

LEAD New York Class 12  
**Workshop 11: NYS Ag Society, Change, Writing Skills**  
**Holiday Inn**  
Electronics Parkway  
Liverpool, NY  
315-457-1122  
**January 8-10, 2009**

Program Team: Jamie Edelstein, Barb Hanselman, Todd Lighthall

Session Sponsors: Dairylea Cooperative, Dairy Marketing Services LLC

Goals:

1. Learn about risk management, strategic planning and change
2. Improve written communications skills
3. Network with other state agricultural leaders
4. Final preparations for study trip to Spain

**Agenda:** *(semifinal as of 12/23/08)*

Thursday, January 8, 2009: (Dress is Business Attire)

**Facilitators: (All – assist Ag Society Forum as needed)**

- 8:30 LEAD class begins to arrive
- 9:00 Registration- Convention Center Foyer  
Exhibits & Refreshments- Grand Ballroom
- 9:30 Welcome – Sandie Prokop, Society Board President - Convention Center
- 9:35 Society Business Meeting- Convention Center
- 10:00 177th ANNUAL AGRICULTURAL FORUM  
(Three breakout sessions in 3 different sections of Convention Center)
- 11:30 Move audience to Ballroom (set CC for lunch)
- 12:15 Pride of New York Luncheon & Awards - Convention Center
- 2:30 Keynote speaker and discussion – **David Okerlund**
- 4:15 Closing session -
- 4:45 Move audience to Ballroom
- 5:00 Reception - Grand Ballroom
- 6:00 New York's Bounty Banquet & Awards - Convention Center  
Distinguished Service Citation  
State of the States Agriculture Address – Commissioner Patrick Hooker
- 8:30 Adjourn, LEAD hospitality suite upstairs (with guests)

Friday, January 9, 2009: (Dress is khaki casual)

**Facilitator: Todd Lighthall**

**7:00 Breakfast in hotel – “Recruitment Camp” for LEAD alumni (guests)**

**8:00 Rebecca Greene, NYS FFA President – FFA Update**

**8:30 Written communications skills workshop**

**Linda McCandless, Jessica Chittenden, Julie Berry, Karen Cartier**

(Break will take place during individual feedback sessions)

**12:00 Lunch** - (Study trip team meeting with Larry)

**Facilitator: Barb Hanselman**

**1:00 Change Workshop – Larry Van De Valk**

**3:00 Break**

**3:30 Preparation for study trip to Spain**

**Larry Van De Valk – logistics, overview of agenda, packing tips, other**

**Study trip team – industry sector presentations**

**5:30 Move to dinner location?**

**6:00 Dinner (w/speaker? – cultural norms in Spain?)**

**8:00 Return to hotel; hospitality - (March PT meeting with Larry)**

Saturday, January 10, 2009 (dress is khaki casual)

**Facilitator: Jamie Zimmerman**

**7:00 Breakfast in hotel, check out – (April PT meeting with Larry)**

**8:00 Travel (carpool) to Fulton – see directions**

**9:00 Brian Roach, NE Biofuels (ethanol plant tour)**

**10:30 Move to The Riverside Inn**

**10:45 Housekeeping, debriefing**

**Collect Business Donor Solicitation Reports**

LPI round 2 – 360 feedback instrument (review assignment) – Larry

**11:30 Adjourn, depart for home (Lunch on your own)**