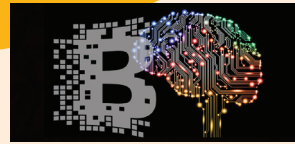


The Nebraska Cooperative Council's

# 2018-19 Education Programs

*for cooperative  
directors,  
managers,  
and employees*

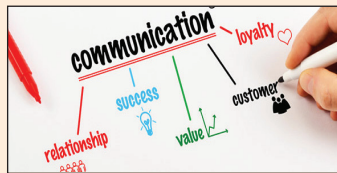


Block Chain and  
Artificial Intelligence

Impact of 199A Tax  
Law Changes



Board Communication



Cooperative Board Leaders



Roles & Responsibilities



The Nebraska Cooperative Council Board of Directors and staff strive to provide our members with the highest quality education programs possible. Because of the size and complexity of today's co-operatives, sophisticated and relevant director education programs are essential.

With guidance from the Council's Excellence in Cooperative Education Committee, the Council has developed the following programs for 2018/19. We encourage you to attend as many of these programs as possible and hope that each program will provide value for your cooperative.

**For the second consecutive year, fees for the NCC education programs will remain the same as charged in 2016/17.**

**REGISTRATION...** We have provided registration forms 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](http://www.nebr.coop) or by contacting the Council office at 402/475-6555. To be eligible for the pre-registration rate for each program, the registration fee must be received in the Council office by the date listed on the registration form.

**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.

**HOTEL RESERVATIONS...** Reservations must be made directly with the hotel. Hotel contact information can be found on the program pages within this booklet and on the registration forms.

# 2018-19 SCHEDULE

Specific information on each of these programs can be found in this booklet.

## **DIRECTOR/MANAGER WORKSHOP**.....pgs 4-5

Thu, November 15, 2018 ~ Kearney, Holiday Inn

## **DIRECTOR CERTIFICATION PROGRAM** .....pgs 6-7

Tue, January 8, 2019 ~ Phases 1 & 3 ~ Kearney, Hampton Inn

Wed, January 9, 2019 ~ Phases 2 & 4 ~ Kearney, Hampton Inn

## **COOPERATIVES FOR TOMORROW SEMINAR**.....pgs 8-9

Wed, February 6, 2019 ~ Lincoln, Embassy Suites

## **GRADUATE DIRECTOR SEMINAR** ..... pgs 10-11

Thu, February 7, 2019 ~ Lincoln, Embassy Suites

## **BOARD LEADERSHIP SEMINAR** ..... pgs 12-13

Thu, February 21, 2019 ~ LaVista, Embassy Suites

## **COOPERATIVE EMPLOYEE PROGRAMS AND STRENGTHSFINDER PROGRAMS**..... pgs 14-15

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

# DIRECTOR/MANAGER WORKSHOP

## *How 199A Tax Law Changes Will Impact Cooperatives and Farmers (and CyberSecurity Coming to a Device Near You)*



The 2017 Tax Cut and Jobs Act that was approved by Congress in December of 2017 provided many changes in the federal tax code. As initially passed, the bill would have had significant economic and political impacts on cooperatives due to the pass through of Domestic Production Activities deductions (DPAD). As amended, the bill still has implications for cooperatives and their farmer owners.

During the morning session of the workshop, we will address the tax law changes, how cooperatives may want to implement policy changes, and how cooperatives can research and calculate how they can create the best solutions for their cooperatives and members.

Dr. Greg McKee, Agriculture and Rural Cooperatives faculty member at UNL, will begin the program with an overview of the 2017 Tax Cut and

Jobs Act and possible impacts on cooperatives.

Dennis Gardiner with Gardiner Thomsen CPAs will follow this up with a session addressing equity management in response to 199A.

Dr. Phil Kenkel from Oklahoma State University will finish the morning session by introducing you to tools he is developing to help cooperatives understand and calculate the impact of 199A.

The afternoon session will focus on CyberSecurity and the continuing threats that we all face. Dan Hanson with the Marsh & McLellan Agency will address the ongoing threats that all businesses face. This will be an eye-opening presentation that everyone needs to hear.



## SCHEDULE

**Thu, November 15, 2018 at the Kearney Holiday Inn (308/237-5971)  
Registration: 7:30am CT; Workshop - 8am to 2:30pm CT**

# REGISTRATION FEE

	<u>Pre-Regis*</u>	<u>General Regis</u>
Members .....	\$290	\$315
Non-members or Members not in good standing .....	\$390	\$415

\* The form and fee must be received in the Council office by November 1, 2018.

## FACILITATORS



**Dr. Greg McKee** is the Agriculture and Rural Cooperatives Faculty Member at the University of Nebraska-Lincoln. His research interests address inter-firm relationships in food and agricultural business economics.

Topics of interest include: financial performance, management, marketing of cooperative businesses; contracting and vertical integration. Dr. McKee also teaches a semester course on cooperatives.



**Dennis Gardiner** joined Gardiner Thomsen in 1984, was promoted to partner in 2003, and made managing partner in January 2011. He specializes in agriculture clients and firm administration. He is a member of

AICPA, ISCPA and NSAC, as well as assists the Iowa Institute for Cooperatives with management and director training. Dennis is licensed in Iowa, Minnesota, Illinois, Missouri, Nebraska, and California. One of the things he enjoys most is helping clients manage their equity, minimize their tax obligations, and build their balance sheet.

Special thanks to  
**Farm Credit Services  
of America**  
for sponsoring the noon  
lunch and breaks



**Dr. Phil Kenkel** is a Regents Professor at Oklahoma State University and holds the Bill Fitzwater Cooperative Chair. The Chair programs also include traditional and on-line sections of an undergraduate cooperative class and assistance with cooperative internship manager trainee programs. Dr. Kenkel has authored more than 200 research and extension publications, presented over 100 papers at professional meetings, and conducted training sessions on producer-owned businesses in five countries.



**Dan Hanson** is the Senior Vice President of Management Liability & Client Experience for Marsh & McLellan Agency's Minneapolis operations. Dan designs programs to protect his clients by managing and reducing their executive risk exposures. He specializes in executive liability lines of insurance, including directors and officer liability (D&O), employment practices liability (EPL), fiduciary liability, professional liability (errors and omissions), and network security/cyber liability insurance.

## SPONSORS

### PRINCIPAL:

Nebraska Cooperative Council; CoBank

### SUPPORTING:

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

# DIRECTOR CERTIFICATION PROGRAM

DCP is conducted annually to help new 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. For the new director, training is very important to establish an understanding of the responsibilities of the position.

Through DCP, directors will gain the skills necessary to become a contributing member of the board and fulfill their duty to access the information needed to make sound business decisions.

## OBJECTIVES

- Provide a clear understanding of the board's roles/responsibilities and how these differ from those of the manager
- Develop a framework of successful cooperative planning/monitoring of results
- Provide an understanding of financial statements including their use in decision making
- Provide "hands on" experience in cooperative problem solving
- Allow directors to gain insights into other cooperatives through interaction with other participants

- Complete Phase 1 first; remaining phases can be taken in any order.
- For those staying overnight, the Hampton Inn offers a complimentary breakfast and evening reception. The evening reception provides an excellent networking opportunity for attendees.

## TOPICS COVERED

Each phase is a day-long program with two phases offered each day.

### PHASE 1

Introduction  
Co-op Principles & Practices  
The Management Team  
Roles & Responsibilities of Directors  
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

Board/Management Communications  
Utilizing Performance Standards to  
Enhance Communication  
Being a Responsible Director

## SCHEDULE

**Tue, January 8, 2019 - Kearney, Hampton Inn (308/234-3400)**

**Phases 1 & 3 [10:30am CT Registration; Each phase from 11am to 5:30pm]**

**Wed, January 9, 2019 - Kearney, Hampton Inn**

**Phases 2 & 4 [7:30am CT Registration; Each phase from 8am to 2pm]**

# REGISTRATION FEE

<b>Members.....</b>	<b>\$290 .....</b>	<b>\$315</b>
<b>Non-members or Members not in good standing.....</b>	<b>\$390 .....</b>	<b>\$415</b>

**\* The form and fee must be received in the Council office by December 26, 2018.**

**CERTIFICATION ...** Upon completion of all four phases, achievement will be recorded by the Council and acknowledged with a certificate from CoBank and the Council.

## FACILITATORS

**Dr. Greg McKee** is the Agriculture and Rural Cooperatives Faculty Member at the University of Nebraska-Lincoln. His research interests address inter-firm relationships in food and agricultural business economics. Topics of interest include: financial performance, management, marketing of cooperative businesses; contracting and vertical integration. Dr. McKee also teaches a semester course on cooperatives.



**Dr. Keri Jacobs** is Associate Professor in the Department of Economics at Iowa State University and holds the Iowa Institute for Cooperatives Economic Professorship. She provides teaching, research and extension on cooperatives and focuses her research and extension efforts on financial and equity conditions of ag cooperatives and agribusiness consolidation.



**Tom Houser** is a Vice President with CoBank's Regional Agribusiness Banking Group in the Omaha office. He has more than 30 years of lending experience. In addition to serving farm supply and grain marketing cooperatives in the Midwest, Tom is heavily involved with CoBank's ethanol portfolio and also works with soybean processing companies and other industries.



**Bill Kutilek** has practiced law at Crosby Guenzel LLP since 1998. Bill actively assists boards of directors and clients in the following areas of practice: commercial law, corporate governance, agricultural law, litigation, creditors' rights, corporate formations, and corporate mergers and asset acquisitions. He regularly represents clients in negotiating and closing a wide range of commercial loan, real estate, merger and acquisition, and other commercial transactions.



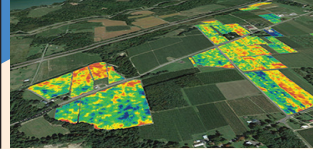
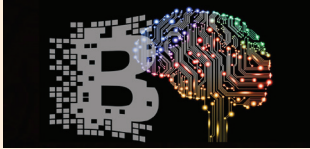
**Rocky Weber** is an attorney and the President and General Counsel of the Nebraska Cooperative Council. He was formerly a partner with the Crosby Guenzel LLP law firm. Prior to joining the Council in March 2016, he worked individually with many Nebraska cooperatives as legal counsel and served as a facilitator on other Council programs.



**Ed Woepfel** is the Education & Program Director for the Nebraska Cooperative Council. He has directed Council education programming for the past 19 years after spending 9 years as a high school ag teacher and 11 years in the Nebraska Department of Education.



# COOPERATIVES FOR TOMORROW SEMINAR



Technology continues to be a driving force in business operations across all industries. Each year a new set of technologies create additional challenges for cooperatives and their farmer-members. This year, the CFT seminar will continue to explore the implications of technology on cooperatives. We will address Block Chain and Artificial Intelligence, market segmentation due to technology, how capital expenditures will be impacted, and how digital farming will impact cooperatives and farmers.

Mark Zenuk, Managing Partner with Tillridge Global Agribusiness Partners, will discuss market segmentation and the impact that technology is having on expenditures of agribusinesses. Diane Francis, a leading expert in technology trends, will discuss Block Chain technology and Artificial Intelligence impacts on businesses.

The final afternoon presentation will be by Chris Paterson who leads xarvio (a division of BASF). Chris will discuss the new technology that will begin impacting production agriculture and how agribusinesses may capitalize on this implementation.

Following the reception and dinner, Diane Francis will address the research and development that is underway in the Silicone Valley and the technologies that will not only bring us cool gadgets in the future but provide labor saving devices that will transform human existence itself. This should be a very interesting presentation!



## SCHEDULE

**Wed, February 6, 2019 at Embassy Suites, Lincoln (402/474-1111)**

**Registration: 12:30pm; Seminar 1:00pm to 8:00pm (includes dinner and keynote speaker)**



# REGISTRATION FEE

	<b>Pre-Regis*</b>	<b>General Regis</b>
<b>Members</b> .....	<b>\$375</b>	<b>\$400</b>
<b>Non-members or Members not in good standing</b> .....	<b>\$475</b>	<b>\$500</b>

\* The form and fee must be received in the Council office by January 23, 2019.

Special thanks to  
**CoBank**  
for sponsoring the evening  
reception and dinner

## PROGRAM SPEAKERS



**Mark Zenuk** is a co founder and Managing Partner of Tillridge Capital Partners, where he leverages his global reputation and 28-year industry expertise in acquiring and operating large scale assets in the storage, processing, packaging, transportation and merchandising of agricultural commodities and ingredients. Prior to Tillridge, Mark was a Managing Director at NGP Energy Capital Management (NGP). During his six years at NGP, he was a member of the Investment Committee and served on over 10 private boards. Prior to joining NGP, Mark served in many executive leadership roles with Archer Daniels Midland Company (NYSE: ADM). He most recently served as President of ADM’s Oilseeds Business Unit, the largest global business unit at ADM, comprising over \$24 billion in sales and operating profit of \$1.3 billion. Prior to joining ADM, Mark served as General Manager of the Commodity Marketing Group for the Saskatchewan Wheat Pool and Marketing Manager for the Canadian Wheat Board.

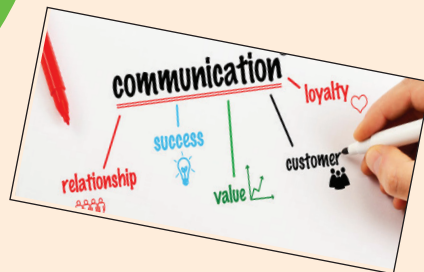


**Diane Francis** is an award-winning columnist, bestselling author, investigative journalist, television commentator and screenplay writer. Her pieces have appeared in many newspapers including the Wall Street Journal, Washington Post, Daily Best, Politico, the World Post, Miami Herald, the New York Post, the New York Daily News and The Guardian. She is also Adjunct Faculty with Singularity University in Mountain View, California, a Distinguished Professor at Ryerson University’s Ted Rogers School of Management and has been a Visiting Fellow at Harvard University’s Joan Shorenstein Center on Media, Politics and Public Policy. She is an expert on Silicon Valley, future technology, geopolitics, energy, business and white collar crime. Not shy of controversy, her direct and forceful writing has established her international reputation in covering the personalities, trends and financial backstories that affect companies, individuals, governments and societies. Diane has interviewed and written about hundreds of CEOs, billionaires, heads of state, international criminals, Interpol officials, “big thinkers” and academics including Bill Gates, George Soros, Christine Lagarde, Larry Summers, Clayton Christensen, Margaret Thatcher, Ronald Reagan, Carlos Salinas, and Mexican guerrilla leader Subcommandante Marcos.



**Chris Paterson** leads xarvio (a division of BASF) in North America and resides in Calgary, Alberta. Chris has been involved with agronomy and agribusiness across North America for 25 years, and for the past 10 years has been directly involved with the development of business applications around emerging data driven technologies including the leading farm data management platforms, equipment sensors, weather and imagery sensors, robotics, data standardization and analytics, artificial intelligence, wireless mobile connectivity, etc. Chris specializes in industry collaboration and development of strategy.

# GRADUATE DIRECTOR SEMINAR



Last year the Council offered an Advanced Director Training (the name of this program has been changed to Graduate Director Seminar) as a refresher course for those directors who had completed all four phases of the Director Certification Program. The program was very well received by those in attendance so we will offer a similar program this year.

We would encourage those that attended last year to attend again this year. While the program will be similar, we will build upon the foundation that was presented last year to provide more insight into understanding the financial position of your cooperative and how that relates to future planning.

Probably the single most important task of the Board is to determine the strategic vision for the cooperative. Planning for the future requires a full understanding of the financial picture of your cooperative so the morning session will focus on balance

sheets, sources and uses of funds, and a balance sheet predictor.

The morning session will also incorporate situational analysis using financial acumen to analyze situations that Boards of Directors may encounter as well as assessment of ongoing profitability of the cooperative. Dr. Keri Jacobs of Iowa State University and Tom Houser of CoBank will lead this session.

The afternoon session will focus on board member communications. As cooperatives continue to grow, it is important that Board members are able to effectively communicate the vision and plans of the cooperative to member patrons. It is important that the Board and management are on the same page in their communications. This session, led by Marcus Squier and Mark Smither of Paulsen, will focus on preparing board members to communicate the strategy and mission of the cooperative to the public.

## SCHEDULE

**Thu, February 7, 2019 at Embassy Suites, Lincoln (402/474-1111)  
Registration: 7:30am; Seminar 8am to 2:30pm**

# REGISTRATION FEE

	<u>Pre-Regis*</u>	<u>General Regis</u>
Members.....	\$375	\$400
Non-members or Members not in good standing.....	\$475	\$500

\* The form and fee must be received in the Council office by January 23, 2019.

**WHO SHOULD ATTEND ...** Directors who have completed all four phases of the Director Certification Program and have served on their local cooperative board for several years.

## FACILITATORS



**Dr. Keri Jacobs** is Associate Professor in the Department of Economics at Iowa State University and holds the Iowa Institute for Cooperatives Economic Professorship. She provides teaching, research and extension on cooperatives and focuses her research and extension efforts on financial and equity conditions of ag cooperatives and agribusiness consolidation.



**Tom Houser** is a Vice President with CoBank's Regional Agribusiness Banking Group in the Omaha office. He has more than 30 years of lending experience. In addition to serving farm supply and grain marketing cooperatives in the Midwest, Tom is heavily involved with CoBank's ethanol portfolio and also works with soybean processing companies and other industries.



**Marcus Squier and Mark Smither** are both part of the ownership team for Paulsen in Sioux Falls, South Dakota. Paulsen is an agri-marketing, branding and digital strategies firm focusing on advertising and communications strategies for agribusinesses, including agricultural cooperatives. Marcus provides strategic direction and guides relationship management for all client accounts in addition to supervising the account service and account activity teams. His organizational skills, attention to detail and insistence on accuracy ensure that clients receive outstanding quality in every aspect of their relationships with Paulsen. Marcus graduated from the University of Sioux Falls and grew up on a farm near Broken Bow, Nebraska. Mark is the driving force behind Paulsen's strategic planning, research, and marketing capabilities. His extensive background in strategy development and management gives him



a unique edge in helping clients identify and solve problems. Mark is a 25-year ad agency professional and joined Paulsen in 1995, where he has served in roles including copywriting, producing, creative direction and management. He grew up in Rapid City, South Dakota, and graduated from the University of South Dakota.

# BOARD LEADERSHIP SEMINAR



The farmer owned cooperative of the 21st century presents a myriad of issues for farmer boards of directors to address in a rapidly changing environment. Board members are recognized as leaders by cooperative patrons and the public at large. The **Board Leadership Seminar** provides an opportunity for Board members to broaden their context and perspective on their roles as cooperative leaders.

## 2019 PROGRAM

This year's program will continue the open forum discussion that has always been highly rated by participants. The morning session will feature Council President Rocky Weber and Attorney Bill Kutilek. We will break at noon for lunch and then resume the discussions after lunch until we adjourn at 3:00 pm.

The discussion during these open forum sessions is far ranging and challenging for board leaders. There are a multitude of topics covered during this program and the best part of it is the topics originate from those who attend. Participants are welcome to submit questions to the Council office prior to the Seminar.

## OBJECTIVES

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

## SCHEDULE

**Thu, February 21, 2019 at Embassy Suites, LaVista (402/331-7400)**  
**Registration: 10am; Seminar 10:30am to 3pm**

# REGISTRATION FEE

	<u>Pre-Regis*</u>	<u>General Regis</u>
Members.....	\$325	\$350
Non-members or Members not in good standing.....	\$425	\$450

\* The form and fee must be received in the Council office by February 7, 2019.

**NOTE: Due to space constraints as well as to maintain a high level of interaction among attendees, the Council’s Education Committee has recommended that we limit participation at the Board Leadership Seminar to four board members from each cooperative.**

## FACILITATORS



**Rocky Weber** is an attorney and the President and General Counsel of the Nebraska Cooperative Council. He was formerly a partner with the Crosby Guenzel LLP law firm. Prior to joining the Council in March 2016, he represented most Nebraska cooperatives as legal counsel in the course of which he worked closely with many boards and board members in a wide variety of situations. Rocky has also served as a facilitator for DCP programs for over two decades.



**Bill Kutilek** has practiced law at Crosby Guenzel LLP since 1998. Bill actively assists boards of directors and clients in the following areas of practice: commercial law, corporate governance, agricultural law, litigation, creditors’ rights, corporate formations, and corporate mergers and asset acquisitions. He regularly represents clients in negotiating and closing a wide range of commercial loan, real estate, merger and acquisition, and other commercial transactions.

## COMMENTS FROM PAST BLS PARTICIPANTS

*“Always a good program. I always take home good information from the open forum style of discussion.”*

*“Great session - best program Council puts on.”*

*“My favorite program. Lots of good discussion and topics.”*

# COOPERATIVE EMPLOYEE SEMINARS AND STRENGTHSFINDER

The Nebraska Cooperative Council is partnering with Hedlin Ag Enterprises and The Growth Coach to provide a revised version of Cooperative Employee Seminars. These programs are designed to add to the skill level of cooperative employees and help them in their day-to-day activities.



## CES PROGRAMS

Each of these workshops is designed to be 2½ to 3 hours in length and supplement/compliment other training programs you may already be planning. For example, if you need to conduct a 1 hr safety training program, we can pair that training with one of our sessions to provide a half-day session. Topics that the Council can address are:

**Navigating Generational Differences in the Workplace...** Younger and older workers often have different values and characteristics. The focus of these presentations is to better understand each of the four generations currently in the workplace and how to accommodate generational differences successfully. This involves helping younger and older employees to better understand one another and focus on broader goals that benefit the organization.

**Effective Communication in the Workplace...** Communication involves the transmission of information from one person or group to another. It can take on different forms (ie, auditory, visual, etc.) and the level of success of these modes of communication are not the same in every situation. In this presentation we look at both the barriers and ways to facilitate communication in the work setting.

**Understanding & Managing Change...** In today's business world, the pace of change is unprecedented. This workshop will help employees understand the need for change and, more importantly, how to manage change. Kevin Drury of Hedlin Ag Enterprises will present this workshop.

**Co-ops 101...** This 3-hr 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.

Over the past several years, the Council has been working with The Gallup Organization to provide additional team building resources for cooperatives. Through this work we have been able to provide cooperatives with 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.

## STRENGTHSFINDER 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 these programs to cooperatives at an affordable rate on a cost recovery basis. If you are interested in hosting a program, please contact Ed Woepfel at 402/475-6555.**

**Nebraska Cooperative Council**

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Lincoln, NE 68508

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The Post Office requires verification of addresses. If your address as shown below is not correct, please contact the Council office at 402/475-6555 or [ncoopc@nebr.coop](mailto:ncoopc@nebr.coop).