

# Texas Agricultural Cooperative Council's Co-op Board Chairmen's Conference



"A Person Can Make a *Difference*,  
A Co-op Can Make a *Miracle*"

## WEDNESDAY, JULY 24

2:00 - 5:00 p.m. Registration (Convention Center Foyer)  
6:00 - 7:00 p.m. Conference Reception

Inn of the Mountain Gods Resort (575-464-7777)  
Ruidoso, New Mexico

July 24-26, 2019

*Tentative Program*

## THURSDAY, JULY 25

Emcee: **Suzy Davis**, TACC President and General Manager,  
Brownfield Farmers Co-op Station, Brownfield

8:00 Welcome and Introductions

*Many have said in past evaluations, one of the big takeaways from this meeting is the networking and sharing that is accomplished during the meeting. To set that stage, a forum will be provided to allow you to get to know one another in a spirited fashion. Conference speakers usually have a ball at this session!*

8:45 "Creating and Instilling a Company Culture" ---

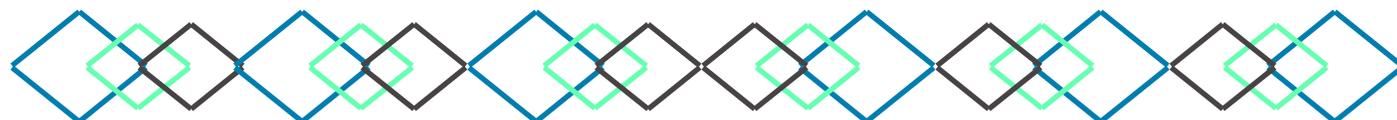
- ✓ Creating a strategic thinking board of directors
- ✓ Building a momentum of expectations – creating an atmosphere of engagement
- ✓ Getting members "director - ready"
- ✓ As a member and owner, developing a: "Making the business work for me mentality"

**Bob Keplinger**, Lecturer & Business Coach, Action Coach, The Woodlands

*During this conference, we always like one of the presenters be a blue-chipper that will challenge the participants and get them out of their comfort zone. Well, here it is. He will provide you approaches and avenues to work with your fellow directors and also be available to help with your one-on-one challenges. This session will sparkle with breakout sessions and cutting-edge innovations to better engage your board, your management, and your community!*

11:45 Summary and Conclusion

Noon Family Conference Luncheon (Pre-Function Room)



**FRIDAY, JULY 26**

Emcee: **Tony Morton**, TACC Board Secretary and CFO, PYCO Industries, Lubbock

8:00 Call to Order

8:10 “But I Never Thought That Would Be a Problem”

**Gary McLaren**, McLaren Law Firm PLLC, Lubbock

*It's rare when this highly-rated repeat speaker suggests his topic title, but it is an appropriate one! Gary is the reason most participants come to this school each year. His glaring stories, unbelievable conclusions, and his approach make this session sizzle. This time he will also include legal cases that keep coming up year after year --- but thought “that would never happen to me!” You are in for some unusual cases that will knock your socks off!*

9:40 Break

9:55 “Me, You, and Us”

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

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

*Just as occurred in the July 2019 TACC Co-op Managers' Conference in Ruidoso, NM, where a Texas Tech graduate student paper was the focus of one of the topics (“Purchasing and Decision-making Habits of Millennials”), so will it be happening at the Board Chairmen's Conference. This time by a PhD student at Texas A&M working on her thesis regarding effective co-op board performance, governance, and leadership. You might say her leadership started years ago when her dad served as National FFA President. Leadership is a part of her family's DNA! She has been working on this project for over a year and is not complete just yet, BUT she does have some findings and conclusions she would not only like to share with the group, but via group participation, leave the group with application-oriented material to use back home.*

10:45 “As a Board, How To Encourage Your General Manager to . . . (Managing the Manager)”



- ✓ Communicate better
- ✓ Strategize with the board more
- ✓ Explain the financials better
- ✓ Increase member engagement
- ✓ Be seen in the community more
- ✓ Train up newer directors
- ✓ Keep directors more current
- ✓ Be more cost conscience
- ✓ Engage in training more
- ✓ Be more active politically
- ✓ Be more volume / sales conscience
- ✓ Voice their opinions more in director meetings
- ✓ Confidentiality among employees
- ✓ Approach succession planning

**Gary McLaren**, McLaren Law Firm PLLC, Lubbock

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

**Tony Morton**, TACC Board Secretary and CFO, PYCO Industries, Lubbock

*On the surface --- until you read more --- this could be a very alarming topic if you are a co-op general manager, BUT rest easy! This should be a lot of fun! In their own way and for years, attendees to this conference subtly are always grasping for nuggets of information they can learn and take home for use in their co-ops. We call it a “How To” session and one that has been requested on evaluations for years by these attendees. Oh, and co-op managers planning their own school back in April suggested this topic! Topics listed above are not necessarily requested, but are simply an example of some topics that have been mentioned in the past. This session will not only involve breakout and roundtables so that participants can learn from one another, but will also consist of a panel of co-op resources.*

11:45 Summary and Conclusion

Noon Adjourn

