

The Texas Agricultural Cooperative Council in cooperation with...

- the five regional cotton cooperatives
- Capital Farm Credit, and
- the Roy B. Davis Co-op Chair

are pleased to present the 2022

Texas Academy in Cooperative Excellence (A.C.E.)

January 28–30, 2022 ♦ Inn on Barons Creek ♦ Fredericksburg, Texas ♦ (830) 990-9202

"Farmer Ownership: It Comes with **Responsibilities** and **Commitment**"

DETAILED AGENDA

Friday, January 28

Noon Registration (*Conference Center Foyer*)

1:30 p.m. Welcome & Introductions

2:10 p.m. "*Navigating Change*" — **Paul Hansen**, Manager, Leader Development, Land O'Lakes, Minneapolis, MN

In general, people oppose change because they fear the unknown and consequences that could result. Over the last two years, change has been forced upon all of us. This initial discussion will set the stage for the conference and provide purposeful possibilities and direction. Listen as this speaker eases the pain of unknowns and embarks on a culture of welcoming change.

2:50 p.m. "*What It Takes to Be a Competitive Farmer*" — **Dr. John Park**, Roy B. Davis Co-op Chair, Texas A&M University, College Station

For the past ten years, Dr. Park has worked with the Texas Agricultural Cooperative Council in teaching the co-op model to nearly 20 ag classes each year at six ag colleges across the state. He brings an unusual style to bridge an understanding of the various business structures in today's economy with the cooperative business model. This is an initial introduction of the importance of having various delivery systems in place to ensure products successfully reach their final destination — the consumer.

3:15 p.m. "*What If a Local Ag Business You Rely On Went Away?*"

- **Tom Engelke**, CEO, Texas Agricultural Cooperative Council, Austin
- **Dr. John Park**

This session explores the realities of the ag industry through small group discussions. Over a lifetime of community or cooperative leadership, there are questions or situations that are likely to arise. Using case questions such as "What will happen with less competition (*such as the local John Deere dealer shutting down?*)?" or "How will this deletion impact how you will be serviced?," each group will dissect and assess impacts sustained to the community. One solution that will become increasingly clear is for a group of farmers to take cooperative action themselves — especially if a service is not provided competitively or at all!

4:00 p.m. "*Why Farmers Did, and Still Do, What They Do*"

- **Gary McLaren**, Attorney, McLaren Law Firm, PLLC, Lubbock
- **Tom Engelke**

This session will take a brief historical look at the series of events causing farmers to unite in the late 1800s, forming the co-op business model. Through a series of topics, the essential elements of cooperatives will be flushed out: modern issues that cause co-ops to form, the four standard business models used in the U.S. economy, federal legislation that codified the co-op structure, traditional co-op principles, legal formation, and a few unusual services provided by co-ops around the country.

- 4:50 p.m. Summary & Conclusion
5:00 p.m. Adjourn
6:00 p.m. Group Dinner Friday Night

Saturday, January 29

7:00 a.m. Hotel Continental Breakfast

8:00 a.m. Call to Order

8:10 a.m. "*Accelerating Your Investment in a Co-op*" — **Greg Taylor**, CPA, D. Williams & Company, Lubbock

If you want to know about co-op taxation, audits, and how to use the co-op as a financial tool in your portfolio, look no further. Having previously served as president of all co-op CPAs in the nation, this guy is on top of his game! He will examine historical co-op beliefs versus not-so-traditional ideas, and open a discussion on financial concepts working and not working in today's co-ops.

8:40 a.m. "*The Most Asked Questions About the Farmer-Owned Business Model: A Panel*"

- **Gary McLaren**
- **Dr. John Park**
- **Greg Taylor**
- **Clint Cryer**, Senior Vice President of Lending & Relationship Management, Capital Farm Credit, Lubbock
- **Chris Martinez**, General Manager, La Feria Co-op Gin & Supply, La Feria

This session should sparkle with honesty, directness, spontaneity, and intrigue. Although a set of 30-plus potential questions has been developed, attendees will have the opportunity to put a special spin on the session and get answers to questions they may have!

9:40 a.m. Break

10:15 a.m. "*How I Made the Co-op Work for Me*"

- **John Malazzo**, Board President, Capital Farm Credit, Bryan
- **Brian Teeple**, Board President, Floydada Co-op Gins, Floydada

These two first-class businessmen, who also happen to be large farmers in their areas, are bringing their own cooperative experiences to the conference. Instead of sitting back and waiting for someone to alleviate their needs, these farmers began the journey of community and cooperative involvement. Now, these two journeys will converge to illustrate where the speakers have found VALUE in the co-op, and what obstacles they had to overcome along the way.

10:45 a.m. "*Spotlighting Co-ops for Co-ops — the Regionals*"

- **Robert Lacy**, CEO, PYCO Industries, Lubbock
- **Robert Swize**, CEO, Gulf Compress, Corpus Christi
- **Chris Looney**, Relationship Manager, CoBank, Lubbock
- **Eric Wanjura**, CEO, Farmers Cooperative Compress, Lubbock

People can go years and still not thoroughly understand the farmer-owned co-op structure. However, these guys are specialists in their craft, and are coming to unscramble the regional cooperative structure and simplify resources & services provided to local farmers and ranchers.

11:30 a.m. "*Secrets and Shortcomings: Valuable Legal Lessons Regarding Your Wishes*" — **Gary McLaren**

When it comes to being a premier ag attorney in Texas, this speaker is the cream of the crop! The session will take a personal look at a topic of great importance to emerging farm couples — a last will and testament. No legal dictionary necessary, the message is straight-forward, easy to digest, and sure to be enlightening!

Noon Texas Hill Country Winery Tour & Lunch

7:00 p.m. Dinner on your own

Sunday, January 30

7:00 a.m. Hotel Continental Breakfast

8:00 a.m. Call to Order

8:15 a.m. "*The Immediate and Long-Term Marketing and Demographic Impacts on Ag Commodities*" — **Kevin Brinkley**, CEO, Plains Cotton Cooperative Association, Lubbock

Head of one of the nation's leading organizations in ag commodity marketing, this speaker will share his forecast and interpret impacts & demographic changes in today's Texas agriculture landscape. This is a must-see session as you consider ag production practices for 2022!

9:00 a.m. "*Why the Ag Industry Needs More Advocates*" — **Paul Hansen**

The agriculture industry has one of the most important stories to tell the world, but with a growing heap of opposing views, it can be frustrating to engage or attempt to educate others. This segment will put some power back into producers' hands by giving pointers on the "do's and don'ts," methods for engagement, and gain a deeper appreciation for sharing a producers' point of view.

9:45 a.m. Summary & Conclusion

10:30 a.m. Adjourn

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