



Cornell University

Cornell University Agricultural Experiment Station (Ithaca)
Cornell Cooperative Extension
New York State Agricultural Experiment Station (Geneva)

P.C. Update

A periodic electronic newsletter to members of the Applied Research and Extension Program Councils of Cornell Cooperative Extension (CCE), the Cornell University Agricultural Experiment Station in Ithaca (CUAES), and the New York State Agricultural Experiment Station in Geneva (NYSAES)

*This issue of **P.C. Update** covers the following topics of interest to Program Council members, including:*

- appointment of new CUAES director*
- appointment of new CCE associate director*
- newly revised priorities for federal work plan and preproposals*
- RfP for 2006-07 projects*
- funding available for PWT special activities*
- new director for pesticide management education program*
- retirement of Ben Wood*
- changes in PWT leadership*
- information on the Cornell/CCE-Greene County agroforestry center*
- new online CALS research portal*
- new College of Human Ecology website unveiled*
- new resource about Chronic Wasting Disease*
- CUAES support of forestry/woodlot research efforts*
- progress on two special research-extension land use projects*
- new Cornell Ag Tech Park in Geneva*
- keeping informed on P.C. matters*

Hoffmann Named Director of Cornell University Agricultural Experiment Station

Michael P. Hoffmann has been named associate dean of Cornell University's College of Agriculture and Life Sciences and director of the Cornell University Agricultural Experiment Station in Ithaca. The appointment was effective September 1. Hoffmann has served as associate director of Cornell Cooperative Extension since January 2003 and director of the NYS Integrated Pest Management Program since November 1999. He is relinquishing both those roles to take on the duties of his new position. Hoffmann succeeds Daniel Decker, who served as director of the CUAES from April 2001 to August 2005, and Ronnie Coffman, who served as director from 1993 to 2001. CUAES was established in 1879. The complete news release is available online at www.news.cornell.edu/stories/Sept05/Hoffmann.lmc.html

Watkins Appointed CCE Associate Director for Ag and Food Systems

Chris B. Watkins, professor of horticulture at Cornell University, has been appointed associate director for agriculture and food systems for Cornell Cooperative Extension. Watkins, who will continue his research program while undertaking the half-time associate directorship, will begin his duties January 1, 2006. He is succeeding Mike Hoffmann in this role (see above article).

Watkins will focus his attention as CCE associate director on enhancing information flow between Cornell faculty, extension educators and CCE administration. He also will work as a liaison between CCE, government agencies and agricultural industry groups. In his new capacity, he will also serve as liaison and staff support for the Agriculture and Food Systems Program Council.

Watkins' research interests involve both basic and applied aspects of fruit physiology, specifically in maintaining the quality of produce after harvest. He has a strong philosophical belief in research-driven extension efforts, and that the transitions between research and extension should be "seamless" wherever possible. He has worked in cooperation with faculty in various Cornell departments, regional fruit specialists, extension educators, storage operators, and marketers.

Watkins joined Cornell's faculty in 1994 as an associate professor and in 2004 was promoted to professor. Watkins received his bachelor's and master's degrees in botany from the University of Auckland, New Zealand, in 1976 and 1978 respectively. He earned his doctorate in horticulture from Rutgers, the State University of New Jersey, in 1985.

Program Councils Surveyed on Research and Extension Priorities

Program Council members were surveyed in late spring via e-mail and the WWW as an initial step in development of the forthcoming CUAES-CCE-NYSAES 2007-2011 federal plan of work. Members were asked to review program priorities established by the councils in 2003 (which have since also guided the call for new research and extension preproposals), and to confirm or revise those priorities for use in the next federal plan. The resulting revised priority list is [available here](#).

To recap from our last issue, the 5-year plan of work must be submitted to USDA's Cooperative State Research, Extension and Education Service (CSREES) by June 1, 2006. It will frame and guide applied research and extension programming by CCE and the experiment stations in New York from 2007 through 2011, and will be the basis for annual reviews by CSREES of program effectiveness and impact throughout that period.

Request for Preproposals Issued for 2006-07 FFF Projects

The annual request for preproposals (RfP) for federal formula funding (FFF) of applied research and extension projects was issued on October 1, 2005, with preproposals to be submitted by November 21, 2005. This call invited preproposals for multi-year federal Hatch (applied research), McIntire-Stennis (forestry-related research), and Smith-Lever (extension) support, to begin on October 1, 2006.

Under this annual process, eligible faculty seek research support via the Cornell University Agricultural Experiment Station and the New York State Agricultural Experiment Station, or extension project support via Cornell Cooperative Extension. For the second straight year, applicants can explicitly apply for cross-functional (research-extension integrated) support.

Program priorities, that should be addressed in preproposals submitted, were updated and revised by the 5 Program Councils via a web-based survey this past summer (see article above).

Once again, off-campus PC members will be invited to render and submit reviews of preproposals germane to their specific Program Council area. That review process, which will again involve submitting input via the WWW, will begin on January 13 and end on February 24.

A calendar showing the schedule for the current FFF project solicitation, review, and decision-making process can be found at <http://www.cce.cornell.edu/admin/program/pwts/ffcalendar.htm>.

Call Issued for PWT Proposals To Address “Special Needs”

CCE has issued a call for proposals for special funding to all active Program Work Teams (PWTs). The funding is meant to help those teams address special and emerging needs in their program areas. Proposals must be submitted by December 10, 2005 for funding of projects through October 1, 2006. A limited pool of Smith-Lever dollars has been set aside to provide active PWTs with a small amount of funding of up to \$1000 for the 2005-06 fiscal year only. For more information, or to receive the call and proposal application form, contact Mick Voiland at mpv1@cornell.edu. Last year, a similar call led to support for 19 projects undertaken by PWTs ([see funded projects](#)).

Harvey Reissig Named Director of Pesticide Management Education Program

Harvey Reissig, professor of entomology, has been named director of Cornell's Pesticide Management Education Program (PMEP). 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.

Reissig will maintain offices on the Ithaca campus and 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. He is also involved in extension programs designed to encourage growers to adopt more integrated pest management practices on their farms. For more information, see www.nysaes.cornell.edu/comm/stationnews/pdf/SN051014.pdf.

Ben Wood Retires

Benjamin Wood, senior extension associate for Workforce Development, and lead co-chair of the Food Systems Workforce Development Program Work Team (PWT), retired September 30. For over 32 years, Ben served the Cornell University Department of Education, Cornell Cooperative Extension, the Middle Atlantic Consortium, and the National 4-H Council with his program leadership. Ben had a hand in helping design and initiate many successful Workforce Development programs at the state, regional and national levels. Ben will be part-time president of Pathways Foundation, Inc. located in Pennsville, NJ. The foundation focuses on building workforce programs within the Middle-Atlantic Region. PWT members, together with CCE Assistant Director Rod Howe, are seeking to identify new campus leadership for the team.

PWT Leadership Changes

Beyond the forthcoming change in leadership noted above for the Food Systems Workforce Development PWT, several other teams have had leadership changes over the last several months. These changes have come about for a variety of reasons, including retirements, promotions, vacancies, and shifting professional interests. The changes are as follows:

Community Horticulture PWT: Lori Bushway is the new Lead Co-Chair. Lori is a senior extension associate in the CALS Department of Horticulture. She replaces Charlie Mazza. Dave Chinery (CCE- Rensselaer County) remains as off-campus Co-Chair.

4-H Youth/Science & Technology PWT: Perry Dewey is the new Lead Co-Chair. Perry is an extension associate in the CALS Department of Education. He replaces Dana Palmer. Kelly Radzik (CCE-Columbia County) remains as off-campus Co-Chair.

Agricultural Community Economic Development PWT: Gil Gillespie is the new Lead Co-Chair. Gil is a senior research associate in the CALS Department of Development Sociology. He replaces Tom Lyson. Joe Walsh (CCE-Sullivan County) remains as off-campus Co-Chair.

Family Economics and Resource Management PWT: Joe Laquatra is the new Lead Co-Chair. Joe is a professor in the CHE Department of Design and Environmental Analysis. He replaces B. J. Bristow. Anna Gifford (CCE-Tompkins County) remains as off-campus Co-Chair.

Community Forestry PWT: Stephen Harris is the new Lead Co-Chair. Stephen is a resource educator at CCE-Onondaga County. He replaces Paul O'Connor. Nina Bassuk (CALS Department of Horticultural) remains as on-campus Co-Chair.

CCE-Greene County Agroforestry Resource Center Featured in *Cornell Chronicle*

The Agroforestry Resource Center in Greene County was featured in the October 20, 2005, issue of the *Cornell Chronicle*. The article defines forest farming as using forested areas in sustainable ways to promote rural economic development. The article goes on to explain that forest farming, or agroforestry, makes better and more profitable use of wooded land through such options as growing ginseng and gourmet mushrooms, maintaining goats or selling chips and shavings, maple syrup or specialty wood items and sustainable timber harvests.

The Agroforestry Resource Center, the first facility of its kind in the Northeast, helps forest owners reap sustainable economic benefits from their woodlots and works to inform policymakers and the public on the benefits of enhancing while protecting regional forest resources. The complete article is available online at

www.news.cornell.edu/stories/Oct05/agroforestry.center.ssl.html. The October 20 issue of the *Cornell Chronicle* may be found at www.news.cornell.edu/Chronicle/05/10_20_05.pdf

CALS Launches Online Research Portal

If you've ever wondered how to find out who is doing what research at Cornell University, the answer is at hand. The College of Agriculture and Life Sciences (CALS) has released the CALS Research Portal, a collaborative effort with Mann Library that brings together the varied research activities of the college, as well as the people, facilities and events involved.

The site, launched October 15, covers the activities of CALS, the Cornell University Agricultural Experiment Station in Ithaca, and the New York State Agricultural Experiment Station in Geneva. The web portal reflects the four academic priorities of the College: Land-Grant Mission, Applied Social Sciences, Environmental Sciences, and New Life Sciences. The portal can be searched and browsed to find people, events and seminars, sponsored projects research, and funding opportunities. Check out the portal at www.cals.cornell.edu/research

New College of Human Ecology Web Site Launched

The new Human Ecology web site officially launched Thursday, October 27. Dean Lisa Staiano-Coico charged the web designers to develop a dynamic site that would effectively communicate the College's unique values and identity, while affirming the college's association with the greater Cornell community including Cornell Cooperative Extension. The departments' extension and other outreach programs are linked to the main Outreach page:

www.human.cornell.edu/che/Outreach/index.cfm

Web sites are a work in progress, and more content is added often. Feedback regarding the web pages via "Report a Bug" links at the bottom of each web page is welcomed. Comments and suggestions as to how the website can support the college-CCE partnership may be sent to Jo Swanson at jas56@cornell.edu.

Chronic Wasting Disease Information Available Online

Paul Curtis, associate professor in Cornell's Department of Natural Resources, continues to provide leadership for Cornell's educational response to chronic wasting disease (CWD) for New York State. Working with colleagues in the College of Agriculture and Life Sciences, the College of Veterinary Medicine, the NYS Department of Environmental Conservation, and the NYS Department of Ag and Markets, Paul produced a paper entitled, "Understanding Chronic Wasting Disease in New York State." The paper may be read online via a link found at <http://wildlifecontrol.info/CWD/>. This piece was included as a special insert in NYS DEC's magazine, "New York State Conservationist." For additional information about chronic wasting disease, check out the full website noted above, or contact Paul Curtis at pdcl@cornell.edu.

Soon after CWD was discovered in Central New York early last spring, CUAES and CCE afforded special funding to the Managing Human-Wildlife Conflicts PWT to develop new and focused informational resources and educational activities relating to CWD.

Cornell Forestry Research Highlighted in *New York Forest Owner*

If you're looking for information about Cornell-sponsored forestry research, you're in luck! Such an article appears in the current issue (September/October 2005) of *The New York Forest Owner* magazine. The article, entitled "Cornell's 'Other' Ag Experiment Station Works to Improve the State's and Region's Forestry Resource," is a recap of applied research sponsored by the Cornell University Agricultural Experiment Station (the one in Ithaca) in the area of forestry and woodlot/woodland management. It is written by Mick Voiland, Assistant Director for Research and Extension, CCE and CUAES. If you don't have a hard copy of the publication, you may view the article online at

http://cuaes.cornell.edu/CUAESWeb/Voiland_OtherAES_article.pdf

“Special Call” Projects in Land Use Making Progress

A little over a year ago, CUAES and CCE jointly funded two projects solicited under their *Special Call in Land Use Management*. You may recall that, based on land use-related priorities that were identified across more than one of the program councils, CUAES and CCE sought out projects that not only addressed the land use issue, but that would be funded at higher levels than typical FFF projects over the course of three years, allowing for a concentrated integrated research-extension effort. In the end, two projects (“*Sprawl and Residential Preferences: Investigating and Building Educational Strategies on New Understanding of Land Use*” and “*Investigating Roadside Ditches for Improved Water Resources Management and*

Implementation of EPA Phase II Stormwater Regulations”) withstood intense review—including peer-reviews from non-Cornell faculty at other land grant universities—and were selected for funding under this special initiative.

Recently, in first-year updates/reports to CCE and CUAES program leadership, the lead investigators of these two projects indicated that good progress had been made to date. Rebecca Schneider, associate professor in the Department of Natural Resources at Cornell, noted that sampling stations had been set up to gather runoff and water quality information in roadside ditches in two Upstate watersheds. She also reported that the project had begun to interact with local highway department officials on early findings and on developing BMPs (best management practices) to help localities meet EPA stormwater management regulations, and with local teachers on involving youth in GPS (global positioning) activities relating to ditches and streams.

Joe Laquatra, professor in Department of Design and Environmental Analysis at Cornell, explained how his project had made good progress in its analysis of how regional housing markets in the Rochester, Albany and Binghamton environs were being affected by certain characteristics of the houses and their properties, neighborhoods, locations, and other physical variables. Also, questions related to NYS residential preferences had been made part of the Empire State Poll, and the responses were being analyzed. Lastly, a focus group session was held in Monroe County in May 2005 in which perspectives relating to growth and development issues, school financing, property taxes, police/fire protection, and urban blight were raised and explored.

New Ag Tech Park Dedicated

The Cornell Agriculture and Food Technology Park, a brand new research and development facility located adjacent to the New York State Agricultural Experiment Station (NYSAES) in Geneva, NY, was officially dedicated on Wednesday, November 16, 2005. The 72-acre park, popularly referred to as either “the Ag Tech Park” or “the Technology Farm,” promises to foster creation of tomorrow’s most innovative technologies—technologies that can propel agricultural, food science and bio-based industries into new areas of opportunity, and create entirely new industries. Business tenants will be able to link to cutting-edge NYSAES and other CALS and Cornell research in numerous competencies, including beverage technology, crop and turf protection, plant germplasm technology, wine and viticulture, seed technology, transgenic technology, food and food safety, horticultural sciences and precision agriculture.

The Ag Tech Park is the result of nearly a decade of planning by Cornell, the City of Geneva and Ontario County. More than \$8 million in local, state and federal funding has been raised to complete phase one construction of the park. The park has received considerable support from New York State Electric and Gas Corp., plus state and federal legislators.

For more information about the new Cornell Agriculture and Food Technology Park, visit its website at <http://www.thetechnologyfarm.com/>. More information on the dedication and news about the first businesses to take up residence at the park can be found at <http://www.news.cornell.edu/pressoffice1/Nov05/AgTech.html>.

Keeping Up-To-Date!

Program Council members are encouraged to visit the Program Council/Program Work Team website to stay in touch—in-between issues of *P.C. Update*—with happenings of relevance and interest to their PC role. The URL is <http://www.cce.cornell.edu/admin/program/pwts/>.

Also, previous copies of this newsletter, dating back to the inaugural issue of May of 2004, are available for viewing via the WWW. Feel free to click on any of the specific issues highlighted below, or just go to http://cuaes.cornell.edu/CUAESWeb/links_page.htm and following the links to the back issue of *P.C. Update* of interest.

[May 2004 Update](#)

[July 2004 Update](#)

[October 2004 Update](#)

[February 2005 Update](#)

[June 2005 Update](#)

[July 2005 Update](#)