

The Nebraska Cooperative Council's

# 2020-21 EDUCATION PROGRAMS

DIRECTOR/MANAGER WORKSHOP  
DIRECTOR CERTIFICATION PROGRAM  
GRADUATE DIRECTOR SEMINAR  
BOARD LEADERSHIP SEMINAR



2020 has created many changes in the way all of us do business and certainly the Council is no exception. One of our many changes is in the delivery of our educational programs. Due to social distancing requirements, limitations on the number of people allowed in meeting rooms, food options, etc., we have moved this winter's programs to virtual delivery.

While this is a major change, we will be doing everything possible to provide a quality educational experience for all of our members. As we all become more familiar with virtual programming, you will see how it can fit in and enhance our more traditional method of offering programs.

An example of this is this year's Director/Manager Workshop where we are partnering with the four other state councils (see page 3). As other opportunities present themselves, we will offer "drop in" workshops from time to time on specific topics of interest.



**REGISTRATION**

Registration forms will be forwarded to cooperative CEOs, key staff, and Participating & Supporting Members about 8 weeks prior to each program via email. The forms as well as this education booklet will be also be posted on the Education page of the Council's website at [www.nebr.coop](http://www.nebr.coop) or contact Deb at the Council office for additional copies (402/475-6555, [debm@nebr.coop](mailto:debm@nebr.coop)).

**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.

**ZOOM LINK**

An email address will be needed for each participant on the registration form. About 5-7 days prior to each program, each registrant will receive an email directly from UNL who is our Zoom coordinator with the Zoom link and password which should not be shared.



**2020-21 SCHEDULE**

<b>DIRECTOR/MANAGER WORKSHOP .....</b>	<b>pg 3</b>
<b>DIRECTOR CERTIFICATION PROGRAM.....</b>	<b>pgs 4-5</b>
<b>GRADUATE DIRECTOR SEMINAR.....</b>	<b>pg 6</b>
<b>BOARD LEADERSHIP SEMINAR.....</b>	<b>pg 7</b>

# DIRECTOR/MANAGER WORKSHOP

## “BATTLEFIELD INTELLIGENCE UPDATE”

*How Covid-19 and Current Trends Impact the Farmer of the Future and Farmer Cooperatives*

**Tue, December 8, 2020, 9am-12noon CT via Zoom**

Brett Sciotto, President and CEO of Aimpoint Research, presented at last year's Director/Manager Workshop and focused on the make up and needs of the farmer in 2040. Brett has updated this research with special attention to the impact that the pandemic will have on the Farmer of the Future.

The Covid-19 pandemic brought increased attention and stress to an already challenged agri-food value chain, exposing weaknesses and potential threats when it comes to our current food system.

The Battlefield Intelligence Update provides ground truth and impacts analysis on how Covid-19 accelerated transformation across the value chain. Mr. Sciotto, will discuss the evolving agri-food landscape and highlight continued industry impacts, particularly as they relate to Aimpoint's Farmer of the Future study and Industry Wargame revelations.

The Nebraska Cooperative Council is partnering with the State Councils in Iowa, Kansas, Oklahoma and South Dakota to present this Zoom program. It is our hope that we can continue this partnership into the future which will allow us to provide high quality presenters at an affordable cost to our members.



### FACILITATOR



A graduate of the United States Military Academy at West Point and a former Army Intelligence Officer, Aimpoint Research President & CEO **Brett Sciotto** brings a practical, results-oriented approach to the civilian business world. His training in and emphasis on mission-critical information gathering and targeted research methodology make him unique in his approach to problem solving in a corporate environment. Sciotto's disciplined, vetted approach to research is coupled with his military precision in detailed analysis and final presentation to his clients. With nearly two decades of research expertise, Brett has had tremendous success advising corporate leaders, government officials and state and national organizations at all levels.

### TESTIMONIALS

*"We secured Brett for our Annual Strategic Planning retreat and thoroughly enjoyed and found interesting his perspectives and data on the farmer of the future. As a farmer-owned cooperative, this information is an extremely useful and timely insight into our member growers, especially considering the dynamic conditions of modern agriculture that are shaping markets and production decisions. Brett was extremely professional and inclusive when interacting with the group members as well, which helped maintain attention and interest in his presentation."*

-- Matt Caswell, Vice President, Member/Corporate Relations & Government Affairs, Ag Processing, Inc.

*"I was fortunate to be able to attend Brett Sciotto's presentation of the original Farmer of the Future Program. I believe there is tremendous value in not only the material presented, but also the frame of mind it puts cooperative leaders in when they start to contemplate the future. I would encourage any cooperative that wants to successfully plan for the future to not miss an opportunity to attend any program building on that original Aimpoint Research program."*

-- Marcus Wilhelm, Regional Vice President, Regional Agribusiness Banking Group, CoBank

**REGISTRATION DEADLINE:**  
**DECEMBER 1, 2020**

# DIRECTOR CERTIFICATION PROGRAM

Phase 1 - January 4, 2021

Phase 3 - January 6, 2021

Phase 2 - January 5, 2021

Phase 4 - January 7, 2021

Each phase will be via Zoom from 10:30am-2:30pm (w/ a 1-hour break at 12noon)

**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

**REGISTRATION DEADLINE:  
DECEMBER 21, 2020**

Following the deadline, materials needed for the Zoom will be mailed via USPS.

*Phase 1 must be completed first. The remaining phases can be taken in any order.*

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

## TOPICS COVERED

### PHASE 1

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

### PHASE 2

Planning  
Control  
Board Policies

### PHASE 3

Capitalizing a Cooperative  
Understanding Financial Statements  
Using Financial Statements

### PHASE 4

Board/Management Communication  
Board/Management Relationships  
Manager Appraisal

## 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.



**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 Woeppel** is the Education & Program Director for the Nebraska Cooperative Council. He has directed Council education programming for the past 20 years after spending 9 years as a high school ag teacher and 11 years in the Nebraska Department of Education.





# GRADUATE DIRECTOR SEMINAR

February 3, 2021 from 11am - 2pm CT via Zoom (w/ a 1-hour break at 12noon)

The Graduate Director Seminar will focus on serving farmer segments. Dr. W. Scott Downey from Purdue University will be the facilitator for the program. During the presentation, Dr. Downey will:

1. Share the makeup and statistics that describe segments of farmers
2. Discuss what makes each of these groups unique
3. Identify considerations for how co-ops might bring value for each segment

## FACILITATOR



**Scott Downey** is a professor in the Department of Agricultural Economics at Purdue University, where he teaches courses in sales and marketing. He is coordinator of the sales and marketing degree program. He joined Purdue University on a full time basis in 2000 after spending 15 years in the financial services industry. He is the lead author of "Pro-Selling: A Professional Approach to Selling in Agriculture and Other Industries."

Scott is also director of the Center for Food and Agricultural Business. He teaches in many of the center's programs. He is a frequent speaker and consultant for agribusiness industry sales teams on professional development topics like precision selling, sales management and competitive sales strategies. The discovery process he created has been adopted by Fortune 300 companies and has been presented all over the world.

He is a fellow of Purdue's Teaching Academy, which strives to bring together the best teaching faculty from across campus. He is the recipient of the 2012 Richard Kohls Outstanding Undergraduate Teaching Award in the College of Agriculture at Purdue. He won a national teaching award in 2011 from the Agriculture and Applied Economics Association, the service organization for academics in agricultural economics.

## 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.

**REGISTRATION DEADLINE: JANUARY 20, 2021**

# BOARD LEADERSHIP SEMINAR

February 25, 2021

T/B/D



Due to the pandemic, all of our education programs will be presented virtually this year. While that method is much different for everyone, we believe we can still present valuable programming for our members.

The one exception to this is the Board Leadership Seminar. Because BLS is highly interactive, it would be difficult to provide the same quality experience.

We are still working on plans for a modified BLS and will provide details as they become available.

**Nebraska Cooperative Council**

134 South 13th St., Suite 503

Lincoln, NE 68508

Presort Standard  
U.S. Postage Paid  
Lincoln NE  
Permit 1147

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 [debm@nebr.coop](mailto:debm@nebr.coop).