

183RD ANNUAL MEETING & AGRICULTURAL FORUM

Co-Sponsored by the NYS Dept. of Agriculture and Markets

WWW.NYSAGSOCIETY.ORG

"DIVERSIFICATION FOR SUCCESS:

Strategically Positioning You and Your Business for the Future"



Diversification in the agricultural world has been evolving for decades – finding our niche is a constant challenge in production agriculture. Is it time to diversify? Within our industry, or into another commodity or service? Is value-added vertical integration the way to go? Independently or a cooperative effort?

Dr. David Kohl, Forum Keynoter, will address these questions and more as he engages attendees in a dynamic and informative program. Highly respected for his vast knowledge of agriculture, demographics, and the national and world economy, he has a gift for making any topic extremely interesting, with a practical down-to-earth delivery.

After an intriguing morning session, Dr. Kohl will moderate a lively afternoon panel discussion with several New York farmers who have their own unique diversification stories to share.

Please invite YOUR next generation to attend! As an incentive for even more young people to come to the Forum, ALL full-time high school and college students may deduct \$30 from the Registration fee.

➤ SCHOLARSHIP OPPORTUNITY: The NYS Ag Society Foundation will sponsor 10 young adults (ages 18-24...either full-time college students studying agriculture, or individuals employed in the agricultural industry) to attend the Forum, and Special Pre-Forum Events!

Includes: Forum Registration, Lunch, Dinner and 2015 Ag Society Membership, as well as CALS Reception and Panel Discussion, Witter Ag Museum Presentation, and overnight accommodations at the Holiday Inn.

Visit www.nysagsociety.org for details; applications due by December 1st.

THURSDAY, JANUARY 8, 2015

THE HOLIDAY INN

441 Electronics Parkway Syracuse/Liverpool, NY 13088

Hotel Rooms: \$90 (Single or Double) Call (315) 457-1122 RSVP by December 19

DIRECTIONS:

FROM E/W: Take I-90 to Exit 37 (Electronics Parkway). Hotel located across the street.

FROM N/S: Take I-81 to Exit 25 (7th North Street). Right off exit. Follow 1 mile to end.

REGISTRATION:

(Includes membership; meals are additional)

By December 19th \$55 At the Door \$80

MEALS:

Luncheon: \$27 Dinner: \$35

PRE-REGISTER BY DECEMBER 19TH AND SAVE!

Early registration guarantees your meal selection and helps us with planning for nearly 500 attendees.

Enclosed please find a program schedule & registration form.

NEW YORK STATE AGRICULTURAL SOCIETY'S MISSION

To improve New York Agriculture through Education, Leadership Development & Recognition Programs

ANNUAL AGRICULTURAL FORUM



KEYNOTE SPEAKER & PANEL MODERATOR

Dr. David M. Kohl is Professor Emeritus in the Agricultural and Applied Economics Department at Virginia Tech, and received his M.S. and Ph. D. degrees from Cornell University. Dr. Kohl is known as "The Road Warrior of Agriculture", travelling almost 9 million miles throughout his professional career, conducting over 6,000 workshops and seminars for diverse groups of agriculturists. Countless repeat invitations from organizations speak for itself – invite a friend for this great opportunity!

FARMER PANELISTS





Paul O'Mara is the owner of O'Mara Farms in Canastota, NY, a 180-cow/calf and beef finishing operation. Paul also manages a grain processing and storage facility, and is president of Side Hill Farmers Cooperative, Inc. which operates a retail butcher shop, providing for large returns to farmer-members.



CHERYL ROGOWSKI Rogowski Farm Pine Island, NY

Cheryl Rogowski owns Rogowski Farm in Pine Island, NY and Black Dirt Gourmet in Orange County. Operating a diverse organic vegetable crop operation, Cheryl was instrumental in founding their farm market, and promoting the local "farm to table" movement.





OSCAR VIZCARRA Becker Farms Vizcarra Vineyards Gasport, NY

Oscar Vizcarra owns Becker Farms and Vizcarra Vineyards in Gasport, NY. This operation started out as a small scale fruit farm and transitioned to a popular agriculture and culinary tourism destination. In addition to offering U-Pick, and a CSA, the family hosts school tours, and established a bakery, winery, and most recently, Becker Brewing Company. Daughter, Amanda, also launched their private events business making the farm a very popular wedding locale.





BILL COOK Aurora Ridge Dairy, LLC Aurora, NY

Bill Cook is the owner of Aurora Ridge Dairy, LLC, a 2,000-cow dairy farm near Aurora, NY. He grows over 2,400 acres of corn and alfalfa and buys additional forage. He is Board Chairman of Cayuga Marketing, LLC – sister company to Cayuga Milk Ingredients, LLC, which recently completed construction of a \$100 million milk processing plant near Auburn, NY.

EVENT SCHEDULE







WEDNESDAY, JANUARY 7, 2015

DON'T MISS THESE SPECIAL EVENTS!

▶ 5:45 - 6:15 PM **FRIENDS OF THE** WITTER MUSEUM ANNUAL MEETING

▶ 6:15 PM PRESENTATION: HISTORY OF INDIAN **LADDER FARMS BY** PETER TENEYCK

CORNELL UNIVERSITY'S COLLEGE OF AGRICULTURE AND LIFE SCIENCES PRESENTS **SOWING THE SEEDS FOR SOLUTIONS:** THE SCHOOL OF INTEGRATIVE PLANT SCIENCE

The new School of Integrative Plant Science (SIPS) unites five departments – Plant Biology, Horticulture, Plant Breeding & Genetics, Crop & Soil Sciences, and Plant Pathology & Plant-Microbe Biology – to foster innovative and interdisciplinary research initiatives. The plant and soil sciences play a central role in addressing fundamental challenges - including food security, climate change, biodiversity, and ecosystem functions – and helping humanity to develop a more sustainable food and agriculture system. Join faculty from SIPS for a roundtable discussion of what Cornell and SIPS are doing to address these most pressing issues.

6:45 - 7:15 PM - RECEPTION | 7:15 - 8:30 PM - PANEL DISCUSSION

Advance Reservations Appreciated: \$10 per person

Please note this event requires registration separate from NYS Ag Society conference fee

REGISTRATION AND PAYMENT TO:

SIPS Panel, 274 Roberts Hall, Cornell University, Ithaca, NY 14853

QUESTIONS: 607-255-8711

THURSDAY, JANUARY 8, 2015

8:30 am

REGISTRATION, **Exhibits & Coffee**

9:30 am

WELCOME & OVERVIEW OF 183rd Annual Agricultural Forum

9:45 am **AG SOCIETY Business Meeting**

10:00 am

KEYNOTE ADDRESS By Dr. David Kohl

11:15 am - 12:00 pm **NETWORKING TIME**

12:15 pm TASTE NY BUFFET 1:00 pm

AWARDS

▶ Business of the Year

► Agricultural Promotion

2:30 - 2:45 pm

BREAK

3:00 pm

INTRODUCTION OF PANELISTS AND OVERVIEW By Dr. David Kohl

4:00 pm

MODERATED Q&A - Panelists & Keynote Speaker

5:00 pm

RECEPTION

Celebrating Our Diverse Agricultural Community and Cornell University's 150th Anniversary

6:00 pm

NY'S BOUNTY BANQUET

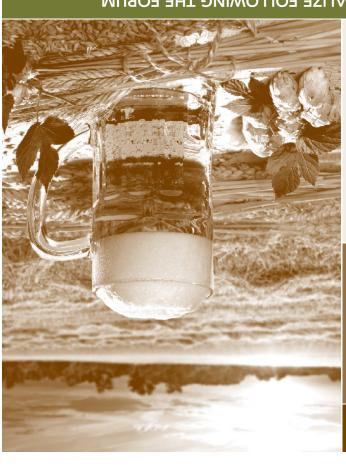
7:00 pm

AWARDS & STATE OF THE STATE'S AGRICULTURE ADDRESS

► FFA Chapter of the Year

▶ Distinguished Service Citation

State of the State's Agriculture – Commissioner Richard Ball



YOU'RE INVITED!

TO OUR 183RD ANNUAL MEETING OT & AGRICULTURAL FORUM

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THURSDAY, JANUARY 8, 2015

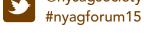
ACT NOW!

- Register for the Forum by December 19th and SAVE!
 Invite the next generation! Discount for high school and college students.
- SCHOLARSHIPS! The NYS Ag Society Foundation is sponsoring 10 young adults (ages 18-24) to attend. Apply by December 1st at www.nysagsociety.org.
- ▶ Please come Wednesday evening for the Witter Museum presentation and CALS panel discussion.
- Reserve your hotel room with the Holiday Inn.

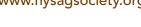
PLAN TO STAY THURSDAY NIGHT AND SOCIETY President and LEAD New York.

Please check your membership status on the mailing label and renew for 2015.

facebook.com/nysagsociety







518-384-1715 www.nysagsociety.org

NEW YORK STATE AGRICULTURAL SOCIETY Attn: Penny Heritage 493 Charlton Road Ballston Spa, NY 12020

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183RD ANNUAL FORUM

THURSDAY, JANUARY 8, 2015 Holiday Inn, Syracuse/Liverpool, NY

WWW.NYSAGSOCIETY.ORG

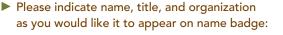
PLEASE REGISTER BY DECEMBER 19, 2014. ALL FEES ARE PER PERSON.

Please note that no refunds for registrations and/or meals will be given after December 19th.

Online registration is available at: www.nysagsociety.org

Or return this form with your check (payable to Plaza Meetings) and mail to:

PLAZA MEETINGS 685 WATERVLIET-SHAKER ROAD #1637 LATHAM, NY 12110



Name:
Title/Organization:
Registration Fee: \$
Buffet Lunch Fee: \$
Dinner Fee: \$
Indicate Choice:
Braised Beef Jardiniere
Roast Turkey
Portobello Mushroom (Vegetarian Option)
 **I am a lifetime member. I wish to contribute \$25 of my registration fee as a donation
TOTAL AMOUNT: \$
**Lifetime members may deduct \$25 from the registration fee if they do not wish to make a donation. A lifetime membership applies to one individual

(the individual lifetime member) only, and does not apply for forum

E-MAIL ADDRESS: (REQUIRED FOR CONFIRMATION)

registrations for other individuals.

ADDRESS:



REGISTRATION & MEAL FEES: (PER PERSON)	
Registration* In Advance (By December 19)	\$55
Registration* At The Door (On January 8)	\$80
Lunch	\$27
Dinner	\$35

>	Please indicate name, title, and organization as you would like it to appear on name badge:
	Name:
	Title/Organization:
	Registration Fee: \$
	Buffet Lunch Fee: \$
	Dinner Fee: \$
	Indicate Choice:
	Braised Beef Jardiniere
	Roast Turkey
	Portobello Mushroom (Vegetarian Option)
	☐ "I am a lifetime member. I wish to contribute
	\$25 of my registration fee as a donation
	TOTAL AMOUNT: \$
•	"Lifetime members may deduct \$25 from the registration fee if they do not wish to make a donation. A lifetime membership applies to one individual (the individual lifetime member) only, and does not apply for forum registrations for other individuals.
	PHONE:

▶ IF YOU HAVE QUESTIONS REGARDING REGISTRATION, PLEASE CONTACT PLAZA MEETINGS AT 518-785-3392.

NEW YORK STATE AGRICULTURAL SOCIETY 2015 MEMBERSHIP



For your convenience, online transactions can be made at www.nysagsociety.org

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▶ MEMBERSHIP LEVELS:

Individual Lifetime Membership \$300
2015 Business Membership Bronze \$250
Silver \$500
Gold \$1,000

\$25

The New York State Agricultural Society appreciates the generous support from our business/organization members.

Individual 2015 Annual Membership

(I am unable to attend Forum⁺)

Name:
Title:
Organization:
Address:
Phone:
E-Mail Address:

- ▶ 2015 Individual Annual Membership:
 - \$ _____
- ▶ Individual Lifetime Membership:
- ➤ 2015 Business Membership:

\$ _____

FOR INFORMATION

on Business Member benefits, including visibility at our Forum, please contact the Ag Society by December 1st.

Penny Heritage 518-384-1715 | penny@nysagsociety.org