

Registration Details

- Pay Online:** Register & pay online www.macc.coop
- Mail:** Form and check to:
MAC-Ed
6302 Rucker Rd, Suite H
Indianapolis, IN 46220
- Email:** knowledg@macc.coop and we will invoice you.
- Questions:** Rod Kelsay at (317)-409-2038
- Fees:** \$195.00 **MACC Member Rate**
\$350.00 Non-MACC Members

Overnight Hotel Accommodations

For Special Rate: Mention Group Code: MIK09R

Phone 1 800 368 7764

Four Points- Sheraton
Indy-Carmel
251 East Pennsylvania Parkway
Indianapolis, IN 46280

Conference Cancellation Policy

Cancellations received 1-13 days prior to the conference will be billed at 50%. Less the one day-will be billed in full.

CFO Conference Nov 10-11, 2011

Co-op Name _____

Address _____

City _____

State _____ **Zip** _____

Contact _____ **Phone** _____

Email _____

Participants

1. _____
2. _____
3. _____

Attend & Earn 8 CPE Credits!

While the technical sessions are designed to meet Continuing Professional Education requirements, these requirements vary by state. Consult your state guidelines to determine which courses qualify.)



National Society of Accountants for Cooperatives

136 South Keowee Street • Dayton, OH 45402

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National Registry of CPE Sponsor identification number 103068

The National Society of Accountants for Cooperatives is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the:

National Registry of CPE Sponsors

150 Fourth Avenue North, Suite 700 Nashville, TN, 37219-2447

Web site: www.nasba.org

Network with Co-op Professionals



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 navigate the financial complexities of the co-op business model.

Mid America Cooperative Education, Inc.

6302 Rucker Road, Suite H

Indianapolis, IN 46220

Phone: 317-726-6910

Cell: 317-409-2038

Email: knowledge@macc.coop

Executive Director, Rod Kelsay



Rod Kelsay



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November 10 – 11, 2011

Four Points by Sheraton

Indianapolis-Carmel

251 E. Pennsylvania Pkwy

Indianapolis, IN 46280



Co-op financial leaders often tread in unknown territory with inadequate supports to meet daunting demands. These challenges

are exacerbated by a myriad of daily tasks; while yesterdays and tomorrows issues continue to loom and mount. Still, as the leader, they must provide guidance while facing all significant challenges. MAC-Ed is here to help chart the course.

Program Learning Objectives

Clearly understand the need for co-op metrics and methods for putting them into practice.

Discover how to participate in CoopMetrics.

Learn vital methods for developing a communication policy, and the keys to handling public relations challenges.

Concretely grasp Section 199, Patronage vs Non-Pat Income, and other tax issues.

Explore solid approaches for Employee Policies & Handbooks with a seasoned attorney.

Past Attendee Comments

"Excellent! Really will help my business."

"Nice overview; can and will use."

"Obvious audience engagement!"

"Thanks, this hit many areas that I can use in our business. It really got me thinking..."

"Excellent session. Reducing the session to two, 1/2 days was just right."

"VERY informative.

The conference started off well."

"Good, well-rounded variety of topics and speakers."



Program Agenda

Thursday, November 10

1:10 pm **Macro Outlook:**

Speaker: Dr. Chris Hurt – Purdue University

2:20 pm **Benchmarking Cooperatives**

Speaker: Rosemary Mahoney - CoopMetrics.

Speaker: Kim Heckert - Iowa Institute of Co-ops

4:00 pm **Social Media: Policies & Communication Plan**

Topic: Developing a Policy

Speaker: Elizabeth Stahl - E.J. Stall & Assoc.

Topic: Social Media as a PR Tool

Speaker: Melanie Wilt - Wilt Public Relations

6:00 pm **Reception a& Networking (6:45 pm Dinner)**

Friday, November 11

8:00 am **Co-op Taxes Issues-Section 199 Approaches**

Speakers: Eric Krienert - Illinois Ag Auditing Assoc

Eric Bennett - Blue CPA's

Handling Pat vs Non-Pat Income

Sandy Hofmann - Crowe Horwath, LLP

Tax Issues & Updates

Rita Knece - Balestra, Harr & Scherer

10:20 am **Labor Relations Issues**

Speaker: Amy Wilson - Labor Attorney

Noon — Adjourn with a box lunch

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Program Speakers



Christopher Hurt Ph.D. University of IL teaches an undergraduate course in livestock & meat marketing. Hurt's areas of specialty include examination of family farm market problems, pricing strategies, & livestock futures market problems, pricing strategies, & livestock futures market performance.



Rosemary Mahoney, CEO of CoopMetrics, and has also worked as a consultant on international & U.S. co-op development projects. She was a founding partner of MainStreet Cooperative Group, LLC., director of New Venture Development for Cooperative Solutions, LLC., executive director of Cooperative Development Services.



Elizabeth Stahl is an Independent HR Consultant with 20+ years of HR & business experience. She holds a MBA & the Senior Professional in HR certification. She is co-founder & former President of the HR Professional Development Assoc. & served on the SHRM State Council.



Melanie Wilt is the President of Wilt Public Relations. In less than 4 years Melanie has built Wilt Public Relations to a full-time team of 6, as well as a network of associates, operating from Springfield, Ohio. The team does work for a number of co-ops and agricultural organizations



Amy Wilson, Attorney at Law with Frost, Brown & Todd, practicing litigation in the area of labor & employment. She represents employers in federal & state courts and proceedings before the EEOC and the Indiana Civil Rights Commission.

Rita J. Knece, CPA, Balestra, Harr & Scherer, CPAs graduated from Ohio Dominican University with a BS in Education and completed the necessary accounting course work to sit for the CPA exam in 1986. She has worked in the tax department specializing in taxation of agricultural co-op & small business entities.

Sandra E. Hofmann, CPA – Senior Tax Manager Crowe Horwath, LLP 20+ years of experience in private industry & public accounting, working primarily with co-ops, corporations, & non-profits. Her focus is on income tax compliance for multi-state corporations in a variety of industries.