

Registration Form

Three Ways to Register December 9, 2011

Web: Pay by credit card and register online @ www.macc.coop

Email: knowledge@macc.coop and we will invoice you.

Mail: Send form and payment to:
MAC-Ed
6302 Rucker Rd, Suite H
Indianapolis, IN 46220

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

Fee: No Charge to Organic Growers, Food Coops, or Local Farmers Market Directors

Co-op Name _____

Address _____

City _____

State _____ **Zip** _____

Contact _____

Email _____

Phone _____ **Fax:** _____

Participants:

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

Cancellations?

Thank You Our Sponsor



Please call 317-726-6910 about
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"This is a solid program designed to assist co-op directors and senior managers understand their leadership duties. I believe that the most important function of a co-op board of directors is Strategic Planning. Join Rick Wills and your peers and over 500 attendees who have seen real value in this program and would recommend it to others."



Rod Kelsay
Executive Director
Mid America Cooperative Education, Inc.

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6302 Rucker Road, Suite H
Indianapolis, IN 46220
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presents

How to Develop a Strategic Plan for Your Co-op



For

Co-op Directors
&
Senior Managers

December 9, 2011
Bloomington, IL
9:00 AM — 4:30 PM

Corn Belt Energy Corporation
1 Energy Way
Bloomington, IL 61705
(309) 962-5330

One Day Program for Directors and Senior Managers Led By: Rick Wills



Is Your Co-op Prepared for the Unexpected?

Many of us find it challenging to identify the real priorities in our daily lives, let alone

come to group consensus on the priorities for our co-op. Yet, when we accept a board position we are agreeing to engage in the mentally stimulating function of strategic thinking for our co-op.

Everyone can agree that the only strategic plans that have any value are the ones which get implemented. A part of the board's role is to remain neutral to personal interests and stay focused on the long range benefit to the co-op and its membership.

The challenging task of thinking strategically is a fiduciary responsibility of the board of directors. The board exists to represent the membership and set direction for the cooperative.

This program demonstrates how board members and management can use their collective resources to develop a strong strategic plan and an emergency succession plan.

A general manager's role is to set the plan to action. Effective boards develop an ongoing monitoring structure for all important areas of the plan. Join us to sharpen your skills.

Register Now @ www.macc.coop

Meeting Schedule 9:00 AM—4:30 PM

(Lunch will be provided at 12:00 Noon—Adjournment at 4:30 PM)

2011 Program Topics

- **Strategic Planning Duties for Co-op Directors**
- **Mission, Vision, Values**
- **How to Develop the Strategy**
- **Critical Information to Prepare for a Strategic Plan**
- **How to Set Strategic Goals**
- **How Succession Planning is Driven by the Strategic Plan**
- **Implementation: "Who's Responsible?"**

Questions to Ponder?

- How often does your board review your strategic plan?
Monthly? Quarterly? Annually?
- How do you know you're on track?
- What measures are you using?
- How frequently are you monitoring/measuring against the plan?
- How well-prepared is the board and co-op, to respond to today's velocity of change?
- What process do you have in place to keep

Strategic planning is an ongoing process, versus an annual event. A straight-forward, proven, repeatable process for strategic planning is necessary along with a consistent method for reviewing external factors (economic, competitive trends), as well as internal factors (achievement of current year goals, key performance measures, member satisfaction surveys.)

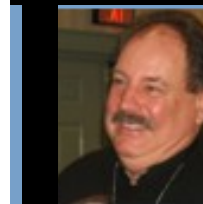
Also, important is a process to determine and agree upon what to stop doing, a consistent method to set goals that are measurable, a way to develop clear targets and deadlines, and a means to develop initiatives that guide the activities of every person, every day.

Board directors and senior managers are charged with stewarding the co-op's strategic and succession planning process. Grappling with tough decisions is part of the job. Join Kevin and board peers to:

- Engage in open and collaborative dialogue regarding the strategic planning process
- Learn to make planning decisions with external perspectives
- Evaluate the way resources allocated to insure it is consistent with established priorities and co-op values

Speaker

Rick Wills



CEO of RR Wills Training and Consulting, a firm focusing on the development of current and future cooperative and corporate leaders and boards of directors.

Rick has spent nearly 30 years with GROWMARK, Inc., a \$6 billion agricultural cooperative based in Bloomington, IL. Throughout his professional career he held a variety of sales, marketing, and human resource management positions, including nearly 15 years as Director of Education and Development for the multi-national cooperative. Among the many projects he and his team of eleven professionals created and implemented was the GROWMARK Board of Director Certification program, which focused on the on-going education and development of local and regional cooperative boards of directors.

Rick's international experience includes work with business leaders throughout North and Central America, Europe, and Eurasia as a consultant, trainer, and key note speaker.

In addition to his business activities, Rick has served on numerous boards. He is a past member of the governor's board for vocational agricultural education. He continues to serve as an adjunct professor in the Illinois State University agriculture department. He is also: past president of the Professional Society for Sales and Marketing Training and co-author of two books on Training Leadership. He is a contributing editor of an international training magazine and author of numerous articles on leadership.