

**Agricultural Marketing & Management Program Work Team
2008-2009 LEADERSHIP and PLANNING COMMITTEES**

PWT CO-CHAIRS

- Todd Schmit, Assistant Professor, Applied Economics and Management, Cornell University, 607-255-3015, tms1@cornell.edu
- Les Hulcoop, Extension Issue Leader, Cornell Cooperative Extension – Dutchess County, 845.677.8223, lch7@cornell.edu
- Miguel Gomez, Assistant Professor, Applied Economics and Management, Cornell University, 607.255.8159, mig7@cornell

Strategic Marketing Conference Planning Committee

Plan Strategic Marketing conference; select theme, location, dates; advertise, recruit speakers, work with AEM on finances/funding, moderate/facilitate meeting, hold regular planning meetings.

- Les Hulcoop, CCE – Dutchess County, 845.677.8223, lch7@cornell.edu [CHAIR]
- Todd Schmit, AEM, CU, 607.255.3015, tms1@cornell.edu
- Miguel Gomez, AEM, CU, 607.255.8159, mig7@cornell
- Bob Weybright, Weybright Associates, LLC, 845.797.8878, rw74@cornell.edu
- Tatiana Stanton, Animal Science, CU, 607.254.6024, tls7@cornell.edu
- Alison Demarree, Williamson, NY, 315.573.8881, amd15@cornell.edu
- Brian Henehan, AEM, CU, 607-255-8800, bmh5@cornell.edu
- Angela Gloy, AEM CU, 607.254.4939, amg69@cornell.edu
- Brian Reeves, NYSVGA, 315.635.3357, bnreeves@netscape.com
- Becca Brier-Rosenfield, CCE-Madison County, rb223@cornell.edu

Annual Meeting / In-Service Planning Committee

Plan Annual Meeting, select date and location, set agenda, enlist program updates, invite member programs, hold regular planning meetings, moderate/facilitate meeting

- Brian Henehan, AEM, CU, 607-255-8800, bmh5@cornell.edu [CHAIR]
- Anita Deming, CCE-Essex County, 518.873.2178, ald6@cornell.edu
- Les Hulcoop, CCE – Dutchess County, 845.677.8223, lch7@cornell.edu
- Heidi Mouillesseaux-Kunzman, CaRDI, CU, 607.255.0417, hmm1@cornell.edu
- Miguel Gomez, AEM, CU, 607.255.8159, mig7@cornell

Smart Marketing Planning Committee

Manage Smart Marketing Publication Series, identify themes and topics, set publication schedule, invite submissions, hold regular planning meetings, publicity/marketing, seek funding if necessary

- Kris Park, AEM, CU, 607.255.7215, ksp3@cornell.edu [CHAIR]
- Steve Miller, FMNP, sgm6@cornell.edu
- John Nettleton, CRP, CU, jsn10@cornell.edu
- Walt Nelson, wnn1@cornell.edu
- Brian Henehan, AEM, CU, 607-255-8800, bmh5@cornell.edu
- Becca Brier-Rosenfield, rb223@cornell.edu

Marketing and Communications Committee

Manage marketing and communications, maintain listserve, website, and mailing lists, update brochure/displays, market events, recruit members/programs/ stakeholders, hold regular planning meetings

- Todd Schmit, AEM, CU, 607.255.3015, tms1@cornell.edu [CHAIR]
- Monika Roth, CCE-Tompkins County, mr55@cornell.edu