



## MAKING OUR BEST EVEN BETTER

By Nick Alderson, CEO

My first few months here at CBH CO-OP have been active and enjoyable. It has been my pleasure to meet many of our patrons, get better acquainted with our staff and better understand the resources we have as a cooperative.

One of my primary objectives as I came aboard was to ensure that our recently merged organizations were increasingly operating as one company. The first step I took to accomplish this was to organize a management team. Each individual on our team now has the responsibility for a specific business area. You'll hear from four members of the team in this newsletter, and four more in the next issue.

Together, we're taking the best practices from our various departments and implementing them throughout CBH. With everyone on the same page, we'll increase our efficiency and our customers will enjoy a consistent service experience, no matter what location they visit.

We've also taken a look at every aspect of our business to learn how we can further improve efficiency and customer service, drawing on the resources and expertise of our parent cooperative, CHS. One example is the CHS Energy Delivery Dialed-in (EDDi) study. It helps cooperatives pinpoint opportunities for process improvements in their bulk refined fuel and propane businesses. Chance Hershey has more to say about that in this newsletter.

Management team members Matt Moore and Amber Worthington will also talk about steps already underway to make our feed offerings even more competitive and improve communication with our patrons and our communities.

Then there is my personal #1 focus — safety for our employees and customers, as well as compliance with the increasingly complex regulations that govern agriculture.

We're well underway as CBH CO-OP, and the future is exciting. As we continue to build this cooperative to meet your needs, I welcome your input. After all, this is your company.

## Meet the CBH TEAM



### Janie Davis

CFO

A 37-year veteran of the cooperative system, Janie has been with CBH for 13 of those years. "When I started here, I got to pick my own title," she recalls. "I always wanted to be a controller, so that's what I chose." A native of Dupree, South Dakota, she was named CFO last August.

Much of the work Janie oversees goes on behind the scenes but plays a vital role in the cooperative's goal of greater efficiency. "At this time, we're integrating the Energy-Force™ propane dispatching software into our accounting platform," she notes, "and overhauling our Enable inventory program, which will allow departments to more efficiently manage their inventory and sales. They can identify top sellers and reduce unneeded inventory."

Janie notes that the EDDi study fits along these same lines by enabling the energy department to better manage their deliveries. "The end result for all of these programs is a stronger bottom line," she concludes. "That's good for our cooperative and our patrons."



### Chance Hershey

COO/Director of Refined Fuels

Sturgis, South Dakota native Chance Hershey has been in the cooperative system for 30 years, and all of them have been dedicated to CBH CO-OP. "I started out working in the shop and doing on-farm tire repairs at our old location on Main St. and was a back-up fuel driver. I managed the Mr. Tire location shortly after it was built for a number of years. When the fuel business started to expand throughout the Black Hills, I chose to focus on that part of our business."

In his time at the CO-OP, Chance has seen bulk fuel sales grow from 400,000 gallons to 4.8 million last year at the Sturgis location. "And we continue to grow," he adds. He notes that the CHS EDDi study will help

**DON'T MISS OUR PRODUCER MEETINGS!**

	27	Belle Fourche	Feed & Ag Store	5:30 pm
	28	Union Center	Seed Shed	5:30 pm
	29	Gillette	Tower West Lodge Meeting Room	6:30 pm

**CONTINUED – Chance Hershey**

facilitate that future growth.

“We’re using that data from the EDDi study to increase our efficiencies,” he says. “Ultimately, this will save money for our customers and make our department more profitable, as well.”

Chance notes their tank upgrade program is one way that they’re working to help customers manage energy costs. “By installing larger tanks, our patrons can take advantage of the volume discounts we offer. We have a tank financing program that makes it easy and very affordable to upgrade. If you’re interested, give me a call at 605-720-2946.”

CBH has also taken steps to ensure fuel customers will always have access to supplies. A new 60,000-gallon bulk plant in Sturgis began operation this May. “This capacity allows us to lay in more product from other terminals when the pricing is better than Rapid City,” Chance states. “Plus, we’re using both the old and new plants, which lets us load two trucks at once, doubling our efficiency.”



**Matt Moore**

Director of Feed and Ag

Though Matt has been with the co-op for five years, he’s worked at his current location in Belle Fourche for more than a decade. “This was an independent feed dealer before the

cooperative acquired it, and I worked at the store for six years before the acquisition.”

Matt notes that the cooperative merger has yielded immediate benefits for feed customers. “We’ve increased our buying power in the animal health and feed areas, which allows us to get better rebates from our suppliers.” Along the same lines, CBH is utilizing a buying group to achieve better prices on livestock equipment.

Bulk ingredient delivery is another area where CBH is working to reduce costs. “We can take delivery of feed

ingredients in hopper trucks here in Belle Fourche and distribute it to other locations, cutting our freight costs,” Matt says. “We’re adding similar receiving capabilities in Gillette. We’ll be putting up two bins and a conveyor there, and we’ll be able to handle both cake and creep products with minimal breakage. The additional storage will make us even more competitive.”

CBH CO-OP invites you to join us at one of our producer meetings as we bring in experts to discuss options that can help maximize gains and profitability in your livestock operation.

**Amber Worthington**

Director of Marketing



Amber learned marketing from the ground up, starting as a sales associate with Farmers Co-op in Gillette two and a half years ago. “I then was promoted to assistant store manager, and in that position began my venture into marketing, as well as becoming the administrator of the Country Store’s Facebook page,” she recalls.

As the director of marketing for CBH, Amber’s first communication priority is to ensure that everyone receives timely, accurate information about the cooperative. “There are still a number of people in our communities who have inquiries regarding the merger and question whether we are still the same cooperative,” she notes. “Our goal is to ensure that people understand why we’ve merged and what additional benefits that will allow us to offer our customers.”

To get the word out, CBH has formed a partnership with Optimize Social Media (OSM), a CHS preferred vendor. “They’re helping us boost our social media presence to a higher level,” Amber explains. “Social media is a great way to engage our communities and inform our customers of all we have to offer that they may not be aware of. We’re also excited about our new website at [cbhcoop.com](http://cbhcoop.com).”