



ARA STAFF



President & Chief Executive Officer

W. Daren Coppock was named President and Chief Executive Officer (CEO) of the Agricultural Retailers Association on November 1, 2009. In this role he leads a staff of nine people to accomplish the mission of the ARA, which is to ensure a profitable business environment for members of the association through its public policy work in Washington, DC. ARA also continues to provide additional value to members through a variety of educational and leadership training opportunities, a well-respected and informative annual conference, and regular updates on key legislative and regulatory issues.

Prior to joining ARA, Coppock was the Chief Executive Officer of the National Association of Wheat Growers (NAWG) for over eight years. Other previous posts include five years as the Executive Vice President for the Oregon Wheat Growers League and another five years as the first full-time Administrator of the Oregon Grains Commission.

Coppock holds a Bachelor of Science degree from Oregon State University in Agricultural and Resource Economics. He is a past National Vice President of the Future Farmers of America (FFA) (1986-1987) and a past State President of Oregon FFA (1984-85). As a member of the Alpha Gamma Rho (AGR) national agricultural fraternity, he was recognized in 2004 as one of AGR's Brothers of the Century, an honor bestowed on less than 2% of the fraternity's membership in conjunction with its 100th Anniversary.

Coppock was born and raised on a wheat and cattle century farm in eastern Oregon, near Pendleton. He and his wife Mechelle have three children – James, Sarah and Renee – and reside in Falls Church, Virginia, where they are members of Fairfax Community Church. He is also a volunteer youth basketball coach in the Falls Church City Parks and Recreation program.