

"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
O'Mara Farms
Canastota, NY

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
 ▶ "Cap" Creal Journalism ▶ Century & Bicentennial Farms ▶ Farm Safety
 ▶ 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

**NEW YORK STATE
AGRICULTURAL SOCIETY**

Attn: Penny Heritage
493 Charlton Road
Ballston Spa, NY 12020

518-384-1715

www.nysagsociety.org

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[#nyagforum15](https://twitter.com/nyagforum15)

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

PLAN TO STAY THURSDAY NIGHT AND SOCIALIZE FOLLOWING THE FORUM...
Informal gatherings at the hotel hosted by the Ag Society President and LEAD New York.



- ▶ 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.

ACT NOW!

YOU'RE INVITED!

**TO OUR 183RD ANNUAL MEETING
& AGRICULTURAL FORUM**

**DIVERSIFICATION FOR SUCCESS:
Strategically Positioning You and Your Business
for the Future**

THURSDAY, JANUARY 8, 2015



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 WATERLIET-SHAKER ROAD #1637
LATHAM, NY 12110**



► **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.

ADDRESS: _____ PHONE: _____

E-MAIL ADDRESS: (REQUIRED FOR CONFIRMATION) _____

► Please indicate name, title, and organization as you would like it to appear on name badge:

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

Please see reverse side for additional membership opportunities. Individual registrants are not required to complete the form on reverse side, as forum registration fee* includes 2015 individual membership.

NEW YORK STATE AGRICULTURAL SOCIETY 2015 MEMBERSHIP



For your convenience, online transactions can be made 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



MEMBERSHIP LEVELS:

Individual 2015 Annual Membership (I am unable to attend Forum*)		\$25
Individual Lifetime Membership		\$300
2015 Business Membership	Bronze	\$250
	Silver	\$500
	Gold	\$1,000

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

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