



# Montana Council of Cooperatives

PO Box 3027 / 12 Third Street NW, Suite 110, Great Falls, MT 59403 / 406.727.1517 / [www.montanacouncil.coop](http://www.montanacouncil.coop)

**Annual Meeting**  
**January 19 - 20, 2012**

## **MASTERING the ART** **of PUSH-PULL** **COMMUNICATIONS**

**Fairmont Hot Springs Resort**  
**Fairmont, MT**

# 2012 Conference Agenda

## Mastering the Art of Push-Pull Communications

**Thursday, January 19<sup>th</sup>**

**12:30 – 1:30 p.m.**      **Registration desk open**

**1:30 p.m.**              **Welcome – Ben Boreson, President of Montana Council of Cooperatives**  
**Pledge of Allegiance, John Redman**

**1:45 – 2:30 p.m.**      **Guest Speaker Presentation, Dr. Marty Frick, MSU College of Agriculture**  
Dr. Frick will share the results of the coop impact study survey on how cooperatives impact the State of Montana.

**2:30 – 5:00 p.m.**      **Mastering the Art of Push-Pull Communications**  
The alternative to letting the opposition define the terms of the debate on issues that matter to your organizations

- Are you talking philosophy to your members while the opposition is bringing them to tears?
- Are you building bullet-proof towers of logic while the opposition is making members cringe in fear?
- Do you speak the language and vocabulary of the opposition while trying to persuade your own members to your point of view?

If so, you might as well take a nap. You've already lost the debate.

This workshop will teach you new approaches to persuasion to help you push back against the illogical arguments your members are hearing from the opposition and pull them into your sphere of influence.

Learn what motivates people on the one hand, but more importantly helps them bond to your organization and ideas and actually participate in your communications campaigns.

Be prepared to practice these principles in the hands-on workshop setting.

Imagine going back to work armed with new communications tools you've never seen before.

Workshop presenter James V. Smith, Jr. is editor of Rural Montana magazine, the largest circulation publication in the state. He is author of more than 20 novels and nonfiction books published by New York Houses like St. Martin's, Berkley Books and Dell. His how-to references for writers are consistent best sellers for Writer's Digest Publishing.

**3:00 – 3:15 p.m.**      **Refreshment Break**

**6:00 p.m.**              **Dinner**

## **Friday, January 20<sup>th</sup>**

- |                           |   |
|---------------------------|---|
| <b>7:00 – 8:00 a.m.</b>   | <b>Registration desk open</b>                                   |
| <b>7:30 – 8:30 a.m.</b>   | <b>Continental Breakfast</b>                                    |
| <b>8:30 – 10:00 a.m.</b>  | <b>Mastering the Art of Push-Pull Communications - continue</b> |
| <b>10:00 – 10:15 a.m.</b> | <b>Refreshment Break</b>  |
| <b>10:15 – 11:00 a.m.</b> | <b>MCDC Business Meeting</b>                                    |
| <b>11:00 – 12:00 p.m.</b> | <b>MCOC Business Meeting</b>                                    |
| <b>12:00 p.m.</b>         | <b>Lunch</b>  |
| <b>1:00 p.m.</b>          | <b>Wrap up</b>  |

Agenda Subject to Change



**Montana Council of Cooperatives**  
**PO Box 3027**  
**Great Falls, MT 59403**

**Mastering the Art of Push-Pull Communications**  
**Hosted by**  
**MONTANA COUNCIL OF COOPERATIVES**  
**AND**  
**MONTANA COOPERATIVE DEVELOPMENT CENTER**  
**January 19 – 20, 2012 – Fairmont Hot Springs Resort, MT**

**Return form to:** Montana Council of Cooperatives, PO Box 3027, Great Falls, MT 59403 (406) 727-1517

Company name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Full Registration – Per Person (includes afternoon break, dinner, continental breakfast, morning break and lunch)**

	<i>Before Dec. 30:</i>	<i>After Dec. 30:</i>
Membership registration	\$90 @ \$ _____ = \$ _____	\$ 105 @ \$ _____ = \$ _____

**Dinner – Please include spouses/companions (charge for dinner if not registered for the conference) - January 19, 2012**

	<i>Before Dec. 30:</i>	<i>After Dec. 30:</i>
Membership registration	\$35 @ \$ _____ = \$ _____	\$45 @ \$ _____ = \$ _____

Please select dinner option:  Prime Rib  Grilled Halibut  Porterhouse Porkchop  Chicken & Basil Pasta

*\*Please include spouses/companions and indicate total number of each entrée if more than one registrant)*

**Spouse/Companion (includes afternoon break, dinner, continental breakfast, morning break and lunch)**

	<i>Before Dec. 30</i>	<i>After Dec. 30:</i>
Spouse/Companion Package	\$90 @ \$ _____ = \$ _____	\$105 @ \$ _____ = \$ _____

**Registrant's Name & Title**

**Spouse/Companion**


**Please attach separate sheet for more registrants**

**Lodging Information:** *Fairmont Hot Springs Resort, 1500 Fairmont Road, Fairmont, MT 59711*

**For Reservations call: 800-332-3272 ask for the Montana Council of Cooperatives room block**

**Room Rates – 2 Queen Beds: \$104.00**  
 \$15.00 each additional person in room with children under 12 staying free  
 and 24 hour access to the pools

For best availability, please reserve your room as soon as possible, **but no later than January 3, 2012.**

**Method of Payment:** \_\_\_\_\_ Check enclosed (make payable to Montana Council of Cooperatives)

*Regretfully, we are unable to make refunds, but substitutions are accepted.  
 If registration fees are a barrier, contact Juanetta Keeler at (406) 727-1517.*