

## Registration Details

**Program Fee: \$200.00**

### Three Program Registration & Payment Options

**Online:** Register and pay online by credit card at [www.macc.coop](http://www.macc.coop)

**Email:** Simply email us at [knowledge@macc.coop](mailto:knowledge@macc.coop) with your contact info and MACC will invoice you.

**Mail:** Send this form and payment to:  
Mid America Cooperative Education  
6302 Rucker Rd, Suite H  
Indianapolis, IN 46220

*Cancellations received 1-7 days prior to the class can be refunded at 50%. Cancellations received one day or less are non-refundable.*

### Overnight Hotel Reservations:

**Special Rate: \$79.00 by Dec. 2nd**

Call: (317) 244-6861

Group: Mid America Cooperative Education  
**Crowne Plaza Indianapolis Airport**  
2501 South High School Road, Indianapolis, IN

Co-op Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax: \_\_\_\_\_

Board Chairman's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

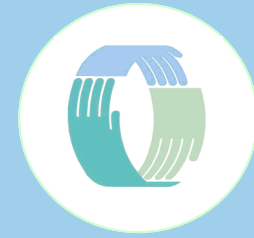
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## Program Sponsors



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**Mid America  
Cooperative Education, Inc.  
&  
Indiana Statewide Association of  
Rural Electric Cooperatives**

*presents*

## Cooperative Board Chairman's Forum



**December 5 & 6, 2011**

**Indiana Statewide Association of  
Rural Electric Cooperatives**

720 North High School Road  
Indianapolis, IN 46224 Ph (317) 487-2220

## Connect

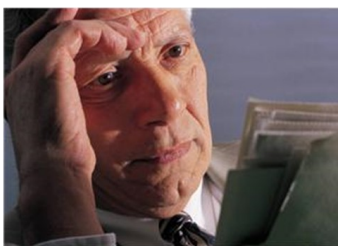


MACC's networking opportunities are just simply unmatched anywhere in the Midwest. Attendees repeatedly report how revitalized and better equipped they are after attending our conferences and meeting others that operate within the cooperative business model. Join us!

Mid America Cooperative Education, Inc.  
6302 Rucker Road, Suite H  
Indianapolis, IN 46220  
[www.macc.coop](http://www.macc.coop)  
Phone: 317-726-6910  
E-mail: [knowledge@macc.coop](mailto:knowledge@macc.coop)



Rod Kelsay  
Executive Director



Board Chairmen are at the helm of co-ops of all sizes and are at a crossroads, confronting transformative decisions that shape the destiny of the cooperative

community.

The concerns for recovery regarding our fledgling economy hangs in the balance and is a topic of every board meeting. Board leaders must take steps to not only strengthen the future of the co-op's infrastructure and relationships, but also adopt a multilateral approach to the many factors threatening the cooperative model.

-What choices are at hand for Board Chairman when directors have divergent thinking on issues that drive what is the best course?

-Which routes should you guide them in taking to stimulate growth, reduce debt, avoid imbalances and partiality and manage patronage?

-Which paths would best attract new co-op investors, and encourage consumption, curb excesses and keep prices stable?

-Which alternatives create jobs, raise productivity, increase profits and foster innovation?

-What about CEO incentives and the review process?

-How do you address succession and strategic planning?

Comments made by prior attendees of this forum include:

- Very interesting, made us think
- Good interactive discussion
- Breakout sessions were the best part

Exchange ideas and discuss challenges all co-op board chairmen face with peers from other industries. Build your co-op network of resources.

Register now at [www.macc.coop](http://www.macc.coop)

### Monday, December 5, 2011

#### 12:45 p.m. Introductions

- **CEO Evaluation & Compensation Package** *Beckwith*

- *Building an Objective & Effective Structure*

- *Use of Incentives & Rewards*

- **Survey of Expectations & Duties** *McKee*

- Expectations Board Chairmen have of CEOs

- Expectations CEOs have of the Board Chairman

- **Legal Duties of Co-op Directors:** *Aaron*

- *Actions that Keep you out of the Court Room*

- *Building Capital Credit or Member Equity Plan*

#### 5:30 p.m. Reception & Networking

#### **SPOUSES ARE WELCOME!**

*Crowne Plaza Hotel - Indy Airport*

#### 7:00 p.m. Dinner On Your Own

### Tuesday, December 6, 2011

#### 8:00 a.m.

- **Methods for Effective Board Self Evaluations** *Leimbach*

-A beginning for Effective Board Self Evaluations

- **Succession & Strategic Planning Guide** *Benz & Kelsay*

-Focus on Plan that Meet Members Future Needs



#### Spouses

*Beautiful downtown Indianapolis awaits you, with delectable eateries, fine dining, museums, interesting shops, sights & famous monuments. Circle*

*City mall offers a full day of shopping. Contact the hotel concierge to arrange for shuttle transportation to and from the airport, and downtown destinations.*

**Crowne Plaza Hotel - (317) 244-6861**

**Todd Beckwith** is Sr Market Development Manager for CHS, Inc. the largest cooperative in North America. Todd holds an MBA from the University of Louisville and a BS from The Ohio State University. Todd has over 20 years of cooperative experience and assists cooperative boards with their CEO evaluations & appropriate compensation packages.

**Dr Greg McKee** is chairman of the Quentin Burdick Center for Cooperatives; at North Dakota State University, Fargo, ND. Dr. McKee teaches the cooperative courses and is experienced in cooperative research.

**Anthony Aaron** is a Partner at ICE Miller LLP, Attorneys at Law in Indianapolis, IN. Mr. Aaron is a graduate of the US Military Academy and Indiana University School of Law at Indianapolis. He concentrates his practice on business law, aviation, and antitrust matters. Tony is a member of the firm's Ag Law Initiative.

**Cathie Leimbach** has a masters in business and has been a credit advisor with Farm Credit Corporation and a Financial Management instructor at the University of Guelph. Cathie has over 25 years of experience in working with boards of directors as they develop their self assessment, and her enthusiasm delivers best practices with her clients.

**Jim Benz** is chairman of the board of directors for Adams Electric Cooperative in Camp Point, Illinois. Mr. Benz is experienced in recruiting all levels of employees and clearly understands the pragmatic need for a sound cooperative succession plan. His 20 and 5 List Manager's Plan has been successful in providing succession planning structure for prior companies.

**Rod Kelsay** is executive director of the Mid America Cooperative Council, a five state non-profit association of cooperatives based in Indianapolis, Indiana. Rod has a masters degree in economics from the University of Illinois and over 35 years of consulting experiences with cooperatives and their board of directors.