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The State University of New York College of Environmental Science and Forestry offers a diverse range of accredited programs and degree options in chemistry, construction management and wood products engineering, environmental and forest biology, environmental resources and forest engineering, environmental studies, forest resources management, forest technology, landscape architecture, and paper science and engineering.

The College’s mission is to be a world leader in instruction, research, and public service related to: understanding the structure and function of the world’s ecosystems; developing, managing, and using renewable natural resources; improving outdoor environments ranging from wilderness, to managed forests, to urban landscapes; and maintaining and enhancing biological diversity, environmental quality, and resource options. As such, ESF has maintained its unique status within SUNY’s 64-campus system as one of only five specialized colleges and one of only eight doctoral-granting institutions.

ESF takes affirmative action to provide equal opportunity for all people and to build a campus community that reflects a wealth of diversity.

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Lt. Governor Donohue Touts Quality Communities, ESF

Lt. Governor Mary O. Donohue was joined by ESF faculty at a press conference to announce a partnership that will help waterfront communities in designing and planning future development.

The announcement, made in the Bray Hall Rotunda Wednesday, Feb. 28, focused on the college’s Council for Community Design Research, which will work with the New York Department of State to implement one of the 41 recommendations made by the Governor’s Task Force on Quality Communities. This is the first task force recommendation to be implemented.

“Through the DOS’s Division of Coastal Resources, ESF faculty and graduate students will work on three community-based planning and design programs to establish a local vision for waterfront revitalization. Design workshops with selected communities will solicit public input, and state agencies will review the plans and identify potential assistance needed for implementation.

The council also will begin working with other SUNY campuses to develop a SUNY-wide network to help New York communities advance effective revitalization activities, Donohue said.

In addition to the work with waterfront communities, the Council for Community Design Research also will conduct a series of four regional meetings across New York with local governments, not-for-profit organizations, and the development community to discuss community priorities, identify critical issues facing New York communities, and develop a research agenda to address them.

ESF’s Council for Community Design Research was established in 1998 to formalize the public service and community outreach work of the Faculty of Landscape Architecture. It is led by Cheryl S. Doble, an associate professor in the faculty.

NASA Administrator Visits SUNY-ESF Lab


ESF and NASA have been partners for two years in the space agency’s Affiliated Research Center program. The ARC provides a connection between business and ESF’s high-tech remote sensing and mapping technology. Businesses large and small can use the technology to develop and market innovative products and services.

ESF is also involved in a NASA effort to put remote sensing and other geographic information technologies to work for state forestry agencies. In all, ESF scientists have worked cooperatively with the space agency for more than two decades.

Goldin’s Syracuse visit was sponsored by Syracuse University, where Goldin, New York Governor George Pataki, and Congressman James Walsh (R-Syr) announced a $3 million seed grant to implement the Advanced Interactive Discovery Environment (AIDE) for Engineering Education project. ESF is a partner with SU and Cornell University in the new AIDE program.

Burkly, Fitts to Lead Trustees; Sloan Appointed New Member

Thomas C. Burkly, vice president of Stearns & Wheler Environmental Engineers and Scientists, was elected chair of the ESF Board of Trustees at its Feb. 2 meeting.

Burkly, who joined the Board in 1997, takes over from Curtis H. Bauer ’50, who has spent more than 30 years as a trustee. Bauer chaired the Board since 1995.

Quality all around: ESF President Cornelius B. Murphy, Jr., New York Lt. Governor Mary O. Donohue, and Associate Professor Cheryl S. Doble.

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A resident of Cazenovia, N.Y., Burkly has more than 33 years of experience in environmental engineering. His specialty is water supply treatment and distribution.

Daniel T. Fitts ’80, executive director of the Adirondack Park Agency, was elected vice chair.

Fitts was supervisor of administrative services at the APA before taking over as executive director in January 1995. He has worked with the agency since 1987 and was appointed to the ESF Board of Trustees in 1998.

Attending his first meeting as an ESF trustee in February was Stephen F. Sloan, the former secretary of the New York State Senate. Sloan was appointed to the Board by Gov. George Pataki.

Sloan is an alumnus of ESF, where he earned his master’s and doctoral degrees in 1967 and 1969, respectively, in the field of resource management. He also serves as a member of the ESF College Foundation, Inc. Board of Directors.

Sloan was secretary of the State Senate for 17 years, where he was responsible for the senate’s business affairs and served as an advisor to the majority leadership. He retired from the position in 1997.

For an in depth look at ESF’s trustees, turn to the feature profile beginning on page 10.

Chemistry Student Named First Ross S. Whaley Endowed Scholarship Recipient

Heather Conway of Warsaw, N.Y. was selected as the first recipient of the Ross S. Whaley Endowed Scholarship, named for ESF’s former president.

Conway is a freshman chemistry major at ESF.

‘I chose to attend ESF because of the school’s strong chemistry program and wonderful faculty. After meeting some of the chemistry faculty during a college open house, I turned to my mom and said, ‘This is where I want to go to school,’” said Conway.

Conway hopes to work in cancer research some day.

The scholarship fund was established in March 2000 by the college Board of Trustees and the ESF College Foundation, Inc. Board of Directors to honor Whaley for his accomplishments during his 16-year tenure as president of ESF.

Initial contributions to the endowment quickly exceeded the foundation’s goal of $100,000 and eventually totaled in excess of $175,000. Donations came from more than 115 individuals close to Whaley and the college. The former president said he remains grateful to all those individuals.

“The purpose of higher education is to assist people in reaching their potential,” said Whaley. “When scholarships enable ESF to serve that purpose, donors have made a significant contribution to the betterment of all of us.”

The scholarships are awarded based on students’ academic achievements and community service. “We believed this would be a particularly nice way to honor Ross, who is so supportive of meritorious students,” said J. Warren Young, a foundation director and a leader in the campaign to establish the endowment.

Conway says she would not have been able to attend ESF without the award. “I think people who establish scholarships are wonderful and deserve a great deal of thanks. Their gift of money helps others to achieve their dreams,” she said.

Brock Named Fellow of ASPRS

Robert H. Brock, Jr. ’58, professor emeritus in the Faculty of Environmental Resources and Forest Engineering, was one of two scientists nationwide elected to fellowship in the American Society of Photogrammetry and Remote Sensing (ASPRS).

Brock and Roger E. Crystal, retired from the U.S. Forest Service, were elected to the prestigious rank by the ASPRS board of directors in March. The board confers the designation of fellow for professional excellence and service to the society. For 40 years, Brock has engaged in mapping sciences research for government and private industry. This work led to numerous journal articles, papers and reports in the areas of image analysis, image measurement, analytic mapping systems, system calibration and global positioning systems. His work has co-produced patents for a System for...
Correlating Electronic Distance Measurement and Aerial Photography for the Extension of Geodetic Control, Radar Calibration Using Direct Measurement Equipment and Oblique Photometry, and a Surface for GPS Relative Positioning.

Brock has been a member of the ASPRS since 1958 and served the society in a variety of capacities, including as a member of the board of directors and on the board’s executive committee. Brock also is active in the American Society for Agricultural Engineers, which oversees the society’s EAC/ABET university accreditation efforts.

**ESF Makes Short List of ‘Exemplary Institutions’ in the Chronicle of Higher Education**

ESF is among 19 colleges and universities in the National Survey of Student Engagement listed as “Strong Performers: Academic Challenge” in the Nov. 17, 2000, issue of the Chronicle of Higher Education.

According to the article, survey authors suggest one way of thinking about educational effectiveness is to determine institutions where students perform at a very high level on one or more benchmarks.

ESF is listed with Miami and Pepperdine universities as doctoral-intensive institutions where senior-level students are academically challenged.

“There is a common assumption that undergraduates are given short shrift at doctoral-granting institutions,” said Robert H. Frey, dean of Instruction and Graduate Studies. “At ESF, the data say we pay great attention to our undergraduate students.”

Other institutions and their categories on the list are: Antioch, Centre, Evergreen State, Sweet briar and Wesleyan colleges (Liberal Arts Colleges); Barton, Columbia (S.C.), and Covenant colleges (General Colleges); College of Saint Catherine (Minn.), Regis, and Saint Michael’s colleges and the University of Richmond (Master’s Institutions); and Brigham Young University, Loyola University of Chicago, University of Michigan at Ann Arbor, and the University of Virginia (Doctoral-Extensive Universities).

“When you look at all of the institutions that were surveyed, many of them are master’s- or baccalaureate-granting institutions that do not focus a great deal on research as part of their mission. Even compared to them, ESF undergraduates are very well satisfied,” Frey said.

“We scored, in almost all cases, above the average score for doctoral-intensive institutions and all other colleges in the survey.”

**SUNY Honors Two ESF Professors for Research**

Two ESF professors were among 22 SUNY researchers honored for their contributions to science and medicine.

Dr. James M. Hassett, chair of the Faculty of Environmental Resources and Forest Engineering, and Dr. Robert M. Silverstein, professor emeritus of Chemistry, were among guests at the first Chancellor’s Recognition Dinner to Honor Research in Science and Medicine. The dinner was held at State University Plaza in Albany Jan. 22.

Hassett is an environmental engineer whose research focuses on hydrologic modeling, and water quality management and modeling. He currently is involved in a number of projects aimed at safeguarding the quality of New York City’s drinking water.

Hassett’s work also includes the incorporation of risk assessment into environmental decisions. Most recently, his efforts in this area have concentrated on modeling childhood lead exposure.

Silverstein, who last year was elected a fellow of the National Academy of Sciences, is an internationally recognized expert on the chemistry of insect communication. He is considered one of the founders of the field of chemical ecology.

Silverstein is famous for his pioneering study of bark beetles, which led to

*Continued on page 6*
several scientific breakthroughs, including the first identification of an aggregating pheromone. Silverstein and ESF colleague Dr. John B. Simeone were the founders and longtime editors of the Journal of Chemical Ecology.

SUNY Chancellor Robert L. King, who recently announced the goal of doubling the university’s sponsored research to $1 billion annually within five years, used the occasion of the dinner to praise the strengths of the SUNY system.

“Each of you has distinguished yourselves and our University by the body of your work. Learning of the specifics of your work has validated all of my beliefs and my vision for where we as a great research institution can go. Your achievements have proven that the State University plays host to tremendous research initiatives and has, and will continue to make great contributions to our state, our economy and our society,” he told the honorees and assembled guests.

**Doble Receives Foundation Award for Teaching**

Cheryl S. Doble, an associate professor of landscape architecture, was named the 2000 recipient of The Foundation Award for Exceptional Achievement in Teaching.

In her eighth year of teaching studio design courses at ESF, Doble has blended teaching and research to help communities design their futures. As director of ESF’s Council for Community Design Research, she gathered colleagues and students to examine neighborhoods, preserve historic resources and develop green spaces.

“We tend to work with communities who can’t afford to pay people to come in,” she said.

All these tasks involve teaching, Doble says — teaching people that they can have the communities they crave, and teaching students the technical aspects of design and the skills to listen to what citizens want.

The Foundation Award for Exceptional Achievement in Teaching was created by the ESF College Foundation, Inc. Board of Directors in 1999. The award carries a $1,000 stipend for use in the recipient’s teaching or research pursuits.

Donald J. Leopold received the first Foundation Award last year.

**ESF Celebrates Bob Marshall’s Legacy**

The 100th anniversary of Bob Marshall’s birthday was a day of celebration at ESF.

The Faculty of Forestry hosted activities throughout the daylong event, which was highlighted by the unveiling of plaques commemorating the contributions to the college of Bob and his father, Louis Marshall.

Both plaques hang in the Louis Marshall Memorial Hall, the second building constructed on campus.

Both Marshalls were early leaders of the conservation movement. Bob, a 1924 graduate of ESF, is widely known for being one of the first people — along with his brother, George, and their guide, Herb Clark — to climb all 46 Adirondack High Peaks. He also hiked extensively in the West. The sprawling Bob Marshall Wilderness, which includes more than a million acres of pristine wild lands straddling the Continental Divide in northwestern Montana, is named for him.

Louis Marshall was a leading force in the founding of ESF. A Syracuse native, Louis was a famous civil rights lawyer with a practice based in New York City. During the 1894 state constitutional convention, he helped develop the article that established the state forest preserve. Louis served as president of ESF’s Board of Trustees for 18 years after the college’s founding.

Among the special activities scheduled for Jan. 19 was a symposium on eastern wilderness issues featuring presentations by Rebecca Oreskes of the U.S. Forest Service, David H. Gibson of the Association for the Protection of the Adirondacks, and James M. Glover, an author and professor at Southern Illinois University.

At 5 p.m., students held a “birthday party” in the Alumni Lounge. An evening banquet paid tribute to the Marshall family contributions to ESF. Perry Brown, dean of the University of Montana School of Forestry, spoke on “Wilderness Management in the United States.”

The Faculty of Forestry had many reasons to celebrate. According to Dr. William R. Bentley, chair of the Faculty, the Forestry’s Millennium Gift Drive had reached its first year target of $1 million by Dec. 31, 2000. The fund will be used to support student and faculty scholarship, and enhance the quality of education for students pursuing resource management degrees at ESF.
SUNY Honors Two ESF Graduates

Stuart E. Hosler ’52 and Nancy A. Mayer ’71 were named to the State University of New York 2000 Alumni Honor Roll.

Hosler is the retired owner of Hosler Agency, an insurance agency. He has been active in community and environmental organizations, serving as a member of the board of managers for Derby Hill Bird Observatory.

Mayer is currently pursuing a master’s degree at ESF. She is a manufacturing consultant for Donald J. Mayer & Associates, a company she founded with her husband in 1988. The company helps clients make the transition from traditional manufacturing to cellular/flow manufacturing.

Both Hosler and Mayer are past presidents of the ESF Alumni Association.

Hungry for Knowledge? Have a ‘Meal with Neil’

by Claire B. Dunn

ESF students and their new president have found a way to trade ideas and keep abreast of each other’s concerns. They call it “Meals with Neil.”

Dr. Cornelius B. Murphy, Jr., who is nearing the end of his first year in office, has been meeting periodically with groups of students over breakfast or lunch. They share a meal and viewpoints about what’s happening on campus.

Julie L. Rawls, director of student activities, said the get-togethers were suggested by students who attended a leadership retreat last fall at the college’s Newcomb campus. They wanted more interaction with the president.

Several meals brought students from all eight academic programs to meet with Murphy. On other occasions, Murphy met with members of ESF’s Learning Community and with students of color.

Rawls usually attends the meals along with S. Scott Shannon, chair of faculty governance.

Rawls said the issues raised by the students tend to echo each other from one meeting to the next such as concerns about general education requirements. She said the positive comments also tend to be repeated, such as, “I really feel like people care about me here.”

During a February meeting, students raised issues ranging from the need for more recycling bins around campus to a desire for students and staff to act more like a community.

Shani White, a fifth-year landscape architecture major, said she would like to see more opportunities for ESF students to obtain internships. Murphy said other students have made the same request. Most of the experience-based learning at ESF is done by juniors and seniors, he said, and he’d like to see it expanded to include more freshmen and sophomores.

Cesar Yoc, a sophomore environmental studies major, said ESF students need to have a better understanding of society in order to best use their academic training. Murphy agreed, saying students must understand how their training fits into the concept of sustainability. He said he would like to see every student at ESF take a course in the general concept of sustainability.

White said after the breakfast that meeting with Murphy was one of the advantages of attending a smaller school like ESF. “When one of your hopes is that you’re not just a number to the people who run the college, you find out for sure that you’re not,” she said.

Her classmate, Charlene Griffin, had another way of assessing breakfast with Murphy. “It’s great,” she said. “At other colleges, the president is like the wizard, the guy in Oz. You never see him.”
Spending Spring Break in Snow, not Sand

by Claire B. Dunn

Spring break was coming and Bridget Coan EFB '01 knew exactly what she wanted to do. “I thought, ‘It’s my last semester. I’m not going to work. I’m going to go have fun,’” she said. So, as college students from all over the country packed sandals and went south to party, Coan packed her boots and headed north to study intensely for a week in snowy Newcomb, N.Y. “We had a blast,” she said.

Coan and 12 classmates took part in the annual wintry outing officially known as winter mammalian ecology, taught by Dr. William F. Porter and Richard W. Sage, Jr., director and associate director, respectively, of the Adirondack Ecological Center at ESF’s Newcomb campus. They were joined by Dr. Joe Merritt, director of the Powder Mill Biological Station, a field station of the Carnegie Museum at the University of Pittsburgh. Merritt is an internationally known mammalogist with a strong background in winter ecology.

The students earned two credits as they spend a week learning how animals live in — and adapt to — the deep freeze of an Adirondack winter.

“These kids came because they’d rather be in the snow than in the sand in March,” Porter said. “These are kids who love the snow and I think they’re amazed at how much biology is happening in the midst of three to four feet of snow. Or under it.”

This year’s group comprised three graduate students, including one who attends Yale University, and 10 undergrads.

“It’s the best class I’ve taken,” said junior Aleitha Burns. The Texas native took the course because she wanted to experience real Adirondack winter.

The students in the 2001 course were greeted by the deepest snow and best weather Porter has encountered since he began teaching the course about six years ago. Huntington Wildlife
“These are kids who love the snow and I think they’re amazed at how much biology is happening in the midst of three to four feet of snow. Or under it.”

Dr. William F. Porter

Forest was under three to four feet of snow. The weather was alternately sunny and snowy, and the snowy periods featured big, puffy flakes drifting down onto classically beautiful winter scenery.

The students spend at least half their course time — or some five to six hours a day — outside. They study animal physiology, anatomy and behavior.

“We try to help them understand how mammals are adapted to living in a cold climate. We talk about everything from shrews, which are the smallest, to moose, which are the largest,” Porter said.

“We offer students a field-oriented education at ESF, and this is part of that.”

“I’d never done small-mammal tracking,” Burns said. “We learned to age deer by looking at their teeth. They were actual things I’ll be doing some day if I work in the field.”

Coan, who is headed to a job working with the U.S. Fish and Wildlife Service, said the course combined a lot of learning with hands-on experience and the occasional snowball fight.

“It’s hard to learn that much in only a week. But I learn faster when it’s more hands-on,” she said. “It was very high-paced. But you were having so much fun, you didn’t notice.”

Porter said the students who take the course tend to be upbeat extroverts who don’t complain about cold and snow. “The more they can be in the field, the happier they are,” he said. “That’s why they’re in Newcomb in March.”

Sage likes to kid the students about taking a winter course during spring break. “Isn’t that an oxymoron?” he said. “We’re the only place that can have dead of winter during spring break.”

Porter said the students enjoy the “mix of personalities” among the three teachers. Coan put it another way: “Dr. Porter and Dr. Merritt are just hysterical,” she said. “Dr. Merritt is an absolute riot. He’s kind of like Monty Python, going on about small mammals and just cracking you up the whole time.”

Merritt, who met Porter several years ago at a meeting of field station scientists, acknowledges that he likes to serve up education with a large dose of entertainment. When he presents a lecture, he bases it on research he has done all over the country. In addition to giving the students facts they need to know, his method teaches them about the process they are engaged in.

“They can see the evolution of research,” Merritt said. “It puts it in a good perspective.”

The students spent one day in a spruce swamp, snowshoeing about a mile into the woods. “The wind was whistling and the snow was blowing and these kids were thrilled because we got on the trail of a porcupine and we followed it to its den. And there it was,” Porter said.

Sage said some of what the students see has been facilitated by the center’s staff members, particularly instructional support associate Charlotte Demers, who spends much of each January and February snowshoeing into the woods to bait and check small mammal traps. Her work makes it much easier for the students to catch something in March.

“Everything you do in the winter is twice as hard as it is in the summer,” Sage said. “Charlotte handles a lot of the logistics.”

Porter called the class a vital part of ESF’s field-oriented education. One day, which had been set aside for classroom instruction, turned out to be a particularly gorgeous day, by Adirondack winter standards: sunny and 40 degrees. “We said, ‘It’s too good an opportunity. We’ve got to take the students out,’” Porter said. So they headed outside and did an exercise in building a snow shelter called a quin-zhee (an Eskimo word for ice house), learning first-hand about the properties of snow and how a shelter can help conserve the energy of a field biologist.

“That’s doing science,” Porter said. “And that’s what it’s all about.”

Dunn is assistant director of news and publications at ESF.

Above: Bridget Coan, kneeling, and Sarah Rickard work in the snow during spring break at ESF’s Newcomb campus.

ESF students, left, snowshoe into the woods for a lesson on how mammals adapt to winter weather.
There was both an air of excitement at the February meeting of the ESF Board of Trustees and a realization that it was a historic occasion.

A little over an hour into the meeting came the news that everyone had been awaiting with anticipation: Mary O. Donohue, New York’s lieutenant governor, had arrived on campus to attend the meeting, her first as an ex-officio member of the Board. Donohue was greeted warmly by Board members, many of whom she knew. Taking her place at the table, she watched with interest as ESF President Cornelius B. Murphy, Jr. highlighted his timetable and goals for a college strategic planning process presentation, “Daring to Dream,” received an enthusiastic response from everyone present, including Donohue.

“You have a lot to be proud of,” she said. “This is a noble vision for the growth of the college. Both Governor Pataki and I are enthusiastic environmental believers and we are very impressed by the work you do here at ESF.”

“It was quite an honor to have the lieutenant governor come to our meeting,” said Thomas C. Burkly, who was installed that day as chair of the Board. “Her office, through her counsel, Jill Dunn, has been very supportive of what we’ve been doing at ESF.”

Among the colleges in the SUNY system, ESF alone has a Board of Trustees. The trustees are appointed by the governor and must be approved by the state Senate. The Board, currently comprising 15 members, has a powerful influence on the operation and direction of the college.

Burkly, vice president of Stearns & Wheler, a professional engineering firm, has served on the Board since 1997. He first became acquainted with ESF when he accepted then-President Ross S. Whaley’s invitation to serve on the President’s Council. “This is a very special place,” Burkly said. “I noticed that the first time I came on campus. There is a warmth of feeling among faculty, staff, students and the administration that is quite genuine. That feeling is one of the reasons I’m involved with ESF.”

The sentiment is echoed by Daniel T. Fitts, the Board’s newly elected vice chair, who earned a master’s degree from ESF and Syracuse University in 1980. “In my view, the college hasn’t changed since I was a student,” he said. “When I attended ESF, it was really like a family. ESF students came together, did things together, cared for each other. The school cared for us. I have friends I keep in contact with to this day, both students and people I worked with at the school. I believe that same atmosphere exists today.”

Fitts, executive director of the Adirondack Park Agency, was appointed to the Board by Pataki in 1998. “Being on the Board wasn’t something I sought, but when I was asked to serve by the governor, I was quite honored and jumped at the chance,” he said.

When Curtis H. Bauer was appointed to the Board of Trustees by Gov. Nelson Rockefeller in 1969, ESF was still called the College of Forestry. “At that time, people appointed to the Board represented geographic areas of the state and were generally involved in an occupation in line with the subject matter being taught at the college,” said Bauer, a forestry consultant with Forecon, Inc. “The gentleman who represented western New York died suddenly and shortly thereafter I was asked if I was interested in serving on the Board.”

Over the years, Bauer, who most recently served as chair of the Board, has witnessed many changes in the duties of the Board.

“In the past, the Board had a much larger role in the operation of the college, which included development of the budget,” he said. “Along with the dean, who was then the chief administrator of the college, we worked out the budget and it went to Albany for approval by the Legislature. In those days, there was more of a hands-on role for the Board.”
The college has maintained its reputation as a close-knit community, notes Bauer, who graduated from ESF in 1950, but there have also been striking changes during his term on the Board.

“ESF has broadened its mission, changing its curriculum to meet the needs of society,” he says. “Those are dramatic changes that were made with a great deal of forethought and consideration by the administration and the Board of Trustees. When I was an undergrad, there were very few women students, whereas today we are now almost evenly balanced between males and females. Our college is definitely not the same college it was in the 1940s.”

The Board has a number of functions, according to Bauer, not the least of which is to serve as a “sounding board” for the president. “He can come to us and lay out his agenda, then ask us what we think,” he said. “We can make suggestions, offer our opinions, then support him in what needs to be done.”

The Board’s newest member, Stephen F. Sloan, is the former secretary of the New York State Senate. Although the February meeting was his first as a member of the Board, this was not his first visit to campus: Sloan earned both his master’s and doctoral degrees in the field of resource management at ESF. As a student here, he said, it never crossed his mind that he might someday be appointed to the Board.

“I probably didn’t know there was a Board of Trustees when I went to ESF,” laughs Sloan, who is also a director of the Board of the ESF College Foundation. “But I’ve always had an active interest in ESF; I was an adjunct professor here for a time and I’ve maintained contact over the years with the college.”

Sloan believes that his inside knowledge of the workings of state government will be a benefit to the Board and to ESF. “I clearly do not want to be a lobbyist in Albany for the college — that wouldn’t be appropriate,” he says. “But I do know how state government runs and how politics works, so I can advise the Board on what might get through the Legislature and what might not fly. I’m looking forward to working with Bob Moses, who is also very attuned to the Albany scene.”

Robert E. Moses’ first introduction to ESF had nothing to do with state government. Moses’ son, Frank, then a high school junior, had applied for admission to ESF. Moses accompanied his son on a campus visit and sat in a classroom with him, listening to a presentation on landscape architecture. “I was very impressed,” said Moses, a partner in the law firm of Bond, Schoeneck & King, who has served on the Board since 1997. “I remember seeing all the contributions the department had made to the city of Syracuse as a public service. It was similar to the program that is now formalized in the Council for Community Design Research, which was cited by the Lieutenant Governor’s Task Force on Quality Communities as being an outstanding example of the availability of university resources for community improvement.”

Moses accepted the appointment to the Board in part because of the history and tradition of public service at Bond, Schoeneck & King. “As a partner in the firm, I am trying to fulfill that tradition as one of my responsibilities,” he said. This year, his son will graduate in May.

William L. McGarry, Jr., vice president and senior counsel of Bristol-Myers Squibb Co.’s Worldwide Medicines Group Technical Operations, is a Central New York native whose love of the Adirondacks has kept him in the area. “All my life, I’ve spent my summers in the Adirondacks,” said McGarry, who also is a director of the ESF College Foundation. “I’m a pilot and as a hobby, I fly seaplanes. It’s my way of getting to know and understand the topography of the Adirondacks, which I love. What ESF does, supporting and protecting the environment, is totally consistent with my philosophy and makeup.”

Continued on page 12
McGarry earned his law degree from Syracuse University in 1974, but he admits that he was virtually unaware of ESF until about 10 years ago. “That’s when Ross Whaley reached out to Bristol-Myers, inviting us to the college to let us know what they did and how they would like to establish relationships with the area’s businesses, especially those in the scientific field,” he said. “As I got to know the people and the institution, I realized that this was a real gem. Since then, I’ve become an enthusiastic supporter.”

McGarry agrees with his fellow Board members that ESF is perhaps Central New York’s best kept educational secret and believes that the time has come for more people to learn about the college.

“I think that would help in a lot of ways,” he said. “It would help to get more money from the State University of New York if there is public recognition of an institution like ESF really helping New York to improve its environment and quality of life. I think in that respect, ESF provides a larger benefit than any of the other SUNY institutions.”

Edward J. Heinrich, Syracuse campus director of Bryant & Stratton Business Institute, was asked by a state legislator if he would be interested in serving on the Board. “I was very interested,” said Heinrich, who has been a member of the Board since 1997. “I have been very much aware of the college for many years, with my background in education. I have always had a high regard for the institution.

“I’ve always been an educator, except for the short period of time when I was director of human resources at Eagle Comtronics, but I do think I bring a different view of education. Having worked in both the public and private sector, I take perhaps a more pragmatic look at education in general, which lends a different perspective to the Board. I think with Dr. Murphy coming from a business background, that is absolutely tremendous for the college.”

Heinrich sees changes in the Board’s function under the new president.

“Under Dr. Murphy’s leadership, I see the Board growing from strictly a fund-raising, statutory responsibility, to being more involved in his vision of making the public more aware of the college, the many positives of ESF,” he said. “It’s probably the best kept educational secret around — that needs to be changed. I think steps are being taken now to do just that. Any student in the state of New York who has a passion for the environment, is interested in the programs that ESF offers and is not made aware of the excellence of the college, a great disservice is being done to them. ESF is world renowned and has faculty that are world leaders in their field — and all of this at state tuition. It’s phenomenal.”

Gregory Harden, president and CEO of Harden Furniture Co., a member of the ESF Board since 1998, would like to see the college utilize the Internet in recruiting students. “One of the biggest challenges for ESF, as for any college, is selling itself,” he said. “There is a lot of competition in the country for students. Twenty years ago, if you wanted to find a way to market to that universe of a couple hundred thousand science students a year who would be interested in your curriculum, you really didn’t have a good way to segment the market. Maybe you sent a brochure to all the top science students in the Northeast. But now with the Internet, if you have a great looking Web site, you can reach those potential students who are doing their college search, and maybe even their applications, online. At Harden, we use the Internet quite a bit and find it to be a wonderful tool.”

Serving on the ESF Board is a natural fit for Harden. “I’m in an industry that’s related to the environmental sciences,” he said. “Harden Furniture not only manufactures furniture but we operate a sawmill and own about 10,000 acres of timber property in the Tug Hill Plateau.”

Harden says that his tenure on the Board has been an in-depth learning experience. “It has been very interesting to me to serve on this Board and to see some of the presentations that have been made by faculty,” he said. “It has been almost like going back to school again — we’ve been exposed to a lot of the curriculum and the educational aspects of ESF. I assumed that as a member of the Board I’d sit around discussing finances and fund raising and a lot of administrative things, but the focus is very much on the curriculum and instruction. We had our fall meeting at the Huntington Wildlife Station and it was absolutely fascinating.”
We spent quite a bit of time in the forest talking with staff members and learned a lot of things about northern hardwood forests. It really was a lot of fun.”

Board member Heidi J. Busa also cites that meeting as a memorable event. “It gave many of the members an idea of what ESF is really all about,” said Busa, an ESF alumna and science department chair at Marcellus High School. “It was great because we can sit in Board meetings and talk about issues and all of that, but for us to be up there and see what is taught, to tour the campus property, to swim in the lake, was an experience I would not have missed for anything in the world. It brought us even more closely together as a Board. It was something that people could look back on and say ‘That’s what makes ESF special.’”

Busa, appointed to the Board in 1998, sees her membership in the governing body as an opportunity to give back to her alma mater.

“It gives me the chance to share my vision of where I think the college should go,” she said. “One of the most important things we did as a Board was to conduct the search for the new president. I am very pleased that Dr. Murphy is there, ready to take his vision and move ESF forward into the future.”

For Busa, the concerns of students are the main focus of her work on the Board. “I think the students are what this school is all about,” she said.

Busa is actively involved in promoting the college to high school students, participating in the Environmental Studies Project and teaching the global environment course for the ESF in the High School program.

“I tend to gravitate toward my area of expertise rather than the financial aspects of the college,” she said. “That’s one of the best things about this Board. Everyone brings something different to the table and because of that we have a wealth of experience and knowledge. We complement each other well and can look at things from different perspectives.”

Her fellow Board members agree with that view.

“The Board has a very good balance and it’s beneficial to have people with different perspectives,” said Harden. “When you bring people from different fields together — people who have been very successful — there is a tendency to cultivate some big egos, but that’s not the case with the ESF Board. It’s a wonderful mix of individuals who are really interested in ESF and the community. They aren’t there to add to their resumes or to tell the world how important they are.”

“The diversity of the Board will help us to accomplish a number of things simultaneously,” said Sloan. “I know that Tom Burkly is interested in fund raising, which isn’t my forte. Those kinds of differences are good to have.”

Said Fitts: “Our Board is really a great group of people from a very broad spectrum of work life, government, business, and geographic locations around the state. We work with a great administration, faculty and staff. I see this as a collegial relationship with all of us working toward the same goal, which is the betterment of ESF.”

Providing the student point of view is Board member Matthew M. Renaud, a senior environmental studies major from Kingston, N.Y. He was elected by the students to represent them on the Board in his sophomore year and has won re-election each year since.

“The Board members are all extremely friendly and welcoming to me as I think they would be to any student in the position,” Renaud said. “They always listen to what I have to say. After almost every meeting, several of the members will come up to me and thank me for my comments, because I give them a different perspective. There is no sense of hierarchy among the Board — we all work on a common level.”

Renaud, whose career goal is to be a water rights lawyer in the western United States, sees his time on the Board as a valuable learning experience. “I was fortunate to be on the Board during the presidential search,” he said. “I learned a lot about the college itself and the financial aspects of higher education. It was a very interesting time.”

Having witnessed the Board in action for three years, Renaud believes that ESF students can have confidence in their decisions.

“I’ve always been impressed by the time and thought they put into their discussions,” he said. “They really do think about the issues and make informed decisions. They do what is best for the college.”

Meseroll is a free-lance writer based in Syracuse.
"Hey! Tree Guy!"

Snow was falling and the temperature was hovering in the low 30s. It was nearly two hours into Syracuse’s three-hour-long St. Patrick’s Parade. But the tens of thousands of spectators who gathered for the city’s annual rite of spring were still lined up along the curb, refusing to be deterred by the less-than-spring-like weather.

Then along came ESF President Cornelius B. Murphy, Jr., with a handful of staff and a group of students, flanking the first float the college has ever entered in the parade. In the hands of the marchers were 1,000 tiny spruce seedlings, bundled up for distribution to people along the parade route.

“Hey! Tree guy! Can I have one?”

Before the parade was over, every tree had been handed to a spectator, including the man who stood on South Salina Street calling Murphy “tree guy.” And the students who designed and constructed the float had had a wonderful time.

“Everything connected with this project was fun,” said Pat Costello, a freshman landscape architecture major.

ESF’s participation in the parade was part of the visibility campaign that Murphy instituted shortly after he took over last year as college president. Other elements of the campaign have been billboards around the city, newspaper advertisements and sponsorship of traffic bulletins on radio and television.

Entering the parade line-up gave the college a chance to participate in the centerpiece event of a weekend of St. Patrick’s Day-related activities. This year, the parade’s 19th, saw 157 units follow along the parade route. Marchers included scores of bands, community groups and businesses. Bagpipe bands from all over New York participated, as well as bands from Canada and a Mummer string band from the Philadelphia area. The parade was broadcast live by a Syracuse television station, and aired a second time that night.

Unlike the other recent visibility efforts, the float was largely the work of students, in particular, members of the Student Construction Association and the residents of ESF’s first Learning Community. The Learning Community students live together on the eighth floor of Sadler Hall and take some classes together.

They also work on community service projects together, which included placing a gaily lighted evergreen tree in the lobby of Bray Hall during December. Over a 5-week period students spent evenings and Saturday mornings sawing, painting and hammering, with the assistance of staffers from the college physical plant department. On one occasion, Murphy joined them and helped with the construction.

The result was a float that carried the message, “Keeping the Green Alive,” mirroring the parade’s theme of “Saluting the Irish Spirit: Celtic Pride, Alive, Alive O!”

The float, constructed on a college-owned trailer, sported three eight-foot-tall wooden trees, with an Irish flag hanging among them. Around the float’s perimeter, 14 wooden shamrocks rocked from side to side. Jimmy Blake, a freshman majoring in environmental resources and forest engineering, rode on the float, wearing a bear suit with an ESF sweatshirt tied around his shoulders and a knitted ESF cap perched on one ear.

Several students, including landscape architecture major Geoff Guenther, who headed the Learning Community’s participation, had added some artistic touches to the trees: birds, squirrels, butterflies and even knotholes to provide homes for the wildlife. Jim Daggett, a sophomore majoring in construction management and wood products engineering, used his 20 years’ experience in the construction business to provide technical expertise.

“Once we got our main idea down, putting it together was really a snap,” Guenther said. “The simple design we worked with was a good choice. Every time we worked on it, we got a lot accomplished.”

For the parade, a major civic event that organizers call “the largest St. Patrick’s parade, per capita, in the United States,” the float was hitched to a forest-green ESF van driven by Bernie Reschke, a general mechanic in the physical plant department. The marchers donned specially designed ESF sweatshirts that bore the message, “Keeping the Green Alive,” and handed out all of the 1,000 seedlings that had been obtained from the New York State Department of Environmental Conservation.

At the end of the route, the marchers’ sweatshirts were damp with snow, but their enthusiasm was not dimmed by the decidedly wintry weather.

“We had a great time,” Guenther said.

Dunn is assistant director of news and publications at ESF.

Above Students pose with the float that represented ESF in the Syracuse St. Patrick’s parade.

ESF students and staff members walked the parade route, distributing 1,000 spruce seedlings to viewers.
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Awards and Honors
Brock, Jr. ’58, Robert H., elected Fellow of the American Society for Photogrammetry and Remote Sensing.
Dawson, Chad P., and Steven Hollenhorst, named co-managing editors of the International Journal of Wilderness.
Murphy, Jr., Cornelius B., appointed to the Board of directors, Greater Syracuse Chamber of Commerce.


CAMPUS CALENDAR

May 31 - June 2

August 3-4

August 10-12

October 5-6 or October 12-13

October 11-12

October 17