

**Hot off the Press:**

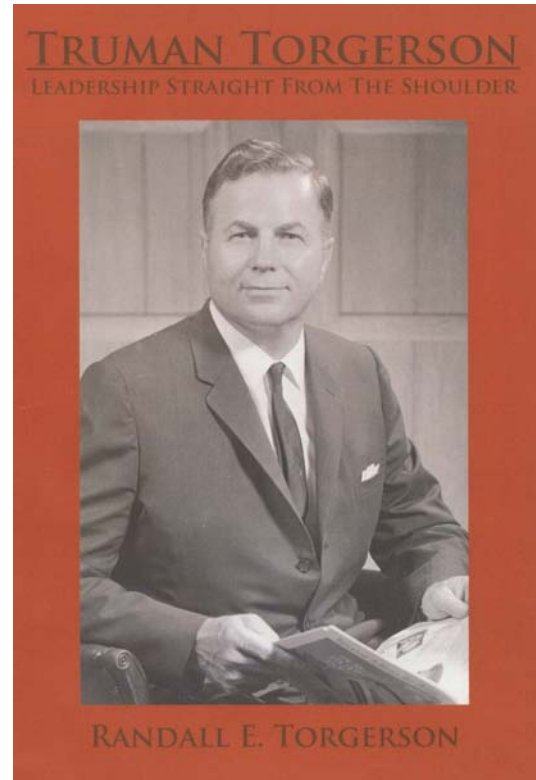
## **Truman Torgerson: Leadership Straight from the Shoulder**

**By Randall E. Torgerson,  
(Bloomington, IN: Authorhouse, 2006)**

America's farmer-owned cooperatives are facing unparalleled challenges in today's fast-changing rural environment. This is the story of how one of the most progressive farm leaders of the 20<sup>th</sup> Century led the way toward meeting those challenges through market-oriented business activity.

Truman Torgerson was a pioneer in organizing and leading Wisconsin's Lake to Lake Dairy Cooperative, a prototype of the successful member-owned business of the future. It established a national market for quality, natural-packaged cheese. He played a decisive statewide role through state business alliances, including establishment of the Wisconsin Federation of Cooperatives, regionally as an elected officer of Land O'Lakes, and nationally as a policy maker in the National Milk Producers Federation. He was also an NCAA boxing champion who later served as President of the University of Wisconsin Alumni Association.

The book includes the remembrances of over 95 contributors who shared the journey with him through early childhood, school experiences and career work. It captures the principles and practices that helped make Lake to Lake and cooperation among farmers in the Midwest one of the best examples of successful market-oriented business activity in the nation.



Students of cooperation will find important lessons in leadership development, organizational fundamentals, managerial techniques, marketing strategy and membership involvement. These are the cornerstones of successful cooperatives. It also demonstrates the Extension Service's earlier role in supporting cooperative development. Testimonials shed light on attributes of leadership qualities needed in today's business world.

Copies of the paperback book can be ordered directly from Authorhouse at: <http://www.authorhouse.com/BookStore/ItemDetail.aspx?bookid=34725>, or by using its Book Order Hotline at 888-280-7715. Price of the 470-page book ordered through Authorhouse is \$17.30 plus shipping and handling. It is also available through retailers nationally at a somewhat higher price.