



TO: • Co-ops having farm supply store operations
• Co-op employees wanting to expand their management insight

FROM: Tommy Engelke, Executive Vice President

RE: 2nd Annual Farm Store Summit

What started as a simple idea from a co-op manager to restore “profitability” in farm supply store operations about this time last year, to the production of a much – heralded & successful conference a month later, has now blossomed into an even better offering set for January 28 – 29, 2021 ----- once again at the same location, Fredericksburg, Texas.

There is no other way to say it other than the program has grown into much more than a conference for farm supply store personnel. It can easily accommodate a wider variety of co-op staff and mid to upper management employees. After reading the attached flyer describing the program details, we think you will agree with us!

Although you will note the five confirmed speakers, rest assured, the very popular roundtable discussion where participants shared what works for them in their farm supply stores ---- will again be a central focus to the meeting.

CONFERENCE DELIVERY: Given the stress & complexity of the pandemic, yet wanting to accommodate anyone with an interest, the conference will be both in – person (as was done last year) AND virtual for those who wish to join from the comfort of another location.

LOCATION: The Inn on Barons Creek • Same Central Texas location so as to easily capture both South and West Texas participants.
308 South Washington St. • Will use the on-site conference room as in the past.
Fredericksburg, TX 78205
(830) 990-9202

- 1) Although a grand total of 49 people attended the initial meeting in January 2020, (*which included speakers that came and went both days*), given protocols this year, the hotel conference room can accommodate a maximum of 42 each day in January 2021.
- 2) We changed the “day of the week” for this coming conference to a Thursday / Friday (*rather than a Monday / Tuesday in 2020*) so that in – person attendees & their families could stay over and relax for the weekend if they wish.
- 3) Hotel rooms are \$99 each night, single / double, and the cut off for reservations is January 18 on a first – come, first – served basis. Request a room from the “Farm Store Summit” block. Please note that the group rate is not available on-line.

PROGRAM: Refer to the flyer that is attached. It will consist of a Thursday afternoon & Friday morning program!

REGISTRATION FEE: In Person - \$225
Virtually - \$150

