



Cortland County

Business Development Corporation

40 Main Street Cortland
Phone-756-5005

Hello –

The Cortland County Business Development Corporation would like to invite you to attend two significant events during this year's National Ag Week, which recognizes the contributions of the agricultural community and the importance of agriculture in the United States.

The first event will be an Agri-Economic Development Summit on Tuesday, March 18th from 9:00 am – 3:00 pm at the CNY Living History Museum (4386 US-11 Cortland, NY 13045). This day-long program will have four different workshops on the subjects of:

- Workshop 1 – Stress, Success & Succession
- Workshop 2 – Marketing your Ag Business
- Workshop 3 – Insurance for You and Your Business
- Workshop 4 – Business Development Resources

The second event will be the 9th Annual Cortland County Agriculture Celebration Banquet on Thursday, March 20th from 6:30 pm – 9:00 pm. For this event, we intend to bring together agriculture, the community and business leaders, to celebrate our agricultural heritage and accomplishments. We will also be presenting the annual Geraldine Young "Friend of Agriculture" award and the Cortland County Farm Family Award.

We are proud to announce both events are sponsored by:



FARM CREDIT EAST



Cortland County
Business Development Corporation/
Industrial Development Agency

In partnership with: Cornell Cooperative Extension, Cortland County Soil and Water Conservation District, USDA/Rural Development/NRCS/FSA, and the Cortland County Farm Bureau.

Please review the registration information below, and if you intend to attend one or both events, please fill out and return the attached registration form.

Hope to see you there!

Brendan O'Bryan
Executive Director
Cortland County Business Development Corporation

AGRI-ECONOMIC DEVELOPMENT SUMMIT
MARCH 18, 2025
9:00 AM – 3:00 PM

CNY LIVING HISTORY MUSEUM (4386 US-11 CORTLAND, NY 13045)

“GROWING OUR FUTURE IN CORTLAND COUNTY”

PRESENTED BY:
THE CORTLAND COUNTY BUSINESS DEVELOPMENT
CORPORATION



IN PARTNERSHIP WITH:
CORNELL COOPERATIVE EXTENSION
CORTLAND COUNTY SOIL AND WATER CONSERVATION DISTRICT
USDA/RURAL DEVELOPMENT/NRCS/FSA
CORTLAND COUNTY FARM BUREAU



9:00 a.m.

Registration, networking, and continental breakfast

9:30 a.m.

Opening Welcome

*Michael McMahon, Chair, Cortland County BDC-IDA
Brendan O'Bryan, Executive Director, Cortland County BDC-IDA*

10:00 a.m. to 11:30 a.m.

Break Out Session One -- Pick one of these concurrent workshops:

Workshop 1 – Stress, Success & Succession

Join us for an insightful program on Stress, Success, and Succession Planning designed for those in the agriculture industry. Learn strategies to manage stress, enhance business success, and plan for a smooth transition to the next generation. This session brings together experts and industry professionals to provide practical guidance and support for a thriving future. Don't miss this opportunity to invest in your well-being, business growth, and long-term legacy!

~ Elaine Eaton, NY FarmNet

Elaine has been a Family Consultant with NY FarmNet for the past 6 years and has 39 years of experience working as a licensed mental health therapist in New York State.

~Jeff Winton, Founder and Chairman of Rural Minds

Jeff is the founder and chairman of Rural Minds, a national 501©(3) nonprofit organization that serves as an advocate and informed voice for mental health equality in rural America

~Anna Richards, 2020 Consulting

Anna provides expertise in business succession planning, management accounting system design and implementation, and financial analysis.

Workshop 2 - Marketing your Ag Business

Hear from three local producers on how they've managed their marketing to capture new customers, while preserving their personal and business values as long-time agribusinesses in Cortland County.

~ Branden Brown, Trinity Valley Dairy

Trinity Valley is a fourth-generation family farm in the beautiful valley of East Homer. It is the first and only dairy farm in Cortland County that bottles milk straight from the cow right on the premises. Trinity Valley cream line milk and cheese curds can be found in stores locally, as far south as North Carolina, and as east as Boston.

~ Hillary Hunter, Hunter & Hilsberg

Hunter & Hilsberg is a producer of simple-ingredient fruit jellies and preserves based in Scott. Since 1995, they have sourced fruit from here in the Finger Lakes, across New York State, New England, the east coast, and has expanded to growers on the west coast. As long-time supporters of family farms and small businesses, Hunter & Hilsberg sources directly from farms and regional distributors, allowing them to sell their fruit spreads online, all Wegmans stores, some Williams-Sonoma outlets, Market 32, Price Chopper, Walmart, and more.

~ Matt Hollenbeck, Hollenbeck's Cider Mill

Hollenbeck's Cider Mill has been family owned and operated since 1933. Their Virgil store is famous for cider, freshly baked pies, homemade donuts, scratch-baked goods, and other locally produced and sourced grocery items. As a seasonal business, Hollenbeck's is a quintessential fall destination where customers can pick out fresh New York apples and watch the cider press in action, while their winter hours allow folks to grab fresh cider, baked goods, cheese, and other local items.

~Kelsey O'Shea & Emma Swarthout, Industry Relations Specialists, American Dairy Association North-East

11:45 a.m. until 12:45 p.m.

**Buffet luncheon and networking among participants
Vendors available**

1:00 p.m. to 2:30 p.m.

Break Out Session Two –

Workshop 3 – Insurance for You and Your Business

This discussion will provide information about different insurances for you, your business, your employees and your family. Hear insurance basics and learn about types of coverage. Q/A time with an expert panel will follow presentations.

~ Eric Toftegaard - CIC, CRM, Vice-President, Tompkins Insurance

~ Michele Bates - Manager of Workers' Compensation Services, NY Farm Bureau

~ Karen Besemer - GBA, GBDS, Assistant Vice President | Benefits Consultant, Tompkins Insurance

~ Lisa Marshall - Certified Application Counselor

Workshop 4 - Business Development Resources

This discussion will provide tools and ideas to help you grow and ensure your business is booming. It will include how to access grant funds, business services, business plan writing, environmental impacts, conservation practices, and traditional and non-traditional sources of capital.

*~ Erin Madden-Heath - County Executive Director;
Broome/Cortland/Tompkins; USDA Farm Service Agency*

*~ Robert Griffin – Regional Director, North Central Small Business
Development Center*

*~ Emily Cook – Team Lead, Division of Agricultural Economic
Development, NYS Department of Agriculture and Markets*

*~ Brendan O’Bryan – Executive Director, Cortland County Business
Development Corporation*

**2:45 p.m. to 3:00 p.m.
Closing Remarks**

Who should attend?

***Farmers and agribusiness owners... And anyone interested in a
future in Cortland County agriculture!***

Fee: \$20.00 per person. Reservations are required.

Please register By e-mailing the registration form below to: info@cortlandbusiness.com Or by
calling the Cortland County BDC at 607-756-5005

REGISTRATION

Name _____

Organization/affiliation/farm _____

Address _____

Phone Number _____ E-mail _____

Number attending Summit _____ X \$20PP = _____ enclosed

If you attend the Summit, please identify which sessions you wish to attend and the number of people you register for each session.

Pick One session in the morning and one in the afternoon for each registrant.

Morning:

- Workshop 1 – Stress, Success & Succession: _____
- Workshop 2 - Marketing your Ag Business: _____

Afternoon:

- Workshop 3 – Insurance for You and Your Business: _____
- Workshop 4 - Business Development Resources: _____

Return to Cortland County BDC
40 Main Street, Suite A
Cortland, NY 13045

607-756-5005
brendan@cortlandbusiness.com