

# THE KENTUCKY COOPERATOR

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KENTUCKY CENTER FOR COOPERATIVE DEVELOPMENT

## SMART Goals for Success



Summertime is almost here. For many across this country, it's a time for vacations and family fun. Suppose you happen to be one of those fortunate ones piling your family up in the family car or SUV and heading out to one of this country's beautiful destinations. How will you get there? Just turn out of the driveway, pick a direction and hope for the best? Or will you choose where you want to go a couple of weeks before you leave, get a map, and outline the best way to get there?

Hopefully you would choose the latter. Having a fun vacation usually involves some type of planning: where to go, how to get there, how long to stay, etc. We take some time by planning and setting goals to help us achieve the mission of a fun vacation.

Achieving missions of

having successful businesses is no different. Whether or not our businesses are successful often comes down to our ability to set goals and developing a realistic plan to achieve those goals. Developing a good set of goals is not always easy to do. A common guideline for goal setting is to set SMART goals. SMART goals are Specific, Measurable, Attainable, Relevant, and Timed. SMART goals are SPECIFIC in that we have a clear idea of what we want to accomplish. They are MEASURABLE in that there is some value to achieve (remember, we cannot manage if we cannot measure). They are ATTAINABLE in that with proper planning and effort, we can achieve the goal. They are RELEVANT to our mission and desired results. They are TIMED in that a specific timeline, such as by the end of June or the end of 2004, was given.

For example, a not-so-SMART goal is to "become a better co-op manager." While we should certainly continuously strive

to improve our job performance, this desire could be better stated by following the SMART guide. A SMART goal would be "to visit at least two growers a week during the production season to stay up on how the crops look." The first goal is "not-so-SMART" because there is not a measurable tool for "better" and it does not specify what one would do to become "better." The second example gives a specific action to be done and can be measured to know if it was achieved.

Setting goals is not a guarantee for business success or even a successful vacation, but without them, the chances of getting what you want are unlikely. SMART goals are a vital part in knowing where you are going. After all, if you don't know where you're going, you just might get there.



*"Without a struggle, there can be no progress"*

### Our Newsletter

Look for The Kentucky Cooperator quarterly in your mailbox. We hope you find the newsletter to be informative. We invite all suggestions towards its format and/or material. If you have suggestions or need to be added to our mailing list, please call us at (270) 763-8258.



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## From the Executive Director

### Communication ... The Good, The Bad and The Ugly!

A successful cooperative involves its member/owners in its business operation by soliciting their suggestions for improving the business. Members can be a tremendous asset to the cooperative and make positive contributions if they are informed members. Being informed members doesn't mean that the Board of Directors, managers and employees just inform them of the positive aspects of the business that are going well. They have to also be informed of problem areas in the business that they can help with. Too often members are kept in the dark about production, plant operations, marketing, financial problems, etc. until it is too late for them to cooperate or to help. Members do not want to be nor should they be informed of miniscule details of the co-op's finances or physical day to day operations but they have every right to know of major problems areas that they might help correct. Members who truly understand their cooperative's struggles to operate a profitable business for their benefit will be more understanding, supportive and willing to help see the co-op through some tough times. It is the responsibility of co-op directors, management and staff to see that members are fully informed so that they have this opportunity

*Larry K. Snell*

Challenges are what makes life interesting; overcoming them is what makes life meaningful

~Joshua J. Marine

## KCCD Welcomes New Staff Member

We would like to welcome Thelma Davis as the newest member of the KCCD staff. Thelma was hired mid-March as the Staff Assistant. She is a native of Louisville and currently lives in Radcliff, Kentucky with her husband and 2 children.



We are very pleased to have Thelma with us. Call and say Hello to Thelma and introduce yourself when you have a chance. Welcome aboard Thelma!

## Spotlight on a Co-op: Lexington Farmer's Market

Lexington Farmer's Market (LFM) is a unique cooperative. It is the only cooperatively owned farmers' market in Kentucky. Every Tuesday, Thursday, and Saturday between April and November one will find LFM members selling their goods to Lexingtonians. LFM is the largest farmers' market in Kentucky and provides income opportunity to over 75 farm families in several counties in Central and Eastern Kentucky. LFM was originally incorporated as a cooperative in 1975.



September 2003. Though the market has provided farmers with great market opportunities in downtown Lexington, the LFM was having some challenges and consulted KCCD to assist with these challenges. KCCD has consulted with the LFM on a variety of issues including board/member communications, conducting board meetings, developing and implementing policies, rules and implementation procedures, internal management control systems, financial record keeping, and basic cooperative education. KCCD also serves in an advisory position with the Board of Directors.

KCCD began working with the LFM in

*Motivation is everything. You can do the work of two people, but you can't be two people. Instead, you have to inspire the next guy down the line and get him to inspire his people.*

*- Lee Iacocca*

## Welcome to the Intern Spotlight!



My name is Andrea Basham and I am the intern working with the University of Kentucky and the Kentucky Center for Cooperative Development for summer 2004. I

have been in the mix for about two weeks now, and thought I should introduce myself.

I grew up in Flaherty, Kentucky which is a small town outside of Elizabethtown. My family and I raised Quarter Horses on a very small farm. I spent many of my younger years at 4H horse shows and county fairs, enjoying rural life. Training horses and showing throughout high school, I decided I would continue my equestrian efforts in college. I attended

Western Kentucky University for three years where I studied agriculture. I was also Vice President of the Horseman's Association and traveled the country competing with the nationally recognized WKU Equestrian Team.

In the summer of 2004, UK became my new home where I am on track to finish my bachelor's degree in Agricultural Economics in May 2005. As an intern, I will be assisting with research projects, cooperative development events, and providing staff support to KCCD. In addition, I will be traveling to the co-ops in the area to meet farmers and other industry professionals to learn about the dynamic operations in place here in Kentucky. I look forward to this experience and welcome any advice or comments you may have. Please contact me at [albash2@uky.edu](mailto:albash2@uky.edu). Here's to a great summer!

## News from the Co-op's

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### Western Kentucky Grower's Cooperative

"A Taste of Kentucky" - July 15, 2004 - A special event to showcase Kentucky produce.

For more information call (270) 764-2667

### Green River Produce Marketing Cooperative

Logan County Field Day - June 25, 2004 - 5:30 p.m.

For more information call (270) 786-4323

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**The Kentucky Center for Cooperative Development**

*"Cooperative Development for the Commonwealth and Beyond"*

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