

TEXAS AGRICULTURAL COOPERATIVE COUNCIL CO-OP BOARD CHAIRMEN'S CONFERENCE

July 28 - 30, 2021

Inn of the Mountain Gods
Ruidoso, New Mexico

**"Co-ops: Minimizing the
Challenges in Agriculture**

287 Carrizo Canyon Road
Mescalero, New Mexico
(575) 464-7777

TENTATIVE CONVENTION PROGRAM

I "Creating a 'Learning Is a Constant' Mentality" . . .

In many business forums, annual CEU credits are required in business like teaching, pesticide application, school board trustee, CPA, doctor, plumber, etc. However, being a co-op director annual CEU credits are not required. As the board chair, how can YOU create a culture where "learning is a constant"? This is a long - term directive of co-op board presidents & it's complicated.

If you are like most, once you graduated from school, your thoughts were --- "O.k., I'm done with this education stuff. Wow, what a relief! Now, I can move on with my life!" Looking back, that was not reality and the same applies to your role as a co-op director. In the ever-changing ag environment, we must do those things to stay on the cutting - edge of governing our high - dollar, high risk co-op businesses. Patrons are counting on us.

In this session, we will explore how you can lead this all - important effort with your fellow directors.

II "Restoring a Confidence in the Boardroom: Legal Cases 2.0" . . .

This particular co-op conference did not start out with this topic in 1996, but once it happened, it has been demanded ever since. Lubbock co-op attorney **Gary McLaren** has established himself as THE go-to guy on co-op & business legal issues. He has seen it all AND has that rare & exceptional talent to convey what co-op directors need to know to better govern their organizations. Gary will again focus his presentation to those legal cases that privately pertain to co-op board presidents. This session seems to always get the highest ratings!



III

“Knowing When to Pull the Trigger: Merger, Expansion, Partnerships, Etc.” . . .

Given unfavorable weather – related events of the last decade for a lot of the state, coupled with an inconsistent marketplace for much of that period, farmers and their related vendors (including co-ops like gins, elevators, etc.) have witnessed a roller coaster operating environment. This has left a financially – strained business community & with this many are seriously reviewing what is the proper course forward. For sure, having a handle on the “finances” of the organization will or should drive much of this decision – making. Look to this presenter to help sort out some of the hard questions to ask to insure the long – term structure, soundness, & integrity of your operation.

IV

“Making More Calculated & Scientific Decisions with Your Leadership Team” . . .

In our daily lives, we interact with countless people, however, when you are in a position of leadership, such as being a co-op director, the way we mix with others has a profound impact on how the organization is perceived & embraced. To remedy this, every so often TACC employs a practitioner skilled at determining personality profiles of its co-op leaders. The big win in this session is not determining our own personality traits, but instead, knowing HOW to interact with others that have a personality DIFFERENT from us. This session has always been a real crowd-pleaser, but more important, it is key if your organization wants effective leaders SKILLED at working through & with others to achieve greatness!

