

# KCC Leadership Roundtable

## August 15-16, 2017

### Sheraton Four Points -- Manhattan, KS

#### *Equipping Today's Leaders to Grow Tomorrow's Co-op*

There is no doubt that cooperatives today must chart their course amidst a changing operational environment. Co-op leaders face structural changes in their industries, technology developments, political changes, and generational differences as they work through challenges and grab hold of new opportunities. *Leadership Roundtable (LRT) 2017* will provide insights and tools that co-op board members, managers and employees, along with those providing services to cooperatives, can use to better engage in the workplace, around the board table or throughout the community. Featured speakers will focus on engagement styles, the use of technology and how that captures an audience's attention to draw them in to learn more about our co-op industries, and what cooperatives might expect in coming month on the trade front.

#### **Tuesday, August 15**

4:30 pm *KCC Reception / Dinner / Evening Speaker  
Welcome / Intro*

Leslie Kaufman - President/CEO, Kansas Cooperative Council

Richard B. Myers – President, Kansas State University

*From the White House to Hollywood – How to be the Director Of  
Your Life, Not Just an Extra*

Steven Ford – Rancher, Team Roper, Actor and Son of Former President



#### **Wednesday, August 16**

8:00 am *Welcome / Intro*

Leslie Kaufman - President/CEO Kansas Cooperative Council

8:15 am *Creating a Culture of Engagement - Engaged Employees, Creative Results*

Amy Gross, Ph.D. - Vice President of Training, Dale Carnegie Training, Kansas Heartland Region

9:45 am *Break*

10:00 am *Beyond "Farming and I Grow It" – Advocating for Agriculture in the Millennial Age*

The Peterson Farm Brothers – Greg, Nathan and Kendal

11:00 am *What Cooperatives Need to Know About the Changing Trade Environment*

Janae Brady - Senior Professional Staff, U.S. Senate Agriculture Committee

11:45 am *Wrap Up / Thank You*

Mandy Roe - Director of Members Services, Kansas Cooperative Council

12:00 pm *Adjourn - Lunch On Your Own and Travel Home Safely*

## **Deadline to Register is August 1, 2017**

#### **Who Should Attend?**

- ✓ Co-op managers and key employees
- ✓ Cooperative directors
- ✓ Those doing business with co-ops

#### **Registration**

Please register by completing the enclosed Joint Meeting Registration Form or online at:  
<http://acc.k-state.edu/sympkcc2017.html>

#### **Cancellation Policy**

No refunds will be issued for cancellations for either meeting received after August 1, 2017, including no-shows

# **KCC Leadership Roundtable**

## **August 15-16, 2017**

### ***Tuesday, August 15 - From the White House to Hollywood - How to be the director of your Life Not Just an Extra***

**Steven Ford – Rancher, Team Roper, Actor and Son of Former President**

Steve navigated the bumpy road from the White House to a successful acting career which spans more than 20 years. He has competed as a professional team roper and is a California rancher. Steve will draw from his experiences and those of his family in a one of a kind presentation that inspires other to be open to change and transformation as he speaks to the whole person including career and family. During Steve's "non-political" presentation, he will share the tools and tasks he uses to create a vision/script for his life. His motivational and inspirational stories will make audiences re-think their lives, pin-point a vision for life and discover the actionable tasks to turn that vision into reality.

### ***Wednesday, August 16 - Creating a Culture of Engagement – Engaged Employees, Creative Results***

**Amy Gross, Ph.D. - Vice President of Training, Dale Carnegie Training, Kansas Heartland Region**

Enthusiastic, empowered, confident and inspired leaders - the type of leaders who care, who want to be part of a success story and who will drive your cooperative to the top. Based on recent, groundbreaking research, this workshop reveals the three clusters of behaviors that significantly impact engagement. Then, within each cluster we will break down the individual actions you can take – either as a co-op management, employee or as a board member – to develop a culture of engagement. We will explore how we can extend pride in the organization beyond our employees to our members, customers and communities.

### ***Beyond “Farming and I Grow It” – Advocating for Agriculture in the Millennial Age***

**The Peterson Farm Brothers – Greg, Nathan and Kendal**

With the release of a song parody showcasing their love of agriculture, three brothers from Assaria, Kansas became internet sensations and garnered national fame. Using that experience as a springboard, Greg, Nathan and Kendal Peterson launched the Peterson Farm Brothers to share about agriculture and reach others with a message of the importance of agriculture. They will highlight their experiences of being young farmers in America and the things they believe their generation brings to the table and cares about. The brothers will relate diversity, public perspectives, consumer misconceptions, customer sensitivities, and the value of your company or industry choosing to be real and authentic. Along the way, they will convey a unique perspective about the power of social media and the influence that has on what your members and customers (and next generation of members and customers) think, do and say.

### ***What Cooperatives Need to Know About the Changing Trade Environment***

**Janae Brady - Senior Professional Staff, U.S. Senate Agriculture Committee**

Access to global markets is vital to the success of the cooperative system. Half-way through the first year of a new Presidential administration, what might we expect when it comes to trade agreements? Is there hope for multilateral agreements? What are we likely to see from new trade representatives? And, what can all this mean for your cooperative? We will explore these questions and more as we here from a noted expert in trade policy.