

Presenters and Topics Include

Sarah Low, Associate Professor in Regional Economics & Heinkel Chair in Agriculture

Sarah joined the faculty at MU in September 2018 and also serves as Director of Extension's Regional Economic and Entrepreneurial Development program. Sarah's research focuses on **rural entrepreneurship and innovation**, food manufacturing dynamics and the **impact of broadband access** on rural entrepreneurs. Sarah will discuss **rural Missouri's economy and implications for cooperatives**. Sarah's previous experience includes USDA's Economic Research Service, Secretary Perdue's infrastructure team, and the Center for the Study of Rural America at the Federal Reserve Bank of Kansas City. She holds a Ph.D. in agricultural economics from the University of Illinois.

Monica Massey, Executive Vice President, Chief of Staff & Chief Innovation Officer, Dairy Farmers of America

Monica Massey is responsible for a wide range of duties related to the overall health of DFA. Hired in 2006 to help DFA through significant strategic and cultural change, her role evolved beyond leading corporate communications to include **crisis preparedness, innovation and strategic planning**. Today, the dairy industry is **navigating simultaneous disruptive forces** including consolidation at the producer level, uncertainty in export markets, financial instability at the processing level, competition from plant-based beverages and changing consumer preferences. At DFA, Monica is part of a team leading innovative efforts **to deliver increased value** to members through unique, new products, industry thought leadership, on-farm services and resources, and more. Monica offers insights on how cooperative farmer leaders and management **can work together to build a cooperative to not only withstand disruption, but thrive within it**.

Beth Ostrem, Vice President Foundations Consulting, Farm Credit Foundations.

Beth brings insights from more than 25 years in senior leadership roles. Currently she leads a team who provides HR expertise to cooperatives across the country. Expect an interactive discussion of CEO Performance Management and the practices of effective boards of directors. Beth shares **best practices and real-life examples** while providing an opportunity for participants to practice writing goals, evaluating performance and giving feedback. **Bring your questions** and challenges around CEO performance management and **learn new skills and processes**. Beth is a Certified Compensation Professional and a Certified Strategic Workforce Planner. Beth has a master's degree in human resources from the University of Minnesota.

Joe Wilkinson, Senior Vice President & Chief Member Relations Officer, Associated Electric

Joe has been part of the cooperative system for over 20 years. He joined Associated Electric in 1998, first serving as a programmer/analyst, then advancing to Manager of Information Services. Since 2008 he has served as director of Member Services and Corporate Communications. Joe will discuss **member engagement** and the importance for members to **understand their role as owners**. He will share examples and best practices to illustrate the benefits of informed members in meeting challenges and **strengthening the cooperative for the future**. Joe has a bachelor's degree in computer science from Purdue University.



Round Table Discussions

Explore current issues and challenges in small group discussions – session provides opportunities to learn from each other and fosters exchange of ideas.

Hall of Fame Panel – Discussion with 2020 Class of Inductees

Each year MIC honors a select group of cooperative leaders with induction in the Hall of Fame – the highest honor for Missouri cooperative leaders.

Discussion with the 2020 Class of Inductees provides an opportunity to gain insight from their collective wisdom. Following the panel, the 2020 inductees will be honored at the reception, dinner and award ceremony on Thursday evening.

Please join us as we honor:

2020 Missouri Cooperative Hall of Fame Honorees

Meredith Kapp, Farm Credit
Chuck Lay, MFA Incorporated
Floyd Ouderkirk, MFA Oil Company
Ralph Schallert, MFA Oil Company
Ron Thompson, Dairy Farmers of America
Jay Turner, Boone Electric Cooperative
Gary Wrye, FCS Financial