



## TENTATIVE PROGRAM

### Thursday, January 28, 2021

1:00 Registration... Hotel conference room

1:30 Welcome, announcements, introductions, and conference concepts

2:00 *“Reimagining Farm Store Profitability”* – **Ken Zuckerberg**, Lead Industry Analyst and Senior Economist, CoBank, Denver, Colorado

This topic surfaced when TACC noticed an article on the internet authored by this gentleman – an economist with CoBank in Denver. The article was spot on as a potential guide for farm supply co-ops to pursue in terms of restoring a “profitability culture” to their operations, rather than viewing this segment as simply a “convenience offering” to cooperative members. After tracking him down & visiting with him about his potential with our group, we knew we had hit a home run! Get ready for some interesting dialog.

3:15 Break

3:30 *“Roundtable Discussion of Existing Strategies”*

This very topic is what initiated this conference in the first place a year ago AND IT WAS A HUGE SUCCESS. When the original organizers of this concept got together, they felt all participants wanted the opportunity to share their farm supply store story, their challenges, and their program. It became quite apparent most co-ops did not know what their neighbors were doing or how they were operating their stores. The same approach will again be used this year except that it will be more focused, explain how they employed innovative initiatives during the pandemic, and talk about successful and not so successful strategies used in the past year. This is a must - see interactive session!

4:55 Summary and Conclusion

### Friday, January 29, 2021

8:00 Call to Order, Recap & Takeaways

8:20 *“Expanding Your Member Outreach & Community Engagement Via the Farm Supply Store”* – **Matt Wohlman**, Senior Director of State and Industry Affairs, Land O’Lakes, Arden Hills, Minnesota

Internet connections in remote areas of Texas and the U.S. has been an ongoing concern for years, but has been very much magnified in 2020 due to COVID-19; especially with regards to telehealth and distant learning in rural schools. It has reached crisis proportions in some areas! However, it has also raised grand opportunities for those willing to venture into this low - risk possibility. Leading this charge for cooperatives nationwide has been CoBank and Land O'Lakes. Our speaker has deep roots in row crop agriculture, is the former #2 person at the Minnesota Department of Agriculture, but now is employed at Land O'Lakes. He will talk about the nationwide broadband initiative & opportunity they started months ago with local co-ops to restore a community engagement with members. It has been quite simple and very successful.

9:00 *“Effectively Connecting the Social Media Dots in Agriculture”* – **Dr. Molly McAdams**, Executive Vice President, Texas Beef Council, Austin, Texas

This is one of those topics that surfaced by two co-op general managers months after last year's conference. They wanted someone to address how we in agriculture can better take advantage of social media lessons to connect the dots with an expanding customer base within cooperatives. With more effective social media skills, hopefully this will lead to improved marketing efforts and revenue in co-op operations. In that regard, we went to what we felt was the best ag organization in the state using social media effectively in ag ---- the Texas Beef Council (TBC) ---- which is the beef check-off and promotion arm for cattle producers in the state. We tabbed their CEO, who was recently appointed just this year. She spent years as an executive at HEB, but now has been hired to lead the TBC. These people talk our language and with this, we feel she will be a real hit, complete with many ideas you can employ in your own organization!

9:45 Break

10:00 *“The Big Boys ---- My Efforts to Compete with a Giant”* – **Bart Krisle**, CEO, Tennessee Farmers Cooperative, LaVergne, Tennessee

This is a deadly closing speaker! TACC has used him before ---- years ago at the TACC Co-op Board Chairman's Conference in Ruidoso, New Mexico. He gets right to the point, is straight forward, pulls no punches, and has an unbelievable story to tell about how he was hired by his regional farm supply co-op board to compete against a new and upcoming monster we know today as “Tractor Supply Company”. You think you have competitive pressures with your local mega box stores --- well, just wait until you hear his story. The perfect person to handle the task!! He will peel back the curtains and reveal what has worked for him and his co-op in a six - state area. There will be some tricks of the trade you can use in your own operation.

10:50 Summary & Takeaways

11:15 Conclusion

