

The Northeast Cooperative Council

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cooperative notes

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Members	Lowville Farmers Cooperative, Inc. Lowville, N.Y.
Agri-Mark Inc. Methuen, Mass.	National Grape Cooperative Association, Inc., Westfield, N.Y.
CoBANK, ACB Enfield, Conn.	New York State Rural Electric Association, Hartwick, N.Y.
Dairy Farmers of America East Syracuse, N.Y.	O-AT-KA Milk Products Cooperative Inc., Batavia, N.Y.
Dairylea Cooperative Inc. East Syracuse, N.Y.	Ocean Spray Cranberries, Inc. Lakeville-Middleboro, Mass.
Dairy One Ithaca, N.Y.	Pro-Fac Cooperative Rochester, N.Y.
Farm Credit of Maine, ACA Auburn, Maine	St. Albans Cooperative St. Albans, VT
Farm Credit of Western New York, ACA, Batavia, N.Y.	Stamford Farmers Cooperative Stamford, N.Y.
First Pioneer Farm Credit, ACA Enfield, Conn.	Upstate Niagara Cooperative Buffalo, N.Y.
Genex Cooperative, Inc. Ithaca, N.Y.	Yankee Farm Credit, ACA Williston, VT

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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/

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FUTURE LEADERS ATTEND COOPERATIVE LEADERSHIP CONFERENCE

There were 39 participants sponsored by their cooperatives to attend "Cooperatives—They're Your Business," the thirty-third Future Cooperative Leaders Conference held July 15-17 at the Lakefront Ramada in Geneva, New York. The National Grape Cooperative was this year's host cooperative for the conference.

The Cooperative Future Leaders Conference is sponsored by the Northeast Cooperative Council with support from the Northeast Farm Credit Ag. Enhancement Fund and the Warren Teaching Fund at Cornell University. The conference provided 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 and current issues affecting their organizations.

Featured speakers included: Brian Henehan, senior extension associate in the Dept. of Applied Economics and Management, Cornell University who addressed "How Cooperatives Create Value for Members." Brent Roggie the general manager of the National Grape Cooperative presented "Are Cooperatives Still Relevant?" Joe Falcone, president of National Grape Cooperative and chairman of the board of directors of Welch's along with

James Militello, a delegate of National Grape Cooperative, discussed "Building Cooperative Leadership."

Dr. Todd Schmit, assistant professor of agribusiness management and marketing in the Dept. of Applied Economics and Management, Cornell University reviewed "Developing Cooperative Strategy." Bob Egerton, regional president with COBANK gave an informative presentation on "Cooperative Finance."

The participants enjoyed a Thursday afternoon tour of the Geneva Agricultural Experiment Station and the Lakewood Vineyard. The day ended with dinner at the Anthony Road Winery. The Friday morning session began with a presentation from Marc Rosen, manager of Latin American sales for Welch's who discussed "Serving a Dynamic Market." The program wrapped up with small group discussions with cooperative management and directors from: Agri-Mark, Dairy Farmers of America, Dairylea, DairyOne Cooperative, CoBANK, First Pioneer Farm Credit, Stueben Rural Electric Cooperative, National Grape Cooperative/Welch Foods, Upstate-Niagara Cooperative and O-AT-KA Milk Products Cooperative. More information and a link to photos and presentations can be found on the NECC Web site at <http://cooperatives.aem.cornell.edu/index.htm>

Annual Meeting Will Move to Syracuse in 2010

The 2010 NECC Annual Meeting and Leaders Forum will be moving to Syracuse, N.Y. The two day event will be held on March 18 and 19. The meeting will be held in conjunction with the CoBANK customer meeting. CoBANK will be recruiting several nationally-recognized speakers to address the group on Thursday afternoon and evening. More information will be available soon on the program. Mark your calendars for this stimulating event.

Promoting Co-op Month in October

With USDA's release of data showcasing the economic impact of cooperatives on the United States economy and the cooperative model up for consideration as part of health care reform, the National Co-op Month Committee anticipates a great deal of buzz for this year's Co-op Month. The 2009 theme—"Your Values, Your Business!"—presents a striking idea for consumers: doing business with a cooperative means doing business with an entity that shares the same values as most Americans. October is the time to tell others just how much co-ops are doing throughout America's cities and towns. On this site, you'll find tons of information and materials that will help you do that at www.co-opmonth.coop.

Annual Farmer Cooperatives Conference

The 12th annual Farmer Cooperatives Conference, presented by the University of Wisconsin Center for Cooperatives will be held in St. Paul, MN on November 9-10, 2009. This year's program, "Thriving in Uncertain Times," will examine how agricultural cooperatives can position their businesses for the future while navigating current economic uncertainties.

Updates on the conference and registration information will be posted on the University of Wisconsin Center for Cooperatives Web site at www.uwcc.wisc.edu/farmercoops09. Questions about the conference can be directed to Anne Reynolds, University of Wisconsin Center for Cooperatives, (608) 263-4775, atreynol@wisc.edu.

Researchers Schedule Annual Meeting

NCERA-210 is a National Committee comprised of academic and industry researchers interested in studying cooperative businesses will be holding their annual meeting and workshop on November 10-11 in conjunction with the Farmer Cooperatives Conference in St. Paul, Minn. The annual meeting of the group provides a forum for the discussion of theory and empirical work, by both academic and industry experts, on issues related to cooperative businesses.

Travel scholarships for graduate students are available, with those presenting papers having the highest priority for funding. Contact the Ralph K. Morris Foundation for more information (ralphkmorrisfoundation.org). For more information, meeting registration information and future updates, please check the NCERA-210 Web site at: <http://www.agecon.ksu.edu/accc/ncera210>.

Cornell Strategic Marketing Conference

The 2009 Cornell Strategic Marketing Conference will be held on November 2-3 at the Henry A. Wallace Visitor and Education Center at the FDR Presidential Library and Museum in Hyde Park, NY. The conference is organized by the Agricultural Marketing and Management Program work team, with support provided by the Cornell Program on Agribusiness and Economic Development, the Department of Applied Economics and Management at Cornell University, and Cornell Cooperative Extension of Dutchess County. For more information and registration, see http://aem.cornell.edu/outreach/conferences/strategic_marketing.htm.

Book on Agricultural Cooperatives Includes Chapter on NECC Member

A new book titled "Cooperative Conversions, Failures and Restructurings: Case Studies and Lessons from U.S. and Canadian Agriculture" seeks to answer questions about contemporary cooperative business viability through a series of thirteen research case studies on American and Canadian agricultural cooperatives. The case studies are the work of twenty two researchers from across the United States and Canada with a keen interest in offering explanations as to why some agricultural cooperatives have failed while others have persevered and thrived through the various challenges that the agricultural industry has faced over the last decade. Cornell researchers, Brian Henehan and Todd Schmit authored a case study on NECC member, Pro-Fac Cooperative. This book is published jointly through the Knowledge Impact in Society project, University of Saskatchewan's Centre for the Study of Co-operatives, and the University of Wisconsin's Center for Cooperatives. The book was released electronically through the KIS website in September 2009, for more information visit the following site: <http://www.kis.usask.ca/CoopBook.html>.

President's Column



Although this year's meetings are behind us, activity on the NECC front continues. As you will see elsewhere in this newsletter, the Future Cooperative Leaders Forum was held on July 15-17th in Geneva, New York. After taking a year off, the conference was held again this year with very good results. Attendance was up over prior years and the feedback from those in the group was very positive. I would like to extend our appreciation to the host cooperative, National Grape, for their time and effort in organizing the conference and also thank the individuals who attended as well as the cooperatives that sponsored the attendees. Going forward we will likely turn this into an every other year event.

I am very pleased to report that earlier this year we extended our memorandum of understanding with Cornell University for an additional two years. Under this agreement Cornell provides us with the services of the Executive Secretary, Brian Henehan, as well as some administrative support. These services are vital in maintaining the smooth operation of the Council. We have extended the expiration date of the agreement from June 2010 to June 2012. This will ensure we retain the services of Brian Henehan over this period.

Planning for the Annual Meeting and Leaders Forum is currently underway. Please mark your calendars for March 18-19, 2010. The meeting site will return to Syracuse, N.Y. at a location to be determined. Brian, and the meeting planning committee, are busy lining up the presenters and this is shaping up to be another great conference.

Our discussion and interaction with the Mid-Atlantic Alliance of Cooperatives continues. As you may recall, representatives from MAAC attended our annual meeting this spring. They also promoted our Future Cooperative Leaders Forum and several of their member cooperatives sponsored attendees. In turn, we helped promote their Summer Institute which was attended by several youths from New York State. We look forward to continued cooperation and interaction between the two organizations.

In closing I would like to remind you NECC is your organization. If you have any thoughts or ideas you would like to bring forward with the counsel feel free to do so at anytime. You can also visit our Web site (www.cooperatives.aem.cornell.edu) for recent news releases, copies of past presentations and other information.

Will Will Baildon

EVENTS

Marketing the Unique Story of Your Business for Success! – 2009 Cornell Strategic Marketing Conference - **November 2-3, 2009** in Hyde Park, N.Y. For more information and registrations see http://aem.cornell.edu/outreach/conferences/strategic_marketing.htm

"Valuing the Cooperative Business in the 21st Century" – Tenth Annual Farmer Cooperatives Conference - **November 9-10** at the Crowne Plaza Riverfront Hotel in St. Paul, Minn. For more information and program updates: www.uwcc.wisc.edu

NECC Board of Directors

– **Tuesday December 8** dinner in Geneva, N.Y. and a board meeting at 9:00 a.m. on Wednesday, December 9 at the Far Credit of Western New York office in Geneva, N.Y.

2009 Economic Outlook Conference – Tuesday December 8 at 10:00 a.m. in the David L. Call auditorium in Kennedy Hall, Cornell University, Ithaca, N.Y. Sponsored by the Department of Applied Economics and Management. For more information, contact Carol Thomson 607-255-5464 or cmt8@cornell.edu, or on the Web at: http://www.aem.cornell.edu/outreach/conferences/economic_outlook.htm

National Council of Farmer Cooperatives Annual Meeting – February 3-5, 2010 in Santa Barbara, Calif. For more information contact NCFC at 202-626-8700 or at their Web site: <http://www.ncfc.org/events/index.shtml>

NECC Cooperative Leaders Forum and Annual Meeting – March 18-19, 2010, held in conjunction with CoBANK's customer meeting in Syracuse N.Y. For more information, contact Brian Henehan at 607-255-8800 or at <http://cooperatives.aem.cornell.edu>