



TEXAS AGRICULTURAL COOPERATIVE COUNCIL'S

# FARM STORE SUMMIT

January 12-13, 2023

"FARMER OWNERSHIP:

IT COMES WITH ENGAGEMENT, RESPONSIBILITIES, & COMMITMENT"

**OBJECTIVE:** What started in 2020 as a simple idea from a co-op manager to restore "profitability" in farm supply store operations, has resulted in the production of a much – heralded & successful annual conference. In an effort to help these farm & ranch centers sustain and grow in the future, this year's speakers will share, from their own unique vantage points, how vision, focus & strategy are integral to the profitability of cooperative business.

**DATE:** 1:00 p.m., Thursday, January 12 – 11:15 a.m., Friday, January 13, 2023

- Vendor Showcase 1 – Thursday, 3:00 p.m. - 3:45 p.m.
- Reception and Dinner at Fredericksburg Brewing Company – Thursday, 6:00 p.m.
- Vendor Showcase 2 – Friday, 8:50 a.m. - 9:20 a.m.

**LOCATION:** Fredericksburg Inn & Suites  
201 South Washington Street  
Fredericksburg, Texas 78624  
830-997-0202

**INVITED:** Any personnel of cooperative farm supply stores, farm & ranch centers, feed stores, garden or agronomy centers, fuel centers, etc.

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| <ul style="list-style-type: none"><li>• General Managers</li><li>• Branch Location Managers</li><li>• Department Heads</li><li>• New Employees</li><li>• Directors</li></ul> | <p>Vendors supplying a variety of products to co-ops in...</p> <ul style="list-style-type: none"><li>• Agronomy</li><li>• Fuel</li><li>• Fencing</li><li>• Hardware</li><li>• Feed</li><li>• Nursery</li></ul> |
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**REGISTRATION:** Register online by using this link: <https://forms.gle/CeU3zLtirkHCQihy9>

**HOTEL** Rate: \$149 single/double

**RESERVATIONS:** Reservations: Please call 830-997-0202 and ask for "Texas Agricultural Co-op Event" to make reservations. Hotel cut-off date is December 31, 2022. If it is after the cut-off date, please contact Christy Lewis at [christy@texas.coop](mailto:christy@texas.coop) and she will assist you with your reservation!

**COST:**

- Participant Fee: \$275;
- Exhibitor Fee: \$275 (registration fee & six-foot table provided);
- Thursday Evening Dinner Sponsor: \$500; or
- Refreshment Break Sponsor: \$250

**MEETING** Christy Lewis, [christy@texas.coop](mailto:christy@texas.coop)  
**CONTACT:** Texas Agricultural Cooperative Council  
(512) 450-0555

**MORE INFORMATION:** [www.texas.coop/farm-store-summit/](http://www.texas.coop/farm-store-summit/)



# TENTATIVE AGENDA

## THURSDAY, JANUARY 12

- 1:00 p.m. Registration (*Barons Creek Conference Center*)  
1:30 p.m. Call to Order and Meeting (*Barons Creek Conference Center*)  
1:40 p.m. **"A Roundtable Discussion: The Sequel ---- Part 1"**
  - Dr. Clark Springfield, Texas AgriLife Extension Service, College Station
  - Dr. John Park, Roy B. Davis Co-op Chair, College Station

Since the beginning of this conference four years ago, this segment has always been rated the highest. It's where all participants have the opportunity to share what has worked, what has not, and what is the latest / greatest idea they have incorporated into their farm stores in the past year. The interaction of this session seems to sparkle with enthusiasm and insight! For this portion, we will add one new question: what are your top three challenges in your store? More on this later.

- 3:00 p.m. **Vendor Showcase and Refreshment Break** (*Cypress Room*)

Last year we implemented the very first (& requested) "Vendor Showcase", whereby co-op management personnel could interface with vendors that offer farm supply products and do this in an exhibit hall – type setting. Many co-op personnel are looking to explore additional vendors and product variety in their stores and this makes for a grand opportunity! This effort will be continued at this conference, hopefully taking the success of last year and expanding to additional vendors this year.

- 3:45 p.m. **"A Roundtable Discussion: The Sequel ---- Part 2"**

This is a new & requested entry into this four - year - old program. In the Part 1 series earlier in the afternoon, participants were asked to share with the group their top three challenges in farm supply stores. During this segment, the group will summarize and prioritize the hottest of all challenges submitted. We will then be creative at dividing the class into many discussion groups and attacking the challenges. This should not only make for a very interactive session, but one full of potential solutions that can be taken back and implemented in the co-op.

- 4:50 p.m. Summary and Conclusion  
5:00 p.m. Adjourn  
6:00 p.m. **Dinner at Fredericksburg Brewing Company — the state's first brewpub**

## FRIDAY, JANUARY 13

*(Hotel provides a continental breakfast)*

- 8:00 a.m. Call to Order & Recap (*Barons Creek Conference Center*)  
8:10 a.m. **"Improving the Customer Service Experience at Your Co-op – Part 1"**
  - Dr. Clark Springfield, Texas AgriLife Extension Service, College Station

Come prepared with at least two examples of good customer service experiences you have had when shopping or doing business with vendors. *(these ideas can come from any type of business)*. What customer service ideas can you "borrow" from other businesses? Your goal is to get your members to sit around the table of knowledge at the coffee shop and exclaim, "Man! That co-op has it going on! That is the way every business should operate!" instead of complaining about a bad experience they had at your co-op *(however far in the past it might have been!)*

- 8:50 a.m. **Vendor Showcase and Refreshment Break** (*Cypress*)

Although we launched this segment on the previous day, perhaps during the night you came up with a few additional questions for the vendors. This is your opportunity or it could be a time to meet some of the ones you missed the previous day. Take advantage of these representatives while they are on-side!

- 9:20 a.m. **"Improving the Customer Service Experience at Your Co-op – Part 2"**
  - Dr. Clark Springfield, Texas AgriLife Extension Service, College Station

In this session, we will use group discussion to identify ideas that you are committed to implementing when you return to your co-op.

- 10:10 a.m. **"An Outlook on Supply Chain Disruptions and the Rural Economy"**
  - Rob Fox, CoBank, Knowledge Exchange Division, Greenwood Village, CO

Rob Fox is director of CoBank's Knowledge Exchange Division. He leads market and industry research in the agricultural and infrastructure sectors affecting the rural economy. He will provides an overview of how global supply chains have been impacted by disruptions over the past few years and what to expect.

- 11:00 a.m. Summary & Takeaways  
11:15 a.m. Conclusion

