



IOWA INSTITUTE FOR COOPERATIVES

2515 University Blvd., Suite #104 . Ames, IA 50010 . (515)292-2667 . FAX (515)292-1672 . info@iowainstitute.coop

May 1, 2017

Dear Iowa Institute for Cooperatives Member,

We will be hosting our Summer Workshop on Thursday, June 15th at the Monsanto Learning Center located at 1551 Hwy 210 in Huxley, Iowa. It is just off Interstate 35 at Exit 102. We would prefer your reservations as soon as possible but we need them no later than Monday, June 12th. We have assembled a diverse agenda with various topics of interest to your **Board of Directors and staff**. Please share this notice with your Board and staff to determine who would like to attend, fill out the enclosed reservation form and return it to our office. If you have any questions, please feel free to contact us.

Our first presenter is John Power who is with LSC International. The agronomy business is rapidly changing. Compressed margins, changing supply chains and an overwhelming amount of technology is forcing everyone to re-think where and how the local cooperative fits in this discussion. In reality, your challenges are not that different from other retail outlets; you should address how to compete with technology driven web based companies. There have been significant investments made by companies you recognize, i.e. Amazon, to provide an online platform to share data, technology, and create price transparency. As you look at these companies one line jumped out at us, "large margins attract competitors, small margins attract customers." John is going to share what the current strategies and players are that are forcing you to re-examine how your agronomy department will profitably operate.

Our second speaker is Chad Pregracke. Chad is the President of Living Lands and Waters. There have been volumes of discussion regarding water quality the past several years. Chad is the ultimate testimony that one person can make a difference. Chad grew up on the banks of the Mississippi River and in 1995 he got tired of looking at all the garbage and decided to clean it up. Twenty-two years later, Living Lands and Waters has organized over 1000 river community clean-ups on 23 different rivers. Sometimes we are guilty of waiting for the government or someone else to step in fix our challenges. Chad started by himself and has continued the effort to clean up our rivers and to date Living Lands and Waters has removed 9.3 million pounds of garbage from Midwest rivers. You will find Chad's story inspiring, entertaining and motivational.

After lunch we are going to have a discussion that many of you are having in your Board rooms. There are approximately 55 grain and farm supply cooperatives operating about 600 locations in Iowa. We have an infrastructure that was built when your members hauled corn to town with tractors and 100 bushel wagons. As you know too well the world has changed significantly and many of you are struggling with how to best adapt to the new realities. Dennis Inman

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works for the Land O'Lakes Strategic Asset Management team that provides consulting services to member cooperatives. Dennis is going to lead you through a discussion of industry changes and how others are adapting to a changing landscape. There are many difficult, emotional decisions to be made, but to remain profitable and best serve your members you need to have an objective, fact based process to evaluate options and make those difficult decisions.

Our final speaker of the day is Dr. Wendong Zhang. Dr. Zhang is an Extension Economist with Iowa State University. With all the talk in Washington about trade agreement reform and threats of restricting world trade perhaps we need to review just how important China is to the Iowa Ag Economy. Dr. Zhang is going to update us on the current state of the Chinese ag economy, what is being developed and changing and what their attitude to US imports is. Agriculture has always depended on exports to absorb our phenomenal production and we need to understand the implications if we stress our relationship with the biggest importer of our Iowa produced commodities.

That's a full day of speakers and diverse topics with a lot of information packed into one day. Please share this agenda with your Board of Directors and staff. Once you have determined who would like to attend, return the enclosed registration form as soon as you can but no later than Monday, June 12th.

If you have any questions or need more information, please feel free to contact us. Thanks for your support and participation and most of all thank you for your membership.

Sincerely,

Dave Holm
Executive Director

AGENDA

2017 Summer Director/Management Workshop

Thursday, June 15, 2017

Monsanto Learning Center

1551 IA-210, Huxley, IA (Exit 102 off I-35)

8:30 a.m.	--	9:00 a.m.	REGISTRATION, COFFEE, JUICE, AND ROLLS
9:00 a.m.	--	10:30 a.m.	HOW DO WE FIX OUR AGRONOMY DEPARTMENT <i>John Power,</i> <i>LSC International, Chicago, IL</i>
10:30 a.m.	--	10:45 a.m.	BREAK
10:45 a.m.	--	12:00 noon	LIVING LANDS AND WATERS-HOW ONE PERSON DID MAKE A DIFFERENCE <i>Chad Pregracke</i>
12:00 noon	--	1:00 p.m.	LUNCH
1:00 p.m.	--	2:30 p.m.	WHO MOVED MY GRAIN <i>Dennis Inman</i> <i>Land O'Lakes</i>
2:30 p.m.	--	2:45 p.m.	BREAK
2:45 p.m.	--	3:45p.m.	UPDATE ON CHINESE AG ECONOMY <i>Dr. Wendong Zhang</i> <i>Iowa State University</i> <i>Assistant Professor of Economic and Extension Economist</i>
3:45 p.m.	--	4:00p.m.	CLOSING REMARKS

REGISTRATION FORM

2017 Summer Director/Management Workshop

Thursday, June 15, 2017

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1551 IA-210, Huxley, IA (Exit 102 off I-35)

Cooperative Name: _____

Cooperative Town: _____

**Please list names of persons who will be attending.
Managers, Directors, and Staff Members are all invited.**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Registration Fee is \$295 per person if sending 1-4 persons from the same association.
Registration Fee is \$250 per person if sending 5 or more from the same association.**

Please fax this form to 515-292-1672 or email to info@iowainstitute.coop; then mail a copy with your check by Monday, June 12, 2017 to:

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