Directions to Shangri-La Resort, Conference Center and Golf Club (at Monkey Island) from:

Tulsa, Oklahoma
Take 1-44 East to the Afton exit. Take HWY 69 South for 1 mile, turn left (South) on HWY 59 for 6 miles. Turn right on Junction 125 South for 11 miles.

Oklahoma City, Oklahoma
Take I-44 East through Tulsa to the Afton exit. Take HWY 69 South for 1 mile, turn left (South) on HWY 59 for 6 miles. Turn right on Junction 125 South for 11 miles.

Oklahoma Agriculture Cooperative Council
Mike Frickenschmidt
PO Box 251
Enid, OK 73702
Phone: 580-233-2115
Fax: 580-242-1030
Email: mike@okagcoop.org

Pre-registration fee will be $250 per person or $300 with spouse/family. Please complete the following pre-registration form and return to Oklahoma Agricultural Cooperative Council, PO Box 251, Enid, OK 73702, no later than July 7th.

Registration $250  X
Spouse/Family $50X
Fishing $20  X
Golfing $20  X

Make checks payable to Oklahoma Agricultural Cooperative Council

Lodging Reservations:
Shangri-la 800-331-4060 (rooms are limited-book early $75/night, plus tax)
World Mark-1 block west of lodge at Shangri-La 800-867-2095
$60 Sun, $52.50 Mon, Tue-1 bedroom-Plus Tax
$72 Sun, $66 Mon, Tue-2 bedrooms-Plus Tax
$96 Sun, $87 Mon, Tue-3 bedrooms-Plus Tax
Stone Brook Inn, Grove OK 918-786-9799 $63, plus tax
**Monday, July 19, 2004**

1:00 Registration

1:30 OACC Annual Meeting
Cedarwood Room

2:00 LUNCHEON-Bradford Room
“How Will Cooperatives Fare in Our Current Political Climate”
Jean-Marie Peltier, President, NCFC

11:00 Registration
11:30 OACC Annual Meeting
Cedarwood Room

12:00 LUNCHEON-
Bradford Room

1:30 Ladies Shopping Tour-Lobby

1:30 “Handling Difficult Customers”
Stacy Nelson, CBIZ

15 “Moving from Customer Satisfaction to Customer Loyalty”
Lee Manzer
OSU College of Business

15 BREAK
Sponsored by: Oklahoma Wheat Commission

30 “Research Update: Optimal Systems for Fertilizer Warehousing & Application”
Phil Kenkel
Bill Fitzwater Endowed Chair

00 “Out Competing the Competition”
Jim Turner, General Manager
Dalhart Consumers Cooperative

00 Hospitality Hour
Room 7155 (patio)
Sponsored by: CoBank

00 Dinner Cruise on the Cherokee Queen
Sponsored by: The Triangle Companies
Producers Cooperative Oil Mill, CoBank

**Tuesday, July 20, 2004**

6:30 Fishing Tournament
Organizer: Joe Hise
Sponsored by: Agriliance

7:00 BREAKFAST
Sponsored by: CFA

8:00 Golf Scramble
Organizer: Ron Young
Sponsored by: Agriliance
Cheer Cart Sponsored by Farm Credit Leasing

12:00 Awards Luncheon-Bradford Room
Sponsored by: Equity Marketing Alliance

1:30 “Plains Grain: Marketing Quality Oklahoma Wheat”–Cedarwood Room
Mark Hodges
Oklahoma Wheat Commission

2:00 “Why Mexican Millers Want Your Wheat”
Mexican Flour Miller

2:20 “Capitalizing on Oklahoma’s Quality Wheat”
Tom McCreight
Equity Marketing Alliance

**SPEAKERS**

Jean-Marie Peltier
President
National Council of Farmer Cooperatives

Staci Nelson
Director of Client Services
CBIZ Mayer Hoffman McCann

Dr. Lee Manzer
Professor of Marketing
OSU, College of Business Administration

Dr. Phil Kenkel
Bill Fitzwater Endowed Cooperative Chair
OSU, Dept. of Agricultural Economics

Jim Turner
General Manager
Dalhart Consumers Cooperative
Dalhart, Texas

Mark Hodges
Executive Director
Equity Marketing Alliance
Enid, Oklahoma

Tom McCreight
CEO, Equity Marketing Alliance
Enid, Oklahoma

**List Of Attendees**

Oklahoma Cooperative CEO & Board Chair Retreat
July 19 & 20, 2004
Shangri-La Resort on Grand Lake, OK 74331

Member:

Spouse/Children: