

LEAD New York Class 12  
**Workshop 4: Technology, Production, Public Speaking**  
**Days Inn**  
200 Oak St.  
Batavia, NY 14020  
585-343-6000  
[www.daysinn.com](http://www.daysinn.com)  
**December 6-8, 2007**

Program Team: Jonathan Burns, Matt Cole, Nate Edmund, Rob Smith

Session Sponsors: Farm Credit of WNY, Erie and Niagara Insurance, Upstate Niagara Coop., Donnan Farms, Noblehurst Farms

Goals:

1. Study trends and changes in production agriculture, processing, distribution
2. Consider the impact of changes in technology (i.e. equipment, etc.)
3. Learn to organize information for oral presentations
4. Meet industry leaders and begin identifying leadership traits and styles
5. Discuss Temperament (MBTI workshop)

**FINAL Agenda: (As of 12/03/07)**

Thursday, December 6, 2007: (Dress is *warm* business casual)

Facilitator: **Jonathan Burns**

- 11:30 Arrive, leave bags in car, check in during evening
- 12:00 **Lunch at hotel – depart by bus at 12:45**  
Production & processing tours (travel by bus)
- 1:00 **Processing tour at O-AT-KA – Mac McCampbell, Gen. Mgr.**
- 2:15 Depart for Pavilion
- 2:30 **Jeffries Farms – Jim Jeffries** (depart 3:15)
- 3:30 **Hildene Farms, Dave & John Tillotson**
- 4:30 Depart for Noblehurst
- 4:45 **Noblehurst Farms - Rob Noble, Sarah Noble-Moag, Tom Klapper**
- 6:00 Travel to dinner location
- 6:30 **Sponsor Dinner – Bistro Cristina**, 228 Ellicott St. 585-343-1029  
(sponsors and alumni invited)  
Discussion of role of cooperatives – Bob Hall or Jim Miklinski?
- 8:30 Travel back to hotel
- 9:00 Hospitality at hotel (Study Trip PT meeting)

Friday, December 7, 2007: (Dress is *warm* business casual)

Facilitator: **Nate Edmund**

7:00 Breakfast on your own at hotel (January PT meeting)

7:45 move to FCWNY (carpool)

8:00 **“Challenges, opportunities & trends in Ag Credit” by Scott Herring**

8:30 **Panel discussion: Following Food**(Peas)– production, processing & distribution  
(30 min.ea. followed by Q&A)

**Ken Mattingly, M-B Farms** (grower, harvester, FFF owner)

**Mike Gardinier**, VP Operations, **Farm Fresh First** (processing, marketing)

**Ray Ripple – Sysco Foods** (distribution)

10:40 Break; **move to ABCD program** (by bus, leave cars at FCWNY)

11:00 **Overview of ABCD program – Sandy Ruffino, Education Coordinator**

11:30 **Lunch – with children at Batavia ABCD**

Facilitator: **Matt Cole**

12:30 Depart for “Technology” tours: (travel by bus)

12:45 **Oxbo International, Paul Dow** – depart at 2:00

2:30 **CRC, Les Cole, Matt Cole, Dan Canipe, Joe Washburn**– depart at 3:30

3:45 **Barilla Pasta, Heather Heineman, Carmine Simone, Dan Shirley** – depart at 5:00

6:00 **Dinner at hotel**

Facilitator: **Rob Smith**

7:00 **Nancy Scott** – Oral Communication Skills

8:30 Hospitality at hotel (alumni invited) (February PT meeting)

Saturday, December 8, 2007: (Dress is business casual)

Facilitator: **Rob Smith**

7:00 **Breakfast on your own at hotel** (March PT meeting)  
(check out, move to hotel meeting room)

8:00 **Persuasive speaking w/ Nancy Scott** (cont.)

Class member persuasive speeches (5 minutes) and feedback

**Nate Edmund, Karen Barie-Keough, Justin Brown, Tricia Bauer, Tom Gerow, Lynn Mordas, Matt Cole**

9:45 Break

10:00 **Temperament (MBTI workshop) – Jim Henion**

11:30 Debriefing / housekeeping (continue through lunch)

12:00 **Lunch at hotel** and debriefing

1:00 Adjourn and depart for home

2:30 **Optional tour at HemDale Farms, Dale Hemminger, Ryan Akin**