

# 21<sup>st</sup> ANNUAL FARMER COOPERATIVES CONFERENCE

November 7-9, 2018  
Intercontinental Saint Paul Riverfront  
St. Paul, MN



Center for Cooperatives  
UNIVERSITY OF WISCONSIN-MADISON

[www.farmercoops.uwcc.wisc.edu](http://www.farmercoops.uwcc.wisc.edu)

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Thank you to the Ralph K. Morris Foundation for sponsoring conference attendees through scholarships.

## Questions?

Conference questions can be directed to Megan Webster, Outreach Specialist, UW Center for Cooperatives at 608-890-1048 or [mawebster@wisc.edu](mailto:mawebster@wisc.edu)

## About the Farmer Cooperatives Conference

The Farmer Cooperatives Conference is a national event highlighting the latest strategic thinking on current cooperative issues and trends. Attendees will spend two days with top agricultural cooperative leadership and industry experts as they address today's most pressing competitive challenges. The Farmer Cooperatives Conference is an unparalleled opportunity to gain the information you need to help your cooperative succeed.

Organized by the University of Wisconsin Center for Cooperatives, the program is developed by a national planning committee with diverse background and expertise from the cooperative, agribusiness, and academic sectors. Members of the planning committee include:

**Courtney Berner**, UW Center for Cooperatives

**Mark Biedenfeld**, CHS Inc.

**Mike Boland**, University of Minnesota

**Marlis Carson**, National Council of Farmer Cooperatives

**Michael Cook**, University of Missouri-Columbia

**Brent Hueth**, UW Center for Cooperatives

**Keri Jacobs**, Iowa State University

**Phil Kenkel**, Oklahoma State University

**Jason Lueders**, CoBank

**Anne Reynolds**, UW Center for Cooperatives

**Daniel Smith**, Cooperative Network

**Jeff Stroburg**, Southern States Cooperative

**Tom Swearingen**, GROWMARK

**Megan Webster**, UW Center for Cooperatives

**Tom Wegner**, Land O'Lakes

## About the University of Wisconsin Center for Cooperatives

The University of Wisconsin Center for Cooperatives (UWCC) is an interdisciplinary teaching and research center that works with all sectors and types of cooperatives. UWCC seeks to increase understanding and encourage critical thinking about cooperatives by fostering scholarship and mutual learning among academic, the cooperative community, policy makers and the public. UWCC is supported by resources from the University of Wisconsin-Madison and the University of Wisconsin Extension. For more information, please visit [www.uwcc.wisc.edu](http://www.uwcc.wisc.edu).



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# Program at a Glance

## Wednesday, November 7

5:00 – 7:30 pm **Registration Open**

6:00 – 7:30 pm **Welcome Reception**

## Thursday, November 8

7:00- 8:30 am **Registration and Continental Breakfast**

8:30 - 10:00 am **Current Issues for Farmer-Owned Co-ops**

With all eyes on Washington this election year, this session will offer a perspective on the policy environment and issues to follow in the upcoming year.

**Chuck Conner**, *CEO & President, National Council of Farmer Cooperatives*

10:00 - 10:30 am **Refreshment Break**

10:30 - 12:00 pm **Leveraging Sustainability for Competitive Advantage**

Agriculture is under increasing demand and pressure from consumer advocacy groups and regulators to deliver on sustainability goals. In this session, co-op leaders will share their strategies to leverage sustainability initiatives.

**Warren Jibb**, *Director, GROWMARK*

**Cathy Resler**, *Head of Global Sustainability, Ocean Spray Cranberries*

12:00 - 1:15 pm **Lunch**

1:15 - 2:30 pm **Trade Relations and U.S. Agriculture**

In this session, we will explore how recent changes in foreign policy and trade relations impact farmer cooperatives and their bottom line.

**Dr. Michael Boland**, *Koller Professor and Director, University of Minnesota Food Industry Center*

2:30 - 3:30 pm **Engaging External Expertise in the Board Room**

A board of directors elected by and from the membership is one of the co-op model's greatest assets. There are times, however, when a board can benefit from the experience and expertise of outside professionals. This session will explore the different techniques cooperatives have used to bring outside expertise into the board room.

**David Scheevel**, *Chairman of the Board, Foremost Farms*

3:30 - 4:00 pm **Refreshment Break**

**4:00 - 5:00 pm**     **Strategic Growth: Strategic Growth: Options Beyond Mergers and Consolidation**  
In an environment of growth via mergers, cooperatives can struggle with identity preservation, culture, and maintaining strong connections with their members. We will explore the innovative strategies that companies have used to grow smartly, enhancing their employee and customer commitment while retaining their mojo.  
**Tom Field, Director, Engler Agribusiness Entrepreneurship Program, University of Nebraska - Lincoln**

**5:00 - 7:00 pm**     **Cocktail Reception** - Featuring a generous selection of appetizers

## **Friday, November 9**

**7:00 - 8:30 am**     **Registration and Continental Breakfast**

**8:30 - 9:45 am**     **CEO Succession Planning**  
Executive succession planning involves defining characteristics and skills, aligning goals, developing mechanisms to identify quality candidates. In this session, we will hear from co-op leadership on how they are preparing for CEO succession.

**Ann Kafer, Vice President of Human Resources, GROWMARK**  
**Pete Kappelman, Board President, Land O'Lakes**

**9:30 - 10:15**     **Defined Benefit Retirement Plans**  
Farmer cooperatives use a variety of defined benefit and defined contribution programs for their employees. As mergers become more common, directors need to understand the differences between plans and the impact on the cooperative.

**Michael Boland, Koller Professor and Director, University of Minnesota Food Industry Center**  
**Tim Goodman, Partner, Dorsey & Whitney**  
**Mike Trosen, General Manager, Meadowland Farmers Co-op**

**10:15 - 10:45**     **Refreshment Break**

**10:45 - 12:00**     **Talent Retention in Your Co-op**  
Farmers and co-op managers face a challenge hiring and retaining qualified employees. In this session, leaders will share how their co-ops are leveraging the cooperative difference to retain talent and to build cooperative culture.

**Kimberly Frederickson, Director of Learning and Organizational Development, Organic Valley**  
**Phil Kenkel, Professor and Bill Fitzwater Cooperative Chair, Oklahoma State University**

**12:00 pm**     **Adjourn**

### Intercontinental Saint Paul Riverfront

**11 E. Kellogg Blvd.  
St. Paul, MN 55101  
(651) 292-1900**

The Farmer Cooperatives Conference is excited to return to the Intercontinental Riverfront located in the heart of downtown St. Paul. We are pleased to offer conference attendees the special group rate of \$165 plus tax per night for accommodations in a standard or double guest room. Please ask for the Farmer Co-ops Conference rate when making your reservation. **This rate is available for a limited number of reservations made on or before October 12, 2018.**

Attendees are responsible for making their own reservations; to do so, call (651) 292-1900 or (877) 834- 3613. Or, to make reservations online visit the conference website for direct links to the Farmer Co-ops hotel booking page.

### Parking and Transportation

#### Parking

Self-parking is available on a first come, first served basis at the 320 N Wabasha Parking Ramp (attached to the hotel) at prevailing rates. Current overnight self-parking rate is \$18 per day. Valet parking is available for an additional fee. Current overnight valet parking is \$29 per day.

#### Transportation

The hotel is located 8.5 miles/15 minutes from the Minneapolis/St. Paul International Airport (MSP).

Airport transportation is available via taxi or SuperShuttle. A taxi is approximately \$30 each way (\$60 round-trip). SuperShuttle is a shared ride van service that costs approximately \$14 each way (\$28 round-trip).

## REGISTRATION

	Early Bird Rate On or before Oct 5	Early Rate After Oct 5
<b>Full Conference November 7-9</b> Includes welcome reception (11/7), continental breakfast, lunch and reception (11/8), continental breakfast (11/9), breaks and materials.	\$450 per person \$400 per person (2 or more)	\$500 per person \$450 per person (2 or more)
<b>November 8th only</b> Includes continental breakfast, lunch, reception, breaks and materials.		\$350 per person
<b>November 8th reception only</b>		\$50 per person
<b>November 9th only</b> Includes continental breakfast, breaks and materials.		\$200 per person

Please see conference website for cancellation policy – [www.farmercoops.uwcc.wisc.edu](http://www.farmercoops.uwcc.wisc.edu)

To register, please visit the conference website, [www.farmercoops.uwcc.wisc.edu](http://www.farmercoops.uwcc.wisc.edu).

Registration questions? Please contact Union Conference Services at (608)265-6534 or [conferences@union.wisc.edu](mailto:conferences@union.wisc.edu).

## Scholarships

Scholarships may be available through the Ralph K. Morris Foundation Cooperative Leadership Fund. Please visit [www.ralphkmorrisfoundation.org](http://www.ralphkmorrisfoundation.org) for more information.

### NCERA-210 Annual Meeting

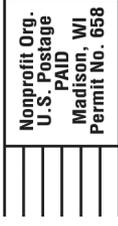
November 7, 2018

Intercontinental Riverfront St. Paul

NCERA-210 is a regional research project that promotes research and education on agricultural cooperatives. It also provides a forum for decision-makers and analysts from industry, government, and universities to discuss research results and their implications. For more information, visit [www.sites.google.com/site/nceracooperatives](http://www.sites.google.com/site/nceracooperatives)

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427 Lorch Street  
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presented by



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**REGISTER NOW AND SAVE!**

**Early Bird Deadline: October 5, 2018**

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