

TEXAS AGRICULTURAL COOPERATIVE COUNCIL



"CO-OPS: ELEVATING NORMALCY"
November 3-4, 2021, Omni Corpus Christi Hotel, Corpus Christi, Texas

REVISED AGENDA

WEDNESDAY, NOVEMBER 3

6:30 p.m. Convention Welcome & Shrimp Boil — Bayview Room, Omni Corpus Christi Hotel

THURSDAY, NOVEMBER 4

8:00 a.m. Registration — Corpus A & C Foyer

8:45 a.m. Welcome — Emcee, **Tony Morton**, TACC President & CFO, PYCO Industries, Inc., Lubbock

8:55 a.m. "Texas Agriculture Has An Impact Around the World" — **Bruce Atherly**, Executive Director, Cotton Council International, Washington, D.C.

This guy admits upfront that he does not come from cotton, does not come from agriculture, yet his extensive background makes him prime for his role promoting cotton around the world. In fact, he is making a special trip just to be with us --- coming all the way from Istanbul, Turkey. It was clear from the get - go, the planning committee wanted to raise the bar on the entire conference in 2021 and this gentleman will blow you away! What an honor and treat to have someone of his stature.

9:40 a.m. "Spotlighting the Coming Tax Revisions / Latest Co-op Audit Trends" — **Greg Taylor**, CPA, D. Williams & Co., Lubbock

If you are in co-ops, of which most all of our audience will be, it is comforting to know that our industry has a tax & audit firm that specializes in the business of cooperatives. Not only does this speaker know the business of co-ops, but is also a deeply respected & trusted adviser to directors and general managers. He is back to put his spin on a few COMMON highlights & trends in the industry AND to take specific audience questions.

10:20 a.m. Break

10:35 a.m. "Exposing the Pros & Cons of Carbon Markets" — **Dr. Jennifer Wells**, Senior Account Manager of Sustainability, Truterra - A Division of Land O' Lakes, Minneapolis, MN

Given the renewed political pressure on soil health, carbon capture, & sustainability requirements upon the ag community by large food conglomerates, we have hit a home run with this presenter. She does not try to impress you with her vocabulary on these topics or some superficial academia jargon. We've never seen a person breakdown such a complex subject into easily understandable language and without any political undertones. You are in for a real shocker with this speaker. If you are what some define as an "emerging farmer", this speaker is for you!

11:15 a.m. "Explaining the World Commodity Outlook & Markets" — **Kevin Brinkley**, CEO, Plains Cotton Cooperative Association, Lubbock

Annually, during this conference, one of the most respected cotton marketers in the U.S. gives his take on the pending commodity markets & farm policy direction; especially as farmers and agribusinesses anticipate the 2022 crop year. On this point, Kevin comes with plenty of charts and data exploring what is on the horizon and beyond for the industry in his State of the Union message!

11:55 a.m. Lunch and Program: "Bringing Sanity to Ag Weather Forecasting" — **Brian Bledsoe**, Chief Meteorologist, KKTU, Colorado Springs, CO

There are tv meteorologists & then there are tv meteorologists. This guy is the mother superior of them all. He goes beyond being a local weatherman to the point many label him a climatologist. Above all, he is one of us. He was raised on a farm & ranch (which his parents still operate) in Southern Colorado and thus blends a unique style in his delivery. Just as any good ag person, he shoots straight, tells it like it is, & has a few choice words regarding "climate change". He has created such an impression in ag circles across the U.S. in recent years, that he now has a huge client list including Fortune 500 companies that depend on his long – range calculations. His wife happens to be the news director at the same tv station.

1:15 p.m. "Dynamics At Play: A View From Your Regional Co-op Leadership"

- **Cris Gwinn**, South Texas Division Manager, Plains Cotton Cooperative Association, Corpus Christi
- **Jim Massey**, CEO, Valley Co-op Oil Mill, Harlingen
- **Robert Swize**, CEO, Gulf Compress, Corpus Christi

Over the past 10 – 12 months, leaders of the three South Texas regional cotton co-ops have been conducting a variety of outreach meetings with co-op boards, general managers, board presidents, ag industry representatives and others. These planned and unplanned events each year allows them to continually assess & better serve the co-op community long term. At the same time, during their travels, they have witnessed a rapid explosion of a new landscape, much of it is not only changing land demographics & use, but also the residents within traditional co-op country and the emerging farmers that are beginning to take on leadership roles. In addition, key leadership at a number of destination centers vital to agriculture in South Texas have been a part of that change process. This group will take a few minutes to share six or eight dynamic challenges they foresee in the next few years for cooperatives, but more importantly, engage with the audience on how best for these farmer – owned businesses to adjust, proceed, & operate within this new environment in order to remain relevant to farmers and ranchers.

1:55 p.m. "How Two Co-ops Created Magic & Rewards for Their Membership"

- **Tony Morton**, CFO, PYCO Industries, Inc., Lubbock
- **Jimmy Roppolo**, CEO, United Ag Co-op, El Campo
- **April Graves**, CFO, United Ag Co-op, El Campo

From time to time, you will hear news outlets run a piece giving viewers a behind-the-scenes look at the story, often drawing high ratings. This topic is one of those kind of stories, and was requested by the planning group for this conference. If you have been in cotton circles in the last six or eight months, you are aware of the major expansion made by regional cotton co-op PYCO Industries in Lubbock when they purchased Cape and Sons, Inc. of Abilene, Texas. With this purchase, their cotton footprint extends far beyond Lubbock, Texas to include Abilene and Waco offices, and facilities along the Gulf Coast & the Mississippi River. At the same time, you have been hearing noise out of El Campo for years how United Ag Co-op has added value to local farmer's grain with their corn bagging plant. With this session, you will hear the financial story behind the story --- the challenges, the sweat, the struggles, the talk, and the counter talk that created these new additions. Although the history of these transactions are important, and getting the facts first hand will interest many, the story behind the story is how these two organizations had to position themselves financially over a period of years to handle such a major expansion. The aim of this session is to better understand the key drivers necessary in co-op financials in order for such transactions to occur. Once their story is told, the speakers will delve into the four or five key financial components that had to be in place to make all this happen --- revealing some do's and don'ts so that others can learn from their experience.

2:40 p.m. "The Knowns, Unknowns, and Things You Don't Want to Know About: A Recap of Legal Issues" — **Gary McLaren**, Attorney, McLaren Law Firm, Lubbock

Another area it pays to have a guy who knows the business of co-ops is ag law. Gary is THE guy when Texas co-ops face legal issues -- whether that be with regulatory agencies, employees, or navigating the variety of government orders stemming from the pandemic. He is back to put pertinent legal cases into layman's terms and discuss the impact it has on South Texas co-ops, as well as to take specific audience questions.

3:30 p.m. Summary and Conclusion