

NCERA -210
Business Meeting Minutes
December 7, 2010,
Denver, Colorado

Attendance:

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| 1. Muhamad Alsakran (King Saud University) | 16. Matt Murch (Texas Agri-Life Extension) |
| 2. Jennifer Bond (Colorado State Univ.) | 17. William Nelson (CHS) |
| 3. Mike Boland (Univ. Minnesota) | 18. Brian Oleson (Univ. Manitoba) |
| 4. Sanjib Bhuyan (Rutgers) | 19. John Park (Texas Agri-Life Extension) |
| 5. Mike Cook (Univ-Missouri) | 20. Chris Peterson (Michigan State Univ) |
| 6. Vera Goussaert (MB Co-op Assn.) | 21. Burton Pflueger (South Dakota State Univ) |
| 7. Brian Henehan (Cornell) | 22. Lynn Pitman (Univ. Wisc. Center for Co-ops) |
| 8. Angie Higuchi (Kyshu University) | 23. Anne Reynolds (Univ. Wisconsin) |
| 9. Julie Hogeland (USDA Co-op Programs) | 24. Bruce Reynolds (USDA Co-op Programs) |
| 10. Brent Hueth (Univ. Wisconsin) | 25. Todd Schmit (Cornell) |
| 11. Phil Kenel (Oklahoma State Univ) | 26. Madeline Schultz (Iowa State Extension) |
| 12. Jessica Lamker (CHS) | 27. Eric Thor (Arizona State Univ) |
| 13. Carolyn Liebrand (USDA Co-op Programs) | 28. John Wells (USDA Co-op Programs) |
| 14. Steve Lovejoy (Michigan State Univ) | 29. Jinhua Zhang (Univ. Wisc. Center for Co-ops) |
| 15. Greg McKee (North Dakota State Univ) | 30. Ying Zhang (Ohio State Univ) |

Following lunch, the meeting was called to order at 1:30 p.m., Tuesday, December 7 by Chairman Todd Schmit.

Candace Roper (CoBank) and John Wells gave opening presentations on current activities and opportunities happening with their organizations (full agenda included below). This was followed by selected paper presentations by Greg McKee (North Dakota State University), Mike Boland (University of Minnesota), Brent Hueth (University of Wisconsin), and Jennifer Bond (Colorado State University). Selected papers presented on Wednesday, December 8 included Frank Moseley (Minot State University), Matthew Murch(Texas A&M), Angie Higuchi (Kyushu University), and Phil Kenel (Oklahoma State University). Mike Cook (University) closed the meeting with a summary and overview, and facilitated member discussion.

NCERA-210 Business Meeting (5:30 p.m. – 6:30 p.m.)

Issues discussed:

1. **Meeting Attendance.**

An earlier and expanded call for proposals to regional, national, and international agricultural and applied economics associations, along with postings on multiple list-serves improved meeting attendance this year. Updating of membership list and list-serve are currently being updated by Todd Schmit and Seise Barret (KSU).

Attendees agreed with Todd Schmit's recommendation that the NCERA's annual meeting continue to be linked with the Farmer Cooperatives (FC) conference. Brent Hueth commented that FC attendance was down this year, suggesting a need to revise meeting timing and location. Mike Boland concurred with Hueth's recommendation that, to bolster director participation, FC should return to meeting during the first week of November. The meeting site will also return to the Midwest—Madison, Memphis, St. Paul, and Kansas City were possibilities. Eric Thor observed that Kansas City experiences considerable competition from other ag groups. Minneapolis had the advantage of day traffic, said Boland. Hueth supported Madison for easy access to the local community from the hotel.

2. **Farmer Cooperatives Meeting Content**

Todd Schmit commented that there was interest in adding industry speakers to the FC meeting. CUNA and consumer co-ops were potential Madison speakers, said Mike Cook. Eric Thor added that international speakers could be drawn from Madison as well.

3. NCERA web site

The NCERA web site is currently hosted by Kansas State University and was established in 1992, prior to NIMS. Discussion then turned to developing a succession plan for the NCERA web site. Schmit supported retaining the USDA NIMS website. Boland suggested migrating NIMS to a USDA website or supplementing the NIMS website with another website. Using the community of practice (CoP) website was another alternative. Schmit observed that the NCERA website does not contain a list of NIMS publications. On the NIMS website, it is not clear where individual impact statements are located. The NCERA website could be supplemented by a graduate section, said Thor. Other centers could incorporate the NCERA website or add it to e-Extension, said Schmidt. He will discuss with other centers the potential for them to assume ownership of the NCERA website.

4. Journal of Cooperatives

JOC articles receives 10,000 hits through AgEcon Search. JOC editor Phil Kenkel reported that the Journal of Cooperatives can now afford its own website. The journal had six articles submitted for this year. Getting revisions back to authors is difficult. Case studies have differences of opinion from reviewers. Articles may be returned for review to the original authors because they are experts in the topic. Cook asked if articles are published as soon as they are reviewed. Kenkel responded that as soon as the paperwork is received, the articles are uploaded to the JOC website. Although submissions from overseas have increased, it is possible they may not correspond to the standards of existing JOC articles.

5. Mid-Term Report

A mid-term report will be submitted to Chris Hamilton by Todd Schmit. Only an impact report will be needed to complete the report. The NCERA mid-term report needed to be condensed from 2.5 pages to 2. Kenkel, Cook and Boland voiced approval of the excellent start made on the report.

Steve Lovejoy said the NIMS annual meeting report has to be submitted within 60 days of the meeting. Also, since the project ends on September 30, 2013, renewal will be required by December 1, 2012. Discussion then turned to measuring the impact of cooperatives on state development and how universities can contribute to this critical aspect of renewal, according to Lovejoy. How well cooperatives performed relative to the industry average influenced the number of university positions that could be filled. That is, were cooperatives in the top quartile or in the bottom? The question of how to select the appropriate industry for comparison was raised. Boland commented that it was clear from Eldon Eversull's report, Cooperative Equity Redemption [Report 220, May 2010, USDA], that David Barton had measured the impact of Kansas cooperatives. Experiment Stations are also looking for measurable impacts on states. Lovejoy emphasized measuring local economic impacts was important to university deans due to the recession. Schmit urged more and earlier progress in this area. Incoming chair Jennifer Bond will take lead on pulling together a draft report for review at the next meeting. A list of the 25 people on the NIMS list-serv was circulated. He recommended that efforts to measure economic impacts start earlier and include more impacts.

6. Community of Practice (CoP)

Kenkel asked whether the committee should be critiquing community or contributing to it. He proposed that the CoP format reflect the older Extension model. Cook asked whether questions should be centralized. We should point to the best of the best, said Kenkel. The idea of extension is Co-ops 101, said Chris Peterson. More in-depth answers to deeper topics should not be an extension issue. Truly strategic questions should not be included in the community of practice. Schmidt wanted to know how papers could be used to answer CoP questions. Kenkel suggested that WIKIs offer a consistent cooperative language that might prove advantageous for the cooperative business model. John Wells suggested that

questions follow an “ask the expert” format. The experts for extension needed to come from the NCERA committee, said Kenkel.

7. Governance

The audience joined Jennifer Bond in thanking Todd Schmit for his contribution to the 2010 NCERA meeting. Schmit proposed a new officer slate: Chair Jennifer Bond, Vice Chair Julie Hogeland and Secretary John Park. Boland proposed Brent Huett as Treasurer. Thor seconded this move. Peterson moved that the slate be unanimously accepted. So moved.

8. Treasurers Report

In his treasurers report, Mike Boland reported a check for \$125, and a balance of approximately \$1,400. He added that revenues depend on returns from NCERA-210. Schmit commented that NCERA received \$4,000 in registrations for the current meeting, but expenses have not yet been finalized or paid yet. Boland added that NCERA has a history of positive revenues. The treasurers report was passed by Chris Peterson and Eric Thor.

9. Miscellaneous

The 2009 NCERA meeting minutes, submitted by Jennifer Keeling Bond, were approved (as amended) by Phil Kenkel and Eric Thor.

Boland reported the retirement of Dave Barton, Kansas State University.

Cook noted that the book, “Cooperatives are a different kind of business,” would be published on January 3, 2011. This book offers a history of international cooperatives since 1950.

Phil Kenkel moved to adjourn the business meeting, seconded by Mike Boland. Meeting adjourned at 6:30 p.m.

Minutes submitted by Secretary, Julie Hogeland.

NCERA-210
Improving the Management and Effectiveness of Cooperatively Owned Business Organizations
Annual Meeting Agenda
December 7-8, 2010 Denver-Broomfield, CO
Spruce Room, Omni Interlocken Resort

Tuesday, December 7

- 12:00pm – 01:30pm **Registration (Room: Spruce)**
- 12:00pm – 01:30pm **Lunch (Room: Fir)**
- 01:30pm – 02:30pm **CoBank’s Knowledge Exchange – Helping the Bank and its Customers Make Better Decisions**
Candace Roper, Senior Vice President, Knowledge Exchange Division, CoBank
- 02:30pm – 03:00pm **USDA Rural Development, Cooperative Services Program – Research Funding Update**
John H. Wells, Director, Cooperative Development Division, Rural Development, USDA
- 03:00pm – 03:15pm **Break (Room: Spruce)**
- 03:15pm – 03:45pm **Succession Planning in Cooperative Organizations**
Greg McKee, North Dakota State University
- 03:45pm – 04:15pm **Role of Outside Equity in Cooperatives**
Mike Boland, University of Minnesota
- 04:15pm – 04:45pm **Research Update: Communicating the Value of Texas Cooperatives**
Matthew Murch, Texas A&M University
- 04:45pm – 05:15pm **Cooperative Board Practices: A Preliminary Assessment**
Brent Hueth, University of Wisconsin-Madison
- 05:15pm – 05:30pm **Break (Room: Spruce)**
- 05:30pm – 06:30pm **NCERA-210 Business Meeting (Room: Spruce)**
Privilege of the Floor
Chair’s Report and Announcements (Schmit)
Secretary’s Report (Hogeland)
Treasurer’s Report (Boland)
Administrative Advisor’s Report (Lovejoy)
Nominating Committee Report and Elections (Schmit)
eXtension Update (Kenkel)
Journal of Cooperatives Update (Kenkel)
Update on NCERA-210 listserve (Reynolds)
2011 Annual Meeting Planning (Bond)
Other Business
- 06:30pm **Adjourn**

Wednesday, December 8

- 08:00am – 09:00am **Continental Breakfast (Room: Fir)**
- 09:00am – 09:30am **A Case in the Failure of Risk Management Practices for a Midwest Co-Op**
Frank Moseley, Minot State University
- 09:30am – 10:00am **Marketing Management of Organic Coffee in the Rural Mid-Hill Region of Nepal: A Case Study of Farmer Managed Cooperatives**
Krishna Lal Poudel, Yasuhiro Sugimoto, Naoyuki Yamamoto, A. Nishiwake, and H. Kano, University of Miyazaki
- 10:00am – 10:30am **Benefits and Limitations of Peruvian Cocoa Cooperative Performance: A Case Study Evaluation of the Acopagro Famers Cooperative**
Angie Higuchi, Masahiro Moritaka, and Susumu Fukuda, Kyushu University
- 10:30am – 10:45am **Break (Room: Spruce)**
- 10:45am – 11:15am **The Potential for Biomass Harvesting Cooperatives**
Phil Kenkel and Rodney Holcomb, Oklahoma State University
- 11:15am – 11:45am **Barriers to Cooperative Formation among Colorado Fresh and Specialty Produce Growers**
Jennifer Bond and Tiffany Espinosa, Colorado State University
- 11:45am – 12:00pm **Meeting Summary and Discussion**
Mike Cook, University of Missouri
- 12:00pm **Adjourn**

**Thank You for Your Participation!!
Have a Safe Trip Home!!**