

# The Northeast Cooperative Council

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## cooperative notes

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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/](http://www.cooperatives.aem.cornell.edu/)

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## FORUM FOCUSES ON "CONTEMPORARY ISSUES"

The NECC will hold its Cooperative Leaders Forum and 61st Annual Meeting on March 18-19 at the Doubletree Hotel in Syracuse, N.Y. The Forum is held in conjunction with CoBANK's customer meeting.



**Dr. Brent Hueth** will kick off the Forum on Thursday with an address on **"The Economic Impact of Cooperatives in the U.S."** Hueth is the Director of the University of Wisconsin Center for Cooperatives and Associate Professor in the Dept. of Ag and Applied Economics.

Professor Hueth received his Ph.D. in Ag and Natural Resource Economics from the University of Maryland, College Park. Prior to joining the University of Wisconsin, Brent spent two years at the University of California Berkeley as a Research Economist, and eight years at Iowa State University as Associate Professor in Economics. His research and teaching focus on cooperative organizations and agricultural markets. He is a co-editor of the recently published book titled *Cooperative Conversions, Failures and Restructurings: Case Studies and Lessons from U.S. and Canadian Agriculture* which is available online at [www.kis.usask.ca/CoopBook.html](http://www.kis.usask.ca/CoopBook.html).



**Charles Conner** will offer **"An Update from Washington."** Conner became President and CEO of NCFC in February 2009. Before joining NCFC, he served as Deputy Secretary and COO for the USDA overseeing day-to-day operations including \$95 billion budget for the 26 USDA

agencies representing 300 programs and more than 100,000 employees. He represented the USDA on the President's Management Council providing executive expertise to proposed government-wide policy direction on key management initiatives, and effectively communicating all aspects of the USDA mission through speeches, presentations and forums. Conner interacted directly with President George W. Bush and his senior staff to formulate food, trade, security and energy policies. He led development of the Bush Administration's \$300 billion Farm Bill proposal and the strategy to educate and inform industry, constituents and Congress. His role in communicating USDA policy involved live appearances on Fox News, CSPAN and the Squawk Box. He previously served as President of the Corn Refiners Association when he navigated and negotiated the interests of both large

and small companies to gain consensus on the association's budget and policy direction. In addition, he directed a successful World Trade Organization (WTO) and NAFTA trade case against the Government of Mexico. Conner is a graduate of Purdue University, with a Bachelor's of Science Degree and is the recipient of Purdue's Distinguished Alumni Award.



**Dr. Marci Rossell** will present an **"Economic Outlook."** Rossell is a former CNBC Chief Economist and Co-Host of Squawk Box. She electrifies audiences nationwide, speaking on the nexus of economics, politics, culture and the media. Her animated style was honed when

she served as the popular, lively Chief Economist for CNBC in the months immediately following September 11. She takes complex economic issues, often dull in the button-down business press, and makes them relevant to people's lives, families, and careers. Prior to her career in broadcast journalism, Marci served as Corporate Economist and Investment Spokesperson for Oppenheimer Funds, one of the nation's largest mutual fund companies. Before moving to Wall Street, she was an expert witness for Deloitte and Touche in court cases involving economic issues. Marci began her career as an Economist with the Federal Reserve Bank of Dallas. She is currently a visiting Professor at DePaul University. Marci earned a PhD in Economics from Southern Methodist University. She brings a world of experience when discussing the U.S. economy, international events and movements.



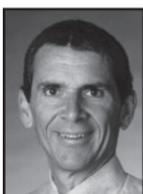
**John Sununu** will address the subjects of **"Finance and Energy Policy."** He has been called both a philosopher and the smartest man in the Senate. Senator Sununu (R-NH) cut a unique path from the private sector to public office, serving three terms in the House and six

years as the youngest member of the U.S. Senate. Before entering public service, Sununu worked for emerging high-tech firms as an Engineer, Strategy Consultant and a CFO. In Congress, he served on Senate committees such as Commerce, Finance, Banking and Foreign Relations. He draws from his engineering and business background to speak passionately and in great detail about the economic landscape, financial and regulatory reform, the science and economics behind the climate change debate, and the

transformative effect of technology. Known as a strong fiscal conservative and an author of legislation reforming the regulation of financial institutions, Sununu currently serves as a panel member responsible for the oversight of TARP funds and has developed proposals for regulatory reform, mortgage issuance and national insurance oversight. He also serves on the Board of Directors for Time Warner Cable and Boston Scientific. He holds Bachelor's and Master's Degrees in Mechanical Engineering from MIT and a Master's Degree in Business Administration from Harvard University.



The Thursday afternoon program will be followed by a reception hosted by CoBANK directors. Our dinner speaker will be **Doug Flutie**. For over 20 years, Doug Flutie's name has been synonymous with excellence in college and professional football. He will be remembered for throwing the Hail Mary Touchdown Pass in the last seconds of Boston College's 47-45 upset over Miami, the same season he was named the Heisman Trophy winner. Doug played for the USFL, the NFL and the Canadian Football League, which included three Grey Cup Championships and Grey Cup MVP honors. Doug returned to the NFL, led the Buffalo Bills to the playoffs and was named 1998 NFL's Comeback Player. In 2001, Doug signed as starting quarterback with the San Diego Chargers. In 2005, Doug finished his career at home when he signed a one-year contract with the New England Patriots as a backup quarterback. In his final play, he made history by successfully executing the NFL's first drop kick since 1941. On May 15, 2006, Doug Flutie announced his retirement after 21 seasons of professional football. He then began a post-football career as lead in-studio football analyst for college football on ABC Sports and ESPN Sports. Doug established the Doug Flutie, Jr. Foundation for Autism, Inc. in honor of his son (who has autism) to help families who have children with autism. He graduated from Boston College with degrees in Communications and Computer Science.



The Forum will continue on Friday with a presentation by **Dr. Ed McLaughlin** on "**Trends in the Supermarket Industry.**" McLaughlin is the Robert G. Tobin Professor of Marketing, Director of the Undergraduate Business Program and Food Industry Management Program at Cornell University. He received his PhD at Michigan State University. Before his academic appointment, he had extensive international experience, having spent four years in Africa with the U.S. State Department, the United Nations and the World Bank. His research interests include new product introductions, branding commodities, linking customer satisfaction to firm performance, retailing and trade promotions. His research has appeared in numerous journals including *Journal of Marketing*, *Journal of Marketing Research*, *American Journal of Agricultural Economics* and *Journal of Retailing*. He has won national awards for distinguished research and teaching and is also Professor of Retailing at

Nyenrode, The Netherlands School of Business and teaches retailing strategy at IESEG, Lille France. McLaughlin serves on the Boards of Directors of several companies, and has served on the Retail Board of the Produce Marketing Association and is a current PMA Educational Foundation Board Member.

**Brian Henehan** will moderate a panel discussion on "Marketing Sustainability." Henehan is a Senior Extension Associate in the Dept. of Applied Economics at Cornell University where he serves as Director of the Cooperative Enterprise as well as NECC Secretary. The panel members include Prof. McLaughlin, Rick Nacsi and Jed Davis.

**Jed Davis** is Director of Sustainability for Cabot Creamery Cooperative, Vermont's historic dairy farmer cooperative dating back to 1919. Jed has a lifetime involvement with agriculture and cooperatives and nearly two decades of service in the cheese world. Born and raised on a six-generation family farm in central Massachusetts, Jed received his Bachelor of Arts and Masters Degrees from Dartmouth College. In 1991, he moved to Vermont to begin working at Cabot and has since held a variety of marketing, sales and operations positions. Jed has previously served as Cabot's "ambassador" to numerous industry groups including the American Cheese Society, the National Association for the Specialty Food Trade, the Vermont Specialty Food Association and as a founding member of the Vermont Cheese Council. In 2008, Jed was named Cabot's first Director of Sustainability and his efforts now center on helping Cabot achieve its own understanding of "Sustainability" – "living within our means and ensuring the means to live" – from cow-to-creamery-to-customer. Jed represents Cabot on state initiatives including the Vermont Sustainable Agriculture Council and Green Up Vermont, as well as on national efforts with the Innovation Center for U.S. Dairy.

**Richard Naczi** is COO of American Dairy Association and Dairy Council, Inc., headquartered in Syracuse, N.Y. Since joining ADADC in June 1990, Rick has directed the association's programs in retail category management, dairy promotion, nutrition education, and advertising on behalf of dairy producers in New York, northern New Jersey and northeastern Pennsylvania. While CEO of ADADC, Rick also serves as Executive Vice President of Strategic Industry Analysis and Evaluation at Dairy Management Inc. (DMI), where he is managing an industry-wide sustainability project for DMI. Rick is also DMI's primary contract liaison to the U.S. Dept. of Ag. In addition, Rick is responsible for oversight of both internally-focused and external evaluations of DMI programs. In 2006, Rick served as the Executive Vice President of U.S. Sales and Marketing, where he led the development and implementation of school food service and education insights programs. In 2005, Rick served as VP of School Marketing where he worked with state/regional and DMI staff to assure the development and implementation of effective

## President's Column

Mark your calendars for the 2010 NECC Annual Meeting, Leaders Forum and CoBank Customer Meeting. The meeting will be held March 18-19, 2010 at the Doubletree Hotel in Syracuse, N.Y. This year's meeting theme is Contemporary Cooperative Issues. The meeting planning committee has done an outstanding job of assembling a first-class lineup of speakers from around the country. Please be sure to join us for what I'm sure will be another outstanding meeting. Relationships and partnerships are as important at NECC, as they are in all other facets of daily life. In addition to the long-standing and strong relationships we share with our member cooperatives, we also have key relationships with other organizations that have shaped our past and will be keys to our success going forward. One prime example is our association with Cornell University. Despite



current budgetary issues, Cornell continues to indicate it's willingness to support the Council and Northeast cooperatives. Another key partner has been CoBank. By combining our collective organizational and financial resources, we are able to make our annual meeting a success, year after year. Going forward, we plan to continue to talk to the Mid-Atlantic Alliance of Cooperatives, our neighbors to the South, about ways to collaborate to benefit both our organizations. Finally, I'd like to thank council membership for their ongoing support through attendance at meetings, annual dues and stepping up when needed. Remember to visit our Web site [www.cooperatives.aem.cornell.edu](http://www.cooperatives.aem.cornell.edu) for recent news releases, presentations from past annual meetings and leaders' forums, as well as other information. Happy Holidays to you and your families.

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## EVENTS

**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/2010-annual-meeting.html>

**NECC Cooperative Leaders Forum and Annual Meeting** – March 18-19, 2010 in conjunction with CoBank's regional customer meeting at the Doubletree Hotel in Syracuse, N.Y. For more information and online registration visit <http://www.cooperatives.aem.cornell.edu/> or contact Brian Henehan at [bmh5@cornell.edu](mailto:bmh5@cornell.edu).

**NECC Board of Directors** – Breakfast meeting on March 18 at 7:00 a.m. at the Doubletree Hotel in Syracuse, N.Y.

**National Cooperative Business Association Annual Meeting and Conference** – May 4-6 at the Capitol Hilton in Washington, DC. For more information see Web site at: [www.ncba.coop](http://www.ncba.coop)

**Summer Youth Institute** - June 27-30 at Lock Haven University, Lock Have, Penn. For more information, see the following Web site at: <http://maacooperatives.org/>

**National Institute on Cooperative Education** - July 17-21 at the University of Tennessee, Knoxville, Tenn. For more information, see the following Web site: <http://tennesseecouncilofcoops.org/>

marketing, account development and education strategies in the school channel. Rick is a graduate of the University of Connecticut with a Animal Science degree.

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. For more information on the meeting schedule or registration for the conference, visit <http://cooperatives.aem.cornell.edu> or contact Brian Henehan at 607/255-8800.

