18th Annual Farmer Cooperatives Conference
November 5–6, 2015
Radisson Blu Hotel • Minneapolis, MN

Presented by
Center for Cooperatives
University of Wisconsin–Madison
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The 18th Annual Farmer Cooperatives Conference is made possible by the generous support from the following sponsors:

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Connect with Us
We’d love to hear your thoughts on the conference. Connect with us on Facebook or Twitter to let us know what you think and to stay informed about other UWCC news and events.

Facebook.com/FarmerCoopCon
Facebook.com/UWCenterforCoops

@centerforcoops
#farmercoopcon

Conference questions can be directed to Anne Reynolds, Executive Director, UW Center for Cooperatives at 608–263–4775 or anne.reynolds@wisc.edu

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Photos by University Communications (potatoes, cows, chicken, corn, wheat field aerial) and Sevie Kenyon/NetAgra (green field aerial)
Support Your Cooperative’s Success

The Farmer Cooperatives Conference is a national event highlighting the latest strategic thinking on current cooperative issues and trends. Attendees will spend two days with top agricultural cooperative leadership and industry experts as they address today’s most pressing competitive challenges. The Farmer Cooperatives Conference is an unparalleled opportunity to gain the information you need to help your cooperative succeed.

Organized by the University of Wisconsin Center for Cooperatives, the program is developed by a national planning committee with diverse backgrounds and expertise from the cooperative, agribusiness, and academic sectors. Members of the planning committee include:

- Bob Bass, CHS Inc.
- Mike Boland, University of Minnesota Food Industry Center
- Dana Brooks, Land O’Lakes
- Marlis Carson, National Council of Farmer Cooperatives
- Michael Cook, University of Missouri-Columbia
- Brent Hueth, UW Center for Cooperatives
- Keri Jacobs, Iowa State University
- Phil Kenkel, Oklahoma State University
- Jason Lueders, CoBank
- William Nelson, CHS Inc. & CHS Foundation
- Anne Reynolds, UW Center for Cooperatives
- Jeff Stroburg, Southern States Cooperative
- Megan Webster, UW Center for Cooperatives

About the University of Wisconsin Center for Cooperatives

The University of Wisconsin Center for Cooperatives (UWCC) is an interdisciplinary teaching and research center that works with all sectors and types of cooperatives. UWCC seeks to increase understanding and encourage critical thinking about cooperatives by fostering scholarship and mutual learning among academics, the cooperative community, policy makers and the public. UWCC is supported by resources from the University of Wisconsin–Madison and the University of Wisconsin Extension. For more information, please visit www.uwcc.wisc.edu.
Thursday, November 5

7–8:30 a.m.  Registration and Continental Breakfast
Sponsored by iRely

8:30 a.m.  Investing in Rural Infrastructure
*Strong rural economies require strategic investments in infrastructure.*
  - Mary McBride, President, CoBank

9:15 a.m.  Policy Update
*An update on the policy environment and issues to follow in the upcoming year.*
  - Chuck Conner, President and CEO, National Council of Farmer Cooperatives

10 a.m.  Refreshment Break

10:30 a.m.  Rural Broadband: Challenges and Opportunities
*Modern agriculture demands modern digital connections. What’s on the horizon for high speed Internet access?*
  - Shirley Bloomfield, CEO, National Telephone Cooperative Association
  - Jasper Schneider, Vice President–Member Engagement, National Information Solutions Cooperative
  - Board Member, RS Fiber Cooperative

12–1:15 p.m.  Lunch
Sponsored by GROWMARK

1:15 p.m.  Governance: Focus on FrieslandCampina
*FrieslandCampina is one of the world’s largest dairy companies, with over 140 years of experience in cooperative governance.*
  - Dr. Michael Boland, Koller Professor and Director, University of Minnesota Food Industry Center
  - Piet Boer, Board Chair, FrieslandCampina

2:30 p.m.  Fertilizer Markets and the Changing Supply Chain
*An update on fertilizer markets and the most significant drivers of change in the supply chain.*
  - Neil Fleishman, Senior Industry Analyst, Green Markets
  - Additional speakers TBA
3:30 p.m.  Refreshment Break

4 p.m.  Sustainability in the Value Chain
How can companies embed sustainability into the supply chain while creating value for members and customers?
   Steve Peterson, Director of Sourcing Sustainability, General Mills (Retired)

5–7:30 p.m.  Reception
Featuring a generous selection of appetizers.
Sponsored by CoBank

Friday, November 6

7–8:30 a.m.  Registration and Continental Breakfast
Sponsored by Land O’Lakes

8:30 a.m.  Complacency Kills: The New Code of Cultural Conduct
Strategies for building a culture that can withstand aggressive growth targets yet be flexible enough to move with a changing marketplace.
   Adam Holton, Senior Vice President, Human Resources, CHS Inc.

9:30 a.m.  Big Data: Data Warehousing, Standard Setting and Legal Issues
What are the emerging issues for agriculture in this fast-growing field?
   Dennis Buckmaster, Professor, Agricultural & Biological Engineering, Purdue University
   Jay Mattison, CEO, National Dairy Herd Information Association
   Todd Janzen, Partner, Plews Shadley Racher & Braun

10:30 a.m.  Refreshment Break

10:45 a.m.  Recent Trends in Cooperative Restructuring, Mergers and Acquisitions
Practical advice on successful strategies from experienced advisors in agribusiness restructuring.
   John B. Campbell, Managing Director, Ocean Park Advisors
   Mark J. Hanson, Attorney/Partner, Stoel Rives LLP
   Richard W. Sobalvarro, Attorney/Partner, Rajkowski Hansmeier Ltd.

12 p.m.  Adjourn

For conference updates, visit www.uwcc.wisc.edu
HOTEL INFORMATION

Radisson Blu Minneapolis
35 S. Seventh Street
Minneapolis, MN 55402
(612) 339-4900

The Farmer Cooperatives Conference is returning to the Radisson Blu Hotel in Minneapolis! We are pleased to offer conference attendees the special group rate of $165 plus tax per night for accommodations in a standard or double guest room. Please ask for the Farmer Co-ops Conference rate when making your reservation. This rate is available for a limited number of reservations made on or before October 13, 2015.

Guests will be responsible for making their own reservations; to do so, call (800) 333-3333 or (612) 339-4900. Or, to make reservations online visit the hotel’s conference webpage: www.radissonblu.com/hotel-minneapolis/hotel-deals/fcc2015.

PARKING & TRANSPORTATION

Parking: Overnight parking is available for attendees who are staying at Radisson Blu. The cost is $19 plus tax per night (Sun-Thurs), and includes a voucher which allows “in/out” privileges during the day. Daily parking is based on an hourly rate, and usually runs about $14 for a day, with a $19 maximum. Valet parking is available 24 hours for $34 plus tax per day.

Taxi: Taxicab service to the hotel is available at both terminals at Minneapolis–St. Paul (MSP) airport. Downtown Minneapolis is approximately 12 miles from the airport, so fares average $38-$49.

SuperShuttle: SuperShuttle service is available for approximately $18 one way, or $36 roundtrip from the airport. For more information or to make reservations, visit www.supershuttle.com.

Light Rail: The MetroTransit Light Rail is available from MSP directly to downtown Minneapolis. The rate is $2.25 during Rush Hours (Mon–Fri, 6–9 a.m. and 3–6:30 p.m.) and $1.75 at all other times, including all day on weekends.
**Pricing**

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<th>Early Bird Rate On or Before Oct 9</th>
<th>Regular Rate After Oct 9</th>
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<tr>
<td><strong>Full Conference November 5 &amp; 6</strong></td>
<td>$425 per person</td>
<td>$475 per person</td>
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<td>Includes continental breakfast, lunch, and reception on November 5, continental breakfast on November 6, breaks and materials.</td>
<td>$390 per person (2 or more)</td>
<td>$425 per person (2 or more)</td>
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<td><strong>November 5 only</strong></td>
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<td>Includes continental breakfast, lunch, reception, breaks and materials.</td>
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<td><strong>November 5 reception only</strong></td>
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<td>$40 per person</td>
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<td><strong>November 6 only</strong></td>
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<td>$190 per person</td>
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<td>Includes continental breakfast, breaks and materials.</td>
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Please see conference website for cancellation policy.

**Registration**

To register, please visit the UW Center for Cooperatives website, [www.uwcc.edu](http://www.uwcc.edu). Or register directly at: [www.regonline.com/18annualfarmercooperativesconference](http://www.regonline.com/18annualfarmercooperativesconference)

Registration Questions?
Please contact Union Conference Services at (608) 265-6534 or conferences@union.wisc.edu.

**Scholarships**

Scholarships may be available through the Ralph K. Morris Foundation Cooperative Leadership Fund. Please visit [www.ralphkmorrisfoundation.org](http://www.ralphkmorrisfoundation.org) for more information.

**NCERA-210 Workshop**

November 4, 2015, Radisson Blu Hotel

NCERA-210 is a regional research project that promotes research and education on agricultural cooperatives. It also provides a forum for decision-makers and analysts from industry, government, and universities to discuss research results and their implications. For more information, visit [www.sites.google.com/site/nceracooperatives](http://www.sites.google.com/site/nceracooperatives).
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