



Dr. Steven Wood

Economist for Insight Economics, LLC, an economic consulting firm that specializes in macroeconomic and financial markets analysis. Among the firm's clients are commercial and investment banks, asset managers and hedge funds, central banks and government agencies, and many corporations. In addition, Wood teaches economics and finance at the Haas School of Business at the University of California, Berkeley, where he has been an adjunct professor since 1993. Previously, he held teaching positions at Eastern Michigan University, California State University at Los Angeles, and San Francisco State University. Prior to founding Insight Economics, Wood was Chief Economist for FinancialOxygen, Inc., a leading provider of capital markets trading places for commercial banks. Previously, he spent 15 years with Bank of America Securities as a managing director and senior economist in the capital markets division. Wood earned his master's and doctorate degrees in economics from Claremont Graduate University. He is a member of the National Association of Business Economics and the

American Economic Association.



Dr. Dan Witters

Dr. Dan Witters will address **"Managing Your Human Capital: the Reduction of Random Results"**. Witters is a Senior Research Director and Managing Consultant for The Gallup Organization. The Gallup Organization is one of the world's premier management consulting firms that focuses on helping organizations grow by creating new customers and building powerful workplaces for talented employees. For over a decade, Witters has specialized in managing research programs designed to measure and enhance customer loyalty and workplace engagement with the goal of helping business leaders better understand their company's marketplace, customers and employees. He has directed over \$27 million in research for some of the world's best-managed organizations and earned

numerous high distinction awards. In 2002, he became one of only 13 researchers in Gallup's history to be awarded the Diplomat Analyst certification for creating an original research thesis that expands the company's body of knowledge.

The Wednesday afternoon program will be followed by a reception sponsored by CoBANK directors and the annual NECC banquet. The after-dinner speaker sponsored by CoBANK will be Tom Casalini. He will speak about **"Ordinary Heroes"**. Casalini has been the President and Owner of Casalini Photography for the past 30 years and recently founded a publishing firm, Sweet Pea Press. In 1999, Casalini and a writer, Timothy Wallis, spent an entire year travelling around the country to photograph and interview 52 Medal of Honor recipients. Their book, *Ordinary Heroes*, cap-

## Events

**NECC Cooperative Leadership Conference Planning Committee** - March 16 at 7:30 p.m the Marriot, Albany, NY.

**NECC Board of Directors** - breakfast meeting on March 17 at 7:00 a.m. at the Marriott, Albany, NY.

**NECC Cooperative Leaders Forum and Annual Meeting** - March 17-18 held in conjunction with **CoBANK's regional customer meeting** at the Marriott Hotel in Albany, NY For more information, contact Carol Thomson at 607/255-5464 or [cmt8@cornell.edu](mailto:cmt8@cornell.edu) or visit our Web site [www.cooperatives.aem.cornell.edu/NECC/](http://www.cooperatives.aem.cornell.edu/NECC/)

**National Cooperative Business Association Annual Meeting and Conference** - April 28 - 29 in Washington, DC. For more information see Web site < [www.ncba.coop](http://www.ncba.coop) >

**National Council of Farmer Cooperatives Washington Conference** - June 7-9 for more information see Web site < [www.ncfc.org](http://www.ncfc.org) >

**NECC Cooperative Leadership Conference** - July 14-16 at the Ramada Inn in Ithaca, NY. Hosted by CRI-Genex Cooperative. For more information, contact Brian Henehan at 607/255-8800 or [bmh5@cornell.edu](mailto:bmh5@cornell.edu) or visit our Web site [www.cooperatives.aem.cornell.edu/NECC/](http://www.cooperatives.aem.cornell.edu/NECC/) ●

tures the unique qualities and heroic possibilities of the everyday human spirit. Casalini has been a nationally recognized photographer for 30 years. His work is well known in the commercial advertising field. Casalini received his photography degree from the New York Institute of Photography and his degree in fine art and art history from Indiana University.



Ron Edmundson

The Forum will continue on Thursday morning with a presentation by Ron Edmundson on **"Trends in Cooperative Purchasing"**. Ron Edmundson is President and CEO of SECO & Golden "100", a purchasing organization of 35 member firms located throughout the United States, Canada, and Costa Rica. Membership includes cooperative organizations as well as proprietary companies that serve the dairy and food industry. Prior to becoming CEO, he was Vice-President of Development with SECO from 1992 through 1997. He has been affiliated with the Dairy and Food Industry for over 35 years and is a licensed cheesemaker. Ron's work history includes serving as General Manager of a fluid milk operation in Wisconsin, and National Accounts Manager with H. B. Fuller Co., Monarch Division in Minneapolis.



Harold Schenker

Harold Schenker, will review **"The Sunsweet Story"**. Sunsweet Growers, Inc. is the leading processor and marketer of dried tree fruits in the world. Schenker has been President and Chief Executive Officer of Sunsweet Growers Inc. since April, 2000. He is responsible for the strategic direction and management of the cooperative. Prior to joining as President and Chief Executive Officer, he served Sunsweet as an advisor to the board on business acquisition and structure issues, international business, and various legal matters. He also provided legal and business advice for other private and public companies during this time. Schenker's responsibilities included three years as Executive Vice President,

## Dave Mollenhauer President's Column



We hope you will take the time to attend the Annual Meeting and Cooperative Leaders Forum of the Northeast Cooperative Council scheduled for March 17 and 18 at the Marriott Hotel in Albany, New York.

The theme for this year's conference is—**"Demonstrating the Cooperative Difference"**. How do our organizations continue to demonstrate the cooperative difference? The Forum hopes to provide some answers to this critical question. We are pleased, once again, to schedule our conference together with CoBANK's customer meeting and hope to continue to offer one of the most stimulating forums on cooperatives in the United States.

We are fortunate to have leaders from premier agricultural cooperatives across the U.S. joining us as well as experts on business performance to share their experience and insight. We are offering an excellent opportunity to learn more about how cooperatives successfully compete in today's challenging market. The need to remain competitive is greater than ever. ●

Secretary, and General Counsel for Del Monte Fresh Produce Company, headquartered in Coral Gables, Florida. He was a member of its Board of Directors and the Strategic Planning Group, overseeing legal and other operations covering 14,000 employees throughout the Americas, Europe, and the Far East.

The Forum will wrap up with round table discussions for directors and managers. These sessions have become very popular and allow leaders from across the Northeast to discuss current issues and share strategies with their peers.

For more information on the schedule or registration for the conference, visit the following Web site: < <http://cooperatives.aem.cornell.edu/events1.html> > or contact Brian Henehan at 607/255-8800 or e-mail at [bmh5@cornell.edu](mailto:bmh5@cornell.edu). ●

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to learn more about NECC or read past issues of "Cooperative Notes" visit the NECC Web pages at:  
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# Cooperative Notes

Official Publication of the Northeast Cooperative Council

## Forum Focus— Demonstrating the Cooperative Difference

The Northeast Cooperative Council will hold its Cooperative Leaders Forum and 55th Annual Meeting on March 17-18 at the Marriott in Albany, NY. This year's theme is "**Demonstrating the Cooperative Difference**". The Forum is held in conjunction with CoBANK's regional customer meeting.



**Dr. Richard Stammer**

Dr. Richard Stammer will discuss "**Reinvigorating an Old Brand**". Stammer is the Chief Operating Officer of Agri-Mark and Chief Executive Officer of the Cabot Creamery. Agri-Mark is a dairy marketing cooperative owned by 1,400 farmer-members in New York State and New



**John Rand**

England with sales of \$550 million in 2002. Following a merger with Chataeugay Cooperative, Agri-Mark has been revitalizing the McCadam brand of cheeses. Stammer has been with Agri-Mark since 1982. During his tenure with Agri-Mark he has held the positions of: Vice President of Economics and Communications, Senior Vice President of Marketing and Commercial Operations, and in August of 1994, was named President and Chief Executive Officer of Cabot Creamery. Stammer serves on the Board of Directors of the American Butter Institute, the American Dairy Products Institute, and the National Cheese Institute. He also serves on The New England Advisory Council of the Federal Reserve Bank of Boston.

John Rand, Senior Analyst with Management Ventures, Inc. (MVI) will kick off the Forum with a presentation on "**Beyond Consumers and Channels – the New Face of Retail**". He is Team Leader for Grocery and Drug Channels with MVI, one of the world's leading retail analysis and training organizations. He joined MVI after a 20-year history in consulting, sales, marketing, manufacturing, and retailing. John began his career with a series of operational positions with Southland and Giant, and then worked with a frozen food and dairy manufacturer to successfully bring new products to market in the super-market channel. He later held several positions in sales management for multiple brands in New England. John entered Hannaford Brothers in Portland, Maine in 1986 as their initial space management specialist, and helped pioneer technical store layout and fixture design. He later moved to Massachusetts with a full service food broker as VP of Sales Technology and Marketing, where he was responsible for executing strategies for category management, marketing, and sales analysis.

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"**Demonstrating the CoBANK Difference**" is the theme of the CoBANK session which will include a board report as well as a report on 2003 operating results from Bob Engel, President and Chief Operating Officer followed by customer questions and answers.

Dr. Steven Wood, will review the "**Economic Outlook**". Wood is President and Principal

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