

March 19, 1999

## Cornell Wine & Brew Lab at Geneva Benefits from Gala Dinner

by Linda McCandless

GENEVA, NY: The Gala Dinner and Wine Country Auction held in early March to benefit the Cornell Vinification and Brewing Technology Laboratory currently under construction at the New York State Agricultural Experiment Station in Geneva, NY, was a fantastic success.

"The event went far better than we expected," said FS&T chairman, Mark McLellan. "Over \$14,000 was raised after expenses and everybody had a good time." The event is becoming so popular, he had many requests during dinner to schedule next year's event soon.



Geneva Mayor Joanne Wisor was the successful bidder for a mixed case of Wagner wine at the annual dinner to benefit Cornell's Vinification and Brewing Technology Lab.

CREDIT: J.Ogrodnick/NYSAES/Cornell

Many Geneva staff and faculty were in attendance, as were central New York winemakers, brewmasters, business people, politicians, and Geneva notables. "The representation was broader than last year, and even though we had fewer attendees than last year, we raised more cash from the auction," said McLellan.

The 120 attendees paid \$100 a plate and were treated to a sumptuous

black tie affair and wine country auction at the Geneva Lakefront Ramada. Daryl B. Lund, Ronald P. Lynch Dean of the College of Agriculture and Life Sciences, served as the master of ceremonies.

From the minute the indomitable Duane Gansz donned his black leather gloves and bowler, straightened his headset microphone, and adjusted his wire-rimmed glasses to the tip of his nose, the room was at his attention. The auctioneer worked the room, coaxing and teasing higher bids from competitors, and goading the hesitant. Forty-seven donated items were offered on the block, primarily cases of fine New York wines.

This was the second annual event. So far, over \$150,000 of state funds have been earmarked for the project, and \$70,000 in donations from industry. The 2,000 sq. ft. pilot plant is being designed and specially equipped for enology and brewing studies. To date, the Lab has been emptied, cleaned, and painted. Flooring and drainage is being installed, footers were poured for an outside delivery ramp and platform, as the former machine shop is being expanded west of the FS&T building.

The CV&BTL will be the premiere site in the eastern U.S for collaborative research and development in wine making and brewing arts and science. The partnership will benefit researchers, industry, students, and suppliers. The goal of the effort is business stimulation through innovative science and technology combined with creative applications of technology and training. Cornell food scientists based at Geneva will forge the program in conjunction with the brewing, wine and equipment supply industries.

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**NOTE TO EDITORS:** If you need a hard copy of the photo, please contact Rob Way at 315-787-2357, or at [rfw2@cornell.edu](mailto:rfw2@cornell.edu)  
Click on the above photo for a 300 ppi version.

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Return to [News](#) Page

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