

LEAD New York Class 12
Workshop 5: NYS Agricultural Society Annual Forum
Holiday Inn
Electronics Parkway
Liverpool, NY
315-457-1122
January 10-11, 2008

Program Team: Jamie Edelstein, Barb Hanselman, Roxaina Hurlburt

Session Sponsors: NYS Agricultural Society, Midstate Mutual Insurance, DMS/Dairylea

Goals:

1. **Network with LEAD alumni and other industry leaders at the annual forum**
2. **Learn about renewable energy, biofuels, and potential for NYS agriculture**
3. **Practice public/persuasive speaking skills**
4. **Learn basic debate techniques and principles**

Final Agenda: (as of 12/14/07)

Thursday, January 10, 2008: (Dress is business attire)

Facilitators: Roxaina Hurlburt

8:30 Arrive at hotel

9:00 **See Annual Forum Agenda on reverse**
(Study Trip PT meeting in evening)

Friday, January 11, 2008: (Dress is business casual)

Facilitator: Barb Hanselman

7:00 Breakfast in hotel, housekeeping, check out (February PT meeting)

8:00 **Nancy Scott and Larry Van De Valk**
Class member persuasive speeches with critique
(5 min. speech, 5 min. critique, break at about 10:00)

12:00 Sponsor lunch in hotel
Commissioner Patrick Hooker, guest speaker

Facilitator: Jamie Edelstein

1:00 **Debate Training Workshop – Sam Nelson**

4:00 **Debate topic/team selection – Larry Van De Valk**

5:30 Debriefing discussion

6:00 Adjourn; depart for home (dinner on your own) (March PT meeting)

NYS Agricultural Society Annual Forum
Thursday, January 10, 2008
Holiday Inn, Liverpool
(CC = Convention Center, BR = Ballroom)

9:00 AM Registration, Exhibits, Coffee
9:30 AM Welcome, Sandie Prokop, Society Board President (CC)
9:35 AM Society Business Meeting (CC)

Annual Agricultural Forum
“Energy Alternatives – Impact and Opportunities for NY Agriculture”

10:00- 11:15 **Keynote Speaker – Ross Korves Head of Economic Development, Pro-Exporter (CC)** (Intro by Ray Cross)
Global / National view of the Biofuels market. Impact of the move to Biofuels on livestock markets, CRP, etc. Possible discussion about major businesses with toes in each market and how they have aligned if warranted. What are the expected Long Term vs. Short Term effects of the Biofuel push.

11:15-11:30 **Introduction of Alternative Energy Vendors by Ray Cross, MC (CC)**

11:30- 12:15 **Networking Time – Renewable Energy Vendor Booths** (Move audience to BR)

12:15- 2:45 **Lunch and Award’s Presentation** (move audience back to CC when ready)

2:45 – 3:00 Overview of Alternative Energy in NY & Intros of Presenters by Ray Cross (CC)

3:00- 3:30 **Brian Roach, NE Biofuels – New Ethanol Production Facility in NY**
Speak as a proponent for BioFuels, especially corn-based ethanol production, the positive impact on NY and NY agriculture.

3:30-4:00 **Dr. Vernon Eidman, University of Minnesota –**
Take the counter point of above and address the various impacts of BioFuels on both ongoing food processing operations and the consumer (e.g. higher food prices). Present the skeptical view on the state of the market and how the emphasis on Biofuels is affecting other markets. Focus presentation on NYS.

4:00-4:30 **Larry Walker, Cornell University – The Scientific Approach / Current and Future Research Efforts**
Discussion on how the market is evolving and what can be expected in the future. Address the debate surrounding Corn based biofuels and the prospects for transitioning to cellulose feedstocks (e.g. switch grass). Address opportunities for NY in the alternative energy arena and explain what advantages NY can and should exploit in the marketplace as well as how to NY Ag Producers fit into these opportunities.

4:30-5:00 **Moderated Panel – All previous presenters plus keynote. Moderated by Ray Cross. MC also does final wrap up of lessons learned. (CC)**

5:00-6:00 Ag Society Reception cosponsored by Dean Susan Henry and Cornell University C.A.L.S. (move audience to BR)

6:00-8:30 **Banquet dinner and awards** (back in CC)

8:30 PM **Adjourn, LEAD Hospitality Suite for Alumni and Guests**