



INSIDER

The Official Newsletter of the Potato Association of America

Vol. 7, No. 2 April 2003

Letter From the President

The long nights of winter are slowly giving way to the long days of summer and our plans for summer activities and the 87th meeting of The Potato Association of America (PAA) from 10-14 August 2003 in Spokane, WA. After the unusual and exciting opportunities enjoyed by all at our joint meeting with the International Horticulture Congress (IHC) participants in Toronto, the hosts of this year's meeting promise us a more traditional gathering with many unique and interesting scientific, industry and tourist events. Robert Thornton and his colleagues indicate that our meetings and events in Spokane will be enjoyable for everyone.

Our annual meeting will provide members opportunities to exchange new information and acquire or renew contacts which are becoming so important as all phases of potato production, education, and research expand and modernize on a worldwide basis. PAA members, section participants and all committee volunteers are encouraged to review your activities and goals to ensure that these are addressed in time to discuss and plan during our gatherings in Spokane. Please see PAA Insider Vol. 7 No. 1, January 2003 for details.

The PAA Vision Committee and Executive Committee members have been quite active since the Toronto meetings and will be expanding many of their activities with the invitation from the European Association of Potato Research (EAPR) to explore the possibility of a joint meeting and stronger linkages. I encourage all members to think about and discuss these opportunities as we would wish for enhanced involvement with EAPR that will

strengthen not weaken the PAA. Other committees have also been busy with plans for new meeting sites, opportunities to meet with other organizations including the World Potato Congress, seeking stronger participation and membership with Sustaining Members, continuing the development of our new journal format with inclusion of appropriate advertising, etc. On behalf of all PAA members, I congratulate and thank all members involved for their dedication and hard work.

One aspect of our annual meeting and our Association that was discussed in Toronto and that I hope all PAA members will work together on, is the need to increase the participation of graduate students and of private industry personnel in terms of PAA membership, meeting attendance and association activity. It is vital that we have our future scientists, educators, extension officers and producers welcomed and active in the PAA. Please discuss this with those students and private industry people in your area and invite them to join PAA and attend the meetings in Spokane.

Finally, I wish to encourage all members to attend and participate in the meetings in Spokane. While our joint meetings with IHC last year may have involved the largest total number of attendees ever, we have an opportunity to make the 2003 meeting the largest ever for number of PAA member attendees.

**See you in August, Bud
H.W. (Bud) Platt, President,
The Potato Association of America**

Dates

April

19-25: World Potato Congress, Kunming, China. Info: Frank Fronck at frfronek@aol.com or 970-352 2551.

May

19: 75th North Carolina Potato Association Annual Meeting, Elizabeth, NC. Info: spudinfo@national-potatocouncil.org.

June

3-6: 4th Potato Processing Conv., Boise, ID. Contact: David Brenchley, dbrenchley@crier.co.uk.

5-7: Europatat Congress, Thermae Palace Hotel, Oostende, Belgium. Contact: Mrs. Yoke Van den Bossche, E-mail: yoke@fvphouse.be.

July

9-12: NPC Summer Board of Directors Meeting, Alamosa, CO. Info: spudinfo@national-potatocouncil.org.

26-30: Breeding & Adaptation of Potatoes, Oulu, Finland. Info: www.spk.fi/eapr or Jari Valkonen: jari.valkonen@helsinki.fi.

2003 PAA Meeting Update

The 2003 LAC is going all out to assure that everyone attending the annual PAA meeting at the Red Lion Hotel at the Park (formerly WestCoast Grand Hotel at the Park) in Spokane, Washington will have a memorable experience. Room reservation are to be made directly with the hotel by calling the toll free reservation line at 1-800-325-4000. For those that have not already registered, keep in mind that early registration must be postmarked on or before **April 30, 2003**, that date is fast approaching. The Family and Friends committee has put together 14 different activities and events scheduled from Saturday through Thursday from which to choose, hoping that there is something for every one. There are three additional special events for those whose special interests are not met by these events. A golf scramble is scheduled for Sunday morning. Those who want to golf but have commitments later in the day need to let the committee know and the tee times will be assigned to accommodate an early finish. On Friday there is a white

water raft trip and a wine tour offered for those who can't pull themselves away from the area after the four days of the meetings. The Friday events provide an opportunity to travel through and visit areas of the Pacific Northwest that will not be visited during the other program activities. Complete meeting schedule, travel and accommodation information and an online registration form is available on the meeting website [www.paa2003.wsu.edu]. Registration can be faxed to WSU CAPPs 1-509-335-0945. Website and fax registration may be paid with VISA or MasterCard credit cards. For further registration information contact WSU CAPPs at 1-800-942-4978. A special airfare package with Northwest Airlines is available by contacting Renee Jensen at 1-208-882-2723 or by e-mail at renee@neelys-travel.com

Bob Thornton
Co-Chair 2003 LAC

A Message from the Editor-in-Chief

Dear Colleagues,

I was asked to serve as Editor in Chief for the AJPR starting January 2003 and am beginning to get settled into the post. Bud Platt did an outstanding job of leadership for the journal, so we are already headed in the right direction in many ways. However, some improvements are still needed and we need your help to make these happen:

1. We need more manuscripts. With the importance of the potato as a crop, and the vigorous level of high quality scientific activity in the association, why shouldn't the AJPR be a monthly publication stuffed with great articles? To accomplish this...

2. We members should regularly submit our best work to the AJPR, and encourage others to do the same. We also need to pursue more MS submissions from authors outside of the Americas.

3. Frankly, we all need to be better promoters of the AJPR. Because the AJPR is a *general* journal covering many disciplines within potato science, some have the attitude that it has less impact or sophistication in the eyes of peers within our specialties. There is

a very potent alternative to that trite perspective. In this day of narrowing specialization, it is particularly valuable to have a journal that, in one package, gives the "big picture" of how all of our specialties fit together in the progress of the potato. And access is getting less and less of a concern since electronic searches of abstracts allows any specialist to easily find our work in the AJPR.

4. We need to get articles into print faster. The Editorial Board is working to promote this, but your help as authors and reviewers is also needed. No one is proposing a less rigorous review process. Rather, I am asking everyone who agrees to participate in this volunteer activity to resolve to cut out any procrastination in AJPR service. Otherwise, since there are many steps on the road to publication, a little delay at each one can add up to a big problem.

5. We need your feedback. I would like to hear your confidential comments, both positive and negative, about the quality and procedures of the AJPR, and suggestions concerning what you feel would make the AJPR more attractive and worth reading.

John Bamberg
PAA, EiC

Members in the News, cont. (Keith Masser)

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Coast. Masser computerized his process to better enable him to provide just-in-time delivery of a variety of potatoes to food retailers and national chains year-round.

Nell Mondy participated in the 2003 meeting of the American Association for the Advancement of Science held in Denver, Colorado, Feb. 13-18, 2003. She served on the Section on "Agriculture Food & Renewal Resources" and on the Consortium of Affiliates for International Programs."

Members in the News

For those of you not already aware, we lost HLM, **Hugh Murphy**, on March 1, 2003. He suffered a heart attack on Dec. 21, 2002 and had triple bypass surgery from which he never fully recovered.

Hugh was born in 1920 in Fort Fairfield, Maine and graduated from high school there and then from the University of Maine, Orono in 1937. He took a break from his college career to work in NY apple orchards then worked at Pratt & Whitney as a tester of aircraft engines. He served in the Army Signal Corps in WWII. In 1942 he married Eleanor Ploof and returned to the Murphy family potato farm and enter the Univ. of Maine and remained until he received his M.S. in 1950 in Agronomy. He began his 35-year career with the university as a lab assistant and eventually gained his title of Prof and then Dr. Over the years he authored 50 bulletins, 87 journal papers and 108 research papers. He served on numerous committees and involved in countless numbers of organizations receiving honorary degrees, recognition and awards. In the PAA, Hugh served as Editor-in-Chief of the American Potato Journal and PAA president. He received his HLM status in 1984.

We also lost another HLM member, **Mary Zaehring**. She passed away on November 6, 2001. However, I was just notified of this which is why there is such a time delay in notifying you. Mary received her HLM status in 1976. She started working on potatoes in the mid-50s and stayed involved in food research until she retired in April 1976. Her work was nationally & internationally recognized and was widely cited by other researchers. As a result of her research, she authored or co-authored over 50 publications with over 20 of them directly convened with potato quality and potato constituents. She was responsible for the sensory evaluation of potato texture for a USDA contract. She served on several PAA committees and in 1976 the site-selection committee. Mary was a member of several other committees and food related organizations and received numerous achievement awards.

Creighton Miller, Professor of Horticulture and Genetics at Texas A&M University, received the prestigious L. M. Ware Distinguished Teaching Award from the Southern Region, American Society for Horticultural Science (ASHS) at their annual meeting held in Mobile, Alabama, February 2 -3, 2003. The Ware Award is presented annually in recognition of a distinguished teaching career in horticulture. Miller has been involved in plant breeding research and teaching at Texas A&M since 1975. He is a past president of both the Potato Association of America and Southern Region, ASHS, and is a Fellow of ASHS.

Dr. John Bowman has recently been promoted to Principal Agribusiness Specialist at Development Alternatives Inc. (DAI), and was also put in charge of a \$6 million global USAID project on SPS (Sanitary/Phytosanitary) Measures and their affect on agricultural trade. The movement of seed and fresh produce between developed countries and developing countries is of great importance to the project. Bowman recently spent five years developing potato

sourcing programs for multinational chip processing companies in the Philippines, Thailand, and China.

Samuel Y. C. Essah joined the Dept. of Horticulture and Landscape Architecture, Colorado State Univ. as Research Scientist on Oct. 1, 2002. Dr. Essah will lead the Potato Production and Physiology project at the San Luis Valley Research Ctr. where he is stationed. He will conduct research to develop cultivar specific management profiles for new and existing potato cultivars. Prior to joining Colorado State University, Dr. Essah was a Postdoctoral Research Associate with the USDA-ARS at Orono, Maine, where he conducted research to improve potato production through seed piece manipulation and cultural management practices. A native of Ghana, Dr. Essah earned his B.S. degree in agricultural science from the University of Science and Technology, Kumasi, Ghana; his M.S. degree in crop production and agricultural ecosystems from the University of Guelph, Canada; and his Ph.D. degree in agronomy and seed technology from the Department of Plant and Soil Science at Alabama A&M University.

Terry Bourgoin, Director of the Maine State Department of Agriculture Dept. of Agriculture's Division of Plant Industry, received the Industry Award at the National Potato Council's 54th Annual Meeting held Jan. 7-11, 2003 in Tucson, Arizona. Terry received the award for his dedication and service to the industry through the past year, and in particular, his work on the Potato Mop-Top Virus.

At the NPC's annual meeting and awards banquet, the Research of the Year co-recipients were **Dennis Corsini** and **Robert Thornton**. The Researcher of the Year Award was created in 2001 by Potato Grower Magazine, with the endorsement of the NPC, and was established to show the industry's appreciation of an individual potato researcher's dedication to the industry.

Corsini is a respected and much-admired researcher who has been a leader in varietal development for the potato industry. And Dr. Thornton has been instrumental in variety development, planter operation parameters, seed size and spacing, harvester modification and field conditions to prevent potato bruising.

Corsini and Thornton will be presented with their awards at The Potato Association of America's annual meeting in Spokane, Washington in August.

Keith Masser, an innovative Sacramento, Penn., potato grower has been named runner-up for the Top Producer of the Year Award given annually by agricultural business magazine, TOP PRODUCER. At Thursday's award ceremony in Chicago, TOP PRODUCER editor Marcia Taylor cited Masser, a seventh-generation potato grower from a valley better known for coal mining, for building a diversified business that farms 3,500 acres and supplies a variety of fresh potatoes all along the East

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PAA Background

**PAA Executive
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H.W. "Bud" Platt

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Vice President
Rob Davidson

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Al Bushway

Past-President
Joe Guenther

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Ed Lulai
Alex Pavlista
Jane Seabrook
Sam Thornton

Editor-in-Chief
John Bamberg

Technical Editor
Barbara Harrity

Business Editor
Ron Knight

Annual Meeting:
August 10-14, 2003
Spokane, Washington

PAA Insider is published quarterly starting in January. Contact: Lori Wing, Admin. Asst./Editor, Potato Association of America, 5715 Coburn Hall, Room 6, University of Maine, Orono, ME, 04469-5715 USA. Phone: 207-581-3042; Fax: 207-581-3015; E-mail: umpotato@mail.maine.edu; Website: <http://www.ume.maine.edu/PAA>

Changes in Constitution & Bylaws

There will be changes for the Constitution & Bylaws coming in the next issue of the PAA Insider, they will also be e-mailed to members. This is to meet the requirements listed in the Constitution that members

shall be notified not less than two months prior to a meeting, at which time such amendments are to be considered at the next Business meeting.

Larry Hiller
Bylaw Committee

Employment Openings

Potato/Vegetable Extension Horticulturist (75% extension/25% research)
Washington State University, Pullman, WA

Beginning Jan., 2004. Assistant, Associate, or Full rank, tenure track or tenure. Required: Ph.D. (by date of hire) in horticulture or closely related plant science discipline. Actual or potential scholarly accomplishments in potato/vegetable crop agronomy and extension; Ability to communicate effectively with technical and non-technical audiences in oral, written, electronic forms.

Highly Desired: Ability to interact with personnel in the potato/vegetable industry and colleagues in other departments engaged in production management, variety development and aspects thereof; Leadership and management skills for team building, supervision of technical personnel and project supervision; Field research experience in potato/vegetable crop production.

Desired: Commitment to share expertise through in-state & regional travel for subsequent examination of potato/vegetable production, harvesting, handling, storage systems used in the Pacific NW. Visit <http://www.chr.wsu.edu/old2002/vacancies.asp> for further information.

Screening begins July 1, 2003, continues until filled. Send a letter addressing qualifications; statement of professional vision and goals; curriculum vitae, copies of official college/university transcripts; and names, addresses, phone numbers of four professional references who can assess qualifications, including for tenure (if appropriate), to:

Dr. N. Richard Knowles, Search Chair
Horticulture & Landscape Architecture, WSU
P. O. Box 646414
Pullman, WA 99164-6414

EEO/AA/ADA

Agronomist, Frito-Lay, Inc.
4295 Tenderfoot Rd.
Rhineland, WI 54501
Job Posted: 2-7-03

Job Description: Frito-Lay's Agricultural Operations and Development Division in Rhineland, WI has an immediate opening for an Agronomist. The successful applicant will work closely with the Potato Breeding program to develop and conduct agronomic screening of promising potato germplasm for the purpose of commercial crop development. The successful applicant will implement established procedures and develop novel screening techniques, coordinate in-house and off-site testing, manage and conduct field, greenhouse and laboratory trials. The successful applicant will collaborate with the Rhineland Research Team, Frito-Lay growers, and the International Agricultural Team to identify and resolve agronomic issues, as well as assess, troubleshoot and develop agronomic management strategies in commercial potatoes in storage and in the field.

Job Requirements: Must have M.S. or Ph.D. in agronomy or related scientific discipline and experience with commercial potato production is desirable. Must be self-motivated, goal oriented and have a hands-on approach, able to design, plan and conduct projects independently as well as in a team environment. Must be able to perform appropriate statistical analysis, interpret and summarize data, and prepare reports. The successful candidate will require strong written and spoken communication skills, as well as possess great attention to details and excellent computing skills. Previous supervisory experience is desirable.

Pay Scale: Salary is commensurate with individual candidate's experience and qualifications plus cost of living adjustment and benefits.

Frito-Lay, Inc. is an Equal Opportunity Employer, M/F/D/V. Position Closing Date: 5-31-03

Contact Information:

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