



Celebration of Agriculture Conference

MARCH 31, 2017

Meeting the Challenge of Change

DoubleTree Hotel by Hilton
East Syracuse, NY



REGISTRATION DEADLINE:

MARCH 17, 2017

To Register: 800-342-4143 • NYFB.org

SCHEDULE

FRIDAY, MARCH 31

- 9:00 A.M. - 4:00 P.M. **REGISTRATION**
- 9:45 A.M. - 10:15 A.M. **WELCOME & NYFB OVERVIEW - President David Fisher**
- 10:15 A.M. - 10:25 A.M. **BREAK**
- 10:30 A.M. - 11:30 A.M. **WORKSHOPS**

THE CHANGING FACE OF NYFB MEMBERSHIP:

Scott Keyes, NYFB Staff & John Sorbello, NYFB State Membership Committee Chairman

This workshop will highlight some of the results received from a recent survey of New York Farm Bureau Members. We will review what our current membership looks like and what they value in membership. We will talk about how our membership challenges and opportunities will change as our relationship with Nationwide Insurance changes in 2018. You will hear about some of the NYFB State Membership Committee priorities for the coming year and we'll update you on some exciting new technology changes coming to New York Farm Bureau.

DRONES IN AGRICULTURE

Erick Hass, Cazenovia Equipment

This workshop will cover the importance of remote sensing in agriculture, the value of data that is being collected and how farmers can make management decisions utilizing their existing Precision Agriculture technology.

BRIDGING THE GENERATIONAL DIVIDE

AFBF, Learning and Development Staff

Generations aren't simply separated by years. People divided by generations experience gaps in culture, technology, and life experience. These gaps can produce either barriers or opportunities depending on how equipped you are to understand what's really behind them. This workshop will help you better understand generational differences that affect how people approach life, work and volunteering. Learn to understand what motivates different generations of members to better equip your Farm Bureau to appreciate and use the diversity of talents each generation brings.

PESTICIDES & PROTECTING YOUR HEALTH

Ron Gardner, Cornell Pesticide Management Education Program *(DEC recertification credits approved for this course)

This is a very practical lecture about the toxicity of pesticides and the methods of reducing the risks associated with applicator poisonings. Concepts/Terms Presented include: Toxicity, Dose Response, Acute and Chronic Toxicity, Signs of Poisoning, Mode of Entry, Ways to Prevent Poisoning, PPE, and First Aid for Pesticide Poisoning.

- 11:35 A.M. - 12:50 P.M. **LUNCH & SCHOLARSHIP PRESENTATION**
- 12:55 P.M. - 1:55 P.M. **FUELING FARM BUREAU'S ENGINE TO MEET THE CHALLENGES OF CHANGE**
Gary Swan
- 2:00 P.M. - 3:15 P.M. **TABLE TALK**

The concept of Table Talk is for each person to have the opportunity to learn about different topics and meet new people in a short period. There will be four 15-minute rounds for topics of your choice.

Some of the topics include:

Ag in the Classroom/Food, Land & People; How to Organize County Events; Answering GMO Questions; Tips for Developing Media Relations; National & State Issue Updates; YFR Competitive Events; Farm Transition Planning; Fair Agricultural Update

- 3:15 P.M. - 3:45 P.M. **ICE CREAM SUNDAE BREAK**



SCHEDULE

FRIDAY, MARCH 31

3:50 P.M. – 4:50 P.M.

WORKSHOPS

SPEAK UP! SPEAK OUT!

AFBF, Learning and Development Staff

Want to be heard above the crowd? Looking for ways to get your message out? In this interactive workshop, we'll explore tips to help you quickly organize your thoughts and we'll explore proven strategies to use while you are in front of a group to be seen as credible and confident. What do I do with my hands? How should I stand? What about eye contact? These questions and more will be answered in this workshop.

HOW TO RUN OR RUIN A MEETING - PARLIAMENTARY PROCEDURE TIPS

Derek Hill, NY FFA Executive Director & NYS FFA Officers

Bringing light to what, to many people, is a confusing abyss of motions, seconds, and not always knowing what is going on: Parliamentary Procedure! In this workshop, we will help you to understand the basics of the most efficient way to run a meeting, and the dos and don'ts of getting your ideas across to your audience and ensuring majority rule, but always protecting the voice of the minority.

PESTICIDE RULES & REGULATIONS OVERVIEW *(DEC recertification credits approved for this course)

Don Nelson, NYS DEC Pesticide Control Specialist 2 Region 7

This workshop will provide an overview of current pesticide rules and regulations.

EXTENDED YOUNG FARMER SESSION

5:30 P.M.

YOUNG FARMERS & RANCHERS DINNER & SYRACUSE CRUNCH HOCKEY GAME

SATURDAY, APRIL 1

8:00 A.M. – 8:45 A.M.

YOUNG FARMERS & RANCHERS BREAKFAST

9:00 A.M. – 1:30 P.M.

AGRICULTURAL-RELATED TOURS - CORTLAND COUNTY

Z's Nutty Ridge Nursery - walnut, chestnut & hazelnut farm

Trinity Valley - dairy farm with milk processing facility and retail shop

Cortland Beer Company - farm distillery and brewery located in downtown Cortland

1:30 P.M.

HEAD FOR HOME/LUNCH ON YOUR OWN

HOTEL RESERVATIONS



6301 State Rte 298 • East Syracuse, NY 13057
315-432-0200

When making reservations ask for:
NYFB Room Block

Single Occupancy Rate:
\$129.95 per room (includes taxes)

Double Occupancy Rate:
\$129.95 per room (includes taxes)

Hotel Reservation Deadline: March 15, 2017

Please make Reservations directly with the hotel

2017 CELEBRATION OF AGRICULTURE CONFERENCE



The Keynote Speakers & Young Farmer Tours are sponsored in part by a Farm Credit Northeast AgEnhancement Grant



Syracuse Crunch Hockey Game

FRIDAY, MARCH 31, 2017

Join the NYFB Young Farmers & Ranchers for a night out at the Syracuse Crunch Hockey game!

Join us on the Party Stage for a special All-You Can Eat-Buffer.

Tickets are \$40 and include game ticket and exclusive access to luxury seating, games on the stage, and an all-you-can eat spread. There is a private cash bar for beverages on the stage.

There are a limited number of these special tickets available so reserve yours now!

DOORS OPEN AT 6 PM

GAME TIME IS 7 PM

THE CRUNCH PLAY THE TORONTO MARLIES

LOCATION: War Memorial Arena
515 Montgomery Street
Syracuse, NY 13202