

Forum Focus Continued from page 1

University Graduate School of Business.

“Delivering the Difference in Rural America”

was the theme of the CoBANK session which included a board report as well as a report on 2004 operating results from Doug Sims, Chief Executive Officer followed by customer questions and answers. Jeff Thredgold reviewed the “**Economic Outlook.**” Jeff is President of Thredgold Economic Associates, an economic consulting and professional speaking company based in Salt Lake City, Utah. His career included 23 years with \$85 billion banking giant, Keycorp, where he served as Senior Vice President and Chief Economist. He now serves as “Economic Consultant” to a number of clients. He has appeared numerous times on TV business networks and is quoted regularly in the national financial press. Jeff is a monthly contributor to the national publication *Blue Chip Financial Forecasts* and the quarterly *USA TODAY* economic forecast surveys. He is a nationally recognized speaker on economic issues.

Jack Kaine, negotiation consultant with J.W. Kaine, LTD., addressed “**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 completed his undergraduate studies at the University of Kansas and received a graduate degree in business administration from the University of Missouri.

The Wednesday afternoon program was followed by a reception sponsored by CoBANK directors,

and then the annual NECC banquet. The after-dinner program paid 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 in June. He served as Director of the Cornell Cooperative Enterprise Program for over 25 years, as well as a Cornell liaison for NECC.

The Forum continued 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 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. 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 Clark



Bob Hall

Bob Hall reviewed “**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

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Future Leaders Conference

Slated for July 20-22

The Cooperative Future Leaders Conference will be held at the Holiday Inn in Batavia, New York, July 20-22, 2005. The Conference, formerly called the Young Couples Conference, is co-sponsored by the Northeast Cooperative Council (NECC) and Cornell Cooperative Extension.

We are pleased to announce Farm Credit of Western New York will be hosting this year's conference. The Conference provides an excellent opportunity for members and staff who are likely to be in leadership positions in their cooperatives to learn more about the unique operating features of cooperatives in today's marketplace.

Topics to be addressed during the conference include:

- Cultivating Leadership Skills
- Unique Principles and Operations of Cooperatives
- Responsibilities of Members and Directors
- Understanding Cooperative Financial Statements
- Balancing Leadership Responsibility
- Marketing in a Changing World
- Group Discussion with Cooperative Management and Directors

The Conference will allow free time to meet and enjoy other members and staff of cooperatives. A special agricultural tour will be available to showcase vegetable and dairy production in Western New York with visits to a large greenhouse operation, processing vegetables harvest operations, and a dairy farm with a carousel milking system.

The primary audience for this conference remains young farmers under 40 years of age (and spouses) who are sponsored by their cooperatives to attend. However, the conference

planning committee has invited young cooperative staff with leadership potential to attend (with their spouse).

The Conference has, over the years, provided past participants with a solid foundation for becoming today's cooperative leaders. This conference provides a low cost investment towards insuring future leadership in cooperatives. For more information or registration forms visit our Web site at <http://cooperatives.aem.cornell.edu>.

Upcoming Events

NCFC Washington Conference – June 7-9 at Wyndham City Center Hotel, Washington, D.C. For more information, contact Justin Darisse with NCFC at 202/626-8700 or visit <http://www.ncfc.org>.

NECC Cooperative Leadership Conference – July 20-22 at Holiday Inn, Batavia, N.Y. Hosted by Farm Credit of Western New York. For more information, contact Brian Henehan at 607/255-8800 or e-mail at bmh5@cornell.edu.

NECC Board of Directors Meeting – July 21-22 at Holiday Inn, Batavia, N.Y. – Thursday: farm and plant with breakfast; Friday at 7:00 a.m.: Board Meeting

National Society of Accountants of Cooperatives Annual Meeting and Technical Sessions – August 1-3 in Monterey, Calif. For more information, contact NSAC at 937/222-6707 or visit Web site <http://www.nsacoop.org>

Association of Cooperative Educators – Annual ACE Institute in Alexandria, Va., August 3-6. For more info, visit <http://www.wisc.edu/uwcc/ace/>.

The Northeast Cooperative Council...



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Members

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Methuen, Mass. | National Grape Cooperative Association,
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| CoBANK, ACB
Springfield, Mass. | New York State Rural Electric Association
Hartwick, N.Y. |
| Dairy Farmers of America
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| Dairylea Cooperative Inc.
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| Dairy One
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Lowville, N.Y.
Maine Potato Growers
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To learn more about NECC or read past issues of "Cooperative Notes" go to: www.cooperatives.aem.cornell.edu/necc/

Associate Members

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Cooperative Notes

Official Publication of the Northeast Cooperative Council

Forum Focus— Delivering the Difference

The Northeast Cooperative Council explored strategies for “**Delivering the Difference**” at its Annual Cooperative Leaders Forum. The two-day program, held March 16-17 at the Syracuse Wyndham Hotel, was conducted in conjunction with the CoBank regional customer meeting.

Robert Verloop kicked off the Forum with a presentation on “**Competing in a Global Market.**” He is Vice President of marketing and sales promotion for Sunkist Growers, Inc., the international citrus marketing cooperative headquartered in Sherman Oaks, Calif. Sunkist is owned by and operated for more than 6,000 citrus growers in California and Arizona, marketing fresh and processed citrus products worldwide.

As the Vice President of Marketing, Robert is responsible for global marketing which include Sunkist Brand Management, Consumer Advertising and Public Relations, Retail, Foodservice and Consumer Promotions, Packaging, and related activities. He is active in several produce industry associations and currently serves as the Chairman of the Board for the Produce for Better Health Foundation and is a Director of the Canadian Produce Marketing Association Board of Directors.

Before joining Sunkist, Robert was the Vice President of the California Avocado Commission for 9 years, focusing on trade and consumer promotions and the Vice President of marketing for BuyProduce.com an innovator in on-line produce trading. Robert started his career in

production agriculture as a grower of citrus and avocados.

Dr. Chris Peterson followed with a discussion on “**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



Dr. Chris Peterson

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foodservice 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 C.E.O. 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.

The Forum wrapped up with round table discussions for directors and managers. These sessions allowed leaders from across the Northeast to discuss current issues and share strategies with their peers.

NECC Elect Officers and Directors for 2005



Left to right, Brian Henehan, Secretary, Roger Murray, President, Sandy Stauffer, Vice-President, and Theron Kibbe, Treasurer.

The Council announced the election of Directors and Officers for 2005. Officers were re-elected along with several directors at the Council's annual meeting held in Syracuse, N.Y. Roger Murray, Senior Vice President for First Pioneer Farm Credit, ACA, was re-elected President of the Council. Sanford Stauffer, a New York Dairy Farmer and Director of Dairylea and Dairy Farmers of America Cooperative was

re-elected Vice-President. Theron Kibbe, Director of Marketing for Farm Credit of Western New York, ACA was re-elected to serve as Treasurer of the Council.

Three directors were elected to serve on the 13 member board. Eric Zuber, Dairy Farmer and Director, was elected to represent O-AT-KA Milk Products. Will Baildon, Loan Officer, was elected to represent CoBANK, ACB. Kevin Murphy, Director of Member Relations, was re-elected to represent Pro-Fac Cooperative.

Dr. Bruce Anderson Honored

Dr. Bruce Anderson was honored at the annual NECC banquet for his service to cooperatives in the Northeast, the U.S., and the world. He is retiring from his faculty position in the Dept. of Applied Economics and Management in the College of Ag. and Life Sciences at Cornell University in June.



Dr. Bruce Anderson

He developed a popular undergraduate course on cooperatives which hundreds of students took over the years, served as major professor for a number of graduate students who have gone on the work for cooperative around the world or entered academia with an interest in cooperative enterprise. He worked closely with the (then) New York State Council of Farmer Cooperatives and helped to grow Council educational programs into premier conferences attended by thousands of directors, managers, future leaders and members of cooperatives over the years. He became a nationally-recognized expert on cooperative enterprise in demand as a speaker at national and international conferences. He has been invited into the board room of many cooperatives to work with directors on strategy and board performance.



President's Column

I couldn't think of a better way to start off 2005 than with an outstanding 56th Annual Meeting and Cooperative Leaders Forum held in Syracuse this past March. Again, we set high goals for attendance and quality speakers and again we exceeded our (your) expectations. Hats off to Brian Henehan, CoBank, and the rest of the annual meeting committee for putting together a great program. I can't count the number of complements like, "Best Forum yet!" and "Great speakers and topics." The evaluations we received proved it. NECC has clearly built a reputation of high quality director development with timely topics and great speakers. It will be hard to beat 2005, but our committee has already started working on the 2006 agenda. Mark your calendars for March 15-16, 2006 in Syracuse for what I'm sure will be another great educational opportunity.

Our Annual Meeting was also a great time to recognize Dr. Bruce Anderson for his years of support to the Cooperative Enterprise in the Northeast and worldwide. The after dinner speakers did an admirable job giving tribute to him. They noted his accomplishments and addressed his impact on not only our cooperatives but also the individual careers of several cooperative leaders present.

With his pending retirement and budget pressures on Cornell, your support and involvement in the Council is needed now more than ever. We recommend you support the Cornell Cooperative Enterprise Program and encourage the University to fill Bruce's position. Your support of the Cooperative Leadership Fund with a donation would be timely and much appreciated. These dollars will allow the NECC to show industry support to Cornell and place a priority on continuing a "Center of Excellence for Cooperatives."

Now is also a great time to select bright, young couples to attend our Cooperative Leaders Conference in Batavia on July 20-22. The committee has some great speakers, topics, and farm tours lined up. Farm Credit of Western N.Y. has agreed to be the host cooperative. Shouldn't you be preparing the next generation to serve on your board?

Thank you for your continued support of the Council and as always, should you have ideas for how we can improve, please contact me at roger.murray@firstpioneer.com.

Anderson Honored

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The Master of Ceremonies for the evening was Brian Henehan, Senior Extension Associate and NECC Secretary. Bruce hired Brian at Cornell and served as his mentor. The program for the testimonial included brief presentations on the impact of Bruce's work from four individuals:

- Roy Orton, Chairman of CoBANK (Participated in a number of director officer development programs offered by Cornell Cooperative Enterprise Program and NECC).
- Dr. Chris Peterson, the Homer Nowlin Chair of Consumer-Responsive Agriculture and professor of Agricultural Economics at Michigan State University. (Received his PhD from Cornell University under Bruce's tutelage).
- Brent Roggie, General Manager of National Grape Cooperative, (Member of Bruce's undergraduate course on cooperative management strategies and received career advice).
- Dan Wolf, dairy farmer from Western New York, chair of Upstate Farms Cooperative, and past President of NECC. (Dan's two sons also took Bruce's course on Cooperatives as undergraduate students at Cornell).

Roger Murray, NECC President, presented Bruce with a plaque engraved with the logos of all of the Council member cooperatives. The inscription on the plaque reads:

"For over 25 years of dedicated service to the cooperative businesses of the Northeast, the United States, and the World."

**From your friends in the
Northeast Cooperative Council**

NECC Annual Meeting
Syracuse, New York
March 16, 2005