

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)-726-6910

Fees: \$195.00 **MACC Member Rate**
\$350.00 Non-MACC Members

Dress: Business Casual

Hotel Accommodations

Mention Code: MIK09R for Special Room Rate: \$84.00

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 Essentials November 9-10, 2011 Noon till Noon

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

Fax: 937.222.5794 Email: info@nsacoop.org

Phone: 937.222.6707 Website: www.nasba.org



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 Financial Colleagues



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 face similar challenges operating in the co-op business model.



THANKS TO OUR SPONSOR

Mid America Cooperative Education, Inc.

6302 Rucker Road, Suite H

Indianapolis, IN 46220

Phone: 317-726-6910

Email: knowledge@macc.coop
Executive Director, Rod Kelsay



Rod Kelsay



CFO Essentials

How to Avoid Facing a Judge



Earn
8 CPE
Credits!

November 9 & 10, 2011

Noon till Noon

Four Points by Sheraton

Indianapolis-Carmel

251 E. Pennsylvania Pkwy
Indianapolis, IN 46280

If you find some financial concepts a bit hard to grasp... Then You're Not Alone

Earn 8 CPE Credits!

Join other co-op financial professionals and learn the important skills of being a CFO that go beyond the finances. Explore why it is the CFO's most important responsibility to keep the company's CEO and Board Chairman out of the court room. Listen to an overview of the new financial models for "best practices; learn why being aware of these practices is only a part of the battle. It is up to you to get these new policies and procedures adopted and implemented. The Dodd Frank Legislation will assist and we will have answers to your questions.

Our goal is to make this an annual program which will equip and strengthen our cooperative network of emerging financial professionals. Other topics to be included are: working with multiple lenders, loan participation fundamentals, equity management alternatives, and managing financial the risk of your cooperative.

- Dodd Frank Certification that constitutes 'best management practices' for business of comparable size.
- Your co-ops responsibility to your member/ owners, employees, & vendors.
- Fundamentals of contract law

Join Us For Hands-on Learning



If understanding all the financial terms and documents that are required for today's CFO, makes you want to hide under a spreadsheet, then **MAC-Ed's CFO Essentials** session is for you!

This programs covers methods for managing liquidity, measuring financial risk, and developing multiple borrowing reports. The session also explores debt and equity management policies.

This practical, yet rigorous and thorough application is a must attend for those new to the CFO role or those with plans of expanding their co-op career path toward upward mobility.

Program Topics

Wednesday, November 9th

1:00 p.m.

- **The CFO's Legal Duties and Responsibilities**
Instructor: *Ford Ladd - Attorney, Dimuro-Ginsberg PC, Attorneys at Law, Alexandria, VA*
- **Dodd- Frank Policies for 'Best Management'**
- **Contract Fundamentals**
Format: *Lecture, Case Study, & Brief Group Project*

6:30 p.m. Reception, Dinner & Networking.

Thursday, November 10th

8:00 – 12:00 noon (*Breakfast on your own*)

- **Budgeting and Cash Flow Mgmt** (*Lecture & Project*)
Instructor: *Bill Wilson, FCC Services*

Mr. Wilson will lay out a systematic method for budgeting practices at your cooperative. As commodity products continue to be very volatile, a clear plan for budgeting and cash flow management becomes more important. It is your financial risk management plan.

- **Capital Markets and Syndicated Loans** (*Lecture*)
Instructor: *Jacquie Fredericks, CoBank*

Ms. Fredericks will examine the current market environment for multi-bank credit facilities and what it means for agricultural cooperatives and their access to capital. Additionally, Ms Fredericks will discuss the use of syndicated loan structure to finance large credit require-

ATTEND & EARN 8 CPE CREDITS

Program Instructors



Ford Ladd Attorney, Dimuro-Ginsberg PC, Attorneys at Law, Alexandria, VA is recognized as a Super Lawyer in Business and Securities Litigation, and Transportation & Maritime Law. His represents clients in areas like, securities, corporate governance, unfair trade practices (business torts and contact), tax, transportation, and related litigation. Mr. Ladd's backgrounds in engineering and finance allow him to present a wide range of complex issues effectively.



Bill Wilson has 30+ years of experience in the food & ag industries. His background includes financing & merger - acquisition advisory to the grain, agronomy, livestock, meat and dairy processing, petroleum, winery and forest products industries. His financial and industry expertise covers middle and large corporate markets, and includes a strong knowledge of the capital markets.



Jacquie Frederick is managing director for Co-Bank's Capital Markets Division, and leads a team developing financing structures and syndication strategies that meet the expectations of borrowers and investors. With more than 10 years of capital markets experience in securitization, leveraged finance and investment grade credit, her main focus remains structuring and distributing syndicated debt. Working out of the bank's national office in Denver, she also advises relationship managers across the U.S. as they provide financial solutions to bank customers.

Program Learning Objectives

Explore best management practices of businesses which are comparable in size to your co-op. Learn to **gauge performance** and **employ effective accountability strategies**.

Learn to **engage the implementation process** for each step; a **checklist** is provided.

Study and **define** the key points of contract law.

Understand the key drivers of budgeting, what **financial risks** are critical to observe.

Grasp solid methods to develop **reliable financial metrics**.

Clarify key methods for working with lenders **when financial needs go outside realistic measurements**.

Learn to analyze the financial drivers of **interest rate risk** and other important influences on the financial markets and other **factors that drive interest rates**