



# STATION NEWS

New York State Agricultural Experiment Station, Geneva, New York

VOLUME LXXXVI • NO. 19  
Sept. 30 - Oct. 14, 2005

## BRIEFS

### 2005 Outstanding Employee Award Call for Nominations

Each year the Station Club solicits nominations for an Outstanding Employee. The Outstanding Employee will be announced and presented with gifts at the November Station Club Banquet. Nominators should solicit letters of support for a selected individual and submit all supporting materials to Cheryl TenEyck, Selection Committee Chair, by October 7. These packets will be evaluated by a volunteer panel of department/unit representatives. All nominations will be confidential. The panel will convene and select this year's outstanding employee based on criteria such as:

- a high degree of excellence in job performance
- a friendly demeanor along with strong interpersonal skills that promote teamwork
- a willingness to extend themselves to help others
- a commitment to the goals of the Experiment Station

Other considerations of the Selection Committee will include:

- quality (content) of letters – not quantity (number)
- who wrote the letters (supervisors, co-workers, administrative staff, department chair)
- the diversity of sources for the letters (department, Geneva campus, Ithaca campus, department visiting scientists)

Community involvement (outside the Station) should not be a strong determining factor. Nomination packets will be accepted through October 7, 2005. Please send complete nomination materials to Cheryl TenEyck, IPM.

*(Continued on page 2)*

## Harvey Reissig named Director of the Pesticide Management Education Program

Harvey Reissig, professor of entomology, has been named Director of the Pesticide Management Education Program (PMEP) for Cornell's College of Agriculture and Life Sciences.

The overall mission of PMEP is to promote the safe use of pesticides for the user, the consumer, and the environment. The program serves as a pesticide information center for college and field extension staff, growers, commercial applicators, pesticide distributors and formulators, environmental and conservation groups, and private citizens.

"I am very pleased to have the opportunity to become the director of Cornell's Pesticide Management Education Program, and I look forward to working with its talented and dedicated staff," said Reissig, for whom the appointment is for 50 percent of his time. "This program has a long, distinguished history of providing education about pesticide issues that affect the applicator, the consumer, and the environment.

"The PMEP will continue to develop new, innovative educational materials to ensure that all pesticide applicators in the state are adequately trained and to address the general public's concerns about the effects of pesticides on human health, environmental quality, and food safety," he went on to say.

Reissig will maintain offices in Comstock Hall on the Ithaca campus, and in Barton Lab in Geneva, and continue to spend 50 percent of his time on his research program, which focuses on ways to help growers use pesticides more judiciously and efficiently. Reissig's research expertise is in the biology and ecology of arthropod pests of apple and pear, integrated pest management, insecticide research, sampling and monitoring, and insecticide resistance. He is also involved in extension programs designed to encourage growers to adopt more integrated pest management practices on their farms.

"The Cornell administration made an excellent choice in appointing Harvey as director and coordinator of these programs," said Wendell Roeloffs, chairman of the entomology department. "In his capacity as one of the nation's top tree-fruit entomologists, he has generated decades of knowledge, experiences, and contacts that provide the base for him to do an excellent job in this position. I know that he will accept the challenges of the position with enthusiasm."

Reissig received a B.S. in entomology and a M.S. in entomology from Kansas State University in 1969 and 1970, respectively. He received his Ph.D. in entomology in 1973 from Oregon State University. Reissig was named assistant professor in the department of entomology at Geneva in 1973, associate professor in 1978, and full professor in 1986. He has authored or co-authored more than 100 papers in refereed journals, many others in non-refereed research publications, and given numerous presentations at the local, national and international levels.

He is a member of the Entomological Society of America, the New York State Horticultural Society, the New York State Agri-Business Society, and the American Wine Society.



*H. Reissig*



(BRIEFS, continued)

Please take a few minutes to think about this and then nominate someone who perhaps has been long overdue for this recognition. Thank you.

*The Station Club*

### Station Community Donates \$1422.78 to the Red Cross

Thanks to your kindness and generosity, this past week I gave the Geneva branch of the American Red Cross cash and checks in the amount of \$1422.78 to support hurricane relief efforts!

Thanks so much to all of you who donated. Special thanks go out to the staff who helped me collect the donations, including: Amy Anderson, Nancy Reissig, Deb Ditzell, Lou Ann Rago, Donna Roelofs, Lee Library, Ann Griner, and Mark Scott.

Those of you who donated in the form of checks will receive receipts from the Red Cross sent to the address listed on the check.

Again, thank you so much for your efforts! I was so proud to show the Red Cross what a great community we have here at the Station.

A Warm Hug to all of you.

*S. Olsson*

### To Friends and Colleagues of Tom DeYulio

The Station's grounds staff and the Station's arboretum group are developing a small area in the Rock Garden to honor Tom DeYulio, who passed away earlier this year. Tom, as most are aware, was for many years the overseer of the Greenhouse/Grounds staff and he was especially fond of the Rock Garden. We are working toward planting an appropriate grouping of shrubs to place in a space being renovated in the Rock Garden.

We are going to use contributed funds for this planting in Tom's honor. If you would like to contribute, it can be done with cash or by check made payable to New York State Agricultural Experiment Station (or just NYSAES), with a note "Arboretum Memorial Acct." on the check's memo line. You can send/give the donation to me, Horticultural Sciences, Hedrick Hall, or to Kim Moyer in the Administrative Services Center located in Jordan Hall. She and I can arrange a receipt for those who want one.

*(Continued on page 3)*

# Fun On The Farm



*Patti Gibbs and Roger Cullen offered smiling faces along with tastings of jam.*



*Pumpkin painting was a popular venue at the 2005 edition of Fun On The Farm.*



*Steve Reiners was on hand to help out with "Guess The Number Of Seeds In The Pumpkin Contest." There were 257 participants, and believe it or not, one young man got it right on the nose. 657 was the magic number.*



*Tom Burr and Dave Gadoury did a stint as "The Plant Doctors."*



*Jan Nyrop helped acquaint visitors with the nuances of entomology.*



## New York Grape, Grape Juice and Wine Industry Has \$3.3 Billion Annual Impact

New York grape, grape juice and wine products, and related industries produced more than \$3.3 billion of economic value to New York State in 2004, based on preliminary estimates of a comprehensive study conducted by the Napa Valley-based MKF Research LLC ([www.mkf.com](http://www.mkf.com)) under a grant from Empire State Development Corporation (ESD).

The preliminary results, were presented by MKF's Managing Director of Research Barbara Insel at the September 19 annual dinner of the National Association of State Departments of Agriculture in Saratoga Springs, NY, involving agriculture commissioners from all 50 states and of which New York Agriculture Commissioner Nathan Rudgers is the current president. The College of Agriculture and Life Sciences helped sponsor the dinner, and Dean Susan Henry made an address on the importance of the working partnership among CALS, the NYS Department of Agriculture & Markets, and agricultural stakeholders in New York.

The same material was presented the next morning in Washington, DC at a meeting of Senator Hillary Rodham Clinton's Agricultural Economic Development Advisory Committee. The meeting preceded New York Farm Day, a showcase of New York wines, foods, and restaurants. CALS and the New York State Agricultural Experiment Station participated in the event with Lee Telega, Steve Johnson, Jacquie Powers, and Anuja Sheth from the Cornell Office of Government Relations pouring Finger Lakes wines made from four of the six Cornell wine grape releases — Traminette, Cayuga White, GR7 and Melody — and offering fresh Traminette and Cayuga White grapes for tasting from Dr. Bruce Reisch's grape breeding program in Geneva.

"The grape and wine industry is a gold mine for agriculture, tourism, manufacturing, and other economic sectors not only in New York but nationwide," said Jim Trezise, president of the New York Wine & Grape Foundation which secured the grant.

Highlights of the MKF Study include:

- 23,000 full-time equivalent jobs
- \$786 Million of wages paid
- \$30 Million of grape sales
- 1,384 vineyards (grape farms)
- 31,000 grape bearing acres of vineyards
- \$27 Million in grape juice sales
- 193 wine producers
- \$420 Million in sales from wineries
- 4.1 Million visitors to New York wineries
- \$312 Million in wine-related tourism expenditures
- \$372 Million in state and local taxes paid

The study was based on comprehensive surveys sent to all New York wineries, supplemented by information provided by several federal and state agencies, as well as other sources. The study is designed as a comprehensive view of the full impact of the grape and wine industry including direct, indirect and induced impact.

The New York wine industry is growing at a record rate, with the number of new wineries and tourists increasing at unprecedented levels. During the decades of the 1980s and 1990s, 52 new wineries were created during each 10-year period, whereas 74 have already opened in the first five years of the 2000 decade—more than doubling the growth rate for each of the previous two decades. Visitors to New York wineries have multiplied more than 10-fold in 20 years to over 4.1 million, with a 54 percent increase alone from 2000 to 2003, and a 49 percent per person expenditure increase, which when combined more than doubles the sales at winery tasting rooms. In addition, direct interstate shipment legislation passed this year in



*(Continued in next column)*

*(GUIDE, continued)*

New York will transform the industry from a local curiosity into a national player, both in sales and reputation.

"The New York wine industry is finally beginning to get the recognition we deserve, not only in terms of quality but also economic impact" said Trezise.

The New York Wine & Grape Foundation, a statewide not-for-profit trade association representing New York grape growers, grape juice producers and wineries, was created by state legislation in 1985 during an economic crisis in the industry. The foundation's legislative mandate is to foster cooperation among the industry, and to execute comprehensive promotion and research programs to advance the industry, which is now the fastest growing industry in New York 's two major economic sectors of agriculture and tourism.

*(BRIEFS, continued)*

Having worked closely with Tom when he was supervisor of greenhouse/grounds, I am very pleased to be facilitating the planting of this "growing" tribute to him. Call me (X2392) or email me if you have questions. Or you can contact Kim Moyer (kam48, phone 2272) in the Administrative Services Center in Jordan Hall.

*M. Goffinet*

### Request for Applications: IPM Partnership Grants for the Northeast

The Northeastern Integrated Pest Management (IPM) Center is pleased to announce the availability of funding through its IPM Partnership Grants Program for 2006 (FY 2005 federal funds). A Request for Applications (RFA) is posted on the Center's website at [http://northeastipm.org/about\\_fund.cfm](http://northeastipm.org/about_fund.cfm)

Approximately \$465,000 is available to support projects that will address or develop regional IPM priorities and will further the mission of the Northeastern IPM Center. The Center is seeking applications for six project types:

- (1) IPM Working Groups
- (2) State Network Projects
- (3) IPM Working Group Priorities
- (4) Regional IPM Publications
- (5) Critical and Emerging Issues

*(Continued on page 4)*



**CALENDAR of EVENTS**  
SEPT. 30 - OCT. 14, 2005

**MEETINGS**

**CHAIR'S MEETING**

**Date:** Tuesday, October 4, 2005  
**Time:** 9 AM  
**Place:** Director's Office

**CALS FACULTY SENATE MEETING**

**Date:** Wednesday, October 5, 2005  
**Time:** 4 PM  
**Place:** Jordan Hall Auditorium

**SEMINARS**

**ENTOMOLOGY**

**Date:** Tuesday, October 11, 2005  
**Time:** 10:30 AM, cookies & coffee at 10:15  
**Place:** Room 310 Barton Lab Conference Room, Barton Lab  
**Speaker:** Emilio Gil, University of Barcelona  
**Subject:** Effective applications of pesticides in spanish vineyards.

**PLANT PATHOLOGY**

**Date:** Tuesday, October 4, 2005  
**Time:** 3:30 PM, coffee at 3 PM  
**Place:** Barton Lab, check foyer sign for room location  
**Speaker:** George Sundin, Dept. of Plant Path., Michigan State Univ., Lansing  
**Subject:** Genetic analysis of virulence traits of the fire blight pathogen *Erwinia amylovora*

**Date:** Tuesday, October 11, 2005  
**Time:** 3:30 PM, coffee at 3 PM  
**Place:** Barton Lab, check foyer sign for room location  
**Speaker:** Ivan Genov, Agrobiointitute, Sofia 1164, BULGARIA  
**Subject:** Isolation and characterization of *Agrobacterium vitis* strains from grapevines in Bulgarian vineyards and wild grapes *V. vinifera* ssp. *silvestris*

(Continued )

(SEMINARS, continued)

**FOOD SCIENCE**

**Date:** Wednesday, October 5, 2005  
**Time:** 11 AM  
**Place:** Food Science Conference Room  
**Speaker:** Tom Seeley, Ithaca  
**Subject:** The Bee Hive as a Honey Factory

**Date:** Wednesday, October 12, 2005  
**Time:** 11 AM, refreshments at 10:30  
**Place:** Food Science Conference Room  
**Speaker:** Jim Finkle, Sr. VP, Constellation Brands, Inc  
**Subject:** The Future of NYS Agriculture: Long, Painful Death, or Bright Vibrant Future

**HORT SCIENCE**

**Date:** Wednesday, October 12, 2005  
**Time:** 3:30 4:30 PM  
**Place:** Jordan Hall Staff Room  
Coffee in G19, Hedrick at 3 PM  
**Speaker:** Maureen Hanson, Ithaca  
**Subject:** Chloroplast Dynamics and Gene Regulation: Basic Research and Potential Application

**LTC**

**Title:** Advanced Word  
**Date:** Thursday, October 6, 2005  
**Time:** 9:30 - 11:30 AM and 1:30 - 4 PM  
**Place:** Jordan Hall Staff Room  
**Instructor:** Cheryl TenEyck & Jane Irwin

**Title:** Open Lab  
**Date:** Friday, October 7, 2005  
**Time:** 7:30 - 11:30 AM  
**Place:** LTC  
**Facilitator:** Jane Irwin

**Title:** Library Resources & Services  
**Date:** Thursday, October 13, 2005  
**Time:** 9 - 11 AM  
**Place:** Jordan Hall Staff Room

**SAVE THE DATE**

The Annual Station Club Banquet is Friday, November 4, 2005 at Geneva's Club 86.

More information will soon follow!

(BRIEFS, continued)

(6) IPM Tactics Surveys, Crop Profiles, and Pest Management Strategic Plans

New this year to the RFA is an increased emphasis on outcomes and impacts of proposed projects. Applicants are asked to consider potential real-world impacts associated with their project objectives and to develop a plan for evaluating whether these impacts have occurred. Grant recipients will be required to report on the results of these evaluations, thereby helping the Northeastern IPM Center highlight the value of the projects it supports.

**ELIGIBILITY:** Private individuals, public and private institutions or organizations, businesses, and commodity groups are encouraged to apply. The primary project director must be from the northeastern region.

**DEADLINE:** The original and fourteen (14) copies of each proposal must be received by the Northeastern IPM Center by 5:00 p.m. on Friday, December 16, 2005. See the complete RFA for full submission instructions. If you have questions or need paper copies of the RFA, please contact grants manager John Ayers, Co-director of the Northeastern IPM Center, Pennsylvania State University (phone 814-865-7776; fax: 814-863-8175; email jea@psu.edu).

**Heirloom Apple talk at Mann**

Thursday, October 6, 4 PM  
Mann Library, 2nd floor

"For the Love of Apples: Explorations of Apple Lore and Reflections on Cider Making." Over the next few months shoppers in the average grocery store will see only a small fraction of the rich cornucopia of apple varieties that once was part of the American fall harvest. Please join us at Mann Library on October 6th as Mary Jean Wesler (NY State Agricultural Experiment Station) and Ian Merwin (Cornell Department of Horticulture) provide a re-introduction—complete with apple sampling and cider tasting—to some of the flavorful fruits of a rich agricultural heritage.

**NYSAES BLOOD DRIVE**

Monday, October 10  
Jordan Hall Lounge  
9 AM - 2 PM

Contact Gemma at x2248 or gro2 to schedule your donation.