

# THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



Donald Cooper, MBA, Hof

## What clients say...

*Simply put, Donald makes sense. He delivers 'good stuff' that you can take away and do something with.*

**Beacon Lighting, Australia**

*A compelling bottom-line business message...brilliantly delivered!*

**Editor of Profit Magazine**

*Donald's presentation was relevant, realistic, actionable, inspiring and entertaining. Everything a speaker should be!*

**A recent Seminar attendee**

*Every business owner needs to spend a few hours with Donald Cooper...it changes everything!*

**Pres. of America's #1 RV Dealership**

*Donald, your two Seminars were rated #1 and #2 out of over 40 programs that we offered.*

**Sterling Event Management, USA**

## A BRIEF DESCRIPTION OF DONALD'S PRESENTATION ON...

### THE BUSINESS SIDE OF AG

**...a bottom-line look at strategy, efficiency & profitability!**

Managing any Ag business is challenging. Farming is a passion and a lifestyle ...but it's also a business that faces many challenges. We're all faced with rising land and equipment prices; wild fluctuations in input costs and the selling price of what we produce; increased complexity; seasonal and cyclical cash and risk management; bio security and traceability; sustainability; increased regulation and narrow margins. On top of that, Mother Nature is our fickle and sometimes cruel business partner

Then, there's the challenge of succession planning for the farm, and all of the family dynamics involved in that. Who in the next generation wants to farm and who doesn't...and how do we deal with that?

### Thriving in Ag today:

To thrive in Ag today, we must develop world-class operational efficiency on the land, in the barn and in our business management practices. We must be smarter farmers and better business people. As farming consolidates into fewer farmers with bigger farms, we need a clear and sustainable strategy for our land, our equipment, for staff retention and management...and for what we chose to produce.

We need to constantly analyze our farming business model. Why are we the size we are, located where we are, doing what we do, how we do it? How are critical Ag and business decisions made on our farm? Are decisions based only on 'the math', based on what we love, what we've always done...or, perhaps, on incorrect assumptions? Is our current business model rooted more in family 'history' than in current realities and future possibilities?



In this inspiring and challenging bottom-line keynote presentation Donald Cooper asks important questions about what is the best use of our capital, our land, our machinery, our time and our knowledge? How might we fine-tune or re-invent our farm business model? How can we improve efficiency and manage risk? How do we add value, differentiate ourselves as an individual farm or as a product group. How might we move from being a commodity to becoming a preferred 'brand'? How do we switch from 'farmer thinking' to 'wise investor thinking' that opens us up to more investment choices?

Then, where do we go for the most effective advice on genetics, agronomy, nutrition, farm management, marketing, accounting, tax and estate planning? And, how do we create a clear vision for the future of our Farm Business, given how quickly everything is changing in Ag?

### Donald's Ag industry clients include:

- Dow AgroSciences,
- Monsanto,
- Brett Young Seeds,
- Canadian Seed Trade Assoc,
- RealAgriculture.com,
- Nachurs Alpine,
- AdFarm,
- Ontario Pork,
- Parrish & Heimbecker,
- Progressive Dairy Operators,
- Manitoba CropConnect Conference,
- Farm Tech.
- Kabota,
- Meridian,
- Westward Parts,
- Canadian Assoc. of Ag Retailers (CAAR),
- Grow Ag Retailers,
- County Farm Supply,
- Master Feeds,
- Landmark Feeds,
- Crop Advisors Association of Ontario,
- Alberta Farmers' Markets,
- Ontario Farm Markets,
- Farm Credit Canada.

### About Donald Cooper, MBA, CSP, HoF:

Although born and raised in the city, Donald did own a 33 acre country property near Tottenham, Ontario on which he raised groundhogs and a quarter horse named 'Red'. Eventually, his wife got the farm...and Donald got the boot.

Over the past 20 years Donald has spoken at many Ag Conferences for major input producers, equipment manufacturers, crop advisors, feed producers, Ag retailers, Co-Ops and farmers.

Donald started his business career at the age of 6, sweeping the floor in the family business for 5 cents a day. Long days and low pay...excellent early training for an entrepreneur.

He earned an undergraduate business degree and an MBA from the Ivey Business School at Western University, followed by 18 years at **Cooper Canada**, the family business. From humble beginnings, Cooper Canada became the world's leading maker of hockey equipment and a Canadian Brand icon.

As a growing family business, Cooper Canada bought competitors, went public, became unionized, became un-unionized, imported, exported to 20 countries, opened an offshore factory in Barbados, and grew to over 2,800 employees. Donald has been in the trenches.



Ag people love Donald's 'Cooper Sporting Goods' connection. Most of them grew up playing sports with the iconic 'Cooper' brand on some part of their body. They enjoy sharing their experiences with their Cooper equipment and Donald has some wonderful, funny 'Cooper' stories that audiences love to hear.

Following the decision to sell Cooper Canada, Donald reinvented himself as a **visionary fashion retailer**. He fundamentally redefined the customer experience, for which he received seven Awards of Excellence for service, marketing and business innovation, including being voted Canada's outstanding Innovative Retailer of the Year.

For the past 20 years he has worked with business owners and managers in over 40 industries throughout the world to improve clarity of purpose, compelling customer value and long-term profitability.

Donald has been inducted into the **Canadian Speaking Hall of Fame** and been awarded the **Certified Speaking Professional (CSP)** designation...the highest *international* designation in professional speaking.

**For more information about Donald and his work, including a number of short video clips and free Business Tools, go to [donaldcooper.com](http://donaldcooper.com).**

**What Ag audiences have said about Donald's presentations:**

- Donald is not a farmer, but he sure has done his homework and has challenged us to think differently about our farm business.
- It's about time someone talked to us as 'farm CEOs'. Excellent insight and awesome delivery.
- A real wake-up call for any multi-generational family farm business. You tell tough but necessary truths in a most entertaining way. Thank you.
- For me Cooper's session was a 10 out of 5.
- You have given me amazing ideas on how to manage our farm. Relevant, engaging and entertaining.
- This has been an important day for the future of our farm business.
- Thank you for being thought-provoking, entertaining and real.
- One of the best business presentations I've ever attended.
- Great insights for life's journey. You have opened my eyes to many possibilities.
- Outstanding!

**For more information on Donald Cooper or to check availability, contact him in Toronto, Canada at 1-416-252-3703 or by email at [donald@donaldcooper.com](mailto:donald@donaldcooper.com).**