



## Meeting Agenda

Friday, November 14<sup>th</sup>

**6:30pm** *Opening Remarks at the Phoenix Building, 2 South Street, Auburn NY*

- ◆ Julie Patterson, Patterson Farms, Inc.
- ◆ Key Note Speaker: Margaret Smith, PhD, "GMO - Everything You Need to Know"

**8:00pm** *Swaby's Tavern, 6 South St, Auburn NY*

- ◆ Dutch Treat Dinner and Continued GMO Discussion

Saturday, November 15<sup>th</sup>

- ◆ Complimentary Breakfast for those staying at The Inn at the Finger Lakes

**8:30am** *Registration/Business Meeting at the Case Mansion, 108 South Street, Auburn NY*

**9:00am** *Opening Remarks – Dr. Kim Morrill*

**9:15-10:15am** *Panel Discussion – The Next Generation*

- ◆ Panel Moderator: Alexandra Erath, The Voss Group

**10:15-10:30am** *Break*

**10:30-11:15am** *Breakout sessions (choose one)*

- ◆ Jamie Sonnevile, owner of ITCLIX – Discussion of social networking, consumer technology, and collaborative educational technologies to make the lives of those in agriculture more effective and efficient
- ◆ Mary Ellen "Mel" Chesbro, Agriculture Manager at the Great New York State Fair – How-to discussion titled "Working Together for Success in Agriculture and Beyond!"

**11:15am-12:15pm** *Breakout sessions (choose one)*

- ◆ Erica Leubner, co-owner of Tim's Pumpkin Patch, New York Farm Net Consultant and the 2012 *CNY Woman* October cover girl
- ◆ Jamie Sonnevile, owner of ITCLIX – Discussion of social networking, consumer technology, and collaborative educational technologies to make the lives of those in agriculture more effective and efficient

**12:15-1:15pm** *Lunch and Closing Remarks – Ronda Fessenden*

**1:30-5:00pm** *Tours*

- ◆ Kevin Ellis – Cayuga Ingredients (1:30pm)
- ◆ MacKenzie-Childs (2:45pm)
- ◆ Long Point Winery (4:00pm)