

# 2024 TACC COOPERATIVE BOARD CHAIR'S CONFERENCE

July 8-10, 2024

Hilton Santa Fe Buffalo Thunder - Santa Fe, NM



## MONDAY, JULY 8

2:00 p.m. Registration

6:00 p.m. Conference Reception

## TUESDAY, JULY 9

8:00 a.m. Welcome and Call To Order

8:10 a.m. “Mastering Price Risk: A Guide to Effective Risk Management”

- Dr. John Robinson, Professor and Extension Specialist for Cotton Marketing, Texas A&M University, College Station, TX
  - Dr. John Robinson joins us to provide a comprehensive presentation on developing price risk management skills. Learn strategies to navigate price volatility and essential skills to mitigate risk, ensuring your ag business thrives in today’s dynamic market conditions.

9:10 a.m. “Navigating Tax Changes: Strategies for Cooperatives and Farmers”

- Greg Taylor, CPA, D. Williams & Co., Lubbock, TX
  - Discover the latest tax changes affecting both cooperatives and farmers. In this presentation, we’ll explore the impacts and provide actionable strategies to effectively plan for these changes. Gain insights to navigate the evolving tax landscape and optimize your financial strategy for long-term success.

10:00 a.m. Break

- 10:15 a.m. “Consumer Perceptions of Sustainably Labeled Products”**
- **Dr. Donna McCallister, Assistant Professor of Agricultural and Applied Economics, Texas Tech University, Lubbock**
    - Drawing from her recent research, Dr. Donna McAllister will delve into how consumers perceive sustainably labeled products. Learn about shifting consumer attitudes, behaviors, and preferences, essential for shaping sustainable product strategies in today's market.
- 11:00 a.m. “Texas Agricultural Insurance Update: Tips and Tricks to Weather the Storm in This Crazy Market”**
- **Randy Daniels, Chief Risk Advisor, Triangle Insurance, Enid, OK**
    - Join Randy Daniels from Triangle Insurance for an insightful presentation on the soaring insurance costs in agriculture. Learn why insurance costs have skyrocketed and discover practical strategies cooperatives can implement to manage and mitigate the rising expenses effectively.
- 11:45 a.m. Summary, Conclusion, and Adjourn**
- 12:00 p.m. Family Conference Luncheon**

## **WEDNESDAY, JULY 10**

- 8:00 a.m. Call to Order**
- 8:10 a.m. Empowering Cooperatives: Online Tools for Board of Directors Training and Self-Assessment**
- **Dr. John Park, Roy B. Davis Professor of Agricultural Cooperation and Extension Specialist, Texas A&M University, College Station, TX**
  - **Dr. Diane Friend, Assistant Professor of Agribusiness, Texas A&M University Kingsville, College Station, TX**
    - Dr. John Park and Dr. Diane Friend will demonstrate two valuable online tools for training and assessing cooperative board of directors. Discover how these tools can be used to enhance efficiency, boost effectiveness, and ensure better governance within your cooperative.
- 8:30 a.m. “Legal Updates: What You Need to Know”**
- **Gary McLaren, Co-op Attorney, McLaren Law Firm, Lubbock, TX**
    - Join the leading cooperative attorney, Gary McLaren, for a comprehensive legal update. In this presentation, he will cover the latest legal cases that are shaping the landscape for cooperatives. Gain invaluable insights into recent precedents, emerging trends, and essential regulatory shifts affecting cooperatives.

**9:15 a.m. Break**

**9:30 a.m. “From Vision to Action: Strategic Leadership for Cooperative Boards of Directors”**

- **Richard Fagerlin, Peak Solutions, Inc., President, Ft. Collins, CO**
  - **In the ever-evolving landscape of agriculture, cooperatives must have the ability to adapt and remain profitable amidst uncertainty. This session delves into the crucial role of strategic thinking in navigating the complexities of today's high-risk, rapidly changing agricultural environment. This presentation explores practical approaches for board members to develop a forward-thinking perspective, leveraging strategic frameworks to anticipate and mitigate risks while capitalizing on emerging opportunities. Through insightful analysis and real-world examples, attendees will gain a deeper understanding of the interconnectedness between strategic decision-making and long-term success in agricultural cooperatives. Join us to explore how cultivating a strategic mindset at the board level can empower cooperatives to succeed in an unpredictable future.**

**11:45 a.m. Summary, Conclusion, and Adjourn**

**12:00 p.m. Conference Welcome Luncheon**

- **Special Guest Speaker: Dan Meers, KC Wolf, Kansas City Chiefs**
  - **Attendees from TACC's Cooperative Board Chair's and Managers' Conferences will come together for a memorable luncheon featuring a special guest: Dan Meers, better known as KC Wolf, the beloved mascot of the Kansas City Chiefs! Dan is more than just a mascot; he's a motivational powerhouse! Don't miss out on this incredible opportunity to meet Dan Meers and hear his inspiring message firsthand!**