

# The Northeast Cooperative Council... NECC



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To learn more about NECC or read past issues of *Cooperative Notes*, visit the NECC Web pages at: [www.cooperatives.aem.cornell.edu/necc/](http://www.cooperatives.aem.cornell.edu/necc/).

# Cooperative Notes

Official Publication of the Northeast Cooperative Council

## Forum Focus — Delivering the Difference

The Northeast Cooperative Council will hold its Cooperative Leaders Forum and 56th Annual Meeting on March 16-17 at The Wyndham Syracuse in Syracuse, N.Y. This year's theme is "Delivering the Difference." The Forum is held in conjunction with CoBank's regional customer meeting.

Jeff Gargiulo, CEO of Sunkist Growers, will kick off the Forum with a presentation on "Competing in a Global Market." Gargiulo is the President and CEO of Sunkist Growers, a citrus growers cooperative owned by more than 6,000 growers in California and Arizona. He has recently led an effort to adopt a global sourcing plan at Sunkist to better serve retail customers. Before arriving at Sunkist, he served as CEO of Gargiulo, Inc., one of the largest producers of fresh fruits and vegetables in the United States. He took the company from a local tomato producer to a global force, achieving the number one market share in the fresh tomato market.



Gargiulo

An expert in Gargiulo brand marketing, Gargiulo is well-known for developing marketing campaigns that truly showcase the product. In 1997, Gargiulo, Inc. was sold to Monsanto. At the time it handled approximately 10 percent of U.S. fresh tomato production with diversified produce operations in Florida, California, Virginia, Mexico, Puerto Rico and Chile. Following the sale, he served as President of the Produce Business Unit of Monsanto for two years. Over the years, Gargiulo has been active in several state and national fruit and vegetable associations. He also served as Chairman of the Produce Marketing Association and was a participant in both the GATT and NAFTA international trade negotiations.



Peterson

Dr. Chris Peterson will discuss "Strategies for Innovation." Peterson

is the Homer Nowlin Chair of Consumer-Responsive Agriculture and professor of Agricultural Economics at Michigan State University. Dr. Peterson's mission as the Nowlin Chair is to provide leadership to university and industry efforts focused on the development and marketing of differentiated, consumer-oriented products based on agricultural goods. In early 2003, he was named Director of the newly-created MSU Product Center for Agriculture and Natural Resources. The Center focuses on assisting agricultural, food, and natural resource firms in the development of new markets, products, and associated supply chain relationships. Since arriving at Michigan State University in 1991, Dr. Peterson has been involved in strategic management projects for over 50 agribusinesses, food processing firms, and commodity associations. His research work has spanned the areas of strategic management, value-added ventures and differentiated product development, cooperative theory and financial practices, vertical coordination strategy, and supply chain management.

Dr. Peterson has his Ph.D. in Agricultural Economics from Cornell University and his MBA from the Harvard University Graduate School of Business.

"Delivering the Difference in Rural America" is the theme of the CoBank session which will include a board report as well as a report on 2004 operating results from Doug Sims, Chief Executive Officer followed by questions and answers.



Seifried

Dr. Ed Seifried will review the "Economic Outlook." Dr. Seifried is professor of economics and business at Lafayette College in Easton, Penn. He is a nationally recognized speaker on economic issues and forecasting techniques. He provides a unique and simplified approach that enables audiences to navigate through the often confusing maze of published economic indicators and financial news releases.

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Siegfried has delivered more than 1,000 presentations to various groups, both in the U.S. and abroad. He acts as a consultant to the banking industry and is an author of both academic and popular articles and books. Seifried has traveled extensively in the former Soviet Bloc countries where he served as an advisor and consultant to newly-privatized commercial banks. He received his doctorate in economics and business from West Virginia University.

Jack Kaine, Negotiation Consultant with J.W. Kaine, LTD., will address "The Art of Negotiation." Kaine learned the art of negotiation from his 95-year-old grandfather, a rancher who traded horses in the days when they were literally "trading horses." Prior to forming his own consulting firm, Kaine was Vice-President and Principal Human Relations Consultant for Lawrence-Leiter and Co., a management consulting firm. He has taught negotiating and sales skills to some of the best known corporations in America including Sprint, Learjet, Sikorsky Aircraft, American Cyanamid, Anheuser-Busch, Inc., as well as an international organization of CEOs. Kaine has taught negotiation courses at Stanford University, Texas A. & M. University and the University of Kansas. He completed his undergraduate studies at the University of Kansas and received a Graduate Degree in Business Administration from the University of Missouri.



Kaine

The Wednesday afternoon program will be followed by a reception sponsored by CoBank Directors and the annual NECC banquet. The after-dinner program will be a tribute to Dr. Bruce Anderson who is retiring from his position as Professor of Management and Marketing in the Department of Applied Economics and Management in the College of Ag. and Life Sciences at Cornell University. He served as Director of the Cornell Cooperative Enterprise Program for over 25 years, as well as the Cornell liaison for NECC.

The Forum will continue on Thursday morning with a presentation from Bob Clark on "Exploring Export Opportunities." Clark is President and Chief Executive Officer of Cooperative Business International, Inc. (CBI); a closely held investor owned corporation. In addition to 8 years as President and Chief Executive Officer of CBI, he has over 25 years of extensive experience



Clark

and success as a Division Manager, Regional Manager, Turnaround Specialist and Vice-President of International Operations at Countrymark Cooperative, Inc., a \$2.5 billion regional cooperative. He is a member of numerous committees dealing with governance and problem-solving issues. He serves multiple organizations as a member of their Board of Directors as well as on several Board Executive Committees. In addition to his role at CBI, Bob is also the President of CBI Development Group, Inc. (CBIDG). CBIDG is an Ohio non-profit corporation that is focused upon U.S. agricultural sector development activities. This non-profit organization is fully funded and supported by Cooperative Business International, Inc

Bob Hall will review "Adding Value to Member's Milk: The Upstate Farms Story." Hall has been the Chief Executive Officer of Upstate Farms Cooperative, Inc. since 1994. Upstate Farms Cooperative is a farmer-owned processor and distributor of fluid milk products, cultured dairy products and ice cream mix. Products are marketed principally in the Northeast and Mid-Atlantic regions, with national sales to the food service industry. Upstate is the majority owner of O-AT-KA Milk Products. No stranger to Upstate Farms, he had previously managed O-AT-KA Milk Products, a jointly owned cooperative by Upstate Farms, in partnership with Niagara Milk Producers and Dairylea Cooperative. Other food industry and cooperative experience includes serving as CEO of Dairylea Cooperative, Plant Operations Manager at Ocean Spray Cranberries, and various plant operations assignments with the Carnation Company in several states. Hall serves on the Board of Directors of the National Milk Producers Federation, the Milk Industry Foundation (IDFA), and the American Dairy Products Institute.



Hall

The Forum will wrap up with round table discussions for directors and managers. These sessions have become very popular and allow leaders from across the Northeast to discuss current issues and share strategies with their peers.

For more information on the schedule or registration for the conference, visit the following Web site: <http://cooperatives.aem.cornell.edu/events1.html> or contact Brian Henehan at 607/255-8800 or e-mail at [bmh5@cornell.edu](mailto:bmh5@cornell.edu).

## Roger Murray President's Column

Once again its time to mark our March calendars for the annual Cooperative Leaders Forum. This has become the Northeast's best meeting for cooperative leaders to "sharpen their saw" and network with others. It continues to get very high marks from directors and management of both large and small cooperatives. We are



Murray

pleased to schedule our conference together with CoBank's customer meeting. By partnering together, we are able to offer a program that includes outstanding presentations from regional, national and international cooperatives.

In my last column, I announced the upcoming retirement of Professor Bruce Anderson in June 2005. Please join us at our annual banquet on Wed., March 16 to pay tribute to Bruce and all the work he as done. He has worked with almost all of the Northeast cooperatives at one time or another and has been instrumental in the success of many.

I feel this is a great opportunity to revitalize our efforts in soliciting donations for the Cooperative Leadership Fund. The fund was created in 1999 as an effort to give long-term support for education and research on cooperative enterprise at Cornell. With the retirement of Dr. Bruce Anderson, the need to show industry support for cooperative education at Cornell is greater than ever. We've been able to grow the fund created in 1996 to \$125,000 and have a goal to reach \$250,000 with the current campaign. In the past, faculty like Dr. Howard Babcock, Dr. W.I. Myers, Dr. Glenn "Swede" Hedland, and more recently Dr. Bruce Anderson, have maintained the highest level of excellence in teaching and in their work with cooperatives in the Northeast and across the United States.

I challenge you to discuss a donation to the Cooperative Leadership Fund at your next board meeting. Resources can be more effectively leveraged in a public and private partnership such as the one with NECC and the Cooperative Enterprise Program at Cornell. A review of the quality programs we sponsor on NECC's limited budget are proof of that. Help us to maintain the Cooperative Enterprise Program as a center for excellence at Cornell for generations to come by considering a donation. ●

## Supporting Future Research and Education for Cooperative Enterprise

In 1999, the Board of Directors of the Northeast Cooperative Council embarked on fund raising efforts aimed at building long-term support for education and research for cooperative enterprise. The fund was established through an initial gift from the Council. A donor-advised trust account was set up to receive contributions and is managed by the Cornell University Foundation.

Individuals, cooperatives or other organizations may support the fund with gifts of cash, marketable securities, real estate, gifts-in-kind or through planned and estate gifts. The current campaign is soliciting contributions in honor of Dr. Bruce Anderson. Make checks payable to The Cornell University Foundation. Please mail your check or pledge to:

Theron Kibbe, NECC Treasurer  
Farm Credit of Western New York  
4363 Federal Drive  
Batavia, N.Y. 14020

For more information contact Theron Kibbe at 800/778-4451 or Roger Murray at 800/392-3276. ●

## Events

**NECC Future Leaders Conference Planning Committee** - March 15 at 7:30 p.m. at The Wyndham Syracuse.

**NECC Board of Directors** - breakfast meeting on March 16 at 7:00 a.m. at The Wyndham Syracuse.

**NECC Cooperative Leaders Forum and Annual Meeting** - March 16-17 held in conjunction with CoBank's regional customer meeting at The Wyndham Syracuse. For more information, contact Carol Thomson at 607/255-5464 or [cmt8@cornell.edu](mailto:cmt8@cornell.edu) or visit our Web site at: <http://cooperatives.aem.cornell.edu/NECC/>.

**National Cooperative Business Association Annual Meeting and Conference** - April 20-21 in Washington, D.C. For more information see Web site at: [www.ncba.coop](http://www.ncba.coop).

**NECC Future Cooperative Leaders Conference** - July 20-22 at the Holiday Inn in Batavia, N.Y. Hosted by Farm Credit of Western New York, ACA. For more information, contact Brian Henehan at 607/255-8800 or [bmh5@cornell.edu](mailto:bmh5@cornell.edu). ●