4 DAYS FOCUSED ON AGRICULTURAL COOPERATIVES

38TH FUTURE COOPERATIVE LEADERS CONFERENCE
February 26-27, 2019

AND THE

69th COOPERATIVE LEADERS FORUM
February 28, 2019

In conjunction with the CoBank Northeast Customer meeting
March 1, 2019

At the Doubletree by Hilton, East Syracuse, NY

ATTEND ONE OR MORE EVENTS!

38TH FUTURE COOPERATIVE LEADERS CONFERENCE
“Leading Agriculture in Changing Times”
February 26-27, 2019

PROGRAM HIGHLIGHTS:
- Cooperative Governance—What do boards of directors do? What challenges do they face? How do they operate?
- Financial Statements—tools for cooperatives and farm businesses when measuring success and developing strategic advantage
- Change Management—Overcoming the resistance on the farm, in the co-op
- Embracing Tomorrow Today—preserving family relationships in times of change
- Learn about diversity of Northeast cooperatives
- Make friends, build network & leadership skills

TARGET AUDIENCE:
Young adults and persons who aspire to leadership positions in their cooperative or on the farm.

69TH COOPERATIVE LEADERS FORUM
“Cooperatives Moving Forward in the Global Economy”
February 28, 2019

PROGRAM HIGHLIGHTS:
- Washington, DC—What’s happening post-mid-term elections?
- Trade and the Global Market Place—How cooperatives build strategic competitive advantage in export markets
- Disruption—How does one think forward to manage change and disorder
- Build networks
- NECC Leadership Luncheon
- Directors and Managers Round Tables

TARGET AUDIENCE:
Present & former cooperative board members, management teams, persons who aspire to leadership positions in their cooperative.

More details and registration information on the following pages.
### LEAD ACT AGENDA

**TUESDAY, FEBRUARY 26, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 AM</td>
<td>Registration</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Co-opoly, Everyone Wins or Loses</td>
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<tr>
<td></td>
<td>Todd Schmit, Cornell University</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Break &amp; networking</td>
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<tr>
<td>3:30 PM</td>
<td>Put on the Director’s Cap</td>
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<tr>
<td></td>
<td>Ed Schoen, Dairy Farmers of America</td>
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<tr>
<td>5:00 PM</td>
<td>Break</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>Reception</td>
</tr>
</tbody>
</table>

**WEDNESDAY, FEBRUARY 27, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Your Farm’s Future, Your Cooperative’s Future</td>
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<tr>
<td></td>
<td>John Knopf, Farm Credit East</td>
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<td></td>
<td>Gary Bradley, Farm Credit East</td>
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<td></td>
<td>Greg McConnell, Farm Credit East</td>
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<tr>
<td>10:00 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>Cooperative Round Tables</td>
</tr>
<tr>
<td></td>
<td>Representatives of NECC member Cooperatives</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Game Changer</td>
</tr>
<tr>
<td></td>
<td>Bobbie Severson, Cornell University</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Embracing Tomorrow Today</td>
</tr>
<tr>
<td></td>
<td>Erica Leubner, FarmNet</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Wrap up</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>Adjourn, safe trip home</td>
</tr>
</tbody>
</table>

**LEAD ACT PRESENTERS**

**ED SCHOEN**, Retired Director, Dairy Farmers of America  
In his leadership career he has served as Vice Chair of the DFA Cares Foundation, Vice Chair of the NY Milk Promotion Board and Chair of the Cornell Food Science Subcommittee. He was a delegate to the North American and European Union Agricultural conference and served on various National Milk Producers Federation committees.

**JOHN KNOPF**, Audit Committee Chair, Farm Credit East  
Responsible for oversight of adequacy of the Association’s adherence to internal controls and risk management function. Is principal owner of Fa-Ba Farms, LLC in Canandaigua, NY. Elected to Farm Credit board in 2013. Member of Town of Canandaigua Board of Assessment Review and has served on the Soil and Water Conservation District Northern Watershed Committee.

**GARY BRADLEY**, Executive VP and Regional Manager, Farm Credit East, provides oversight and coaching in credit, financial services, consulting and customer service for 5 Farm Credit offices. Serves on Credit and Human Resources committees and is a member of the Farm Credit Fellows Committee at Cornell University.

**GREG MCCONNELL**, Business Consultant, Farm Credit East, provides expertise in financial analysis, business transition and expansion to a diversity of farm businesses including dairy, crop, equine, and winery operations and specialized lending to sawmill operations and equipment dealerships.

**ERICA LEUBNER**, Family Consultant, NY FarmNet  
Facilitates communication between farm family members in setting goals, conflict management and farm succession planning. Assists individuals and families in areas of stress, relationships, grief/loss, depression and anxiety. Co-owner of Tim’s Pumpkin Patch, Marietta, NY.

**BOBBIE SEVERSON**, Director, Cornell Cooperative Enterprise Program and serves as Executive Secretary of the Northeast Cooperative Council. She served as Agriculture Program & 4-H Program Leader at CCE Onondaga Co.

**TODD SCHMIT**, Associate Professor Cornell University  
Cooperative Business Management class instructor. Research focus in economic contributions of the agriculture and food systems, cooperative businesses, and apple industry, leads International Agribusiness Study trip, and serves as Cornell University liaison to NECC board of directors.
69TH COOPERATIVE LEADERS FORUM
“Cooperatives Moving Forward in the Global Economy”
Thursday, February 28, 2019

COOPERATIVE LEADERS FORUM PRESENTERS:

KEVIN STEWART
Stewart grew up on a Canadian farm before venturing into television media producing the Olympic Winter Games, Norway, for CTV Network. He created and hosted AGVISION television series for 13 seasons on CTV network as well as The Edge, an audio thought leader podcast for Farm Credit Canada. He developed the award winning ‘Grow Our Farms’ awareness campaign for the President’s Council. He observes that each of us has one of two mindsets—fixed or forward. He will talk about The Forward Factors: Think Forward, Risk Forward, and Fail Forward to create a growth mindset that will put your team in a position to capture innovation.

CHUCK CONNER
Conner serves as the President and CEO of the National Council of Farmer Cooperatives, a trade association that represents the interests of U.S. agricultural cooperatives. He served as Deputy Secretary for the USDA overseeing day-to-day operations including development of a $95 billion budget for 26 USDA agencies representing 300 programs and more than 100,000 employees prior to his tenure at the NCFC. He will be providing an update on issues to watch for that will impact agricultural cooperatives post mid-term elections.

ELENA IANKOVA
Iankova serves as the founding director at the Center for International Business Advancement at Binghamton University. She is an established expert in the areas of post-communist transition, emerging markets and international business. At SUNY Binghamton and Cornell University she teaches courses on Global Business Strategy, Global Business Risk Management, and Doing Business in Emerging Markets. Her presentation will focus on building strategic competitive advantage in international markets.

BANQUET SPEAKER, JIM KELLY (Presented by CoBank)
Kelly is the former Buffalo Bills quarterback and considered one of the greatest quarterbacks in the NFL. He lead the Bills to 4 consecutive Super Bowls. He is best known for running the Bills “No-Huddle Offense.” In 2002 he was inducted into the Pro Football Hall of Fame. His post-football life has been dedicated to the memory of his son Hunter and Hunter’s Hope an organization dedicated to raise awareness to fight Krabbe disease.

CoBank, ACB
Northeast Customer Meeting
Friday, March 1, 2019

COBANK PRESENTERS:

THOMAS HALVERSON
Thomas Halverson serves as CoBank’s president and CEO. He is responsible for implementing the bank’s strategic and business direction set by the Board of Directors. Previously, he served as CoBank’s chief banking officer where he was responsible for the bank’s Agribusiness and Rural Infrastructure banking groups as well as the Banking Services group and Corporate Communications. He is chair of CoBank’s Management Executive Committee and serves as chairman and director of Farm Credit Leasing. Prior to joining CoBank he spent more than 15 years at Goldman Sachs.

MICHAEL ABRASHOFF
Michael Abrashoff became the Commander of the USS Benfold at age 36, making him the most junior commanding officer in the Pacific Fleet on a ship that was plagued with low morale, high turnover and abysmal performance evaluations. Within 12 months under his leadership, the ship was ranked first in performance, utilizing the same crew. His success can be attributed to replacing command and control with commitment and cohesion, and engaging the hearts, minds, and loyalties of workers with conviction and loyalty. Impact included turnover that decreased to less than 1 percent, rate of promotions tripled, and the crew slashed operating expenses by 25 percent.

MARCI ROSELL
Economist Marci Rossell makes complex financial issues relevant to people’s lives, families, and careers as she addresses issues at the nexus of economic, politics, culture, and the media. She a former chief economist for the Federal Reserve Bank in Dallas and a corporate economist and investment spokesperson for Oppenheimer Funds, one of the nation’s largest mutual fund companies.

REGISTER FOR NECC 69th COOPERATIVE LEADERS FORUM AND COBANK NORTHEAST CUSTOMER MEETING BY FEBRUARY 15TH AT: https://www.cobank.com/events/customer/northeast-customer-meeting

Registration blank for Lead ACT, the 38th Future Cooperative Leaders Conference on the following page. Due February 1st.
LEAD ACT
NECC 38th Future Cooperative Leaders Conference
February 26-27, 2019
At the Doubletree by Hilton
6301 State Route 298, East Syracuse, New York 13057 (NYS Thruway Exit 35)

REGISTRATION FORM—DUE FEBRUARY 1, 2019

Participant(s) Name: _______________________________________________________________
Participant(s) Address: _______________________________________________________________
Phone number: ___________________ Email:____________________________________________

Emergency contact Information:
Name: __________________________________________________________________________

Dietary needs or accommodations: ___________________________________________________

Cooperative affiliation: ______________________________________________________________

Name of person submitting registration form: __________________________________________
Phone number: ___________________ Email:____________________________________________

CONFERENCE FEES include meals and conference materials:
   Number of persons _______ @ $250 per person = __________ (Total)

Names for conference badges:

_________________________________________________________________________________
_________________________________________________________________________________

Make checks payable to Northeast Cooperative Council (NECC) and send to:
Northeast Cooperative Council
C/O Roberta Severson
Warren Hall, Mailbox #93
137 Reservoir Rd.
Ithaca, NY 14853

Reserve room directly by contacting the Doubletree by Hilton at 315-432-0200.