

TACC Academy in Cooperative Excellence (A.C.E.)



Inn on Barons Creek
308 South Washington Street
Fredericksburg, TX 78624
(830) 990-9202



"Farmer Ownership: It Comes with Responsibilities and Commitment" January 31 - February 2, 2020

Objective: To connect the dots with the newer generation of farm families and co-op leaders by introducing them to alternative business structures; with a special emphasis on the co-op business model.

Date: 1:30 p.m., Friday January 31-10:15 a.m., Sunday, February 2, 2020

Invited:

- ◆ Younger, emerging or new producer farm couples/singles believed by local cooperatives to have a long-term impact on their communities.
- ◆ Younger, mid-level or newer co-op employees with a promising future in the business.
- ◆ Young, current or potential co-op directors.
- ◆ Individuals that did not win, but were on the nominating committee slate for a local co-op director position.

Expense: Registration Fee \$595 per single/couple

Registration Fee Includes:

- ✓ Two-night hotel stay
- ✓ Most meals
- ✓ Bus and tour

Not Included in Expenses:

- ✓ Incidentals
- ✓ Travel to and from

Host: Texas Agricultural Cooperative Council
1210 San Antonio Street, Suite 101
Austin, Texas 78701
(512) 450-0555



Conference Sponsors:





Texas Agricultural Cooperative Council Texas Academy in Cooperative Excellence (ACE)

Inn on Barons Creek, 308 South Washington Street, Fredericksburg, TX 78624 (830-990-9202)

(To connect the dots with the newer generation of farm families and co-op leaders by introducing them to alternative business structures, with a special emphasis on the farmer-owned business model.)

*"Farmer Ownership: It Comes with **Responsibilities** and **Commitment**"*

Friday, January 31, 2020

Noon Registration

1:30 p.m. Welcome & Introductions

2:10 p.m. *"What Are the Economic Challenges Facing Today's Farmers?"*

To get a handle on what initiates producers' decision-making and the businesses they rely on, we must first get a grip on the financial and economic challenges that will be driving their thought process. To set this stage, we will rely on a well-schooled ag economist. He will spell out the financial challenges facing the farmer AND the industry, the price/commodity outlook for the foreseeable future, and the economic choices available.

2:50 p.m. *"What It Takes to Be a Competitive Farmer?"*

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

For the past 15 years, Dr. Park has worked with the State Co-op Council in teaching the co-op model to about 15-20 ag classes at most all ag colleges in the state. He has an unusual style at bridging an understanding of the various business structures in today's economy. This is an initial introduction at the importance of having a variety of delivery systems in place so that products can successfully reach their final destination---to the consumer.

3:15 p.m. *"What If One of the Ag Businesses You Rely on in Your Community, Went Away?"*

◆ **Tom Engelke**, CEO, Texas Ag Co-op Council, Austin

◆ **Dr. John Park**

This session is entirely group interaction! It's also reality! The focus here will be to break into small groups and pose a series of questions that will likely come your way during your lifetime of farming. As identified leaders in their communities, it will be interesting to use this test case opportunity to explore what you would do if (*when*) the situation occurs. Some case questions will include, "What will happen with less competition?", "How will this deletion impact how you will be serviced?", and much more. One answer to such questions, would be for a group of farmers to take action upon themselves --- especially if the service is not provided or not provided competitively! Group reports will follow.

4:00 p.m. *"Why Farmers Did and Still Do What They Do?"*

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

◆ **Tom Engelke**

This session will take a brief historical look at what caused farmers to unite in the late 1800s to form the co-op business model. HINT! It wasn't to have a Sunday afternoon social to make homemade ice cream! The session will explore why co-ops usually get started, the four standard business models used in the U.S. economy, federal legislation that created the co-op structure, traditional co-op principles, open vs. closed co-ops, legal formation, the difference between a local and regional co-op, and a few unusual services provided by co-ops around the country.

4:50 p.m. Summary & Conclusion

5:00 p.m. Adjourn

6:00 p.m. *Dinner "Friday Night at Wurstfest" ...the Fredericksburg Brewing Company*

After a long day of travel and an afternoon of classroom experiences, get ready to set back and enjoy an evening on the town. Since 1994, the Fredericksburg Brewing Company is the oldest brewpub in Texas and has been proclaimed by numerous publications as the "Best in Texas." Housed in a historical, refurbished 1890s rock building, the place comes alive with an old fireplace, old wooden ceilings, and antique lighting.

Saturday, February 1, 2020

7:00 a.m. Breakfast at the hotel

8:00 a.m. Call to Order

8:10 a.m. *“Accelerating Your Investment In a Co-op”*

◆ **Greg Taylor**, CPA, D. Williams & Company, Lubbock

If you want to know about co-op taxation, audits, and using the co-op as a financial tool in your portfolio, look no further. This guy is on top of his game and once served as president of all co-op CPAs in the nation. He will examine historical co-op beliefs versus those challenged by not-so-traditional ideas. This is a session to challenge the speaker on financial concepts working and not working in today's co-ops.

8:40 a.m. *“The Most Asked Questions About the Farmer – Owned Business Model: A Panel”*

◆ **Gary McLaren**

◆ **Dr. John Park**

◆ **Greg Taylor**

◆ **Seth Stephens**, CEO, Producers Cooperative Elevator, Floydada

When planning this conference, the focus was to keep “lecture” to a minimum, use panels of speakers, and provide for considerable interaction. This session should sparkle with honesty, directness, spontaneity, and intrigue. Although a pre-planned set of 30-plus questions has been developed, the audience will also have the opportunity to put their special spin on the questions. There is no such thing as a dumb question in this session!

9:40 a.m. Break (*a special program surprise is in store as the group reconvenes at 9:55 a.m.*)

10:15 a.m. *“How I Made the Co-op Work for Me”*

◆ **A.J. Kresta**, Board President, United Agricultural Cooperative, El Campo

◆ **Jon Jones**, Board President, Producers Cooperative Elevator, Floydada and Director, Floydada Co-op Gin

These two first-class businessmen, who just happen to be large farmers in their area, are coming to this meeting with a special twist on their comments. Instead of sitting back waiting for the co-op to provide for their needs, they began a long climb of involvement in their community and in their co-op. It took them decades to become an overnight success! On this day, they will explain where they find VALUE in the co-op and what hoops they had to jump through on their journey.

10:45 a.m. *“Spotlighting Co-ops for Co-ops (and Farmers) ---- the Regionals”*

◆ **Robert Lacy**, CEO, PYCO Industries, Lubbock

◆ **Robert Swize**, CEO, Gulf Compress, Corpus Christi

◆ **Cody White**, Relationship Manager, CoBank, Lubbock

◆ **Tim Akins**, Key Account Manager, Land O'Lakes, Lantana

◆ **Eric Wanjura**, Vice President, Farmers Cooperative Compress, Lubbock

People can go years and still not thoroughly understand the farmer-owned co-op structure. However, these guys are specialists in their craft. There is not much time allocated to these speakers, thus two papers are being developed to help tell this story. One, a paper detailing the 10-plus regional co-ops operating in Texas and the other, a paper explaining the resources that are available to assist co-ops as they attempt to provide for farmers and ranchers.

11:30 a.m. *“Secrets and Shortcomings: Valuable Legal Lessons Regarding Your Wishes”*

◆ **Gary McLaren**

When it comes to being the premier ag attorney in Texas, they don't come much better than Gary. In addition, conference program planners wanted at least one topic that was not devoted to co-ops. This is it! Instead, Gary will take a very personal look at a topic of great importance to most all emerging farm couples---the importance of having a family “will.” He puts his message in plain English where it's easy to understand, simple, and very enlightening!

Noon *Texas Hill Country Winery Tour and Lunch*

Join us for this very popular winery tour in the Fredericksburg area, complete with a fully-loaded 54-passenger tour bus. Lunch, along with stops at two different wineries, are planned on the tour where you can visit, taste, purchase, and enjoy until your heart's content. Should make for a pleasant and relaxing getaway for the afternoon.

6:30 p.m. *Dinner on your own*

Conference organizers felt like the group would want one night on their own to do as they please. Some will visit the downtown area, while others will want to tour the countryside and still others may want a nice German dinner. A few may wish to show off their dancing skills in nearby Luckenbach. The night is yours to enjoy!

Sunday, February 2, 2020

7:00 a.m. Breakfast at the hotel

8:00 a.m. Call to Order

8:15 a.m. *"The Immediate and Long-Term Marketing and Demographic Impacts on Ag Commodities"*

◆ **Kevin Brinkley**, CEO, Plains Cotton Cooperative Association, Lubbock

Some may recall the lasting impacts of the early 1980s grain embargo induced by the Jimmy Carter presidential administration decades ago. The impacts lasted far beyond most people's expectations. Is U.S. agriculture facing the same impacts today and will they be as lasting? One of the nation's leading organizations regarding the ag marketing picture will share his forecast, impacts, and demographic changes. This is a must-see session as you consider crop production practices for 2020. A dynamite presentation!

9:00 a.m. *"An Ag Co-op---It's a Business Too"*

◆ **James Deatherage**, CEO, Producers Cooperative Association, Bryan

This co-op general manager is well-seasoned. They have nearly 10,000 members and it dates back to the 1940s. During his long tenure, they have grown to provide a state-of-the-art fertilizer and agronomy center and 24/7 feed mill, complete with two robots, a garden nursery, fuel sales, a weekly TV show, and an annual meeting that attracts upwards of 1,800 people. In all these years---he has never lost money. Quite an operation, statement, and footprint! He will reveal how he and his board have grown the organization to a first-class operation with a major focus on cow/calf operators.

9:45 a.m. Summary & Conclusion

10:00 a.m. Adjourn

2019 A.C.E Conference *Attendee* Testimonials

"The many panels and open dialogue made it easy to focus and absorb information"

"As a result of this conference, I feel it necessary and an obligation to voice and learn so as to strengthen my co-op for the long term."

"I enjoyed the diversity of information from professionals with different experiences, situations and examples of the industry."

"Every young member in a co-op needs to attend this meeting."

Regional Cooperative Sponsors:



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TEXAS AGRICULTURAL COOPERATIVE COUNCIL

2020 ACADEMY IN COOPERATIVE EXCELLENCE PROGRAM

Inn on Barons Creek
308 South Washington Street
Fredericksburg, TX 78624
(830) 990-9202
January 31-February 2, 2020



REGISTRATION FORM

PARTICIPANT: _____

SPOUSE: _____

SPONSORING LOCAL COOPERATIVE: _____

HOME ADDRESS: _____

E-MAIL: _____

REGISTRATION FEE: \$ 595.00

Please complete this form and send it to:

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