

Heavy Dose of *Recruiting* and *Preserving* Labor to Highlight Ruidoso Co-op Managers Meeting

A group of 22 co-op and industry leaders met during the April 5 Texas Cotton Ginners Association Gin Show in Lubbock and drafted what they felt would be the ideal body of work for the July 11 - 13, 2018 TACC Co-op Manager / Director Conference at the Inn of the Mountain Gods Resort in Ruidoso, NM. (575-464-7012). The result --- remarkably and uncharacteristically, 10 of the 11 speakers were confirmed within the first week. A dynamite program awaits co-op general managers, associate members and, for some, those who also hold their annual family reunions. It is common for 140 people to attend the meeting.

Although formal invitations have not yet been sent, TACC is holding a block of rooms at the special rate of \$129.99, with a cut-off date of June 10th. There will also be a \$15 resort fee / night.

The event begins with a lunch at Noon, July 11, followed by an afternoon program and evening reception, a Thursday and Friday morning program --- complete with the traditional golf (\$85) AND washer pitching tournament Thursday afternoon. The registration fee will be \$375.

A big feature of the program will be to attack co-op labor issues head - on. To accomplish this, three outside resources and three different approaches will be used; including the #2 person at a 9 staff - member cooperative that solicits and coordinates labor needs from around the world and have been doing so since 1989, a representative of a regional sugar co-op in the Rio Grande Valley that actually trains OSHA inspectors, two representatives with a great track record at South Plains College in Levelland at recruiting ag workers into the workforce, AND the highly - popular **Michael Daggs**, returning again this year to address the much - requested topic of personality types and getting along with various generations of employees in the workforce.

Several other speakers will include the head of the national co-op trade association in Washington, D. C., who was the point person on all the Section 199 tax controversy, chief economist for the National Cotton Council, **Gary McLaren** and **Gail Faries** with their traditional law and tax review, and Texas Tech with a look at how directors value their role in co-ops.

Conference theme will be "Co-ops: Ground Zero for Farmer Action". As the Council does every other year, a **TACC Cooperative New Managers conference for new managers AND new mid - managers hired or promoted within the last two years, will be held the morning of Wednesday, July 11.**

Although not yet confirmed, one of the more surprising speakers could well be a "financial planner" to address issues for the young and the old and will cover such topics as how to ask the right questions regarding retirement AND there is a way to apply for social security and there is a way not to apply for it. It may surprise you!

TEXAS AGRICULTURAL COOPERATIVE COUNCIL

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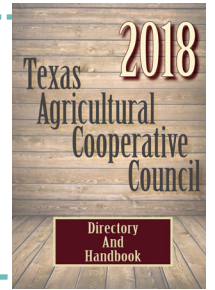
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TACC Set to *Release* its 2018 – 2019 Directory Week of May 14th

For the 19th consecutive year, the Council has published a book that has been much more than a co-op directory. It's also a great resource guide. The next version will be mailed the week of May 14 to all members. For ease of use, this edition can again also be found on the Council's app and website. It contains contact information on all ag, electric, telephone and farm credit co-ops in the state AND has the information cross-referenced three ways: by city, by managers last name, and by type of co-op.

The 158 – page document also has a section on “Co-op 101”, history of co-ops, and state and federal agencies / trade associations that impact cooperatives.



TACC Facebook Posts Still Hitting a *Nerve*

In recent times, TACC has been one of the ag associations leading the way in use of social media and technology trends. In fact, the Council has posted at least one topic each day on Facebook since December 1, 2016 and introduced its app on March 1, 2017. If you go back in the day, the Council was the 4th ag trade association in the state to launch an e-mail newsletter concept and that was in 2004.

For 2018, the biggest attraction on Facebook occurred on March 12 when 5,160 people were reached regarding TACCs three Distinguished Service Award winners of **Johnny Anderson**, **Darwin Robertson**, and **Bob Stanley**. It also received 48 likes and 15 shares. The next biggest draw occurred on January 26th when it was announced that **Aaron Herring**, a former TACC Co-op Summer intern from Tarleton State had been hired at the co-op in Knippa. That post received 1,948 views, 60 likes, and 18 comments.



The most “likes” occurred on April 6th when TACC reported that Central Rolling Plains Co-op General Manager **Larry Black** in Roscoe was elected president of the Texas Cotton Ginners Association. He received 64 likes and it reached 1,056 people.

According to TACC Manager of Marketing and Communications, **Whitney Curry**, the Council's Facebook seems to be most active on Tuesday and Thursday.

TACC to Formalize and *Expand* an Existing Service

During the August 2016 TACC Executive Committee strategic planning retreat to Marble Falls, one of the recommendations that surfaced, to the approval of all, was for the Council's staff to realign its offerings to include more services that assist cooperatives in better connecting / communicating with all generational groups within the membership, improving customer service, implementing growth strategies, taking greater advantage of annual meeting opportunities, growing and retaining the co-op membership, and properly addressing training needs.

To this end, TACC launched late last year a concept whereby the staff will make itself available to **conduct on-site marketing audits and assessments with the co-op CEO and mid-managers**, then several weeks later returning with its blueprint or recommendations for improvement. Given the varied communication and training backgrounds of TACC staff, the Council would also be in a position to assist organizations in carrying out some of the recommended projects.

TACCs **Tommy Engelke** says of the new venture, “You might say that with all the strategic plans we have facilitated for co-ops, economic footprint placemats prepared, and on-site training directives completed, this concept basically formalizes and galvanizes our work to another level. That was a great boost knowing that our leadership group felt so confident in us and our abilities that now they want us to expand the delivery system. We're all for it!”

State Co-op PAC *Active* in Recent March 6 / May 22 Primary Election

A political action committee usually exists because an industry segment wants to have access or influence in electing individuals who speak and represent their language. For ag, that is becoming a much more demanding task as population shifts to the cities continues; especially in a state like Texas. There are about 15 “ag” PACs in Texas and TACC created theirs in the late 1970s, when general manager of then Stamford Electric Cooperative (*in Stamford, Texas*) **Charlie Stenholm** decided to run for U. S. Congress. The rest is history!

Recently, TACC – PAC made \$19,050 in contributions to the March 6 and May 22 primary and runoff election in 39 of its races ----- ONLY LOSING ONE RACE!

The next TACC – PAC activity will occur for the November 6, 2018 General Election.



Texas Agricultural Cooperative Council Governance 2018 – 2019



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Cody White, CoBank, Lubbock

Producer Representative

Steve Moore, Central Rolling Plains Co-op, Roscoe

Budget and Finance

Tony Morton, PYCO Industries, Lubbock

Legislative and Governmental Affairs Committee

Chairman
Vice Chairman
Secretary

Robert Swize, Gulf Compress, Corpus Christi
Seth Stephens, Producers Co-op Elevator, Floydada
Stan Ray, Farm Credit Bank of Texas, Austin

Education and Member Services Committee

Chairman
Vice Chairman
Secretary

Tony Newton, Slaton Co-op Gin, Slaton
Keith Layton, Bailey County Electric Co-op, Muleshoe
Jeremy Speis, Calcot, Corpus Christi

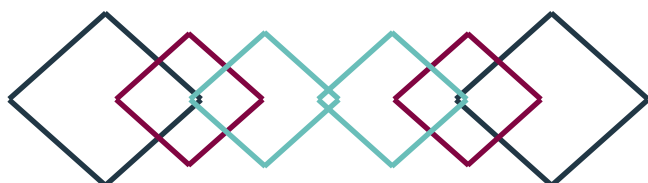
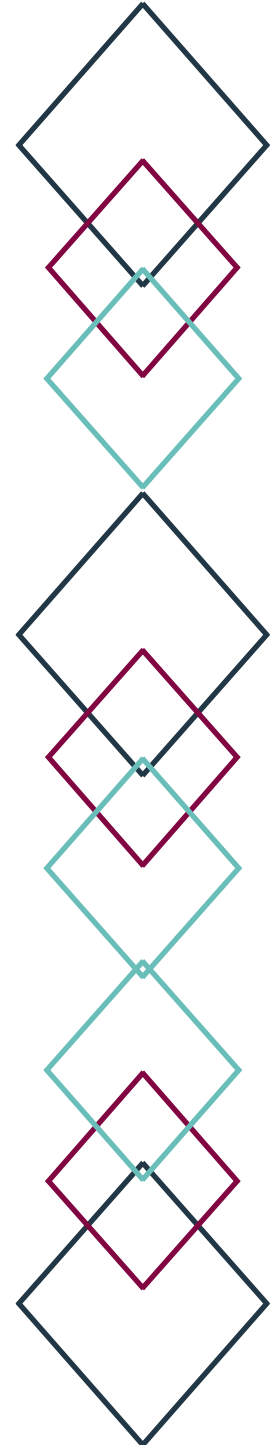
◆ Names in **bold** denotes they are member of TACCs Executive Committee

◆ **New TACC Directors** ◆

- ◆ **Evan Autry**, Texas Electric Cooperatives, Austin
- ◆ **Larry Brown**, Farmers Co-op Gin and Elevator, Vernon
- ◆ **Linda Floerke**, Farm Credit Bank of Texas, Lampasas
- ◆ **Sam Hill**, Plains Cotton Cooperative Association, Lubbock
- ◆ **Blake Miller**, Planter’s Grain Cooperative, Odem
- ◆ **Blake Moore**, Lyntegar Electric Cooperative, Tahoka
- ◆ **Aaron Peña**, Valley Co-op Oil Mill, Harlingen
- ◆ **Landon Reneau**, CoBank, College Station
- ◆ **D.J. Robertson**, Yoakum County Co-op Gin, Plains
- ◆ **Keith Smith**, Gulf Compress, Corpus Christi

◆ **Retiring TACC Directors** ◆

- ◆ **Greg Bell**, Plains Cotton Cooperative Association - Lubbock
- ◆ **Tom Byars**, Lockney Co-op Gin - Lockney
- ◆ **Eric Craven**, Texas Electric Cooperatives - Austin
- ◆ **Rick Haile**, Heart of Texas Electric Co-op - McGregor
- ◆ **Darwin Robertson**, Yoakum County Co-op Gin -Plains
- ◆ **Kevin Shepard**, Triangle Insurance - McKinney



2018 TACC Summer Co-op Internship Program

Name /Host Co-op	Hometown	University Attending	Major/Minor
Daniel Allen • United Ag Co-op, El Camp	La Vernia	Texas A&M	Major: Geography Minors: Agriculture Systems Management and Sport Management
Austin Barton • PCCA – Warehouse Division, Sweetwater	Tuscola	Angelo State	Natural Resource Management
Thomas Human • Willacy Co-op, Raymondville	Port Isabel	Texas A&M	Agricultural Business focus on Food Marketing Systems
Zachary Matthews • Spade Co-op Inc., Spade • Willacy Co-op, Raymondville	Anton	Texas A&M	Biological and Agricultural Engineering
Cory Myers • Central Rolling Plains, Roscoe	Aspermont	Texas Tech	Agricultural and Applied Economics

- A member of the Texas A&M Corps of Cadets since August 2015
- Held multiple leadership positions with TAMU Corps of Cadets
- Worked for a home improvement company for a summer
- Currently works for a feed mill, milling pelleted feed
- Previous work with a fork lift, skid steer and excavator
- Experience with customer service through Tractor Supply job
- Implemented an inventory system with Quick Stop
- Managed properties for Island Services
- Experience with budgets and managing transactions
- Owns his own farm; dry land cotton and corn
- Assist with planting, maintenance and harvesting over 5,000 acres of sunflower, corn, milo, wheat and cotton crops on his family farm.
- Studied abroad in Belgium summer 2017
- Family owns a cotton farm
- Manages his own fence building business
- Custom harvest for the public
- Earned the Steve Godfrey Sportsmanship and Citizenship Award in 2015 and 2016

• Judges

- Chris Breedlove, Willacy Co-op, Raymondville
- Whitney Curry, Texas Agricultural Cooperative Council, Austin
- Suzy Davis, Brownfield Farmers Co-op Station, Brownfield
- Kent Dunlap, Producers Cooperative Association, Bryan
- Tommy Engelke, Texas Agricultural Cooperative Council, Austin
- Dr. Bridget Guerrero, West Texas A&M University, Canyon
- Dr. Phil Johnson, Texas Tech University, Lubbock
- Emmy Kiphen, Texas A&M University, College Station
- Brian Lehmann, Ropes Farmers Co-op Gin, Ropesville
- Dr. Russell McGee, Texas A&M University, College Station
- Dr. Dusty Menzies, Texas A&M University, College Station
- Taylor Norris, Plains Cotton Cooperative Association, Lubbock
- Dr. John Park, Texas A&M University, College Station
- Paul Schwertner, Lone Star Farmers Cooperative, Mereta
- Kenny Underwood, Southwest Cotton Growers, Wellman
- Dr. Mallory Vestal, West Texas A&M University, Canyon
- Cody White, CoBank, Lubbock
- Dr. Andrew Wright, Angelo State University, San Angelo
- Dr. Sanja Zivkovic, Texas Tech University, Lubbock

• Sponsors

- Triangle Insurance
- Texas Cotton Ginners' Trust
- Universities Involved
 - Angelo State University
 - Sam Houston State University
 - Tarleton State University
 - Texas A&M University
 - Texas Tech University
 - West Texas A&M University

TACC: OUT & ABOUT

- ✓ Continued to make at least a daily post on TACCs Facebook page since December 1, 2016.
- ✓ Coordinating and finalizing intern placements at co-ops throughout the state.
- ✓ Making inquiries regarding adding additional college resources to the TACC board of directors.
- ✓ Finalizing all speakers for the July 11 – 13 TACC Ruidoso Co-op Managers Conference.
- ✓ Preparing the 2018 – 2019 edition of the TACC Directory and Handbook.
- ✓ Expanding inroads at capturing additional workforce / labor into co-ops via exploring a co-op started in 1989 to handle labor shortages, studying the possibility of an outreach to a Lubbock high school, and visiting an additional college for labor assistance --- South Plains College in Levelland.
- ✓ Participating and coordinating in the March 6 and May 22 statewide primary elections / runoffs via TACC – PAC.
- ✓ As the new chair of the Texas Ag Council (*legislative representatives of ag commodity groups*) in Austin, hosted a meeting at TACCs headquarters building consisting of the Region 6 EPA Administrator, political newspaper editor **Evan Smith**, received updates from three regulatory state agencies, and heard from three candidates in the May 22 runoff elections.
- ✓ As a director, attended board meetings of the co-op health insurance provider, Texas Ag Co-op Trust, on April 2 and 23.
- ✓ Attended ...The Texas Cotton Ginners Association Gin Show in Lubbock ... April 5 – 6, CoBank's Customer Meeting in Bastrop ... April 12 – 13, and Triangle Insurance Annual Meeting in Enid, OK. ... April 19.
- ✓ Completed billing and paperwork concerning the March 11 – 13 TACC Joint Cooperative Meeting in San Antonio.
- ✓ Coordinated registration and spoke at the Texas Chapter, National Society of Accountants for Cooperatives meeting in Bastrop on March 1 – 2.
- ✓ Preparing for a May 9 TACC Executive Committee Meeting in Austin.

Will Be:

- ◇ Meeting with political newspaper editor **Evan Smith** on May 8 regarding program input for a November 2018 Rural Symposium in College Station.
- ◇ Participating in a May 10 "Ag Legislative Day" for State Capitol staffers to learn more about agriculture ---- at the Luling Foundation Farm.
- ◇ Attending a Cooperative Communicators Association national convention in Ft. Worth on June 2 – 5.
- ◇ Participating in Plains Cotton Cooperative Association's Agents School in Corpus Christi on June 7 – 8.
- ◇ Attending a Texas A&M University Cotton Engineering, Ginning, and Mechanization Chair Advisory Council meeting on June 13 – 14 in College Station.
- ◇ Hosting four Ag Workers Insurance interns to Austin and the State Capitol on June 18 – 20.
- ◇ Serve as a kick-off speaker at the East Texas Rural Electric Cooperative Leadership Conference in Marshall on June 25 consisting of 120 people.
- ◇ Hosting the May 16th ag lobby meeting in Austin to include the chair of the House Transportation Committee speaking on funding rural road improvements, the State DPS point person for ag transportation, the head lobbyist for Union Pacific Railroad, and talk of a statewide feral hog forum.
- ◇ Attending the Texas Cotton Ginners Association Summer Membership Meeting June 25 – 26 in Frisco.
- ◇ Participating in the Cotton Board's Women's Tour to Cary, NC. on June 24 – 26.

CALENDAR OF EVENTS

2018

May

- 9 TACC Executive Committee Meeting - Austin
- 17 – 18 South Texas Country Elevators Association Annual Meeting - South Padre Island
- 22 Texas Primary Runoff Elections - Statewide
- 28 TACC Memorial Day Holiday

June

- 7 – 8 Plains Cotton Cooperative Association South Texas Agents School - Corpus Christi
- 12 – 14 Texas A&M University Cotton Engineering, Ginning and Mechanization Chair Advisory Council Meeting - College Station
- 20 Gulf Compress Annual Meeting - Corpus Christi
- 24 – 26 Texas Cotton Ginners Association Summer Membership Meeting - Frisco

July

- 4 TACC Independence Day Holiday
- 11 TACC New Managers Conference - Ruidoso, NM.
- 11 – 13 TACC Cooperative Managers Conference - Ruidoso, NM.
- 15 – 17 Plains Cotton Cooperative Association Agents School - Ruidoso, NM.
- 18 – 19 Texas Cotton Producers Board Meeting - Austin
- 25 – 27 TACC Cooperative Board Chair Conference - Ruidoso, NM.

August

- 5 – 8 National Society of Accountants for Cooperatives National Convention - Austin

September

- 3 TACC Labor Day Holiday
- 5 – 6 TACC Board of Directors Meeting - Lubbock
- 15 Texas Tech University vs Houston Cougars Celebrate Cotton weekend - Lubbock
- 19 Plains Cotton Cooperative Association Annual Meeting - Lubbock

October / November

- October 31 – November 1 TACC South Texas Leadership Conference (*formerly known as the TACC South Texas Cooperative Manager / Director Conference*) - Corpus Christi