

## PROGRAM REGISTRATION FORM

Co-op Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State \_\_\_\_\_ IN \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

List Participants Name & Email Address

1. \_\_\_\_\_

E \_\_\_\_\_

2. \_\_\_\_\_

E \_\_\_\_\_

3. \_\_\_\_\_

E \_\_\_\_\_

4. \_\_\_\_\_

E \_\_\_\_\_

\_\_\_\_\_ Members: \$200.00 \_\_\_\_\_ Non-Members: \$300.00

- Register by email at [knowledge@macc.coop](mailto:knowledge@macc.coop) and we will send you an invoice
- Register online at [www.macc.coop](http://www.macc.coop)

## REGISTRATION DETAILS

*Scholarships may be available at:*  
[www.RalphKMorrisFoundation.org](http://www.RalphKMorrisFoundation.org)

**LODGING:** Adjoining the Henry Center, is the Candlewood Suites Hotel. To make a room reservation at the Candlewood Suites, please call (517) 351-8181.

For a map of additional nearby hotels, please click on the following link:

<https://www.google.com/maps/search/henry+center+msu+nearby+hotels/@42.7127305,84.5075024,14z/data=!3m1!4b1>

## CANCELLATION POLICY

Cancellations received 1-13 days prior to the class can be refunded at 50%. Cancellations notice of one day or less are non-refundable.

### Past Attendee Comments

*"Should be Mandatory"*

*"Great Info-Relevant Examples"*

*"Well Taught, Great Program"*

*"Great Speakers - Very Knowledgeable"*

*"A Must for Directors and Managers"*

*"Helped Me Understand My Role As a Director"*

*"Helped Me In My Management Position"*

*"A Day Well Spent!"*



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**MICHIGAN STATE UNIVERSITY** | **Product Center**  
Food • Ag • Bio

~ presents ~



**Michigan Cooperative Directors'  
and  
Managers' Conference**

**February 1 & 2, 2018**

**The Henry Center  
for Executive Development  
3535 Forest Road  
Lansing, Michigan 48910  
Phone: (517) 353-4350**

**Rod Kelsay, Executive Director  
Mid America Cooperative Education, Inc.  
8425 Keystone Crossing, Suite 261  
Indianapolis, IN 46240 (317) 726-6910  
[www.macc.coop](http://www.macc.coop) [knowledge@macc.coop](mailto:knowledge@macc.coop)**

**The Michigan Cooperative Directors' and Managers' Conference is armed to infuse new thinking to dissolve unproductive patterns. Get your team moving toward the common goals that bring fruitful rewards to your co-op.**

Understanding the director and manager roles and how to govern cooperatives, is not intuitive. It is one of the most difficult roles in the cooperative system. It is a challenge to navigate the conflicting interests of members/customers and be a neutral and effective board director, as well. All co-op directors want to perform their duties well, yet many are seldom provided with the proper guidelines and education. This program focuses on enlightening managers and board members on methods of leading their cooperatives. Conference attendees come from different cooperative sectors, making a rich educational experience. This year we are focusing on Strategic Planning, Board Room Policies, Legal Duties of Directors, and Recruiting/Coaching New Board Members.

**REGISTER TODAY!**

**Thursday February 1, 2018**

- 9:30 AM **Registration**
- 9:45 AM **Opening Comments and Introductions**  
*Rod Kelsay, Mid America Cooperative Education*
- 10:00 AM **Director Duties and Responsibilities**
  - Core Duties & Acquiring Engagement
  - Where Staff & Director Duties Split*Tom Wegner, Land O'Lakes*  
*Rod Kelsay, Mid America Cooperative Education*
- 11:00 AM **Leadership Panel: Attracting & Building Teams**  
*Roger Blackwell, Chestnut Growers, Inc.*  
*MSU Students, Others TBA*
- Noon **Lunch**
- 1:00 PM **Employment: Attracting & Retaining Personnel**  
*TBA*
- 1:45 PM **Establishing a Risk Management Policy**  
*Chuck Squires, Cooperative Elevator*
- 2:15 PM **IT: Cyber Security and Its Impact**  
*Tom Skoog, Blue & Co., LLC*
- 4:00 PM **Legal Issues for Cooperatives**
  - Member Alignment & Management Fiduciary Duties*Todd Hoppe, Foster, Swift, Collins & Smith Attys.*
- 6:00 - 7:15 PM **Reception & Dinner**
- 7:15 PM **Roundtable Discussion**
  - Tax Bill Impact & Section 199 Changes

**Friday February 2, 2018**

- 8:00 AM **Review of Yesterday's Program**  
*Bill Knudson, MSU Product Center*
- 8:15 AM **Financial Benchmarks for Cooperatives**
  - How Do We Stack Up vs. Competition*Dr. Chris Peterson, MSU*  
**Equity Management & Revolving Equity**  
*Rod Kelsay, Mid America Cooperative Education*
- 11:00 AM **Communication With The Membership Panel**
  - Legal Responsibilities of Directors
  - Overview of Cooperative Types*Michigan Milk Producers, PFC Natural Grocery, Others TBA*
- Noon **Lunch**



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**PROGRAM SPEAKERS**



**Dr. Chris Peterson**  
Michigan State University

**Dr. Chris Peterson** is the Nowlin Chair for Consumer-Responsive Agriculture and Former director of the MSU Product Center. Chris directed all aspects of the Product Center's programs—venture development, accelerated growth services, and strategic research. He founded the center in 2003 with the help of many internal and external partners. Rounding out his scholarly interests is a focus on qualitative research.

**Tom Skoog** is a Principal in IT Risk with Blue & Co., LLC. Tom brings over 25 years of experience in IT Risk Management. Most recently, he established Technology Risk Consultants (TRC) providing outsourced advisory services to closely held businesses. Prior to TRC, Skoog was a Principal (non-CPA partner) with KPMG.



**Tom Skoog**  
Blue & Co., LLC



**Tom Wegner**  
Land O'Lakes

**Tom Wegner** is the Director of Governance and Leader Development at Land O' Lakes, Inc. Tom monitors national, regional and state regulatory issues that affect dairy farmer members and Land O'Lakes dairy manufacturing and supply agreements. He represents Land O'Lakes on several marketing agencies in common and informs members about changes in federal and state milk marketing regulations.

**Todd Hoppe** is the co-practice group leader of Foster Swift's Business and Corporate Practice Group. His areas of practice include Business Organization/Planning, Business Transactions, Tax Exempt Organizations & Charitable Giving, Estate Planning and Administration, Succession Planning, and Cooperative Law.



**Todd Hoppe**  
Foster, Swift, Collins and Smith