

TACC Co-op *Managers* Conference

July 10-12, 2019



Inn of the Mountain Gods Resort



“Co-ops: Diamonds *Formed Under Pressure*”

Ruidoso, New Mexico

Wednesday, July 10, 2019

10:00 a.m. – Noon Registration

Noon Conference Luncheon (*participants, families/kids, speakers, guests, etc.*)

1:30 p.m. Welcome

1:40 p.m. “Meet the 2019 TACC Summer Co-op Interns”

TACC Summer Co-op Interns

We always place this segment early so that participants can briefly get to know this year’s crop of TACCs Summer Co-op Interns at the beginning. They include:

- ♦ **Joe Gorman**, a natural resource management senior at Angelo State University from San Angelo --- Lone Star Farmers Co-op, Mereta
- ♦ **Alexis Huseman**, a May 2019 ag economics graduate from Texas Tech University from Nazareth --- Central Rolling Plains Co-op, Roscoe
- ♦ **Megan Smedley**, an agribusiness senior at West Texas A&M University from Southern California --- Calcot, Bakersfield, California

1:50 p.m.

“Highlights from the 2019 State Legislative Session”

State Representative, Drew Springer, Chair, House Ag and Livestock Committee, Muenster

Every other year at this conference, we have a presenter cover the results from a recently-held State Legislative Session in Austin. This would be the year for such a presenter since over 7,300 bills were filed. We have laid the ground work to have State Representative **Drew Springer**, Chair of the House Ag and Livestock Committee handle this chore --- with the cliffhanger being to bring one of his fellow “urban” legislators (*at his choosing*) join him on the program. It would be TACCs way to help bridge a better urban and rural understanding. Springers’ district covers 22 counties stretching from near Denton to the outskirts of Lubbock.

2:20 p.m.

“Developing a Training Strategy in Your Co-op: (Hint) You Already Have One”

Gary McLaren, Attorney, McLaren Law Firm, PLLC, Lubbock

Dr. John Park, Roy B. Davis Co-op Chair, Texas A&M University, College Station

Tommy Engelke, Executive Vice President, Texas Agricultural Cooperative Council, Austin

The group that assembled at the gin show in Lubbock back in April to plan this conference kept making reference to elements of “training”, so with this in mind, we are taking this discussion to another level.

This group will take a look at the numerous training examples that are already being provided in many co-ops and share them with the entire group. There will be some small group discussion included in this segment. In the end, a puzzle will be pieced together showcasing what is currently being done around the state and also innovate new possibilities for others to try!

3:00 p.m.

Break

3:15 p.m.

“Recent Audit Cases and IRS Trends: What You Need to Know”

Gail Faries, CPA, D. Williams & Company CPA firm, Lubbock

This speaker has been coming to this conference only in recent years, but has a blast each time he comes. He’s back to report on trends he is seeing in co-op audit cases around the country and to also call attention to co-op tax concerns being raised by the IRS. His insight is always compelling and interesting!

Tentative Program



Wednesday, July 10, 2019 - Continued

- 3:45 p.m. “*Farmer Veteran Coalition: A Collaboration of the Farming and Military Communities*”
Michael O’Gorman, *Executive Director*, Farmer Veteran Coalition, Davis, California
- When one thinks of ag and farming, they also think of motherhood, apple pie and hard work. This next topic came to us by chance and with this audience it was a no-brainer to include in this conference. Farmer Veteran Coalition formed ten years ago to connect interested military veterans to farmers and agribusinesses. They also assist veterans in seeking grants in order to get into farming. To better explain their group, the Founder and CEO will be our speaker. Their national convention is coming to Texas in November 2019.
- 4:25 p.m. “*Finding Your Strengths, Part I: Taking the Test*”
Codie Wright, *Assistant Director and Gallup Certified Strengths Coach*, Weston AgriFood Sales Program, Texas A&M University, College Station
- Every so many years, a suggestion is made that the conference should include a segment on personality testing so that we can all better understand the many groups we come in contact with daily --- young, old, gender differences, rich, poor, etc. In our roles as co-op leaders, it is a requirement that we must deal with multiple personalities. Taking a personality test the afternoon before the big presentation will be the first step, hopefully in a fun and interesting presentation.
- 4:55 p.m. Summary and Conclusion
- 5:00 p.m. Adjourn
- 5:45-6:30 p.m. Conference Reception

Thursday, July 11, 2019

- 8:00 a.m. Call to Order
- 8:10 a.m. “*Finding Your Strengths, Part II: Analyzing the Results*”
Codie Wright, *Assistant Director and Gallup Certified Strengths Coach*, Weston AgriFood Sales Program, Texas A&M University, College Station
- This is the Phase II portion on personality testing that started the afternoon before. We will take a look at how you are received by others, but more importantly, learn how to deal with those who think differently from you. They just maybe your next director, your next member, or your next employee. This session seems to always be a crowd-pleaser and one we can also take home and use with our friends in the community.
- 10:10 a.m. Break
- 10:25 a.m. “*Business Law 101: The Lab Class*”
Gary McLaren, *Attorney*, McLaren Law Firm, PLLC, Lubbock
- You never know what may happen in this session, but you can always count on it being compelling, interesting and a must see! For decades, he’s been the #1 rated portion of the conference covering trendy legal cases and unusual insights regarding the running of an agribusiness firm. Come loaded with your questions too!
- 11:20 a.m. Summary and Conclusion
- 11:25 a.m. Adjourn and Conference Lunch (*participants, families/kids, guests, and speakers*)
- 12:30 p.m. Golf tournament, washer tournament, and free time
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Friday, July 12, 2019

8:00 a.m. Call to Order and Awards

8:10 a.m. “Ag / Cotton Policy and Outlook”

Craig Brown, *Vice President*, Producer Affairs, National Cotton Council, Cordova, Tennessee

For nearly three decades, this topic has become a shared one between us and the New Mexico Ginners Association. The National Cotton Council saves time and money by speaking to both groups on the same day on the status of farm policy at USDA and in Congress. For the latest tips on crop demographics, the current crop progress, and a look at farm policy / price outlook, tune in to hear from one of the most noted in the industry.

8:45 a.m. “Initial Conclusions: Co-op Director Assessments”

Diane Friend, *PhD Student*, Texas A&M University, College Station

Dr. John Park, *Roy B. Davis Chair*, Texas A&M University, College Station

For the past couple of years Dr. Park has had a PhD student working on a thesis regarding co-op director assessments, self-assessments, and determining appropriate corrective measures. During the course of her work, involving numerous co-op director interviews, she was amazed at some of the issues that kept coming to the surface. Although her work is not yet complete, some interesting conclusions will be shared.

9:10 a.m. “OSHA: The Sequel and Understanding OSHCON”

Dale Kerstetter, *Environmental and Safety Director*, Rio Grande Valley Sugar Growers, Santa Rosa

It’s ironic how biorythm lines crossed the same day as we were preparing for this school. Not only did the planning committee request an OSHA update, but about the same time, we received word that the speaker who talked on this very topic last year, had called and said he would be attending the conference once again. He is not only the environmental and safety director for a regional sugarcane co-op in the Rio Grande Valley, but he also trains OSHA inspectors. He was a big hit last year and this year, will return to give an update.

9:45 a.m. “Land Fragmentation: Impacting the Future of Agriculture”

Dr. Roel Lopez, *Director of Natural Resources Institute*, Texas A&M University, College Station

We first heard this guy at the annual Ag Law Symposium in October 2018 in downtown Fort Worth. We thought he was just another speaker, but were we in for a surprise. If you are proud to call yourself a rural Texan, his story will not only be informative but scary! Let the facts speak for themselves!

10:20 a.m. “Purchasing and Decision-Making Habits of Millenials”

Dr. Erica Irlbeck, *Assistant Professor*, Agricultural Education and Communications, Texas Tech University, Lubbock

This topic happened by chance and opportunity. The Lubbock cotton regional co-ops have placed a greater and greater emphasis on connecting with the emerging farmers in rural communities throughout Texas. And last year, TACC continued with the Texas Academy in Cooperative Excellence to further that momentum. It was during this A.C.E. Conference in San Antonio, that TACC employed the #1 ag communications college in the U.S. (*Texas Tech*) to conduct a focus group discussion with six of the couples at the conclusion of that seminar to determine factors they use in their purchasing and decision-making habits. Dr. Irlbeck, whose husband farms cotton nearby, followed by attracting one of her graduate students to perform their thesis work on this very study. Their conclusions will be revealed during this segment.

11:00 a.m. Summary and Conclusion

11:15 a.m. Adjourn

