



BRIEFS

Chris Smart Nominated for Prestigious Award

Last Friday morning (June 29) Chris Smart came in from the field for what she thought was a 9:30 meeting with Harvey Hoch and Harold Craighead to talk about a research project. "I came in, rather dirty, wearing my field boots and was met in the Barton Lab Lobby by two well dressed women bearing a red rose in a vase and a certificate," Chris said. "They introduced themselves as being from the Geneva Chamber of Commerce, handed me the rose and the certificate and informed me that I had been nominated for the Athena Award."

The ATHENA Award is presented annually by chambers of commerce, women's organizations and universities to recognize professional achievement, community service and mentorship by women leaders around the world.

Nominations are solicited and an ATHENA sculpture is awarded to an individual in the community who meets the following criteria:

- Demonstrates excellence, creativity, and initiative in their business or profession.
- Provides valuable service by contributing time and energy to improve the quality of life for others in the community.
- Actively assists women in realizing their full leadership potential.

A number of leading figures from the Station and around Geneva enthusiastically

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David Soderlund Named Entomology Chair

David M. Soderlund, Professor in the Department of Entomology, has been appointed chairman of that department. He succeeds Wendell Roelofs who is stepping down after 16 years. The appointment was effective July 1.

"Dave Soderlund will be an excellent Chair of this department," Roelofs says of his successor. "He knows the importance of both applied research and extension and will be a strong advocate for all members of the department to maintain its standing as one of the best in the country for transferring basic findings to our stakeholders."

"I am very pleased that Dave has agreed to serve as chair of Entomology," said Station Director Tom Burr. "The department has an exceptional history of accomplishment, and I am confident that Dave will provide the vision and commitment for that to continue. I very much look forward to working with him in his new role."

Soderlund, who plans to maintain his research activities, sees his greatest initial challenge to be the balancing of his new administrative responsibilities with the management of his research program. "I am very fortunate to have an excellent research and administrative support staff to help me make this transition."

The major emphasis of Soderlund's research program is to identify the sites of action of insecticides in the nervous system and elucidate the mode of action of insecticides acting at those sites.

"Serving as chair gives me an opportunity to give something back to my own department," Soderlund said. "Entomology is a strong and vibrant department, and it has benefited from excellent leadership under Wendell Roelofs. My goal is simply to continue to support the faculty and assist the department in responding creatively to new opportunities."

Soderlund earned a B.S. in Biology (magna cum laude) from Pacific Lutheran University, in Tacoma, WA in 1971 and a Ph.D in Entomology (Insecticide Toxicology) from the University of California, Berkeley, in 1976.

He is a member of the American Association for the Advancement of Science, the American Chemical Society, the Entomological Society of America, the Society for Neuroscience, and the Society of Toxicology.

Soderlund received the Entomological Society of America, Eastern Branch, Distinguished

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D. Soderlund



(BRIEFS, continued)

supported Chris Smart's nomination:

Tom Burr, Director, NYSAES: "Chris has become a star of the Geneva faculty since coming to Geneva in 2003. She has demonstrated the rare ability to do cutting-edge genomics research while applying her in-depth understanding of plant diseases to solving problems for vegetable growers across New York State."

North Street School third and fourth graders: Dr. Smart gives us ideas of what we can do besides watch TV, lets us touch things and get dirty, and tells us about jobs we can get in plant sciences. She also has an awesome name."

Tom Glover, HWS biology professor: "I can't think of a better possible role model or mentor for young women seeking to excel in scientific fields dominated by men."

Marc Smith, Assistant Director, NYSAES, and Geneva Chamber President: "The Finger Lakes is an optimistic place. That optimism is based on an awareness of outstanding efforts by talented, dedicated people from many walks of life to move the community forward. An Athena nomination represents explicit recognition of excellence in the contributions made to the community by some very special women. The Athena award process is much more about shining light on achievements by women as professionals, community servants, and mentors than it is about winning a trophy."

"As the rest of us learn more about such wonderful accomplishments, we are inspired to greater confidence about the future of our community. Win the trophy or not, every nominee gets to know and spend quality time with a new group of peers who will share a common commitment to excellence for the rest of their lives."

"I was very surprised to receive this news and am honored by this nomination," said Smart.

The winning candidate will be announced at the third annual Greater Geneva Athena Award dinner to be held on September 13 at Club 86.

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(SODERLUND, continued)

Achievement Award in Insect Physiology, (Biochemistry and Toxicology) in 2001.

He is an editorial board member of *Pesticide Biochemistry and Physiology*, and *Archives of Insect Biochemistry and Physiology*, is Associate Editor of *Invertebrate Neurobiology*, and in 2002 was Guest Editor of a special issue of *Toxicology*.

J. Ogrodnick

Foundation Launches 'Total Quality Focus' Program

Where can I plant a vineyard? How can I grow the best quality grapes? What can I do to maximize wine quality?

These are just a few of many questions from investors, grape growers and wine makers that will be addressed by a 'Total Quality Focus' program created by the New York Wine & Grape Foundation (NYWGF). The program includes research, promotion, and education & training components benefiting the grape, grape juice and wine industries statewide, from Eastern Long Island to Chautauqua in the west.

"Our strategic goal is simple but challenging and that is to have the New York grape and wine industry recognized as a world leader in quality, productivity, and social responsibility," said Foundation President Jim Trezise. "The Total Quality Focus program is designed to provide the knowledge and stimulate the commitment to help fulfill that goal."

The program is made possible by a grant from the State of New York obtained by the New York State Senate, led by Agriculture Committee Chair Catharine Young and her wine country colleagues in various regions, with support from Assembly Agriculture Committee Chairman Bill Magee and approval by Governor Eliot Spitzer.

"The New York grape, grape juice and wine industry generates over \$3.4 billion for the state economy each year, and we're grateful that enlightened public officials are willing to reinvest a tiny portion of that to help us grow and contribute even more," said Trezise. "This program could be a tipping point for New York's grape and wine industry."

The research component of the program was developed by a broad-based group of industry representatives, Cornell researchers, and Cornell Cooperative Extension professionals. It includes a comprehensive program of quality-focused research, as well as regular communication to the industry.

"We are very fortunate to have a world-class research and extension institution in New York State," said Pete Saltonstall, Chairman of the NYWGF Board and co-owner with his wife Tacie Saltonstall of King Ferry Winery (Treleaven brand) on Cayuga Lake. "Cornell University has long been doing research benefiting our industry, but in the past few years, with the leadership of Dean Susan Henry of the College of Agriculture and Life Sciences and Director Tom Burr of the Geneva Experiment Station, has really stepped up to the plate. This is an exciting program for everyone."

Growing Grapes

The first order of business is 'site selection.' Where can I plant a vineyard? New York is a relatively large state, but various types of grapes grow well and reliably only in certain areas, depending on topography, soils, and 'micro-climates.' Planting the wrong grapes in the wrong place can be a costly mistake.

The site selection project, overseen by Dr. Alan Lakso in conjunction with several other scientists, will use space-based technology to map the entire state of New York

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(TOTAL QUALITY, continued)

relative to suitable vineyard locations. Working with the Auburn, NY-based Institute for the Application of Geospatial Technology (IAGT), the research team will develop a New York map of locations that are unsuitable for vineyards; an interactive dynamic web site for site evaluation of different grape varieties; and a high-resolution climate map of New York's grape growing regions based on several years of data.

All projects involve collaboration among several scientists and extension professionals in various regions. The other grape growing (viticulture) research projects, and their leaders, include:

- Developing a protocol and database to assess vineyard soil health in order to improve vine productivity, and the quality of wines and grape juice. (Dr. Lailiang Cheng)
- Controlling phylloxera in New York vineyards. (Dr. Greg Loeb)
- The effect of pH and rootstock on the wine quality of Riesling and Traminette. (Dr. Terry Bates)
- The effect of crop load on Concord grape juice quality (Dr. Terry Bates)
- Controlling late-season fungus on grapes to improve grape and wine quality. (Dr. Wayne Wilcox)
- Controlling canopy management to maximize fruit and wine quality. (Dr. Justine Vanden Heuvel)

Wine Making and Communication

While 'great wines are made in the vineyard' based on the quality of the fruit, the job doesn't end there, and New York winemakers also need reliable, useful, timely information to do their part in the quality revolution. Three projects are specifically oriented in that direction.

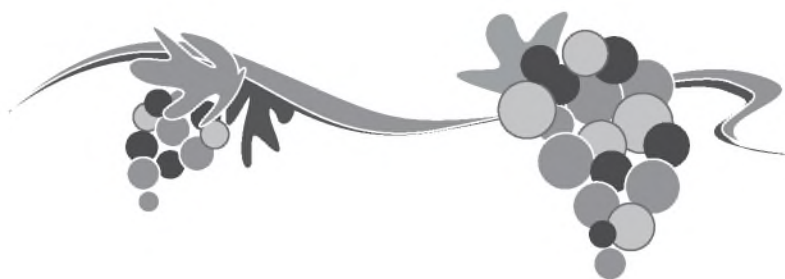
Dr. Gavin Sacks and his colleagues will conduct a comprehensive analysis of New York wines, including their strengths and weaknesses, along with recommendations for future improvements in quality.

Dr. Justine Vanden Heuvel will oversee a project to improve the quality of French-American and Cornell-developed wines, which form a major part of New York's winegrowing industry.

Dr. Timothy Martinson, Statewide Director of Cornell Cooperative Extension, will work with his colleagues in all regions during the fall harvest to provide virtually daily e-mails about the status of grape ripening, recommendations to grape growers about vineyard practices to improve quality, and suggestions to winemakers on how to make adjustments in the cellar.

In addition, a 'Total Quality Team' of Cornell researchers will travel to the various regions including: Long Island, the Hudson Valley, the Finger Lakes, and Niagara/Lake Erie to give seminars based on the results of all the research.

"This program is a great example of the productive partnership among the State of New York, our industry, Cornell University and Cooperative Extension," said Jim Bedient, a grape grower who is the NYYGF Vice Chairman and chair of its research committee. "Due to geography, New York as a wine producer will never be the biggest, but we can strive to be the best, and that's what this program is all about."



The Wine Press

(BRIEFS, continued)

Important 125th Anniversary Announcement

I am delighted to remind you that we are celebrating the 125th anniversary of the opening of the New York State Agricultural Experiment Station this year. Several activities in honor of this important milestone in our history have already been held, and I thank those who have participated in these commemorations.

A very important upcoming event that will provide the highest visibility for the Station, demonstrate our rich heritage, and have a far-reaching impact will be the Open House scheduled for Friday, September 14th and Saturday, September 15th. On Friday, September 14th, over 1,000 high school students from the surrounding area will visit the Station to learn about research and extension and hear about opportunities to become a Cornell undergraduate student.

The Open House on Saturday, September 15th, will be presented to the public from 10:00 a.m. to 4:00 p.m., and will be attended by many of our important stakeholders. Some of the activities for this day include a children's activity tent, information booths, Station Club booths, field tours, farmers market, corn roasting and serving, apple cider serving, and a historical walking tour, among others. These events planned for Saturday will be extensive, and will require a great deal of involvement from our Station Community to be successful.

Many of you may already be planning to work on Saturday because of activities being provided by your lab, program or service unit, and for that, we thank you. If you are not, however, I would urge all employees to consider working a full day on Saturday and using a compensatory day off on the following Monday, Tuesday or Wednesday. The compensatory day off cannot be extended beyond Wednesday of the next week due to policy restrictions.

To participate in this exciting event, please contact Donna Loeb (drr2 or X2325) and give her your name and your preferences for work location. She will do her best to accommodate your request. Please be sure you have

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CALENDAR of EVENTS JULY 6-20, 2007

MEETINGS

CHAIR'S MEETING

Date: Tuesday, July 10, 2007
Time: 8:30 AM
Place: Director's Office

CHAIRS' & UNIT LEADERS' MEETING

Date: Tuesday, July 19, 2007
Time: 1:30 PM
Place: 251 Food Science

SeaBreeze Tickets

Adult tickets - \$19.37
Kids under 48" - \$18.35

There's something for everyone in your family -- just waiting for you at Seabreeze Amusement Park. With more than 75 great attractions, you'll find thrilling adult rides and classic family rides plus some cool kiddie rides too! There's a ton of liquid fun for everyone with a whole waterpark to explore. Check out great games to play, favorite summertime foods to eat, and live shows to watch and enjoy.

Seabreeze is open Saturdays and Sundays at 11 AM through mid June. Mid June to Labor Day the ride park is open daily from 11 AM to 10 PM and the waterpark is open daily from 11 AM to 8 PM.

**See Nancy Long between
8:30 AM - 1:30 PM for
tickets**

A122 Barton

CLASSIFIEDS

WANTED to Borrow FLUTE for visiting scientist's daughter (senior at high school) for 5 months. Contact Tae-Myung Yoon at ty96@cornell.edu or (315)787-2226, or (315) 789-2462

FOR RENT: Very nice, 3 bedroom house, 1.5 bath on South West Street, Geneva. Available August 1. Rent: \$900/month. Contact Kathy DeRosa, x2236, kad2, 789-7482

NEW!

TAI CHI

Nancy Caronia will be offering tai chi classes at the Sawdust Cafe for both beginners and intermediate-advanced students. Contact her at caronia8461@gmail.com for further information.

ENGLISH AS A SECOND LANGUAGE

Classes are free and include conversational English, writing skills and real-life communications.

Instructor: Mary Spittler
When: Every Tuesday from 5-8 PM, & every Thursday from 3-6 PM.
Where: The Food Science and Technology Building Lunch Room.

New students are welcome to join at any time. Just show up for any session. Classes are flexible so that students may attend either or both sessions each week.

(BRIEFS, continued)

talked with your supervisor and have his/her approval before working on Saturday. All of the Station's successes over the past 125 years have, in one way or another, been a result of teamwork.

I have no doubt that this Open House will be a huge success for that very same reason. If you have any questions or concerns, please feel free to contact Gemma Osborne at extension 2248 or gro2@cornell.edu, Donna Loeb at extension 2325 or drr2@cornell.edu, or me.

Thank you,
Tom Burr

SAVE THE DATE
Join us at our 125th Anniversary
OPEN HOUSE
September 15, 2007



20th Annual Station Club

Golf Tournament

Some prizes to be awarded:

- o Long Drive; putting contest
- o Closest to the pin (5th and 7th holes)
- o Division Co-champions, 2nd place (scratch and handicap divisions)

Friday, July 13, 2007

Big Oak Golf Course

Shotgun start at 4:45 pm



Sign-up Sheets are available in department mailrooms.