

Charles P. Schroeder

-Professional Experience-

March 2002 to present: National Cowboy & Western Heritage Museum

President (2010) and Executive Director

Major accomplishments:

- Retired \$21 mm in long term debt
- Developed all (8) annual Museum events into revenue positive positions
- Established Dally Horn Circle (9 members currently) – Donors providing \$100k annually for five years
- Established Prix de West Patron’s Circle (102 members currently) – Donors providing \$5k annually for four years
- Made major cost reductions, including salary reductions, and increased revenues to balance annual operating budget
- Negotiated return of the Cowboy Artists of America show and sale to the National Cowboy Museum after 30 years in Phoenix
- Established Cowboy Crossings event, combining the CAA show and sale with the Traditional Cowboy Arts Association annual show and sale, requiring negotiation with four boards of directors.
 - Net return to the Museum in first year: \$700k plus
- Recruited prominent national board members to fill available positions (50) and established culture of more active board participation
- Revamped entire staff leadership team; recruited and developed top museum professionals
- Initiated comprehensive Master Plan process for the Museum, led by chairman of Devon Energy (now under way)
- Co-founded Oklahoma City Adventure District Partnership – a consortium of five major attractions, plus other regional partners for strategic planning and marketing

November 1995 to February 2002: National Cattlemen's Beef Association

Chief Executive Officer

Major accomplishments:

- Managed the merger of the two major beef industry organizations to create the largest, most comprehensive agricultural trade association in the U.S.
- Developed and implemented the "StarPoint" staff organization structure to encourage collaboration and cohesiveness among previously competing staffs. This involved major restructuring, reduction and replacement of staff.
- Reduced annual operating costs by over \$2.8 million.
- Developed and implemented the "Brand-like Initiative" to change the beef industry from isolated sector orientation to industry-wide consumer focus. This resulted in a major shift in beef demand, from 20 years of steady decline to an increase in 10 of the last 12 quarters I was with NCBA.
- Established and chaired the Beef Industry Food Safety Council, involving over 50 diverse industry representatives in response to food safety crises. Achieved consumer confidence in safety of U.S. beef at the highest levels in history of survey.
- Served as industry spokesman on BSE "Mad Cow Disease" and Foot and Mouth Disease to major domestic and international media, including ABC's 20/20, MSNBC, Bloomberg, New York Times, etc.
- Reorganized and strengthened lobbying operation in Washington, DC, ranked in 2002 among "the most influential."

September 1986 to November 1995: University of Nebraska Foundation

1/93-11/95 Executive Vice President and
Director of Development

9/86-1/93 Vice President, Development

Major accomplishments:

- Restructured management system, and replaced and expanded fund raising personnel to change culture from "order taker" to "order seeker."
- Established development offices in Omaha, Kearney and Scottsbluff
- Increased annual gift receipts from \$10 million to \$30 million
- Developed concept, objectives and strategy for "The Nebraska Campaign" – original goal \$100 million, eventually raised over \$500 million.
- Led private fundraising and federal lobbying effort to establish the \$30 million "George W. Beadle Center for Genetics and Biomaterials Research" at UNL.

February 1983 to September 1986: Nebraska Dept. of Agriculture

3/85-9/86 Director of Agriculture

2/83-3/85 Special Assistant to the Director of Agriculture

Major accomplishments:

- Achieved balanced budget during period of rapidly declining government revenues, involving major cost reductions while maintaining required regulatory and advocacy functions.
- Restructured management to strengthen role of professional managers and reduce politically driven inconsistencies in administration.
- Established the Farm Crisis Hotline in collaboration with other government agencies, education institutions, and faith-based organizations to provide financial management assistance and emotional counseling to farm families in distress.
- Assisted in establishment of the Nebraska Investment Finance Authority which provided an innovative approach for tax-exempt financing in housing, industrial development and agriculture.
- Provided policy input to National Governors Association, Midwest Governors Association and National Association of State Depts. of Agriculture on Agriculture and Rural Development during debate on 1985 Farm Bill.

May 1973 to 2003: Schroeder Cattle Company

12/93-4/03 Owner and president

5/73-2/83 Partner and Livestock Operations Manager

Major accomplishments:

- Established one of the first commercial composite (multi-breed combination) seedstock herds in the U.S.
- Restructured debt, management personnel and marketing strategy to achieve a major business turnaround.
- Judged major livestock shows throughout the U.S.

-Education-

College: **University of Nebraska – Lincoln**
B.S. (Animal Science, Business & Production Options) 1973
Alpha Zeta scholastic honorary fraternity
Phi Gamma Delta social fraternity
Ag Executive Board
Block and Bridle Club
Rodeo Team
Livestock Judging Team

Professional Development: **Stanford Graduate School of Business**
Executive Program for Non Profit Leaders 2007

Tinker Air Force Base
CommStar Program 2006

Leadership OKC
Fast Track Program 2004

Gallup Premier Leadership Institute 1999
“People’s Choice Award – Vision Leader”

Bill Van Deusen’s “CEO Strategic Plan” 1998-99

Williamsburg Development Institute 1988

CASE and ASAE
Numerous clinics and workshops

-Boards, Commissions and Organizations-

Current:

OKC Adventure District

Chairman

Rotary Club #29 Downtown OKC (3rd largest among 33,000 clubs worldwide)

President Elect

Oklahoma State Fair

Member of the board (2nd term)

Greater Oklahoma City Chamber of Commerce

Member of the board (2nd term)

Sirloin Club of Oklahoma

Member of the board

Oklahoma Arts Institute

Advisory Committee on visual arts

Oklahoma State University

Art Advisory Council

OKC Men's Dinner Club

Member of the Board

Museums West

Treasurer, Member of the board

Past:

Founder – Rural Policy Research Institute

Columbia, MO

Founder – Heartland Center for Leadership Development

Lincoln, NE

Founder – Agriculture Future of America

Kansas City, MO

Payne Education Center

Board Secretary

Beef Industry Food Safety Council

Founder and Chairman

Nebraska Agricultural Leadership Council

Member of the board

Council for Agricultural Research, Extension and Teaching

National Chairman

Ag Builders of Nebraska

Member

University of Nebraska Ag Alumni Association

Member of the board

Nebraska Agribusiness Club president

Ag Future of America

Founding member of the board

International Livestock Congress

Member of the board

Nebraska Council on Public Relations for Agriculture

National Trust for Historic Preservation

Trustee

Church of the Servant, Edmond OK

Pastor/Parish Relations Committee

Westminster Presbyterian Church, Lincoln, NE

Board of Men Deacons (1988-90)

Crossroads Community Church, CO

Executive Council

Nebraska Job Training Council
Member of the board (1985-86)

Nebraska Private Industry Council
Member of the board (1985-86)

U.S. District Export Council
Member of the board

Ag Land Valuation Advisory Board
Chairman

Mid-America Agricultural Trade Council
Officer, member of the board

Nebraska Investment Finance Authority
Member of the board

Governor's Task Force on Ag Finance and Rural Development

Agriculture 2001 Committee for the University of Nebraska

National Cattlemen's Association,
Member of the board

Nebraska Stock Growers Association,
Officer and member of the board

-Special Recognitions-

Oklahoma Humanities Council Community Leadership Award,

The National Cowboy Symposium, Lubbock TX - Western Museum Award

University of Nebraska Ag Econ/Agribusiness Club Award for Outstanding Service to Agriculture

Nebraska Chapter, Future Farmers of America Alumni, "Al Sick Award" For service to Agriculture

Inducted into the Nebraska Hall of Agriculture Achievement

Listed in "Who's Who in the Western Livestock Industry"

Listed in "Who's Who among Chief Executives"

Selected twice for "Outstanding Young Men of America"

Ak-Sar-Ben Agricultural Achievement Award

KRVN Award – Outstanding Spokesperson for Agriculture

UNL College of Agriculture Outstanding Alumnus Award

**Nebraska AgRelations Council
Service to Agriculture Award**