Robert F. Firely, Jr.

MEMBERS

AgChoice Farm Credit, ACA
Agri-Mark Inc
CHS, Inc.
CoBank, ACB
Cooperative Feed Dealers
Dairy Farmers of America
Dairylea Cooperative Inc
Dairy One
Farm Credit of Maine, ACA
Farm Credit East

ASSOCIATE MEMBERS

Jeffrey Fetter
Noemi Gizsancz
David Hayes
Bob Ludwig
Jay McWatters
Charles Sullivan
Bill Wilson
Robert F. Firely, Jr.

Farm Credit East, ACA

The Northeast Cooperative Council

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

Robert F. Firely, Jr.

ASSOCIATE MEMBERS

Herbein + Company, Inc.
Bond, Schoeneck and King, PLLC
Hale Group
Davies Cooperative Inc.

ST. ALBANS COOPERATIVE, INC.
HOSTS NECC BOARD

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The NECC Board met Oct. 5-6 in St. Albans, VT. Highlights of the meeting were the need to create a promotional packet for the organization and welcoming AgChoice Farm Credit, ACA and OHS, Inc. as new members and Herbein + Company, Inc. as an Associate member. The Planning committee reported on potential speakers for the March annual meeting. Retiring Executive Secretary Brian Henehan attended the Cooperative Hall of Fame induction and extended thanks to the Board for recognizing his work in cooperative education at the March Annual Meeting.

Cornell CALS Saison Ed Schoen reported on the requirements for an endowed chair, cooperative class to be taught in the spring, and the University’s support for the expanding yogurt industry. Eric Zuber said there is a need to identify priorities and develop policy for the Cornell University Leadership Fund. Following the meeting, St. Albans board representative Jacque Parent led the group to the processing facility for a tour of the plant and to the farm store adjacent to the plant. The next board meeting will be December 17, in Ithaca, N.Y.
Mark your calendars and save the date, as the Cooperative Leaders Forum and NECC Annual Meeting will be held in conjunction with the Colbain Annual Meeting at the DoubleTree Hotel, East Syracuse, N.Y. on Monday and Tuesday, March 11-12, 2013. The Planning Committee has a great program outlined to enhance the skill sets of cooperative board members and managers. Four presentations have been confirmed.

Kelly McDonald, a recognized marketing expert and featured on CNBC, BusinessWeek, and CNNMoney.com, will examine recent US Census data and will share marketing insights and strategies for cooperatives and their members to appeal to the changing face of America. Her client list includes Toyota, Harley Davidson, Sherwin- Williams, State Farm, and MillerCoors. She authored How to Market to People Not Like You.

Phil Kenkel, Oklahoma State University, teaches classes in Agricultural Cooperatives and Bio-Energy Feasibility. This past year he published his findings on “Critical Issues for Agricultural Cooperatives.” Twenty-five cooperative leaders responded to a list of 37 issues facing cooperatives. Phil will talk about some of these issues and their implications for the future of the cooperative business model.

The world becomes more interconnected every day. Business opportunities emerge and evolve through time. Mark Paterson will feature the success story of the collaboration between OATKA Milk Products Cooperative and Campina Melkunie. Upcoming elections, Congressional actions and reactions, fiscal and monetary policies, and the Farm Bill have implications for cooperatives and their members. The National Council of Farmer Cooperatives will be making a presentation that will focus on the changing role of government.

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At the recent NECC Board meeting, Todd Schmit, PhD, Cornell CALS reported on the Cooperative Management class which he will be teaching in Spring, 2013. The class will focus on the fundamental principles of cooperatives, objectives, structure, finance, marketing, governance, and management. Students will gain an understanding of the history and economic justification of cooperatives along with evaluating current and future issues facing modern agribusinesses with emphasis on cooperatives as they compete with investor-oriented firms.

One of the goals of the course is to bring real world examples to students. This will be done in 2 ways. Students will have the opportunity to delve into a series of case studies. In addition cooperative leaders will be invited to speak before the class. Schmit said, “I look forward to drawing upon the expertise of nearby cooperative directors and managers to share their experiences with students.”

In 1999 the NECC board established the Cornell University Cooperative Leadership Fund in a response to a need to support education and research on the cooperative form of business. The purpose of the fund is to create knowledge about cooperative enterprise and to build cooperative leaders by: offering quality educational opportunities for undergraduate and graduate students to study and conduct research on cooperative businesses; and world-class outreach programs that deliver a high level of expertise to further the growth and performance of cooperative businesses; and create a superior learning environment that inspires the development of cooperative leaders. If you would like to make a tax-deductible donation to the fund in recognition of an outstanding cooperative leader, make checks payable to the Cornell University Foundation (memo line NECC Cooperative Leadership Fund) and send the check to the Cornell University Foundation, Attn: Carrie Corbin, Trust Officer, 130 E. Seneca St., Suite 400, Ithaca, NY 14850. The contribution form can be found at: http://cooperatives.dyson.cornell.edu/fund.htm

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Cornell Gearing Up for Undergrad Cooperative Class

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President’s Column

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PLANS UNDERWAY FOR COOPERATIVE LEADERS FORUM AND NECC MEETING MARCH 11-12

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CORNELL UNIVERSITY COOPERATIVE LEADERSHIP FUND

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CORNELL GEARING UP FOR UNDERGRAD COOPERATIVE CLASS

President’s Column

Past, I want to welcome Bobbie (“Bobbie”) Savannah, as our new Executive Secretary. Bobbie assumed her new duties on August 20 and she is excited to take on the programming duties related to the Cooperative Enterprise Program and to serve as Executive Secretary of the NECC. I look forward to working with Bobbie as we further the efforts and mission of NECC. Please join me in congratulating Bobbie.

Fiscal cliffs, changing demographics, the cloud, communicating cooperative benefits and values ... the governmental, social, and business forces facing cooperatives has changed markedly in the past few years. Accordingly, change is the central theme for our 2013 Annual Meeting and Cooperative Leaders Forum. Our Vice President, Cody VanLohsten, and Bobbie are spearheading efforts regarding our Forum. They are well along in assembling a group of high quality speakers for your benefit. You can expect another great program slated for March 11 and 12 in Syracuse, NY.

During our recent Board meeting at St. Albans Cooperative in early September, we reviewed the preliminary outline for the new Cooperative Management course to be taught by Todd Schmit at Cornell this spring. The Future Leaders Conference will be held in the Bahamas, N.Y. area, tentatively scheduled for July 17, 18 and 19. The program for the conference is shaping up with some prime opportunities for the participants. The Bahamas area, with its rich resource base, provides a great setting for the conference. Please start giving thought to your cooperative’s participants.

As we move into fall, let’s hope for a smooth harvest season fromcornberries in the east to grapes in the west … with a bit of corn, soybeans and apples in between! An increasing world population, with large numbers who want to step up to a protein based diet spells opportunity … and responsibility for cooperatives to help meet the demand.

As always, thank you for your support of the Northeast Cooperative Council, Your feedback and suggestions are important; please offer them up to myself, Bobbie or my fellow Board members.

Sincerely, Craig Pollock

Events

Leading Change: Envisioning the Future.
Program to focus on latest strategic thinking on current cooperative issues and trends. November 8-9 at the Radisson Plaza Hotel, Minneapolis, MN. Presented by the Center for Cooperatives, University of Wisconsin-Madison. For more information: http://www.uwcc.wisc.edu/outreach/CCG/Content/NECCBoardOfDirectorsMeeting

NECC Board of Directors Meeting
December 17, Cornell University, Ithaca, N.Y.

Cornell Agribusiness Economic Outlook Conference

84th Annual Meeting of the National Council of Farmer Cooperatives
February 6-8, 2013, Westin Kierland, Phoenix, Ariz. For more information: http://www.ncfc.org/
SEVERSON NAMED
NECC EXECUTIVE SECRETARY

Roberta “Bobbie” Severson assumed the responsibilities of the Cornell University Cooperative Extension, Seneca Co. During her tenure she finalized a direct farm marketing brochure. She assisted the Seneca Co. Chamber of Commerce and their efforts to make “Cork and Fork” a premier culinary event showcasing the food and wine in the Finger Lakes region. For her programming efforts she was nominated by her peers and received the NACAA Achievement Award in 2007 for outstanding Extension programming by staff with less than 10 years experience.

Prior to coming to Extension Severson was a co-managing partner on her family dairy farm, southwest of Syracuse, in Marcellus, N.Y. The farm business was a member of Dairy One, Genex Cooperative, Inc. and Agway. Dairylea Cooperative Inc. recognized the farm for producing top quality milk. Severson assisted in the creation of the “Super Milk” program. She is a graduate of Lead NY, a leadership development program for people in the farm and food sector.

Outside of work she has served as Secretary of the Onondaga Co. Holstein Club and its merger with the Oswego Co. Holstein Club, the Onondaga Co. Farm Bureaus, and Dairy Promotion Committee. She is in her final year as Secretary of the Board of Directors of NYS Grange. She holds degrees from SUNY Alfred and Cornell CALS.

Severson says, “I look forward to meeting members of the NECC and developing and delivering programs that strengthen cooperative businesses throughout the Northeast.” She can be reached at 607/255-1987 or email at rmh27@cornell.edu.

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