



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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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.



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

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.



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Program at a Glance

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



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

	Early Bird Rate On or Before Oct 9	Regular Rate After Oct 9
Full Conference November 5 & 6 Includes continental breakfast, lunch, and reception on November 5, continental breakfast on November 6, breaks and materials.	\$425 per person \$390 per person (2 or more)	\$475 per person \$425 per person (2 or more)
November 5 only Includes continental breakfast, lunch, reception, breaks and materials.	-----	\$330 per person
November 5 reception only	-----	\$40 per person
November 6 only Includes continental breakfast, breaks and materials.	-----	\$190 per person

Please see conference website for cancellation policy.

REGISTRATION

To register, please visit the UW Center for Cooperatives website, www.uwcc.edu. Or register directly at: 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 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.

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