



Tradition & Technology

ACHIEVING BALANCE IN THE AGRICULTURAL INDUSTRY

A Leadership Conference sponsored by the NYFB Young Farmer & Rancher Program

Friday, March 11, 2011 – Saturday, March 12, 2011

The Holiday Inn: Syracuse/Liverpool

441 Electronics Parkway Liverpool, New York 13088

315-457-1122

"TENTATIVE AGENDA"

Friday, March 11th:

10:30 – 11:45 am Registration

12:00-1:15 pm Opening Lunch

1:20-2:50 pm General session: From the Kitchen Table to The Conference Table
Family Business Communications

This session identifies the core challenges in family business relationships and how to overcome them.

2:55 - 3:25 pm Ice cream social

3:25 - 4:25 pm Breakout sessions:

Top Ten Tips for Business Success – Joanna Samuelson, Farm Credit

Beginning Farmers - Getting Your Fair Share of Crop Insurance for Short and Long-term Financial Success – NYSA&M

The USDA Risk Management Agency doesn't do much for beginning farmers right now. However, beginning farmers who are also good financial managers are using existing crop insurance to improve their bottom line. Beginning farmers today can have a role in shaping meaningful crop insurance for those in their situation. Learn what young, new and beginning farmers need to know about crop insurance.

Gen-Flexing – Jill Casten, Director of Training and Development, AFBF

This is the first time in history that four different generations are in the workforce, and the Farm Bureau volunteer-force. To be the most effective organization we can be, we need to understand, welcome, and tap into the contributions of each generation. In this session, participants will learn the general characteristics of each generation, the principles of gen-flexing – treating others according to their generational preferences, and apply the principles to some typical Farm Bureau challenges.

4:35 - 5:35 pm Breakout sessions repeated

Top Ten Tips for Business Success – Joanna Samuelson, Farm Credit

Beginning Farmers - Getting Your Fair Share of Crop Insurance for Short and Long-term Financial Success – NYSA&M

Gen-Flexing – Jill Casten, Director of Training and Development, AFBF

- 5:35 - 6:00 pm Room Check-in
- 6:00 - 6:30 pm Social Time/Wine Tasting
- 6:30 – 9:00 pm Dinner –
 Speaker: NYFB President Dean Norton
 Update on State & Federal Issues Affecting Agriculture & Farm
 Bureau programs/activities
 Speaker: TBA
- 9:00 - Midnight Music, Social Time, Games.....

Saturday, March 12th:

- 7:30 - 8:45 am Breakfast & YFR Update – contests, awards, activities
- 9:00 - 10:00 am General Session – Congressional Insight - Jill Casten, Director of Training
 and Development, AFBF
 This program will transport you from a boring conference room to the marble halls
 of the US Capitol as you assume the role of a freshman Congressman for a two-year term.
 Participants will make decisions in a fishbowl with their jobs at stake, while their constituents,
 political friends and foes and the media provide continuous feedback. In this computer-assisted
 simulation of a typical two-year term of a Congressman, participants are asked to make decisions
 about what to do and what positions to take on issues. Learn what affects the legislative
 decisions our representatives make. The simulation can point out to members and fellow staff
 types of problems and challenges that can confront an elected official, from staffing an office and
 selecting committees to dealing with party caucuses and party leaders. It can promote a better
 understanding of the environment in which legislators and government affairs officers work.
- 10:00 -10:15 am Break
- 10:15 – 11:25 am General Session –Congressional Insight (continued)
- 11:30 - 11:59 am General Session – Using Social Media to Enhance Agriculture and
 Influence the Public – Adam Specht, Assistant Director of Communications, NYFB
 Learn about using the NYFB website (e-lobbying, member’s only....) and Farm Bureau’s
 Facebook and You-Tube presence and how you can use social media tools on your farm.
- 12:00 – 2:00 pm Lunch & Wrap up of Conference
 Closing Speaker: TBA

Speakers sponsored in part by a grant from the Farm Credit Northeast AgEnhancement Program.

