

# Pennsylvania Cooperative Director Institute Scheduled

STATE COLLEGE (Centre Co.) — Pennsylvania Cooperative Directors who have completed a previous Director Institute or who have more than five years experience as a director can learn more about their roles as cooperative directors and leaders. The third Pennsylvania Graduate Director Institute will be held at the Penn State Scanticon Conference Center, January 28-30, 1997.

The Institute is designed to provide support for both new and experienced directors. The overall theme for the 1997 Institute is Developing Strategic Leadership. Topics include: Factors in Strategic Planning, Choosing A Winning Structure, Lessons From The

Market Place, Maintaining and Enhancing Shareholder Value, Legal Issues, Board Dynamics, and Board Management Relations. Other issues facing cooperative leaders and their organizations will be addressed in the more than fifteen session topics and in informal sessions among participating directors and managers.

Speakers include University personnel, cooperative staff, and business leaders. Workshops and breaks provide opportunity to interact with other directors and managers, sharing concerns, and challenges. Some participants argue that this is where the real education goes on. Regardless of the method, the Pennsylvania

Director Institutes consistently earn high marks from participants.

Pennsylvania Secretary of Agriculture Charles C. Brosius, who will be a keynote speaker, encourages directors to attend, saying, "Cooperative directors in the 90s face critical decisions about the future of their cooperatives. They must constantly reassess their mission and evaluate the services they provide to their member-owners. This Institute will help board members gain the insight they need to fulfill their obligations."

Other announced speakers include:

• Dr. David Butt, Associate Professor in the Smeal College of

Business Administration at Penn State. Dr. Butt will address issues related to board dynamics and board management relations.

• Porter Little, Vice President and Sr. Portfolio Manager of Co-Bank. Porter will conduct business and finance training.

• Donald Schriver, Executive Vice President and CEO of Milk Marketing, Incorporated. In addition to sharing some of MMI's experiences, Don will focus on issues on strategic leadership and planning.

The Pennsylvania Cooperative Director Institute is supported by the Pennsylvania Department of Agriculture. Planning in consultation with an eleven-person com-

mittee of cooperative leaders assures relevance. This is the fifteenth director institute in a series that began in 1983. The Pennsylvania Director Institute has graduated 304 directors and 69 management leaders in the past eleven institutes. Forty-four different cooperatives in eleven different states have enrolled board members.

For more information about the Institute, please call Dick Poorbaugh at (814) 863-0644, or e-mail Poorbaugh@po.aers.psu.edu. The address is Cooperative Business Education and Research Program, Penn State University, 206 Armsby Building, University Park, PA 16802.

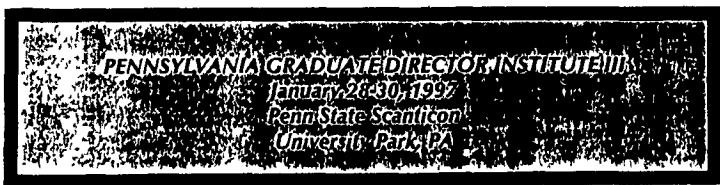
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1997 PA Cooperative Director Graduate School  
Penn State Scanticon, January 27 thru 30, 1997

Date/Time	Topic	Speaker/PIR	Comment
Monday PM (Basic Dir. Eng.)	Director Roles & Responsibilities Do's & Don'ts (protocols)		
	Dinner: Uniqueness of Being Cooperative We're all different - together we're better	Mar. topic Emick Cumming Meyer	Breaks
Tuesday AM Basic Eng cont. 8:30 - 11:00	Business Basics - financing, equity, taxes & control Getting off to A Good Start	Farm Credit Mgr. or Acct. Director Duo	
<b>The Graduate School</b>			
Tuesday 10:30 - Noon	Registration Faculty/Staff meeting	L. Zimmerman Poorbaugh	
12:00	Lunch - Penn State Strategic Moves		
1:30	Welcome & Overview Keynote Factors in Strategic Planning	Hillberg/Poorbaugh	
2:45	Break		
3:15 - 5:00	Choosing A Winning Structure (Strategy) Wrap up - The Importance of Leadership	Panel of 4 coops w/disc. Don Schriver	Schriver to Moderate
6:00	Dinner - Lessons From The Market Place (Grants response to change)	Grant Speaker	
Wednesday 7:00	Breakfast - Economic Trends	Barr / Moore / or	gov. spkr
8:30	Maintaining and Enhancing Shareholder Value - measuring, evaluating, controlling, financing new ventures. Case studies, workshop etc.	Porter Little & Co. Lunch on speaker Dr. Ted Alter - Ext & Continuing Ed @ PSU	
2:30 or 3:00	Break		
6:00	Value-Added Initiatives Legal Issues in Partnering &/or other		
6:00	Cooperation Impact Cashing in On the Cooperative Network	Speaker + YCS + Scholus + PCC	
Thursday 8:30 break Break 11:00 11:00	Breakfast - table topics Facilitating Strategic Leadership on the Board Action Challenge - What Will You Do? Pictures & Checkout	Dr. David Butt	



**Registration Information:**

Name \_\_\_\_\_  
 Name as it should appear on the n meeting? \_\_\_\_\_  
 Home Address/Home Telephone \_\_\_\_\_  
 Coop \_\_\_\_\_ Coop Telephone/Fax \_\_\_\_\_  
 County in which director lives \_\_\_\_\_  
 If spouse is attending Name \_\_\_\_\_

**About Registration:**

- Confirmation of registration will follow
- Each enrollee will receive pre-conference mailing with more information and instructions
- Director registration must be received by **Friday, December 20**
- \$500.00 covers all costs—rooms, meals, materials, and tuition. Payable with this registration. Make check payable to **Penn State University** and return to:  
Lora Zimmerman, Program Secretary  
206 Armsby Building  
Penn State University  
University Park, PA 16802
- For new directors attending the Basic Pre-school add \$90
- PCC members deduct 10%. Add \$150 for spouse. For three or more directors fee is \$400. Start up and smaller cooperatives may qualify for scholarship or reduced rates. Call Dick Poorbaugh or Lora Zimmerman at 814-863-0644 if there are questions.

**About Enrollee:**

Please give as much information as you can about the enrollee. However, do not delay registration if information is not readily available.

1. The number of years on the board of directors \_\_\_\_\_
2. Is the enrollee an officer of the cooperative?  Yes  No  
If yes, what office? \_\_\_\_\_
3. Is the enrollee a director of any other farm group or organization?  Yes  No
4. Has the enrollee had any previous training for directorship in the cooperative?  Yes  No  
If yes, what is the nature or source of training? \_\_\_\_\_

This form completed by \_\_\_\_\_

## The Pennsylvania Graduate Director Institute DEVELOPING STRATEGIC LEADERSHIP

### Director Institute Topic List:

#### Pre-school for New Directors

Monday p.m. *Director Roles and Responsibilities*  
*Do's and Don'ts of Directorship - protocols*  
*We're All Different - together we're better*  
*(Myers-Briggs Assessment and Exercise)*

Tuesday a.m. *Cooperative Business Basics - financing, equity, tax, and controls*  
*Getting Started - making an impact*

#### The Graduate Institute

Tuesday *Factors in Strategic Planning*  
*Choosing A Winning Structure*  
*The Importance of Leadership*  
*Lessons From the Market Place*

Wednesday *Maintaining and Enhancing Shareholder Value*  
*Measuring, Evaluating, Controlling*  
*Financing New Ventures*  
*Value-Added Initiatives*  
*Legal Issues in Partnering*  
*Cashing in on the Cooperative Network*

Thursday *Facilitating Strategic Leadership in the Board*  
*Group Dynamics, Problem Solving, Decision Making*  
*Board Management Relations*  
*Action Challenge - Accountability*  
*(personal plan, write it down, share it, follow up)*  
*Challenges and Opportunities on the Horizon*  
*- Luncheon Speaker*  
*Graduation*

## National Dairy Shrine

### Has Something For Everyone

SHAWANO, Wis. — Any industry as dynamic as dairying in the United States needs its history recorded and its future celebrated. National Dairy Shrine, an organization made up of dairy producers, business people, educators and youth, has been committed to that end for 47 years.

National Dairy Shrine annually awards over \$11,000 in scholarships to college students in dairy

related studies, provides cash awards to participants in dairy cattle judging contests at World Dairy Expo, and recognizes lifelong achievements of breeders, industry leaders and educators.

For a "hands-on" historical perspective on dairying in the U.S., National Dairy Shrine maintains its popular Visitor's Center and Museum at Fort Atkinson, Wis. It's open year 'round and admission is free.

National Dairy Shrine, the "Hall of Fame" of the dairy industry, has over 15,000 lifetime members located in all 50 states and in many other countries. Lifetime membership is open to anyone for a one-time fee of only \$50.

For information on becoming a member of National Dairy Shrine, contact James Leutenberger, Secretary/Treasurer at 715-526-7503 or 7536 or at jleutenberger@crinet.com.