

The Council's office houses a permanent display of Cooperative Hall of Fame inductees. Below is a replica of Rod's plaque.



RODNEY D. SCHROEDER

Inducted November 15, 2017

Rod Schroeder grew up on a farm near Leigh, Nebraska and began his career as an accountant at Gooch Mills in Lincoln. Ten months later at the ripe age of 21, he accepted a job at the Aurora Cooperative. Rod quickly rose through the ranks and was named CEO of the Cooperative in 1984.

Rod spent 18 years as CEO at Aurora, and during his tenure the sales of the cooperative grew from under \$1 million per year to \$162 million in his final year. During that same period, the cooperative grew from 3 locations to 23 locations.

In 2002, Rod left Aurora to join Agriliance, and during that time he provided leadership to bring the cultures of the regionals together to successfully run the business. Agriliance then integrated with Winfield Solutions, and through Rod's leadership pre-tax earnings grew from \$40 million to \$162 million.

In addition to his leadership and vision at work, Rod also served on many local, state and national boards during his career. These would include service as chairman of United Benefits Group and on the boards of the Co-op Retirement Committee, Farmers Commodity Corporation, Ag Retailers Association, The Fertilizer Institute, Crop Life America, Cooperative Mutual Insurance Company, Heritage Bank, FLM+, and Nebraska Energy Cooperative.