smithfield, Va., is the director of Virginia Seafood Agricultural Research and Extension Center and an associate professor in the department of food science and technology at Virginia Tech.

**Pamela J. Lein '81** of Reisterstown, Md., is an assistant professor at John Hopkins University.

**Jeffrey P. Shapiro PhD '81** of Gainesville, Fla., received his BS and MS in entomology at San Diego State University. After completing his PhD at Cornell, he did postgraduate work at the University of Arizona at Tucson 1981-1983; worked as a senior research biologist with Monsanto Company 1983-1986; and since then has worked as an insect biochemist/physiologist for the USDA Agricultural Research Service.

**Laura Urevich Minsk '83** of Boonsboro, Md., is rearing a family of three boys, ages one to nine. She serves on the local county forestry board and is the secretary for a horse rescue organization called Homeward Bound.

**Mark S. Nathan '83** of Cross River, N.Y., is a principal with PricewaterhouseCoopers. The father of three-year-old twin girls, he is looking forward to bringing his family to Cornell.

**Dr. Maureen S. Saunders '83, DVM '87** of Monsey, N.Y., is very busy with veterinary work and has a cat clinic in addition to a second "very small animal" practice.

**Andreas Baxevas '84** of Bethesda, Md., is a scientist at the National Human Genome Institute. He was recently recognized as one of four recipients of the Bodossaki Foundation Academic Prize, which recognizes the research accomplishments of young academics and scientists who are of Greek heritage and under age 40. Baxevas received the award from Greek President Konstantinos Stephanopoulos during a recent ceremony at the University of Athens. His field, bioinformatics, applies computer analysis to help identify genes in the chemical units of DNA that are being deciphered by the Human Genome Project.

**James M. Abbruzzese '85** of Altamont, N.Y., is co-owner of Orchard Creek Golf Club, the capital district's newest and most challenging course. Formerly 152 acres of apple orchards, the course opened in 1999.

**Jill S. Burger '86** of West Harrison, N.Y., is a stay-at-home mom with two children: Jason, 5, and Evan, 2. Her husband, Marty, graduated from Boston University Law School in 1989 and has been practicing bankruptcy law for five years.

**Patrick M. Vanlieshout '86** of Verona, N.Y., is enjoying his life with his family and on his dairy farm as a partner in Brabant Farm. He and his wife, Lory, have three children: Mark, 8; Megan, 6; and Jessica, 3.

**William S. Wickham '86** of Victor, N.Y., is executive producer and owner of Rainbow Communications, a video production company that produces and markets fun and educational children's videos that focus on agriculture. There are now four videos in the *Vrrooommm—Farming for Kids* series. He and his wife, Debbie (Eng '85), have three children: Kevin, 11; Paige, 8; and Dale, 4.

**Dr. Lisa J. Glickstein BS '87, MS & PhD '93** Med College, of Arlington, Mass., is an assistant professor at the New England Medical Center. She and her husband, Jerry Hagler PhD '93 Med College, have two-year-old triplets: Alexia, Samantha, and Michaela.

**Chung Y. Li '87** of Ithaca, N.Y., is a consultant with Summit Integrated Resources, a marketing strategy firm. She previously worked for 10 years at New York State Electric and Gas Corporation. A native of Taiwan, she is involved with the Cornell Asian Alumni Association.

**Kimberly Brockett '88** of North Branford, Conn., is relocating back to New Haven County with her husband, Michael Cappelli, and two-year-old son, Drew. She is interested in hearing from alumni in her area (kb222@cornell.edu) and becoming involved in alumni activities.

**Suzanne L. Lemoine-Parent '88** of Murray Hill, N.J., is a district manager for AT&T. She is married to Bryant Parent, and their first son, Andrew Bryant, was born March 14, 2000.

**Suzanne May Switzer '88** of Akron, N.Y., has been married to her husband, Berry, for 10 years and they have three sons: Ted, 9; Nathan, 7; and Ben, 5. She owned Papa Jack's Ice Cream for 10 years and is currently enjoying raising her children at home.

**Phillip Goodrum '89** of Fabius, N.Y., received his PhD in environmental engineering in May 1999. He currently works assessing human health risks, teaching courses to environmental agencies on probabilistic analysis, and teaching quantitative uncertainty analysis as an adjunct professor. He is involved with alumni activities through CAAAN (Cornell Alumni Admissions Ambassadors Network) of Central New York.

**Elizabeth Call Riner '89** of Castle Rock, Colo., welcomed her second child, Andrew James, into the world on September 3, 1999, joining his sister, Erin. Riner recently attended a dinner with President Rawlings and is planning on skiing with the Cornell Club at an upcoming event soon.

The 1990s will be reported in the May 2001 issue.

Trina Lee '01 student writer

The drawings of campus buildings are by R. J. Lambert, Jr. '50, program coordinator of freeland drawing in the Department of Horticulture.

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## Outstanding Alumni Banquet, October 13, 2000



Past and current award winners

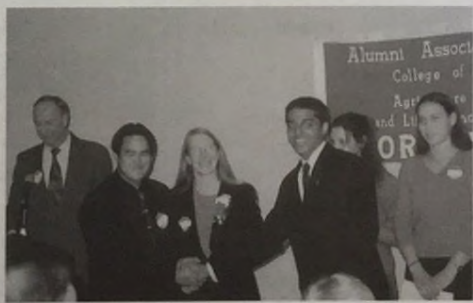
**seated l-r:**  
Joseph Peck '60; Thomas E. Kent '71;  
David M. Rice BS '51, M Ed '61;  
Nell Mondy PhD '53; George G.  
Gellert BS '60, MBA '62, JD '63;  
Philip D. Gellert BS '58, MS '60

**second row l-r:**  
James Colby '50; Albert Lounsbury  
'55; Maurice Mix '50; Raymond  
Johnson '54; Kenneth L. Robinson  
MS '47; George J. Conneman BS  
'52, MS '56; Glenn O. MacMillen  
'54; Robert W. Bliz '52

**back row l-r:**  
Paul F. (Rick) Zimmerman, Jr. '78;  
Dale E. Bauman; Nathan L. Rudgers  
'82; William J. Lipinski '79;  
Charles Wille '50; John Noble '76



**Outstanding Alumni Award recipients, pictured l-r, seated:**  
Thomas E. Kent '71; David M. Rice BS '51, M Ed '61;  
Nell Mondy PhD '53; George G. Gellert BS '60, MBA '62,  
JD '63; standing l-r: Dale E. Bauman (Faculty/Staff Award);  
Nathan L. Rudgers '82 (Young Alumni Achievement Award);  
William J. Lipinski '79; Kenneth L. Robinson MS '47  
(Faculty/Staff Award).



**ALS academic award winners recognized:**  
H. Dean Sulphur, associate dean and director of academic programs (left) stands by as Jonathan Kui '01, chancellor of Alpha Zeta Fraternity, and Dean Susan Henry present the AZ Key to Nieraj Jain '03, a biological sciences major from Pittsford, N.Y., for the highest average at the end of the freshman year. Jessica Margill '01 (second from right), a communication major from Queens Village, N.Y., received the ALS Transfer Award for the highest average after one year; and Colleen MacLachlan '01, a biological sciences major from Boonville, N.Y., received the ALS Alumni Award for the highest average after three years.



# Watching the Weather for 100 Years

**Monitoring the weather is a critical activity at the New York State Agricultural Experiment Station in Geneva**

"We have been logging daily maximum and minimum temperatures and precipitation for over 100 years," said Robert Seem, the plant pathologist who manages the weather station.

Temperature and precipitation are important factors in the growth patterns of crops and the development and life cycles of pests. Surface wetness is an important measure for studying the conditions under which diseases flourish. "The data are used mostly by the research community, but they also serve as a climate record for the region," Seem said. "Researchers use weather records so they know the conditions under which their experiments were conducted."

Data collected and stored in the Geneva database are also available for public inquiry as a service to the community. "We get requests from lawyers, insurance companies, state police, and the attorney general's office." When sudden, heavy winds knocked over steel girders during the 1998 construction of the Guardian Glass factory, for instance, a worker was killed. At the trial, the court requested wind speed records and the experiment station provided them.

The experiment station's weather station sits in a small fenced area atop a hill on the Fruit and Vegetable Research Farm. Devices measure wind speed, evaporation, water temperature, soil temperature from 2 to 12 inches deep, soil moisture, solar radiation, surface wetness, relative humidity, and ultraviolet B radiation.

Each morning, Steve Gordner or Lee Hibbard, from the experiment station's Field Research Unit, visits the weather station to record precipitation, evaporation, and daily high and low temperatures. All the other measurements are recorded daily, hourly, or every 15 minutes, then logged and stored in a database. Daily summary data are compiled and entered into the database and provided to the public over the Internet, along with over 100 years of archives at [www.nysaes.cornell.edu/weather/](http://www.nysaes.cornell.edu/weather/).

After taking the readings, Hibbard calls a computer run by the National Weather Service to dial in the previous day's information. The data also go to the Northeast Regional Climate Center at Cornell and the National Climate Data Center's database.

Peter Seem



K. Stevens/NYSAES/Cornell

Steve Gordner takes a measurement from the evaporation pan, one of the last readings still taken manually at the weather station at the Fruit and Vegetable Farm.

## Display Your Diploma Proudly

The ALS Alumni Association is proud to present this distinctive artwork of nationally known artist Robin Lauersdorf.

Carefully researched and meticulously drawn, this highly detailed pencil drawing of Cornell University captures the historic significance and the unique beauty of our campus. It depicts Goldwin Smith Hall, Bailey Auditorium, Willard Straight Hall, McGraw Tower, Uris Library, Beebe Lake Falls, Sage Chapel, and the Ezra Cornell Statue.

The artwork is

- reproduced on the finest quality, acid-free, 100 percent rag museum paper
- framed with museum-quality mats and a mahogany frame
- unconditionally guaranteed

Partial proceeds will provide endowment funds for scholarship aid for ALS students and support other student and alumni projects.

The artwork is available in two forms: a 19" x 25" limited edition signed and numbered print, limited to 500 prints, and a 14" x 19" print. Both sizes are available framed and unframed. The smaller print has also been uniquely framed as a diploma holder.

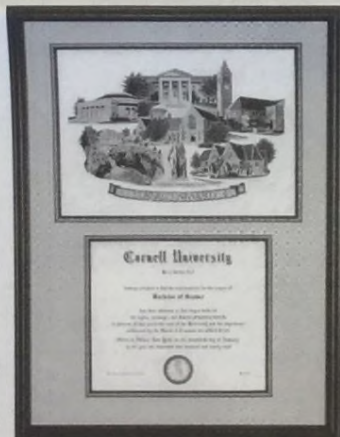
Consider these benefits of our diploma holder:

- A great college remembrance
- An excellent way to protect, preserve, and display your diploma
- The perfect birthday or graduation gift
- Made to easily insert your own diploma so there is no need to send it

To receive a full-color brochure or to place an order please call

Cornell Alumni Artwork

**1-800-336-5923**



Framed Diploma Holder—\$169

## NAADA Conference



Cornellians gather at the National Agricultural Alumni & Development Association's annual conference at Purdue University on June 25-28. Pictured l-r: Ed Staehr '88, ALS Alumni Association second vice-president; Geoff Yates '77, president; Peter Pamkowski '74, first vice-president; Tim Oonk '86, associate director, ALS Alumni Affairs; Jane Longley-Cook '69, ALS Alumni Association development liaison and New England director; Mike Riley '87, assistant dean for ALS Public Affairs; Richard Church '64, director of ALS Alumni Affairs; and Tom Smith Tseng '87 Engrl, associate director of Asian relations at Stanford, and conference speaker.



Dr. Brendan Fox (left), CEO of Elanco Animal Health, a division of Eli Lilly, speaks with Dr. Thomas Jeffers '63, Elanco director of animal research and former ALS Alumni Association Midwest director; Jane Longley-Cook '69, ALS Alumni Association development liaison and New England director; and Tim Oonk '86, associate director of ALS Alumni Affairs. Fox spoke on "Advancing Agriculture's Interests Globally."



## Administration Appointments

### Riley Named Assistant Dean of Public Affairs



The College of Agriculture and Life Sciences is pleased to announce the appointment of Michael P. Riley Jr. '87 as assistant dean of public affairs. In this position, Riley will provide overall leadership for the ALS Office of Public Affairs, which includes Development, Alumni Affairs, and Public Relations. He has served as director of development for the college since December 1997. Key accomplishments during his tenure include increasing cash gifts to the college from \$13.4 million to \$21.1 million (57.5 percent) and coordinating the college's Scholarship Campaign, which resulted in \$8.1 million in new scholarship endowment gifts and commitments.

Prior to 1997, Riley held various positions in alumni affairs and development at Cornell, including director of the annual fund at Cornell Law School and responsibilities with the Cornell Fund, Reunion Campaign, and Tower Club. In addition to his professional duties, Riley volunteers in the community as a member of the Ithaca Community Childcare Center's Resource Development Advisory Group. Riley is a graduate of Cornell and the College of Agriculture and Life Sciences, having received his bachelor's degree in communication in 1987.

### Baker Is Director of Public Relations for College



Esther M. Baker joined ALS Public Affairs last fall as director of public relations.

She came to Cornell from Michigan State University, where she received her B.A. in telecommunication/TV and radio and an M.A. in communication with an emphasis in public relations, media campaigns, and program evaluation. Baker worked at MSU in the College of Agriculture and Natural Resources for 14 years as an information coordinator for Outreach Communications. Prior to working at Michigan State University, she served as news director, public affairs talk show host, morning anchor, and reporter at several commercial and public radio stations in the Lansing, Michigan, area.

Baker brings to her role experience in a wide range of media, an ability to think strategically about communication and public relations, and an understanding of and dedication to the land-grant mission. As director of public relations, she is responsible for supporting and enhancing the communication of the college's mission, goals, priorities, and accomplishments to internal and external audiences.

### Springall Is New Director of ALS Admissions

Robert G. Springall has been named by the College of Agriculture and Life Sciences as the director of admissions. In this position, Springall will provide leadership for the recruiting and selection of prospective students for the 18 undergraduate programs in the college. He has worked at Cornell since 1997 as associate director of admissions in the College of Engineering, where he led a successful effort to double annual transfer enrollment and chaired the Mid-Atlantic and Upstate New York Admissions Committees for Engineering.

Commenting on his new position, Springall said, "This is a great time to be in CALS. Dean Henry is setting a wonderful tone for the college and its mission of teaching, research, and service for New York and beyond. The most pressing global challenges in the 21st century—in food production, health, the environment, and in building strong communities and economies—are what CALS faculty and students are working on right now. Our job, with the help of our alumni and friends, is to continue to tell prospective students just how exciting the opportunities here are."

Prior to coming to Cornell, Springall worked in admissions at the University of Vermont and Rochester Institute of Technology (RIT). He has a master's degree in higher education from the University of South Carolina and a bachelor's degree in computer science from RIT.

Springall was born in White Plains, N.Y., and grew up in Connecticut. His wife, Karen, also works at Cornell and is a native of Brasher Falls, N.Y.

### Call for Nominations for Outstanding Alumni, Young Alumni, and Faculty/Staff Awards for 2001

The ALS Alumni Association invites alumni to submit an application for nominees for the outstanding alumni, young alumni, and faculty/staff awards. Criteria include career success, service/leadership to Cornell/ALS, and community service with significant achievement in at least one of these areas. **The application deadline is April 2, 2001 (postmarked).**

To receive an application, please contact

Linda Wyllie, ALS Alumni Affairs Office, Cornell University,  
276 Roberts Hall, Ithaca, NY 14853; phone: 607-255-7651;  
e-mail: LLW8@cornell.edu

[www.cals.cornell.edu/Public\\_Affairs/Alumni](http://www.cals.cornell.edu/Public_Affairs/Alumni)

### Mann Library Addition Complete, Books Moved!

This past June, Mann Library's new 75,000 sq. ft. addition officially opened. This will be the library's temporary home for the next four years while the doors on the old building close for renovations. When the upgrade is completed, the full-size Albert R. Mann Library will open with its entrance once again on the Ag Quad.



The new addition pictured from behind Fernow Hall.



Kevin Morris hands books to his brother Scott '00 during the book move this past June from the stacks in Mann Library to the new addition's shelves. Scott graduated in May with a B.S. from CALS as a biological sciences major from Newfield, N.Y. Kevin was home for the summer from Boston University.

When Mann Library first opened in 1952, Whiton Powell '24 (on truck), the library's first director, loaded boxes of books with workers from the Department of Farm Practice. The books were being loaded onto a truck to be driven across the Ag Quad to the library's front doors.



## District Events



**BOAT CRUISE ON RAQUETTE LAKE:** Alumni and friends from District #10 (Clinton, Essex, Franklin, and Hamilton counties) enjoyed a summer boat cruise and luncheon on the W.W. Durant on Raquette Lake in the Adirondacks. They later toured the Sagamore Great Camp and drove to Blue Mountain Lake where they enjoyed a self-guided tour of the Adirondack Museum. Held on August 24, this event was organized by Leadership Team member Meg Goodrich '90 and district director Geoff Yates MS '77.



**ADIRONDACKS BY RAIL:** ALS alumni and friends from Herkimer, Oneida, and Madison counties rode the Adirondack Scenic Railroad's "Milk Train" in mid-September. The Herkimer and Oneida County dairy princesses served milk, cheese, and ice cream throughout the trip from Ulica to Old Forge, N.Y. ALS Alumni Association district director Mollie Pulver '80 and Leadership Team member Deb Windecker '91 organized ALS alumni participation in this annual event.



**STUDENT SEND-OFF:** ALS alumni and Cornell Alumni Admissions Ambassadors Network chairs from Saratoga, Washington, and Warren counties gathered in August for the annual student send-off picnic. The event was organized by district director Mike Valla '76 and his wife, Valerie (Hu. Ec. '79). Pictured back row l-r: Scott Paltrowitz, entering freshman in ILR; Chris Harig, Engineering; Amanda Corbisiero, ALS; Dan Fronhofer, ALS; Erin Goodrich, ALS; and Bill Hickey, ALS Tradition. Pictured front row l-r: Jenn Coneski, Arts and Sciences; Leon Li, Engineering; Mike Peretti, ILR; Jonathan Binder, Human Ecology; and Gretchen Prwinski, Engineering.

### Empire Farm Days



Dean Susan Henry greets Ted Mullen '55 and Hank Parker '59 at the Cornell tent during the Dean's Reception at Empire Farm Days on August 9. Mullen and Parker helped set up and serve food during the reception.



**DINNER ON SKANEATELES LAKE:** Cornell alumni and friends in Central New York spent a beautiful Sunday afternoon in August enjoying a dinner cruise on Skaneateles Lake. The event was organized by ALS Alumni Association district director Ed Staehr '88 and cosponsored by the Cornell Club of Central New York.



**HAPPY HOUR:** Alumni get together at one of several social hours hosted by the ALS Alumni Association's Leadership Team and district director Tomoko Morinaga '89 in Washington, D.C.

## The Cornell Dairy Store Holiday Gift Boxes

Boxes contain Cornell maple syrup and New York State cheese

- A. Party Pleaser \$34.99
- B. The Entertainer \$22.50
- C. Cornell Sampler \$16.50
- D. Hostess Delight \$19.99

Plus shipping

For a free brochure or to place an order call (607) 255-3272

or

fax (607) 255-1298

The Cornell Dairy Store, Stocking Hall, Ithaca, New York 14853



## Cornell Virgin Wool Blankets from 2000 Wool Crop

As reported in the May 2000 issue of *ALS News*, the Cornell Sheep Program is demonstrating how to add value to the bleak price of wool by creating and selling blankets from the wool of Cornell Dorset and Finnsheep breeds and their crosses. These high-quality blankets are great for football games and cold nights and they make excellent graduation, wedding, birthday, and holiday gifts. Each blanket is individually serial-numbered on the Cornell Sheep Program logo label and comes with a certificate of authenticity.

Blankets from the 2000 wool crop are now available in four sizes:

Blanket style	Blanket size	Blanket price (including sales tax)
Lap robe	60 x 48 inches	\$60
Single	60 x 90 inches	\$85
Double	72 x 90 inches	\$95
Queen	78 x 104 inches	\$110



Purchase of Cornell Virgin Wool Blankets helps to support the Cornell Sheep Program and the Scholarship Program of the College of Agriculture and Life Sciences with a \$10 donation from the sale of each blanket.

Additional information about the Cornell Sheep Program can be found at our web site at [www.ansci.cornell.edu/sheep/sheep.html](http://www.ansci.cornell.edu/sheep/sheep.html). Orders for blankets can be placed by writing to Blanket Program, c/o Gloria Smith, 127 Morrison Hall, Cornell University, Ithaca, NY 14853-4801 or by telephone (607-255-7712), fax (607-255-9829), or email ([gss9@cornell.edu](mailto:gss9@cornell.edu)).



[www.ansci.cornell.edu/sheep/sheep.html](http://www.ansci.cornell.edu/sheep/sheep.html)

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, 276 Roberts Hall, Ithaca, NY 14853-5905.

Name \_\_\_\_\_

Class Year \_\_\_\_\_

I.D. # \_\_\_\_\_

☐ Alum ☐ Faculty ☐ Friend

Former Address \_\_\_\_\_

New Address \_\_\_\_\_

Phone \_\_\_\_\_



# Undergrad Scholars Do Research with Faculty

Most people's image of scientists and researchers includes starched white lab coats and reams of looseleaf paper with scribbled numbers and equations. ALS students are changing this image by using new technology and innovations for practical applications in virtually every field. The Cornell Presidential Research Scholars (CPRS) are students who work closely with faculty members on meaningful research. As many as 75 CPRS scholarships are awarded each year to applicants in Cornell's seven colleges. A four-year program, CPRS begins with a colloquium to introduce new students to different areas of research and to meet the faculty members doing the research. After being paired with a researcher, students take an active role in the work for the next four years of their undergraduate studies.

Two of the CPRS students from the College of Agriculture and Life Sciences are Avery DeGolyer '03 and Julie Kelsey '02.

Avery DeGolyer is an agricultural and biological engineering (ABEN) major from Castile, N.Y., and the son of Willard DeGolyer, a 1999 Outstanding Alumni Award recipient. Avery DeGolyer is a second-year CPRS student who has been working with nanobiotechnology, a science that has its roots at Cornell. In 1999 the National Science Foundation agreed to fund a Cornell-based consortium of institutions to help establish the Nanobiotechnology Center on the Cornell campus. Nanobiotechnology is the merging of science and technology to combine nanofabrication and biosystems, resulting in the advance of both areas. On the cutting edge of technology, microfabrication tools designed for the electronics industry are beginning to be introduced into cell biology, neurobiology, pharmacology, surgery, and tissue engineering. With the power of these techniques, biomedical applications of nanofabrication could have unlimited influence on science as we now know it.

DeGolyer has been working with Carlo Montemagno, an associate professor in ABEN, as well as with a lab group of nearly 30 people, mostly graduate students and post doctorates. The lab group researches nanofabrication techniques and integrated proteins to produce nanofabricated devices used ultimately for medical purposes. The microfabricated devices that are being studied have the power to isolate a few specialized cells, allowing medical tasks to be performed intercellularly. DeGolyer works in a few labs, including the Nanofabrication Center. Looking ahead, DeGolyer is thinking about graduate school because he knows that if he wants to work in this field he will need a Ph.D.

Julie Kelsey of Canastota, N.Y., is an animal science major and has been working with Dale Bauman, a professor in the Department of Animal Science. Kelsey is starting her third year in the CPRS program and when done, she will have seen a research project from start to finish. She is researching a fatty acid found in milk, called conjugated linoleic acid, or CLA. CLA has a variety of health benefits, including having anticarcinogenic, antiobesity, antidiabetic, and immune system enhancement attributes. She is studying why CLA amounts in milk vary between cows and what effects these variations have. Kelsey started her project by learning about different research methods and techniques, as well as reviewing relevant research projects. Later she became involved in the actual work, having her own lab project on a group of cows at the Teaching and Research Center on campus. Currently, she is analyzing the data she collected last semester and beginning to draw conclusions.

Kelsey says that the CPRS has allowed her not only to tie together her coursework and her research, but to be published in the scientific community as an undergraduate. She believes this experience will lead her to a career in research. This past summer, Kelsey interned with Eli Lilly, the Animal Division of Elanco. With Eli Lilly she had her own research project on pharmaceuticals related to animal health and performance. This gave her an opportunity to see the industry side of research, while being exposed to the academic side on campus. She looks forward to a career in research, possibly after graduate school, where she would like to concentrate on biochemistry in animal sciences.



Leah Hurlgen '01

## PURE ADIRONDACK MAPLE SYRUP

The college's Department of Natural Resources can ship Cornell-brand maple syrup in "mailable" plastic jugs anywhere in the United States. Each jug carries a label indicating that the syrup was produced in Lake Placid.

Pure Cornell maple syrup is produced at the Uihlein Sugar Maple Research-Extension Field Station in the Adirondack Mountains. Sales support sugar maple research and extension. Syrup is available year-round.

List prices include shipping:

Size	Price by Zip Code Prefix	
	01 to 50	51 to 99*
Pint	\$12.00	\$12.75
Quart	17.25	18.00
Half-gallon	25.50	26.75
Gallon	42.25	45.00

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

Make checks payable to Cornell University.

\*Prices apply to continental U.S. only; others should contact Lewis Staats for information.

## 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. Send 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:

## Calendar 2000-2001

### December 13

Dean's Holiday Reception for ALS alumni in the New York City area at the Cornell Club of New York. For more information, contact Joe Moran '91 at (212) 717-1543 or jdm33@cornell.edu, or Laurey Mogil '76 at (212) 996-8091 or lmg6@cornell.edu.

### January 18

Cornell vs. Colgate men's hockey game in Ithaca, N.Y., with dinner preceding the game for alumni in central New York. For details, contact Bernice Potter-Masler '82 at (607) 756-5010.

### January 20

Cornell vs. Colgate hockey game in Hamilton, N.Y., with pre-game reception at the Colgate Inn for all ALS alumni. Contact Bill Davidson '66 at (607) 674-6211 or willd@ascenet.net.

### January 25

Retired New York State Extension agents luncheon, 11 A.M., Sarasota, Fla. Contact Barbara and Joe Huth '53 at (518) 439-5487 or after 12/20/00 at (941) 485-0293.

### February 24

Cornell vs. Clarkson hockey game and pre-game dinner in Potsdam, N.Y. For more information, contact Mark Kellogg '80 at (315) 686-4379.

### February 24

Dean/Alumni Gettogether with Dean Susan Henry for Central Florida ALS alumni, Leesburg, Fla. Contact Don Robinson '41 at (352) 787-3644.

### March 30

ALS Alumni Association committee and board of directors meetings. Student Appreciation Banquet.

### March 31

ALS Alumni Forum (see back cover)

### April 2

Outstanding Alumni Awards nominations deadline (postmarked). For nomination forms, contact Linda Wyllie at the ALS Alumni Affairs Office at (607) 255-7651 or e-mail: luvv8@cornell.edu.

### April 4

Dean/Alumni Gettogether for Genesee, Livingston, Orleans, and Wyoming counties. Contact Jerry Marley '71 (716) 322-7790 or erm@wycol.com.

### May 22

Senior/Grad BBQ for ALS seniors and grad students, Ag Quad, 5 P.M. For details, contact Tim Oonk '86 at the ALS Alumni Affairs Office at (607) 255-7651 or e-mail: tjo7@cornell.edu.

### May 28

Commencement

### June 7-10

Reunion Weekend

### June 9

ALS Alumni Association Reunion Breakfast, 7:30 A.M., (location to be announced)

**The ALS Alumni Affairs Office and the ALS Alumni Association wish to broaden our "address book" of alumni e-mails.**

• Would you like to receive periodic updates on the college and Cornell in general?

• Would you like invitations and reminders about Cornell events in your area?

**Send an e-mail with your name and class year to: ALSAA@cornell.edu**

We will add you to the listserv for those updates and invitations. As with all alumni information, your e-mail address will only be used for university business.

## ALS NEWS

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# ALS NEWS

Agriculture and Life Sciences

December 2000



## Alumni Launch E-Businesses

Janina Pawlowski's E-LOAN Pushes  
The Limits of Speed and Choice

See story on page 2

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Dated Material  
December 2000

## Mark Your Calendar to Expand Your Mind at the ALS Alumni Forum

**Saturday, March 31, 2001**



Gene gun demonstration

**T**he ALS Alumni Association and the College of Agriculture and Life Sciences invite alumni to return to campus and become students for a day.

Attend classes from a diverse list of topics of personal and professional interest.

Rediscover the teaching excellence and cutting-edge technologies offered by the college.

Experience the excitement of today's student life in labs and lectures.

All ALS Alumni Association members will receive an invitation and a registration discount. If you are not a member, but would like to receive an invitation, you can

- join today, see page 6
- call the ALS Alumni Affairs Office at (607) 255-7651
- email us at [alsaa@cornell.edu](mailto:alsaa@cornell.edu)
- check us out on the web at [www.cals.cornell.edu/public\\_affairs/alumni](http://www.cals.cornell.edu/public_affairs/alumni)