The Northeast Cooperative Council

**MEMBERS**

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

**ASSOCIATE MEMBERS**

- Jeffrey Fetter .............................. Solon, Shulman, Cohen, Fetter & Burstein PC ........ Syracuse, N.Y.
- David Hayes ............................... Bond, Schoeneck and King, PLLC ........ Syracuse, N.Y.
- Gary Heckman ......................... AgChoice Farm Credit .................. Mechanicsburg, Penn.
- Jay McWatters .............. Hopkins and Co., LLP .................. Williamsport, N.Y.
- Charles Sullivan .................. Bond, Schoeneck and King, PLLC ........ Syracuse, N.Y.
- Bill Wilson .................. FCC Services .................. Denver, Colo.

**TREASURER**

Stephen Tudhope ............................. Farm Credit East 4363 Federal Drive Batavia, N.Y. 14020 800-929-1350

**EXEC. SECRETARY**


**VICE-PRESIDENT**

Craig Pollock ............................... Farm Credit East 955 State Rte. 12 Sangerfield, N.Y. 13455 315-841-3398

**PRESIDENT**

Eric Zuber ................................. O-AT-KA Milk Products Cooperative 5645 Tower Road Byron, N.Y. 14422 585-548-7178

To learn more about NECC or read past issues of Cooperative Notes, visit the NECC webpages at: www.cooperatives.aem.cornell.edu/

**LEADERS FORUM SCHEDULED FOR MARCH**

The 2011 NECC Annual Meeting and Leaders Forum will be held at the Doubletree Hotel in Syracuse, N.Y. on Tuesday March 29 and Wednesday March 30. The meeting will be held in conjunction with the CoBank customer meeting.

Dr. Brian Wansink will kick off the Forum on Tuesday morning addressing the topic of “Marketing Nutrition.” Wansink is the John Dyson Professor of Consumer Behavior at Cornell University, where he directs the Cornell Food and Brand Lab. He is author of over 100 academic articles and books, including the best-selling Mindless Eating: Why We Eat More Than We Think (2006) along with Marketing Nutrition (2005), Asking Questions (2004), and Consumer Panels (2002). From 2007-2009 Wansink was granted a leave-of-absence from Cornell to accept a Presidential appointment as Executive Director of USDA’s Center for Nutrition Policy and Promotion, the Federal agency in charge of developing 2010 Dietary Guidelines and promoting the Food Guide Pyramid (MyPyramid.gov). Wansink’s award-winning academic research on food psychology and behavior change has been published in the world’s top marketing, medical, and nutrition journals. His work has been presented, translated, reported, and featured in television documentaries on every continent but Antarctica for more information visit the following websites: MindlessEating.org; SmallPlateMovement.org; and FoodPsychology.cornell.edu.

Thomas Carter will discuss “Opportunities for U.S. Cooperatives in Emerging Markets.” Tom is presently coordinator of USAID’s Cooperative Development Program, a grant activity managed by the Agency’s Office of Private and Voluntary Cooperation in the Office of Development Partners.

Following lunch on Tuesday, Bob Engel, President and CEO of CoBank, will offer remarks on the bank’s performance. CoBank has recruited a number of nationally-recognized speakers to address the group during the rest of the afternoon and evening. Carlos Gutierrez, former CEO of the Kellogg Company and Secretary of the U.S. Department of Commerce under the Bush administration will give a presentation on “Driving America’s Business Agenda.”

Marci Rossell, former chief economist for CNBC, will offer an “Economic Update.” She was one of the most popular speakers from last year. She takes complex economic issues, often dull in the button-down business press, and makes them relevant to people’s lives, families, and careers.

The dinner speaker will be Mike Eruzione who was captain of the 1980 Winter Olympics United States national hockey team that upset the Soviet Union in the famous “Miracle on Ice” game. He played forward, scoring the winning goal against the Soviets helping the Americans win the Gold medal.

The NECC program will continue on Wednesday morning with Paul Stajdahur, Vice-President, Corporate Strategy and Business Development, Ocean Spray Cranberries, Inc. discussing “The Strategic Review: Following the Vote to Remain a Cooperative.” Paul will present the actions taken by Ocean Spray following a takeover bid and the vote of the members of Ocean Spray to reject the bid and remain a cooperative.

Updated information will be posted on the following website: http://cooperatives.aem.cornell.edu/ Registration for the conference opens on December 1. Mark your 2011 calendars for this stimulating event and reserve your place at the conference.
ANNUAL FARMER COOPERATIVES CONFERENCE

The 13th Annual Farmer Cooperatives Conference, presented by the University of Wisconsin Center for Cooperatives, will take place just outside of Denver, CO on December 6-7, 2010. The program “Cooperatives: Looking Forward” will explore the strategic positioning and growth opportunities presented by trends in the economy, in sustainability and resource management, and in governance. Registration, more information and updates can be found on the conference webpage: www.uwec.wisc.edu/farmercoops10/default.html

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NEC Board of Directors – December meeting on the Cornell Campus in Ithaca, N.Y. Date and time to be announced.

2010 Economic Outlook Conference – Tuesday December 14 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 cmf@cornell.edu, or on the web at: http://www.aem.cornell.edu/outreach/conferences/economic_outlook.htm


NECC Cooperative Leaders Forum and Annual Meeting - March 29-30, 2011, 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

New Web Resources on Cooperatives

New online educational resource on cooperatives was launched through the eXtension website in conjunction with “Co-op Month.” The 2010 theme – “Local, Trusted, Serving You.” – underlines that co-ops are tied to their local communities in ways that other businesses are not. Co-ops are owned and controlled by the people who use them, and exist to serve those members. The group pictured is part of the leadership team that is developing the site which can be found at http://www.extension.

EVENTS

ANNUAL AGRIBUSINESS ECONOMIC OUTLOOK

The Annual Agribusiness Economic Outlook Conference of the Dyson School of Applied Economics and Management at Cornell University will be held December 6-7, 2010 in the David L. Call Alumni Auditorium in Kennedy Hall on the Cornell campus. This year’s conference will feature “Managing Risk in Today’s Agricultural Economy.” For information and registration see: http://dyson.cornell.edu/outreach/