

January 3, 2020

**TO: Co-ops having Farm Store Operations**

**FROM: Tommy Engelke, Executive Vice President**

**RE: Farm Store Summit**

What started as a routine field contact swing to South Texas co-ops a number of weeks ago, has now blossomed into a full – blown collective effort to host a “Farm Store Summit” in an initial attempt to restore greater profitability to farm supply operations. Subsequently, more calls were made to central and west Texas stores to gauge the feasibility of such an event. EVERYONE was encouraged by the concept!

We will admit up front that we were charged with pursuing this measure in quick fashion and at a time suitable to all corners of the state. We are in hopes your co-op can send your key farm store operators and the CEO. Although general managers oversee the entire operation, they are held accountable for all departments --- including the farm store!

Based on a very successful initial roundtable held on this subject a few weeks ago, we developed the two half – day agenda that is enclosed for your review. Basically, the first day will allow each co-op to share their challenges and how they conduct their respective farm store operations (and allow participants to ask questions), followed by dinner --- which is where many private conversations will occur. The next day, is loaded with talent outside the co-op culture and some successful businessmen, which should offer participants alternative ways of doing business.

We will conclude the meeting by recapping the two - day event, and with Gary McLaren’s legal help, determine the proper direction in the future. Even with the tight turn around to host this meeting, we hope you see the validity and urgency of having your co-op represented at this meeting. We are hearing that, in many cases, the general manager AND one or two key farm store employees are registering for the conference!

P. S. Although we visualize upwards of 50 – plus attendees, we are only holding 40 rooms on a first-come, first-serve basis at the [Inn on Barons Creek](#) at the group rate of \$99.00 for Monday night, January 20. **Hotel cut-off date is January 13, 2020** (special group rate and availability cannot be guaranteed after this date). To reserve your room, call the hotel at 830-990-9202 and make reservations before Jan 13th. Request a room from the "Farm Store Summit" block. Please note that the group rate is not available online.