

## PROGRAM PARTICIPANTS

David Barton  
Professor and Director  
Arthur Capper Cooperative Center  
Kansas State University  
Manhattan, Kansas

Leslie Kaufmann  
Executive Director  
Kansas Cooperative Council  
Topeka, Kansas

Tom Larson  
Executive Vice President  
CHS, Inc.  
St. Paul, Minnesota

Dennis Blick  
Vice President Agribusiness  
CoBank  
Wichita, Kansas

Michael Boland  
Professor and Associate Director  
Arthur Capper Cooperative Center  
Kansas State University  
Manhattan, Kansas

Vance Westhusin  
President and General Manager  
Midland Marking Co-op, Inc.  
Hays, Kansas

Ron Hunter  
General Manager  
Ag Valley Cooperative  
Edison, Nebraska

Kent Stamper  
Board Chairman  
Midland Marking Co-op, Inc.  
Hays, Kansas

Norbert Gerstenkorn  
General Manager  
Farmers Cooperative Grain Association  
Conway Springs, Kansas

Greg Daughhetee  
CPA  
Lindberg & Vogel, Chtd.  
Hutchinson, Kansas

Mike Meisenheimer  
Vice President of Corporate Services  
Kansas Farmers Service Association  
Hutchinson, Kansas

Dell Princ  
General Manager  
Midway Co-op Association  
Osborne, Kansas

## 2006 ACCC SYMPOSIUM AND LEADERSHIP ROUNDTABLE



# Strategies for Profitability

*Addressing The Issues Of:*  
**Asset Investment**  
**Operational Efficiency**  
**Pricing Strategy**  
**Personnel Management**  
**Customer Relations**  
**Uncontrollable Factors**



**January 16-17, 2006**  
**Grand Prairie Hotel**  
**Hutchinson, Kansas**



*Sponsored by:*

**ACCC**   
**Arthur Capper**  
**Cooperative Center**



*In cooperation with: Kansas Farmers Service Assn. & CoBank*

## STRATEGIES FOR PROFITABILITY

MONDAY, JANUARY 16, 2006

8:30 a.m. Registration and Continental Breakfast

AM Chair: *David Barton, Professor  
Kansas State University*

9:30 a.m. Welcome and Overview  
*David Barton*

9:45 a.m. Strategies to Improve Performance: An Overview  
*Tom Larson, Executive Vice President  
CHS, Inc.*

10:30 a.m. **BREAK**

11:00 a.m. Profitability: Past, Present and Future  
*David Barton, Professor  
Kansas State University*

11:45 p.m. **LUNCH**

PM Chair: *Michael Boland, Professor  
Kansas State University*

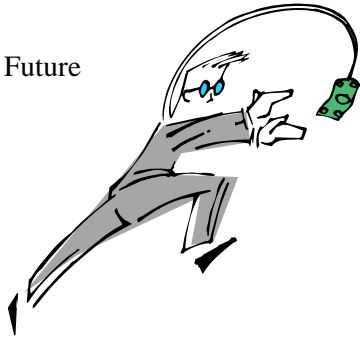
1:00 p.m. Path to Profitability: Serving Customers  
*Ron Hunter, General Manager  
Ag Valley Co-op, Edison, Nebraska*

1:45 p.m. Case Studies Orientation and Review

2:30 p.m. **BREAK**

3:00 p.m. Path to Profitability: Great to Great  
*Case Study 1: Farmers Cooperative Grain, Conway  
Springs, KS*  
*Norbert Gerstenkorn, General Manager*  
*Director Perspective: TBA*  
*Stakeholder Perspective: TBA*

4:30 p.m. **ADJOURN**



## REGISTRATION INFORMATION

Fill out and mail or fax a registration form to:  
Arthur Capper Cooperative Center  
Dept. of Agricultural Economics  
305 Waters Hall  
Kansas State University  
Manhattan, KS 66506  
Fax: (785)532-6925

or

Register on the Internet at:  
[www.agecon.ksu.edu/accc/form/symposform.htm](http://www.agecon.ksu.edu/accc/form/symposform.htm)

### Registration fee:

\$175 (includes meals and materials)



### Registration deadline, substitutions and cancellations:

*Registrations are due by Tuesday, January 3rd.*

Substitutions of one person for another after registering are permissible at any time without penalty.

Please contact Seleise Barrett with changes:  
phone: 785-532-1522  
e-mail: sbarrett@ksu.edu

Because of meal guarantees, *cancellations should be made no later than Thursday, January 9th.*

*Late cancellations and no-shows without an offsetting substitution will be charged \$30.00 each to cover refreshment and lunch charges.*

## LODGING

Hotel accommodations are not included with registration. A block of rooms has been reserved at:

Grand Prairie Hotel  
1400 North Lorraine Street  
Hutchinson, Kansas  
800-362-5018 or 620-669-9311



When making reservations, ask for the *ACCC Symposium* rate (\$69 + tax for 1-4 people and 4 water park passes). Rooms must be booked by Thursday, January 4, 2005 for the conference rate.

## SYMPOSIUM & LEADERSHIP ROUNDTABLE

The performance of most cooperatives has been declining over the last 25 years, from an average return on equity of about 10 percent in the early 1980s to 5 percent in the early 2000s, even without including the Farmland Industries write-down taken in 2002-03. This trend must be reversed if local co-ops are to be effective competitors in the future. Some co-ops have maintained high performance or even improved from very poor or average performance to high performance, counter to the



long-term trends. Come and hear these co-ops' stories about how they have managed their businesses to achieve this enviable track record.

Kansas State University's Arthur Capper Cooperative Center and the Kansas Cooperative Council are joining together to offer this new integrated program that combines the features of the traditional ACCC annual *Symposium on Cooperative Issues*, targeted at all cooperative leaders, with a new in-depth case co-op oriented program offered by the Kansas Cooperative Council called *Leadership Roundtable*. The *Leadership Roundtable* replaces the traditional Advanced Director Development Program and is focused on the entire leadership team comprised of the board of directors, the CEO and other key employees.

## WHO SHOULD ATTEND



- Managers of Local & Regional Co-ops
- Directors of Local & Regional Co-ops
- Key Co-op Employees
- Other stakeholders: consultants, advisors and service providers



**Kansas State University Agricultural Experiment Station and Cooperative Extension Service, Manhattan, Kansas**

Kansas State University is committed to making its services, activities, and programs accessible to all participants. If you have special requirements due to a physical, vision, or hearing disability, contact Seleise Barrett, ACCC Program Manager, by e-mail, sbarrett@agecon.ksu.edu or phone, 785.532.1522.

## STRATEGIES FOR PROFITABILITY

5:30 p.m. Reception

Evening Chair: *Mike Meisenheimer, VP of Corporate Services  
Kansas Farmers Service Association*

6:00 p.m. Dinner

7:00 p.m. KCC Legislative Report  
*Leslie Kaufmann, Executive Director  
Kansas Cooperative Council*

7:30 p.m. Case Studies 2 and 3 Review

8:30 p.m. **ADJOURN**

### TUESDAY, JANUARY 17, 2006

AM Chair: *Dennis Blick, Vice President  
CoBank*

7:00 a.m. Continental Breakfast

7:30 a.m. Path to Profitability: Good to Great  
*Case Study 2: Midland Marketing, Hays, Kansas  
CEO Perspective: Vance Westhusin, President and  
General Manager  
Director Perspective: Kent Stamper, Board Chairman  
Stakeholder Perspective: Greg Daughhete, CPA*

9:00 a.m. **BREAK**

9:30 a.m. Path to Profitability: Grim to Great  
*Case Study 3: Midway Co-op, Osborne, Kansas  
CEO Perspective: Dell Princ, General Manager  
Director Perspective: TBA  
Stakeholder Perspective: TBA*

11:00 a.m. What You've Learned: Applications to Your Co-op  
*Dennis Blick*

11:30 a.m. **ADJOURN**

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[www.agecon.ksu.edu/accc/form/symposform.htm](http://www.agecon.ksu.edu/accc/form/symposform.htm)

### Registration fee:

\$175 (includes meals and materials)

### Method of payment:

*(Please check one)*

- Payment enclosed  
*(check payable to Kansas State University)*
- Bill my company

*Please fill out the following information:*

Organization: \_\_\_\_\_

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

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

## REGISTRATION FORM (continued)

*Register the following individuals:*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

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E-mail: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

*(make additional copies of the form as needed)*