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

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NORTHEAST COOPERATIVE COUNCIL

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cooperative notes

LEADERS FORUM SCHEDULED FOR MARCH

The Annual Meeting and Cooperative Leaders Forum Will Be Held in Syracuse in 2011

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.

EVENTS

RESEARCHERS SCHEDULE ANNUAL MEETING

NCERA-210 is a National Committee comprised of academic and industry researchers studying cooperative businesses will hold their annual meeting and workshop on December 7-8 in conjunction with the Farmer Cooperatives Conference in Denver, Colo. 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, visit the NCERA-210 website at: <http://www.agecon.ksu.edu/accc/ncera210>.

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, Colo. 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.uwcc.wisc.edu/farmercoops10/default.html

"Cooperatives: Looking Forward," 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. For more information and program updates: www.uwcc.wisc.edu

NECC 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 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 9-11, 2011 in San Antonio, Texas Marriott Rivercenter. For more information contact NCFC at 202-626-8700 or at their website: <http://www.ncfc.org/events/index.shtml>

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>

President's Column



Over the years, has been customary for the NECC board to meet late summer or early September. This year, Paul Seanger invited us to meet on his tour boat he operates in the summer season on Lake Champlain. Having never been there before, both Cyndy VanLieshout and I informed our spouses this was a meeting they were not going to miss and we headed for Vermont. We all met on the Fort Ticonderoga side of the lake the morning of September 10. It was a beautiful morning as we all boarded the concrete ferry to take the five minute ride across the lake to Vermont. We had to tell the ferry master to hold up a minute as my old friend Ed Schoen was close to missing the ride, but as we picked on him, I must say he took it well.

As I looked around, there was a face or two missing. Sandy Stauffer was home putting cows through their new milking parlor for the first time. Kevin Murphy had sent notice he had cleaned out his desk at Pro-Fac the week before and things were pretty well shut down. Kevin has served on the NECC board for over 25 years and has held about every capacity from treasurer to president. He will be sorely missed and we wish him all the best in his new adventures. He told us he plans to reside in New Hampshire with his family.

As for Pro-Fac, it is an amazing story. I think it is fair to say the members were served well. We will miss the membership at the Northeast Council, however I cannot help but think we will have another vegetable crop cooperative of some level in the future.

As the ferry docked on the Vermont side there was Paul Seanger (in his Vermont captain attire) and his wife Rene directing us to his boat, the Carillon. We boarded and had our meeting. When our meeting was over, Paul gave us his professional tour of the lake. I am a history buff so Paul's stories along with the lake's beauty one the old fort in the background made for a day to remember. I enjoyed the story Paul told of Matthew Lyon. Lyon came to America as an

indentured servant at age of fifteen, worked four years to get his freedom, married Ethan Allen's sister, helped capture Fort Ticonderoga, eventually got elected to congress and then cast the deciding vote that made Thomas Jefferson president of the United States. It is lives like this that make our country great – so we can say anything is possible in America.

Now for an update on NECC activities. Our annual meeting is coming together. Mark your calendar for March 29-30, 2011. Our relationship with CoBank is strong so we will again be running their program with ours. Brian has the speakers pretty well lined up, and the program looks great!

The young leadership conference will be the second week of July. Agri-Mark will be the sponsor and Bill Banker chairman. More information will be forthcoming. Start lining up the young cooperators and couples to attend the conference; I am sure the Cabot and McCadam hospitality in Vermont will make their time worthwhile.

As a last note, if you haven't heard, the Dyson family has given a \$25 million donation to Cornell thus creating the Charles H. Dyson School of Applied Economics and Management. At a time when all economic news has been bad this gives Cornell a much needed boost. With Warren Hall getting a face lift and the agricultural background of our new dean, Kathryn Boor, I am sure education and agricultural research at Cornell will prevail.

With that, I wish you all a great harvest. It has been a good growing season in western New York. May you all have a safe and happy holiday season as we approach the New Year.

Eric

Sincerely,
Eric Zuber

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.org>.



Front row: Dr. Greg McKee, North Dakota State Univ., Dr. Jon Park, Texas A & M Univ., Madeline Schultz, Iowa State Univ., Emmy Williams, Texas A. & M. Univ. Back row: Brian Henehan, Cornell Univ., Dr. John Well, USDA, Rural Development



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 14, 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/>

