Special Thanks to Our Sponsors

The 17th Annual Farmer Cooperatives Conference is made possible by the generous support from the following sponsors:

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Thank you to the Ralph K. Morris Foundation for supporting the dinner and presentation.

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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

The University of Wisconsin Center for Cooperatives is an interdisciplinary center that combines the resources of the University of Wisconsin–Madison and the University of Wisconsin–Extension to foster understanding about cooperatives.
Change brings opportunity.

Farmer-owned cooperatives are faced with new challenges and opportunities every day. This year’s Farmer Cooperatives Conference will explore the challenges agricultural cooperatives are facing today and will identify strategies for success. Now in its 17th year, this national conference highlights the latest strategic thinking on current cooperative issues and trends. The Farmer Cooperatives Conference is an unparalleled opportunity to gain the information you need to help your cooperative excel.

Top cooperative business leaders and industry experts come together to learn and exchange ideas with their agricultural cooperative peers. Thought leaders will address topics such as: nonqualified and unallocated equity, managing risk in the global market, assessing the impact of transportation challenges and much more. Join us for expert analysis on the big trends that are shaping the world of agribusiness cooperatives.

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. We appreciate their commitment.

Four reasons to attend the Farmer Cooperatives Conference:

1. **Stay ahead of the curve** — get the tools you need to navigate changes and challenges.
2. **Tap into our collective knowledge** — learn from industry and research experts on the latest trends and practical solutions.
3. **Gain perspective** — understand how international and national trends affect your cooperative business.
4. **Network with peers** — you’ll meet people who understand what you care about.

Don’t miss your opportunity to be part of this important event!

For conference updates, visit www.uwcc.wisc.edu
Thursday, November 6

7–8 a.m.  Registration Opens and Continental Breakfast

8–9:30 a.m.  Agricultural Outlook
This session will highlight the trends, challenges and opportunities for farmer-owned cooperatives on local, regional and national levels.

  Deborah Atwood, Executive Director, AGree | Transforming Food & Ag Policy, Meridian Institute
  Catherine Wotecki, Chief Scientist and Under Secretary for Research, Education and Economics, United States Department of Agriculture

9:30–10 a.m.  Refreshment Break

10 a.m.–12 p.m.  Exploring Non-Qualified and Unallocated Equity
Are these alternative strategies the right choice for your cooperative? What is the right balance between growth and member-owner rights?

  Art Duerkson, CEO, Farmway Cooperative, Beloit, KS
  Brent Hueth, Associate Professor and Director, University of Wisconsin Center for Cooperatives
  Phil Kenkel, Professor and Bill Fitzwater Chair, Oklahoma State University
  Doug Ohlson, General Manager, Frenchman Valley Cooperative

12–1 p.m.  Lunch
Sponsored by GROWMARK

1–2:15 p.m.  Governance and Growth in a Global Market
Arla Food, the 6th largest dairy company in the world, has expanded across Europe. This session will highlight its growth and the development of a governance system across countries.

  Michael Boland, Koller Professor and Director, University of Minnesota Food Industry Center
  Åke Hantoft, Chair, Arla Foods, Denmark

2:15–3:15 p.m.  Assessing and Managing Risk in the Global Market
In this session, participants will assess risks faced by cooperative firms and will leave with the tools to better understand and act on these risks.

  Andrea Bonime-Blanc, CEO and Founder, GEC Risk Advisory

3:15–3:45 p.m.  Refreshment Break
3:45–5 p.m.  Incorporating Sustainability into Your Strategic Plan
Hear from industry experts on long-term sustainability strategies and impacts on cooperative businesses.

Bill Buckner, President and CEO, The Samuel Roberts Noble Foundation
Chuck Conner, CEO, National Council of Farmer Cooperatives
Greg Wickham, Senior Vice President, Business Development, Dairy Farmers of America

5:30–6 p.m.  Reception
Sponsored by CoBank

6:30–8:30 p.m.  Dinner and Speaker
Sponsored by Ralph K. Morris Foundation

Rod Synder, President, Field to Market

Friday, November 7

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

8–9:30 a.m.  Evaluating the Risks and Benefits of Big Data
Data-driven technologies are proliferating all aspects of business, and agriculture is no exception. This session will explore the trends and impacts of big data.

David Muth, Senior Vice President of Analytics, AgSolver
Mike Vande Logt, EVP and COO, Winfield, Land O’Lakes

9:30–10 a.m.  Refreshment Break

10–11 a.m.  Transportation, Infrastructure and Impacts
Cooperative leaders will share their unique experiences in overcoming transportation and logistical challenges.

Patrick Hessini, Vice President, Transportation & Distribution, CHS Inc.
Todd Ludwig, CEO, Watonwan Farmers Service Co.
Dan Mack, Vice President, Rail Transportation, CHS Inc.

11 a.m.–12 p.m.  Food, Agriculture and Consumer Trust
Cooperative leaders will learn about new consumer trends, implications for the agricultural industry and steps to rebuilding the public’s trust.

Terry Fleck, Executive Director, Center for Food Integrity

Adjourn

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

The Farmer Cooperatives Conference is returning to the heart of downtown Minneapolis at the newly renovated Radisson Blu (formerly the Radisson Plaza Hotel)! We are pleased to offer FCC 2014 conference attendees the special group rate of $145 plus tax per night for accommodations in a standard or double guest room. This rate is available for a limited number of reservations made on or before October 14, 2014.

Guests will be responsible for making their own reservations; to do so, call (800) 833-3333 or (612) 339-4900. Or, to make reservations online, visit the hotel’s conference webpage: www.radissonblu.com/hotel-minneapolis/hotel-deals/fcc2014. Identify yourself as part of the Farmer Cooperatives Conference group to receive the special rate.

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

PARKING & TRANSPORTATION

Parking: Overnight parking is available for attendees who are staying at Radisson Blu. The cost is $19 (+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.

Taxi: Taxicab service is available at both terminals at MSP. Downtown Minneapolis is approximately 12 miles from the airport, so fares average $38–$49.

SuperShuttle: From MSP to Radisson Blu the cost is $17 for the Shared Ride Van Service. Reservations can be made in advance by calling (800) 258-3826 and must be pre-paid via credit card. Walk-up shuttle service is available at both terminals at MSP and may be paid in cash or by credit card. In Terminal 1 (Lindbergh), follow the Hotel Shuttles sign near the baggage claim to the SuperShuttle desk. In Terminal 2 (Humphrey), exit the baggage claim, cross to the shuttle area and use the courtesy phone to receive service.

Lightrail: The MetroTransit lightrail 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 October 9</th>
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<tr>
<td><strong>Full Conference November 6 &amp; 7</strong></td>
<td>$425 per person</td>
<td>$475 per person</td>
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<td>Includes continental breakfast, lunch, reception and evening banquet on November 6th, continental breakfast on November 7th, 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 6 only</strong></td>
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<td>$330 per person</td>
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<td>Includes continental breakfast, lunch, breaks and materials.</td>
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<td><strong>November 6 reception and evening banquet only</strong></td>
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<td><strong>November 7 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 note that registration refunds cannot be made for cancellations received after October 31, 2014. Substitute registrations are accepted.

### HOW TO REGISTER

Online (recommended): [http://www.cals.wisc.edu/ccs/CurrentPrograms.html](http://www.cals.wisc.edu/ccs/CurrentPrograms.html) or [www.uwcc.wisc.edu](http://www.uwcc.wisc.edu)

**By mail or fax:**

CALS Conference Services  
640 Babcock Drive, Room B108  
Madison, WI 53706  
Fax: (608) 262-5088

**Registration Questions?**

Call CALS Conference Services at (608) 263-1672.  
No phone registrations please.

### 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.

**Other Events: NCERA-210 Workshop**

Please consider attending the NCERA-210 workshop which will take place at the Radisson Blu on November 5, 2014.

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 and registration information, visit [www.ncera.aaae.wisc.edu](http://www.ncera.aaae.wisc.edu).
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