

Cultivating LEADership
E-NEWSLETTER

December 8, 2008

FROM THE DIRECTOR:

Buenas Noches! I write this from Madrid, Spain, as I am conducting the pre-trip for the class 12 study trip to Spain in February. (Though I hope to be safely back in New York by the time you read this!) After checking logistics, confirming some visits, and otherwise taking care of the “devil in the details”, I am confident class 12 will have a very enlightening experience here, furthering their development as leaders that can act locally, while thinking globally. Spain is a perfect place to study global trade and agricultural issues, as it has been a crossroads of cultures and agricultural trade for centuries, even millennia.

Evidence of various cultures is everywhere; Egyptian, Phoenician, Islamic, Nordic and Roman influences can be seen in the architecture, art and landscape throughout the country. I have been struck by the age of some of the things I see, reminding me of just how “young” our United States are. Back home, when I host LEAD groups from Western states, they have often been surprised to learn that some of our farms have been in families for six or more generations, sometimes dating back to before the revolutionary war (an “old” family farm in the West may be little more than 100 years old). Relative to our Western colleagues, our farms are old.

Relative to European agriculture, however, we are very young indeed. Much of the architecture I have seen in Barcelona and Madrid dates back to Roman times – over 1000 years old! Many of the olive trees I drive by (still producing olives, by the way) are over 500 years old. And the width of streets in Madrid is still governed by an ancient measure of how much room a flock of sheep needs to move through the city to market. And to maintain that right, farmers still move thousands of sheep, albeit ceremoniously, down the Paseo del Prado (loosely translated: “Passage of the Parade”) – one way they make sure the public is reminded of the importance of their agricultural heritage.

Not all that is agriculture here is old, though. Spain is a leader in irrigation technology and water conservation, and also leads the EU in renewable energy production (solar and wind) – certainly contemporary topics back home, right? And, like New York, the agricultural industry here is heavily reliant on immigrant labor – something more for us to learn about while class 12 visits in February.

This weekend is a holiday weekend in Madrid, and families are crowding the streets doing their Christmas shopping. I must admit I have had a hard time getting that Christmas feeling here, though – must be I miss the cold and snow! Best wishes to you and yours this holiday season...

CLASS 12 UPDATE:

Class 12 will of course be present at the New York State Agricultural Society Annual Forum in Syracuse on January 8. All LEAD alumni are invited to join the class in their hospitality suite

later that evening. For those spending the night, we will also conduct an alumni “recruitment camp” on Friday morning during breakfast. So, please join class 12 in Syracuse!

ALUMNI & BOARD UPDATES:

COMMISSIONER APPOINTS DAIRY PROMOTION ADVISORY BOARD

New York State Agriculture Commissioner Patrick Hooker announced the appointment of the 13th New York State Dairy Promotion Advisory Board. The New York State Dairy Promotion Advisory Board includes *John Mueller (class 4)* of Clifton Springs, endorsed by Rochester Cooperative Milk Producers’ Bargaining Agency, Inc., and *David “Skip” Hardie (class 1)* of Lansing, endorsed by New York Farm Bureau and others. The ten-member Dairy Promotion Advisory Board advises the Commissioner on the disposition of approximately \$12 million a year in funds collected from milk producers under the producer approved New York Dairy Promotion Order.

DEAN NORTON FOR NEW YORK FARM BUREAU PRESIDENT

Dean Norton (class 9) has announced his candidacy for President of the New York Farm Bureau. This follows the announcement of John Lincoln’s retirement as NYFB president. Dean currently represents District 2 on the NYFB Board of Directors. The election will be held at the New York Farm Bureau State Annual Meeting on Thursday, December 11th, 2008.

SOD PRODUCER RECOGNIZED

The New York Farm Viability Institute recently named *Leonard De Buck (class 5)* Producer of the Year. The award is based on a producer’s willingness to promote farm-based/produce-driven research projects and willingness to share ideas and results of research studies. De Buck’s Sod Farm consists of 450 acres along the banks of the Wallkill River. It supplies fresh sod to wholesale nurseries and garden center outlets and has been involved in a two-year sod production experiment with Cornell University. The study, funded by the institute, is looking at production methods that will grow sod at a faster rate, thus decreasing production costs.

BARN FIRE AT MY-T ACRES

On Thursday, December 4th, the Call and Riner families experienced a devastating loss on their farm, My-T Acres in Batavia, NY. The barn that housed their harvesting equipment and trucks caught on fire and required approximating 12 fire companies to respond. Fortunately, there was no loss of life, however, all of the machinery is destroyed and the gym attached to the barn will need repairs as well. Our thoughts are with the Call and Riner families during this time of loss.

Brandon Mallory (Class 7 and LEAD Board member) has recently started a new corporation, Agri-Compliance HR Services (ACS). The focus of ACS is compliance and bilingual HR services for users of the H-2A program, which is the only legal guest worker program for agriculture. Brandon joined forces with masLabor (MAS), the number one provider of H-2 seasonal guest worker services to offer a professional service package to agricultural employers in New York, Vermont, Pennsylvania, New Hampshire, Maine, Massachusetts, Connecticut and Maryland. For more information about Brandon’s new venture, call 315-986-4738 or visit www.agri-placement.com.

Cornell University Maple Specialist, *Steve Childs (LEAD Board member)* was honored in July with the Hubbell Award, a prestigious award presented by the NYS Department of Agriculture & Markets to recognize efforts of further awareness and education of the maple industry. Childs has been involved in the maple industry since he was a child, helping his grandmother gather and boil sap. He has a master’s degree in pomology and plant science from Cornell and worked for several years in a 2,500 tap maple operation before being appointed a full-time extension and research

position with Cornell's Maple Program. Chip Pratt, assistant to Ag & Markets Commissioner Patrick Hooker said that "The last four years have been an exceptional period in Cornell's contribution to the New York maple industry. A lot of this has to do with Steve's energy, initiative and persistence". Congratulations Steve!

UPCOMING EVENTS:

Recruitment Camps for LEAD Alumni

We have long recognized that our best recruiters are usually our alumni (and current class members), but often alumni are not comfortable with what they know of the current program – a lot has changed since they participated! This may make some a little hesitant to go out and do a stellar recruitment job for us.

Simultaneously, I attend a lot of industry trade shows and other events throughout the coming months, and I always notice how many LEAD alumni are usually in attendance at these events. We have decided to take advantage of this and offer "recruitment camps" to our alumni at several of these events (see dates below). The idea is to give you an overview of the current curriculum and provide some recruitment tips so that you might be a more inspired and more effective recruiter! As an added incentive, we'll be providing breakfast, lunch or dessert, depending on which of the following camps you attend. We promise that these meetings will be short, sweet, and to the point, so they won't interfere with the "main event" that you are attending. If you know you will attend, please let Kristen know (607-255-7907 or klc43@cornell.edu) so that we can plan our meal accordingly. We hope to see many of our alumni at each of these recruitment camps for a fun event and FREE FOOD!

Event: Agribusiness Economic Outlook Conference

Date and Time: Tues., Dec. 9 at 12:30 pm

Location: Rm. 119 Kennedy Hall, Cornell University (across from Cal Auditorium)

Pizza lunch will be provided

Event: NYFB Annual Meeting

Date and Time: Wed., Dec. 10 at 1:00 pm

Location: Albany Room, Albany Marriott

Dessert will be provided following lunch

Event: NYS Ag Society Annual Forum

Date and Time: Fri. Jan 9 at 7:00 am

Location: Meeting Room H, Holiday Inn Liverpool

Breakfast with class 12

Event: NYS Fruit & Vegetable Expo

Date and Time: Wed. Feb. 11 at 12:00 pm

Location: Exact room TBD, Syracuse OnCenter

Pizza lunch will be provided

New York Farm Bureau 52nd State Annual Meeting – December 9th – 11th, 2009 at Albany Marriott Hotel in Albany, NY

New York Farm Bureau grassroots policy development process begins at the county level with problem identification and culminates at the NY Farm Bureau's State Annual meeting with a resolution addressing the issues in their delegate session. In addition to delegate session, workshops and award contests will be held. All members and those interested are invited to attend and join in the workshops or watch the policy development process in action.

This year's meeting will be extremely special as they celebrate and honor NY Farm Bureau President John Lincoln, who has served as president for 14 years and has announced that he will not run for re-election. To register for the meeting, contact Pam Rafferty at (518)431-5606 or prafferty@nyfb.org.

Agriculture Environmental Management Offering FREE Workshops on Communications, Marketing & Media

The agricultural community needs to work together to accurately represent our farms and our farm families directly to the public. These workshops are free for farmers and AEM partners. At the workshop, you will receive training from top communications professionals who share your commitment to agriculture and you will leave with a toolkit of consumer-tested messages on environmental, animal care, and safety issues. Workshops include lunch and CCA credits are available. See below for dates and further information:

Delaware County: Wednesday, December 10, 2008 at 10:00 am to 4:00 pm in the Delaware County SWCD Office, 44 West St., Walton, NY

Please register by the Friday prior to the session, space is limited. To register or receive more information, email Barb Silvestri at barb.silvestri@agmkt.state.ny.us or call 518-461-6843.

Empire State Green Industry Show – January 7th – 9th, 2009 at Rochester Riverside Convention Center in Rochester, NY

The 2009 Empire State Green Industry Show combines the conference and trade shows of the NYS Turfgrass Association, NYS Nursery and Landscape Association, Inc., and NYS Arborists – ISA Chapter, Inc.. This year's theme is "Go Green, Grow Green" and has a new date to better accommodate those in green industry. The show includes lectures from key note speakers, demonstrations, and exhibitors as well as many education sessions that can provide you with NYSDEC pesticide recertification credits, ISA and STMA continuing education units, CNLP credits and new this year, GCSAA education points.

To register for the show, visit www.nysta.org or call (800)873-8873. The pre-registration deadline is Wed., 12/17/08.

NYS Ag. Society Annual Forum - January 8th, 2009

Change has always been a topic that we discuss in the LEAD curriculum. I have often suggested to various audiences that "...pessimists view change as an obstacle, optimists (i.e. leaders) view change as an opportunity." And I think it was Peter Drucker that said: "Management is all about complexity; Leadership is all about change." Finally, as Karl Marx once said: "The philosophers have only interpreted the world; the thing, however, is to change it." A foundational attribute of leaders, then, is that they help their constituents navigate their way through change.

In this turbulent time it is appropriate that "change" should be a central theme of the NYS Agricultural Society Annual Forum. This coming January, the Forum will have three breakout sessions in the morning – including intergenerational transfer, risk management and strategic planning - designed to help participants navigate their way through changes that might be occurring in their own businesses. In the afternoon, our keynote speaker, David Okerlund, will discuss how to create a positive mindset about coping with change. This insightful yet humorous address should serve as a "pick-me-up" that I think we can all benefit from at this time.

I hope to see many of you at the Forum on Thursday, January 8, 2009, in the newly renovated Holiday Inn Liverpool. Please visit the Ag Society's website at <http://www.nysagsociety.org/> for more information.

Operations Managers Conference for Dairy and Field Crops – January 8th and 9th, 2009 at the Doubletree Hotel in Syracuse, NY

Operations management on dairy farms is integral to the success of the farm business. The Operations Management Conference for Dairy and Field Crops will provide an opportunity for operations managers to increase their management and operations skills while interacting with

other managers. Conference participants will have a chance to choose between several workshops throughout the conference. Topics and speakers include:

- Getting to We – Dr. Bernie Erven, Ohio State University
- Motivating Your Team – Liz Doornick, Jon-De Farm, Inc. , Baldwin, WI
- Using Standard Operating Procedures in Training Employees – Richard Stup, AgChoice Farm Credit
- Matching Employees Strengths with Responsibilities – Jim Henion, Genex/CRI, Inc.
- Transitioning from Employee to Manager – Dr. Bernie Erven, Ohio State University
- Developing Standard Operating Procedures for Your Team – Richard Stup, AgChoice Farm Credit
- Working with Difficult Employees and Situations – Terry Batchelder, Cargill Animal Nutrition
- Learning from Hispanic Employees – Greg Coffa, NWNY Dairy Team Hispanic Training Initiative
- Crop Readiness and Execution Panel Discussion

The conference will conclude with a tour and an opportunity to interact with the operations management team at Aurora Ridge Dairy in Aurora, NY.

A detailed conference brochure and online registration is available at www.ansci.cornell.edu/dm. For further information and questions, please contact Heather Howland, Conference Coordinator, at (607)255-4478 or dmconf@cornell.edu.

27th Annual Organic Farming & Gardening Conference – January 23rd – 25th at Rochester Riverside Convention Center in Rochester, NY

NOFA NY's 27th annual conference theme this year is "Meals Without Wheels – Revitalizing Our Local, Organic Foodshed". The conference will have more than 80 workshops to choose from, four dynamic keynote speakers, and over 70 exhibitors. The conference sessions and social activities provide great networking opportunities. To pre-register and save on walk-in fees for this conference, visit www.nofany.org or call (607)652-2290.

2009 Empire State Fruit and Vegetable Expo – February 11th & 12th, 2009 at Oncenter Convention Center in Syracuse, NY

This premier educational event brings specialists from all over the country to host meetings and classes that span fruit and vegetable commodities as well as current technologies and events which affect agriculture as a whole. This information is specifically designed to help growers continually grow and improve their farm business. The large trade show will feature many businesses specifically devoted to the fruit and vegetable industry, with equipment for all sizes of growing operations. Special trade show demonstrations will be scheduled for growers and their employees throughout the two days as well. For more information about the show or to pre-register, visit www.nysaes.cornell.edu/hort/expo/ or call (315)687-5734. The pre-registration deadline is 1/30/09.

NY Farm Show – February 26th – 28th, 2009 at NYS Fairgrounds in Syracuse, NY

The 24th annual NY Farm Show is the Northeast's premier indoor farm show with over 400 exhibitors to visit. Visitors can shop, compare, and buy the latest developments in the agricultural industry as well as ask the experts about the latest practices and efficiencies. Additional show highlights include special guest appearances, keynote speakers, and a wide variety of workshop and presentations. For more information about the show, visit www.newyorkfarmshow.com or call (315)457-8205.

Agricultural Outlook Forum 2009 - Food and Energy: Expectations and Reality – February 26th and 27th, 2009 at Crystal Gateway Marriott in Arlington, VA

Join USDA's 85th Annual Outlook Forum as USDA's Secretary of Agricultural, Chief Economist, and government, farm, and industry leaders discuss the future of global and American agriculture. The forum will host a distinguished plenary panel, discussions on topics such as commodity markets, rural America, trade and farm policy, food safety and security, conservation, energy, risk management, biotechnology, food prices and world markets. In addition, they will host a session on the results of the newly released farm census. To register for the forum, go to www.usda.gov/oce/forum or call (877)572-6043. Early bird registration \$350 until 1/23/09, after it is \$375

RESOURCES:

Rodale Institute is located on a 333-acre organic certified farm in Kutztown, Pennsylvania. The entire farm is devoted to research, education and certified organic production. The farm is perhaps best known for its Farming Systems Trial (FST), the longest-running U.S. experiment specifically designed to compare organic and conventional farming practices. FST was established in 1981 and attracts interest from scientists, farmers and lay visitors from around the world.

Rodale Institute is pleased to announce their free online Organic Transition Course. This is a 15-hour online program designed to help you understand the National Organic Standards and use them as your framework for making the transition to organic production. It's perfect for farmers who are ready to make the complete transition to certified organic, and for those interested in simply integrating more sustainable methods into their current farming system. For more information about the course or to sign up, visit <http://www.tritrainingcenter.org/course/>

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Please feel free to contact our office at any time with questions or comments!

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