

2009-2010 Education Programs



Nebraska Cooperative Council

REGISTRATION

Managers have received registration materials and should pre-register all participants well in advance. However, there are often last minute opportunities for attendance. These individuals are more than welcome. Cooperatives will be billed directly for those not pre-registered. Registration fees will not be collected the day of the workshop.



Tuition for each one-day session per person is listed below. Please note that in order to be eligible for the pre-registration rate, the registration fee must be received by the date listed on the registration form.

	<u>Pre-Regis</u>	<u>Gen Regis</u>
Director/Manager Workshop	\$220	\$245
Director Certification Program (per phase)	\$220	\$245
Graduate Director Seminar 2	\$220	\$245
Board Officer Seminar	\$260	\$285

NON-MEMBERS and/or Members Not in Good Standing -- Add \$100 to the appropriate fee listed above

REGISTRATION...Registration forms have been provided to managers, and they are asked to register all participants. This booklet and additional forms are also available on the Council's website at www.nebr.coop or by contacting the Council office at 402/475-6555.

CANCELLATIONS...Please notify the Council office at 402/475-6555 as soon as possible if you are unable to attend. Refund policies are listed on the registration forms.

SCHEDULE

2009/10 EDUCATION PROGRAMS

DIRECTOR/MANAGER WORKSHOP

December 11, 2009 -- York, Holiday Inn
December 15, 2009 -- Sidney, Holiday Inn
December 16, 2009 -- Kearney, Holiday Inn

DIRECTOR CERTIFICATION PROGRAM

January 5, 2010 -- Phases 1 & 3 -- Kearney, Holiday Inn
January 6, 2010 -- Phases 2 & 4 -- Kearney, Holiday Inn

GRADUATE DIRECTOR SEMINAR 2

January 7, 2010 -- Kearney, Holiday Inn

BOARD OFFICER SEMINAR

February 10, 2010 -- Lincoln, Embassy Suites

EMPLOYEE PROGRAMS

Customized for individual cooperatives -
date to be determined by co-op

STRENGTHSFINDER® PROGRAMS

Customized for individual boards, senior management, or supervisory
staff - date to be determined by co-op

**More specific information on each of these
programs can be found in this booklet.**



WHERE DO WE GO FROM HERE?

Since the fall of 2006, there has been unprecedented volatility in most of the products cooperatives handle. Whether it was grain, fuel, fertilizer, or even some chemicals, all have presented varying extremes of price fluctuation and related risks like never before seen.

Talk about a roller coaster ride!!

This volatility has shaken traditional marketing strategies for cooperatives and created new dynamics in financing and risk management. Practices we have taken for granted over the years may no longer be accepted.

With the increased borrowing in the summer of 2008 and the meltdown shortly thereafter last fall, the availability of and terms for financing have changed for most businesses. The financing for your farming operation has probably also changed, and most cooperatives have seen increased requirements to obtain the funding necessary to carry on the business activities.

In addition, managing risk has continued to present challenges for cooperatives. Many struggled with fertilizer prices during the past year, but what other risk management issues must cooperatives consider now and in the future?

During our discussions, we will address how cooperatives may mitigate risk through a variety of methods currently being implemented in the industry.

Finally we will address recent changes in accounting rules and the affect on mergers in the future, in particular the "market value" vs "book value" accounting for assets and potential impact on handling members' equity.

PRINCIPAL SPONSORS

Nebraska Cooperative Council, CoBank, University of Nebraska Institute of Agriculture & Natural Resources

SUPPORTING SPONSORS

Ag Processing Inc., CHS Inc., Land O'Lakes

Facilitators

Tom Houser... is Vice President of the Commercial Agribusiness Banking Group in the Omaha office of CoBank. He has more than 25 years of lending experience with CoBank. More recently, Tom has been heavily involved in CoBank's ethanol lending portfolio.

Dr. Dennis Conley... is the Nebraska Cooperative Council Distinguished Professor in Agricultural Economics and Director, Graduate Programs in Agribusiness at UNL. He has done international work in Thailand, Brazil, and Eastern Europe and worked as an economist at Farmland Industries prior to arriving at Nebraska. He has published in academic journals, supervised MBA, Master's and Ph.D. students, and is a Fellow in the International Food and Agribusiness Management Association.

Schedule

[Registration - 8:30 a.m. Program - 9:00 a.m. to 3:30 p.m.]

December 11, 2009	York - Holiday Inn (402/362-6661)
December 15, 2009	Sidney - Holiday Inn (800/647-4363)
December 16, 2009	Kearney - Holiday Inn (308/237-5971)

Registration Fee

	<u>Pre-Regis*</u>	<u>General Regis</u>
Members	\$220	\$245
Non-Members or Members Not in Good Standing	\$320	\$345

* To qualify, the form and fee must be received in the Council office by November 27, 2009

DIRECTOR CERTIFICATION PROGRAM



Changes which are occurring in agriculture have a dramatic impact on the skills and knowledge required of cooperative directors. They have a duty to inquire and find out what they need to know about cooperatives. In today's complex business climate, continuing education can provide the information needed to make decisions which are most advantageous in the long run.

Education is not as costly as failure to understand the cooperative's operations and properly oversee them. In fact, directors can be held liable for losses occurring through inattention to the business or willful violation of their duty to protect the cooperative. Courts have held that, as a matter of law, directors must be informed of reasonably available information needed to make sound business decisions.

For the new director, training is very important to establish an understanding of the principles of the position. For the experienced director, training provides fresh insight into overseeing cooperative activities.

DCP is conducted annually to help directors deal with the challenges they face as decision makers. DCP is designed to accelerate the process by which directors become active, effective board members.

Objectives

- To provide a clear understanding of the board's roles and responsibilities and how these differ from those of the manager
- To provide a working knowledge of successful cooperative planning and monitoring of results
- To help participants understand cooperative financial statements and their use in making decisions
- To provide "hands on" experience in cooperative problem solving
- To enable directors to gain insight into the operations of other co-ops through interaction with other participants

PROGRAM SPONSORS

NEBRASKA COOPERATIVE COUNCIL, IOWA STATE UNIVERSITY, CoBANK, AND
UNIVERSITY OF NEBRASKA - INSTITUTE OF AGRICULTURE & NATURAL RESOURCES

Topics Covered

Originally introduced in 1978, DCP has been attended by thousands of cooperative directors. The Council began the four-phase program format in 1984. The program is frequently updated to keep it current with business trends and to provide participants with the necessary information they need for improving their skills as cooperative directors. The following topics are covered:

Phase 1

Introduction
 Co-op Principles and Practices
 The Management Team
 Roles & Responsibilities of Directors
 Legal Foundations
 Director's Legal Obligations
 Board Operations

Phase 2

Planning
 Control
 Board Policies

Phase 3

Capitalizing a Cooperative
 Understanding Financial Statements
 Using Financial Statements
 The Audit/Auditor Instruction

Phase 4

Management Job Descriptions & Recruitment
 Performance Standards
 Management Evaluation
 Management Compensation
 Being A Responsible Director

Certification

Upon completion of all four phases, achievement will be recorded by the Council and acknowledged with a certificate from the UNL Institute of Agriculture & Natural Resources, CoBank, and the Council.

Schedule

<u>Dates</u>	<u>Phases</u>	<u>Location</u>
January 5, 2010	1 & 3	Kearney - Holiday Inn (308/237-5971)
January 6, 2010	2 & 4	Kearney - Holiday Inn

* Each phase is a day-long program; phases are conducted at the same time in separate rooms.

* Registration - 8:30 a.m. Program - 9:00 a.m. to 3:30 p.m.

* After completion of Phase 1, phases can be taken in any order

Registration Fee

	<u>Pre-Regis*</u>	<u>General Regis</u>
Members	\$220	\$245
Non-Members or Members Not in Good Standing	\$320	\$345

* To qualify, the form and fee must be received in the Council office by December 22, 2009

GRADUATE DIRECTOR SEMINAR 2

THE CHANGING ROLE OF DIRECTORS AND MANAGERS IN A GROWTH COOPERATIVE



The GDS 2 takes a comprehensive look at cooperative expansion and growth. Discussion will focus on how growth in cooperatives can be successfully achieved. Management/board responsibilities accompanying growth will also be considered. In order to provide realistic working examples of cooperatives experiencing growth, a case study format has been developed. In addition, we will add in input from a successful cooperative CEO relating to organizational charts and communications.

Objectives

- Gain insight into how growth can be successfully achieved
- Enhance decision-making skills in key areas of board responsibilities
- Provide hands-on experience in problem solving through a case study format

Topics Covered

Introduction: Overview of growth in cooperatives and how it can be achieved. Examples of cooperatives which have experienced growth will be used to illustrate the different levels of cooperative success.

Case Studies on four key areas of management/board responsibilities:

Separation of Responsibilities, Delegation, and Controls - designing and integrating a successful operational system

Information Systems/Communications - determining the elements of a system and its use in providing effective controls

Staffing/Skill Development - hiring the right people for the right positions and providing needed training

Asset Development - analyzing where emphasis needs to be placed in the business and which branch facilities/services are needed

Facilitators

Dr. Dennis Conley...is the Nebraska Cooperative Council Distinguished Professor in Agricultural Economics and Director, Graduate Programs in Agribusiness at UNL. He has done international work in Thailand, Brazil, and Eastern Europe and worked as an economist at Farmland Industries prior to arriving at Nebraska. He has published in academic journals, supervised MBA, Master's and Ph.D. students, and is a Fellow in the International Food and Agribusiness Management Assn.

Dave Christiansen...has served as President and CEO of Mid Kansas Cooperative Association (MKC) since January 2004. MKC, headquartered in Moundridge, KS, is a full-service cooperative and has 39 locations with annual sales in excess of \$400 million serving a 10-county area. Dave's past positions include Vice President of Ag Inputs for Panhandle Co-op in Scottsbluff, NE, and President/CEO of Ag Partners Co-op in Hiawatha, KS. He currently serves as Board Chairman for Team Marketing Alliance and Hutchinson Fertilizer Terminal and as a board member for Countryside Feed, LCC; Farm Kan, LLC; Kansas Farmers Service Association; and United Benefits Group.

Tom Houser...is Vice President of the Commercial Agribusiness Banking Group in the Omaha office of CoBank. He has more than 25 years of lending experience with CoBank. More recently, Tom has been heavily involved in CoBank's ethanol lending portfolio.

Schedule

[Registration - 8:30 a.m. Program - 9:00 a.m. to 3:30 p.m.]

January 7, 2010 Kearney - Holiday Inn (308/237-5971)

Registration Fee

	<u>Pre-Regis*</u>	<u>General Regis</u>
Members	\$220	\$245
Non-Members or Members Not in Good Standing	\$320	\$345

* To qualify, the form and fee must be received in the Council office by December 24, 2009

BOARD OFFICER SEMINAR

Board officers assume all the normal duties and responsibilities that any Board member must fulfill. They also have a leadership role with other members of the Board, the manager, members, and business/civic leaders within the community. The BOS provides additional training for current and future officers to help them carry out their function as leaders of the Board.



2010 Program

The program will begin at 9:00 am with Attorney Rocky Weber from Crosby Guenzel LLP and Dr. Dennis Conley from UNL facilitating. As in previous BOS sessions, it will be an open forum where the topics of discussion are driven by the participation of the officers attending. Participants are encouraged to submit issues/questions to the Council office that they would like discussed. Rocky and Dennis will address these topics first and then include discussion of other topics as time permits. This popular feature of the program has consistently been one of our highest rated sessions that we offer.

During the afternoon session, we will be introducing something new to our programming. We have been working with Colorado on joint educational programming and will adapt some of their materials for our program. This concept has been very successful in Colorado over the past few years.

The program will consist of numerous board role playing scenarios. Participants will split into groups and discuss a number of real world issues that cooperative boards face. This should be a very interesting session.

Following the afternoon session, we will travel to Memorial Stadium to tour the football facilities. You will have an opportunity to see memorabilia from the past as well as the state-of-the-art Tom and Nancy Osborne Complex. This will be an enlightening experience for everyone.

Evening Session

We will finish the day with a dinner back at Embassy Suites. There will be no program during the dinner which will allow all board leaders in attendance an opportunity to network with their counterparts from around the state.

Objectives

- ◆ Gain an understanding of the leadership requirements of board officers in the decision making process
- ◆ Gain an understanding of the current issues with which board officers must deal to help the cooperative effectively serve its member patrons

Facilitators

Rocky Weber...is a partner with the Crosby Guenzel LLP law firm. He received his Bachelor's Degree from Doane College and his Juris Doctor from the University of Nebraska. Areas of practice include commercial litigation, employment, land use and zoning, and cooperative law. He has worked individually with many Nebraska cooperatives as legal counsel and served as a facilitator on other Council programs.

Dr. Dennis Conley...is the Nebraska Cooperative Council Distinguished Professor in Agricultural Economics and Director, Graduate Programs in Agribusiness at UNL. He has done international work in Thailand, Brazil, and Eastern Europe and worked as an economist at Farmland Industries prior to arriving at Nebraska. He has published in academic journals, supervised MBA, Master's and Ph.D. students, and is a Fellow in the International Food and Agribusiness Management Association.

Schedule

[Registration - 8:30 am Program - 9:00 am to 8:30 pm]

February 10, 2010 Lincoln - Embassy Suites (402/474-1111)

Registration Fee

	<u>Pre-Regis*</u>	<u>General Regis</u>
Members	\$260	\$285
Non-Members or Members Not in Good Standing	\$360	\$385

* To qualify, the form and fee must be received in the Council office by January 27, 2010.

COOPERATIVE EMPLOYEE SEMINARS



Cooperative Employee Seminars are designed to add to the skill level of cooperative employees. The programs are flexible in terms of length and the amount of information covered. They can be conducted as either half-day or full-day programs. Contact Ed Woeppel at 402/475-6555 if you are interested in providing training for your employees.

Topics Covered

Programs can be held on any topic of your choice. We have developed a network of skilled presenters that can address a vast array of training issues. These programs will be customized to meet your specific needs.

Customer Service or Else!... Will help participants develop a better understanding of the importance of providing quality service as a means to create a competitive advantage in the marketplace. It will address common and proven business practices which are often overlooked by employees in meeting and exceeding service expectations of members/patrons. Practical skills are discussed which employees can use to provide effective service and enhance customers' experiences with the cooperative.

Maximizing Employee Productivity... Research indicates that employees at all levels of any organization are capable of performing at higher levels. Increasing employees' productivity is an effective business strategy which results in a corresponding increase in product and service sales, improved time lines and quality of service to customers, and, ultimately, overall profitability of the cooperative. Participants will improve their understanding of several key principles and "best practices" to maximize employee performance.

Co-ops 101...This half-day workshop will provide employees with an understanding of why cooperatives are a unique business structure. Topics will include cooperative principles, legal foundations, patronage refunds, financing, equity redemption, and governance structures. The program is designed for employees that will be taking on more responsibilities within the co-op in the future.

STRENGTHSFINDER® PROGRAM

Over the past few years, the Council has been working with The Gallup Organization on the Cooperative Recruitment Project. Through this work we have been able to introduce the cooperative world to a personal development tool developed by Gallup called the StrengthsFinder®. The StrengthsFinder® survey is a tool that is used to help individuals identify their strengths with the idea that once individuals understand their strengths, they then can pursue jobs and careers that will allow them to build upon their strengths and therefore be more productive contributors to whatever enterprise they are involved in. This concept applies not only to employees but to board members as well.



Programs

Three workshops are available to meet the needs of local cooperatives:

StrengthsFinder® training for local boards. Will help board members understand their individual strengths and at the same time gain an understanding of how boards interact by virtue of the individual strengths that each board member brings to the group.

StrengthsFinder® training for senior management teams. Very similar to the board training but focuses on the senior management team of the cooperative to help that group understand how to position team members to fully utilize each team member's individual strengths.

StrengthsFinder® training for supervisory personnel. Designed for mid-management level cooperative employees to provide supervisory employees with an understanding of the StrengthsFinder® as well as how to use the StrengthsFinder® to more effectively organize teams of current employees. The final portion of this workshop will explore how to utilize the StrengthsFinder® to hire future employees.

Schedule

The Council will provide the employee seminars and StrengthsFinder® workshops to cooperatives at an affordable rate on a cost recovery basis. If you are interested in hosting a program, please contact Ed Woeppel at 402/475-6555.

Nebraska Cooperative Council
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