



Virginia Cooperative Council

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ANNUAL MEETING NOTICE

Date Wednesday, Mar. 6, 2019

Time: Registration, Coffee & Cider 9:00 a.m.
Call to order 10:00 a.m.
Adjournment/Lunch 12:00 Noon

Place.... Frontier Culture Museum – Lecture Hall, Staunton, Virginia



Keynote Speaker... Adam Schwartz – The Cooperative Way
Management consultant Peter Drucker once said, “Culture eats strategy for breakfast.” Every organization has a culture. Co-ops, because their members are the owners, have the added benefit of being able to create a real sense of community.

In his presentation “**Why & How Co-ops Create Community**,” Adam will explore what we mean by the culture at our cooperatives and the impact on our community. We’ll discuss how to proactively manage this culture, including methods for meaningful member engagement, being strategic with philanthropy and positioning our co-ops to be competitive for the next generation and beyond.

**Youth Scholarship Report...Dr. Kim Morgan,
Adjunct Professor, Kohl Agribusiness Centre**

Hear about the VCC Scholarship winners and the exciting things happening with Virginia Tech’s Department of Agriculture & Applied Economics.



*(A short business meeting will precede the program.
Lunch will follow at the conclusion of the programs.)*

RSVP at your earliest convenience or by February 22nd

E-mail: mary.howell@sscoop.com or call (804) 281-1211