

Take a tour of a business-minded peer advisory group...

The Positive Impact of Peer-to-Peer Interactions

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- **What is a business-oriented “peer advisory board”?**
- **Why do I need a peer advisory board?**
- **How do I find the right “group” for my business?**
- **How is a group put together that is right for me?**
- **What is Top Producer Executive Network™?**

What is a business-oriented peer advisory board?

6-8 like-minded operations, placed together through a careful selection process...

... to form a dynamic, interactive and progressive reciprocal advisory board for each member operation

- **Non-competitive geography**
- **Type of production (row crops, specialty crops, dairy, feed lot)**
- **Size of operation (acres, gross revenue, # of employees, etc.)**
- **Strengths, weaknesses**
- **Long and short term goals**
- **Level of risk-tolerance**
- **Interest in diversification**
- **Next generation leadership working for operation**

- Peer advisory boards in a structured program are an excellent tool to move your business forward though ***learning from other's successes and failures.***
- The AACREA organization in Argentina, which began over 50 years ago. AACREA has grown to over 200 groups who represent only ***.5% of Argentina's 350,000 producers, but over 20% of the country's agricultural output.***

What makes a **GREAT** peer advisory board?

- **SELECTION-** the right members
- **COMMITMENT-** from members/network
- **CUSTOMIZED-** through professional facilitation
- **CLARITY-** defined schedule for interaction, ground rules
- **ORGANIZATION-** preparation of members, continuity
- **ACCOUNTABILITY-** members/facilitator
- **TRUST-** Non-disclosure agreement
- **RESOURCES-** getting the right supporting tools

MIT Sloan Management Review Survey of CEO peer group members found:

100% had improved their company's performance

100% obtained new knowledge

90% improved organization of professional life

88% developed clearer performance bench marks

WHAT IS TPEN?

- A professionally facilitated business-focused peer-to-peer advisory board program
- TPEN members benefit from the opportunity to openly share information in a focused effort to build breakthrough success
- Launched 2.5 years ago and was created based on requests from top producers around the country.
- 90 operations with 140 members from 24 states and Canada.

TPEN IS THREE PROGRAMS IN ONE

1. PEER ADVISORY BOARD

2. RESOURCES: Financial Indexing, Benchmarking, Webinars, Margin Calculators, Access to Business Experts

3. NETWORK: Connectivity to the entire network of peer advisor boards- “speed dating with results”



Blake Hollis– Lane Haven Farms

A progressive, diversified farm located in central Iowa

- **Wanted to get business to the next level**
- **Wasn't sure what his next move should be to grow his operation for the future...**
- **Joined TPEN in 2012- has attended 5 on-farm meetings meetings**
- **Has unlocked the door to new possibilities**

Peer Group Benefits

New Vantage Point

- Gain new perspectives
- Eyes opened to fresh opportunities

Eliminate Sense of Isolation

- Others do not understand issues as business grows in complexity
- Get support and confirmation on goals

Stop Re-inventing the wheel

- Learn from others' successes and failures
- Accomplish a change more quickly and more efficiency

Accountability

- Progress reports back to the group
- Group will be engaged in the process

...the potential is unlimited

Benchmarking

- Financial Indexing
- Comparison of non-financial metrics

Opportunities

- New business ventures uncovered
- Potential partnerships forming

Resources

- Sharing of SOPs, employee handbooks
- Network of proven outside professionals

Network

- TPEN is an entire network of over 140 members
- From 90 of the country's most progressive and forward thinking operations

EXAMPLES OF ON FARM MEETING TOPICS:

- **Financial Strategies**
- **Ownership and Management Structure**
- **Leadership and Human Resources**
- **Productivity, Purchasing, Accounting and Financial Controls**
- **Reputation and Landlord Development**
- **Insurance and Risk-Management Programs**
- **Employee Benefits and Compensation**
- **Strength, Weakness and Threat Analysis**
- **Succession Planning**

TPEN SIGNATURE EVENT

- **Entire TPEN Membership Meets**
- **Once a year, destination location – Phoenix Feb 2014 (85 attendees), next- Palm Springs 2015**
- **Panel and roundtable discussions designed to pull from strengths of other members**
- **Access to an elite network of operations that are continuously moving forward**

- A competitive market will drive the return to the ***average producer to economic breakeven*** through supply and demand responses.
- The below average are losing money and getting forced out, ***the average are just hanging in there***, and the top are still making money.

***Reject the status quo and move
AHEAD of the pack...***

“Anyone who is in the business of farming for the long haul has to be constantly striving to stay in the front of the pack; a peer advisory group can get you there.”

- – Danny Klinefelter, TEPAP/AAPEX

MORE INFO ON PEER ADVISORY BOARDS & IF TPEN IS RIGHT FOR YOU:

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...AND TAKE YOUR BUSINESS TO A NEW LEVEL**