

Registration Form

Email: knowledge@macc.coop

Online: www.macc.coop

Mail to: MACC
6302 Rucker Rd, Suite H,
Indianapolis, IN 46220

Questions: Rod Kelsay at (317)-726-6910

Fees: \$170.00 MACC Members
\$290.00 Non-MACC Members

Location: **The Marten House Hotel**
1801 West 86th Street
Indianapolis, IN 46260
Phone: (317) 872-4111

Co-op Name _____

Address _____

City _____

State _____ **Zip** _____

Contact _____

Email _____

Phone _____ **Fax:** _____

Participants:

1. _____
2. _____
3. _____
4. _____

Cancellations?

Cancellations received 1-13 days prior to the class can be refunded at 50%. Cancellations received one day or less are non-refundable.

“This is one of our most valuable offerings this year! Dr. Kenkel offers a solid program designed to assist co-op directors and managers; they will leave truly understanding the director’s role in strategic planning.

An added bonus is to have the opportunity to hear from Washington DC representative Chuck Conner on the role Capper-Volstead plays in the survival of the cooperative business model.”



Rod Kelsay
Executive Director
Mid America Cooperative Education, Inc.

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6302 Rucker Road, Suite H
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Phone: 317-726-6910
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Mid
America
Cooperative
Education, Inc.

presents

Strategic Planning The Director’s Role

Special Guest: Keynote Luncheon Speaker
Chuck Conner-Wash DC
“Threat to Capper-Volstead”



One Day Program for Directors and Senior Managers Led By: Dr. Phil Kenkel

June 18, 2010
Indianapolis, IN

Marten House Hotel & Conference Center
1801 West 86th Street
Indianapolis, IN 46260
8:45am – 4:00pm est

MAC-Ed Director Ed Dr. Phil Kenel's Program Topics

Strategic Thinking & Planning

- Director Responsibilities in Developing Co-op Strategy
- Strategy Formulation, Evaluation & Implementation
 - Role of Mission, Vision, Values
 - The Process of Execution
- Keys to Developing Sustainable Strategy
- Board's Role in Evaluation & Implementation

Succession Planning

- Director's Role in Co-op Succession Planning
 - Leadership Development Plan
 - Recruitment Plan for the Co-op Board

Dr. Phil Kenel is a Professor in the Agricultural Economics Department at Oklahoma State University and holds the Bill Fitzwater Cooperative Chair. He received a B.S. in Agricultural Economics, a M.B.A and a Ph.D. in Agricultural Economics from the University of Kentucky. Dr. Kenel's recent research activities include feasibility assessment for value-added cooperative ventures, and the development of decision aids that enhance the performance of existing cooperative businesses. The Chair programs also include an undergraduate cooperative class, a cooperative internship program and management of undergraduate and graduate research projects.

Dr. Kenel also works closely with Oklahoma State University's Food and Agricultural Products Research and Technology Center. Dr. Kenel has developed numerous feasibility templates and publications for the Agricultural Market Resource Center, a national clearinghouse for value-added information. Dr. Kenel has authored more than 200 research and extension publications, presented over 40 papers at professional meetings and conducted training sessions on producer owned businesses in 5 countries.



Can you describe an inherent flaw in the cooperative business model? A board member has two roles that sometimes compete. The role of member/owner/customer, naturally seeks its own interest. Yet, a board member is selected to represent the collective needs of the co-op as an organization. It is not intuitive for an individual to represent both interests; yet it can be done and done well.

MACC was formed to address this specific issue and education niche. In the last five years, MACC director programs have trained 500 attendees on how to effectively balance both roles. Attendees report that the best synergistic outcomes are achieved when senior management attends with the board member. Attending together clarifies the roles and responsibilities from management, board members and membership. It has been reported that the discussions on the trip home are very productive.

Successful cooperatives establish requirements for their board of directors, that are written and understood by all. Directors have an obligation to protect the interest of their co-op. It is critical to stay abreast of the latest strategic and succession planning concepts available. Many MACC Members require their board to attend each year. Here is what others have said about the experience.



A Closer Look... Past Attendee's Comments

"Good education tool that all board members should attend."

"One of the best sessions I have attended of this nature, as a director."

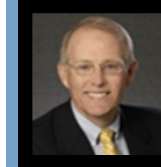
"Encouraged me to become a more active board member."

"This is the type of training program I have been looking for."

"I liked the real life scenarios that were used to enhance discussion."

Register and pay online today www.macc.coop

Keynote Speakers

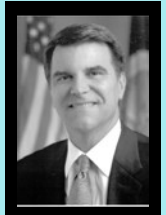


Mr. Robert E. Egerton, Jr. will share how CoBank navigated through the exceptionally volatile financial times of recent months. He will define CoBank's strategy for 2010 and beyond. Get your questions answered about how your financial needs will be met going forward.



Egerton, is Regional President, Eastern Region Commercial Agribusiness Division Agribusiness Banking Group. And is responsible for managing the Commercial Agribusiness Division operations of CoBank's eastern region, which includes the bank's Springfield, St. Louis and Louisville regional banking centers. These banking centers support agribusiness customers in 27 states along the Eastern seaboard and inland to Louisiana and Kentucky. Mr. Egerton is a member of CoBank's Senior Leadership

SPECIAL GUEST: Charles Conner-Washington, D.C. will explain the importance of protecting Capper-Volstead as the cornerstone of the cooperative business model. He will also provide updates and share his perspective about the DOJ/USDA Workshop hearings.



CEO of NCFC. Before joining NCFC, he served as Deputy Secretary for the USDA and Chief Operating Officer overseeing day-to-day operations including development of a \$95 billion budget for the 26 USDA agencies representing 300 programs and more than 100,000 employees. He led development of the Bush Administration's \$300 billion Farm Bill proposal and the strategy to educate and inform industry, constituents and Congress. His role in communicating USDA policy involved print and television media, including live appearances on Fox News, CSPAN, and the Squawk Box. He also directed a successful World Trade Organization (WTO) and NAFTA trade case against the Government of Mexico. He is the recipient of Purdue's Distinguished Alumni Award.