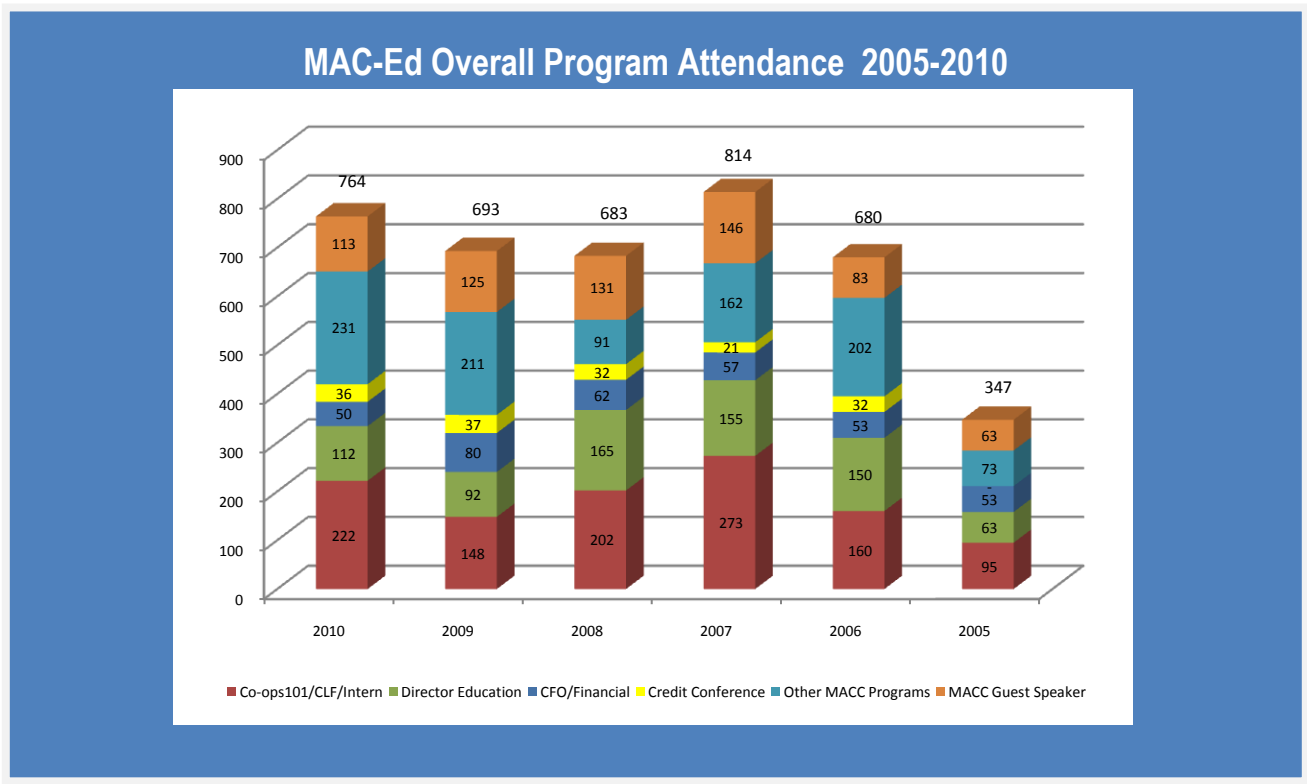



Mid America Cooperative Council
 2010-1st Q 2011
Annual Report
 May 25, 2011

MACC launched in 2003, with a primary focus of providing cooperative education and resources to Midwestern cooperatives operating in every industry. This steering committee identified this region as an underserved sector. In 2009 MACC created MAC-Ed, a 501-c3 educational charity. The 501c3 status allows others to partner with MAC-Ed in overcoming the co-op ed resource deficit, with a more favorable tax opportunity for foundations.

Partners assist MAC-Ed in advancing the cause through program support, attendee scholarships, and grants for operational expenses. These partnerships allow MAC-Ed to secure expert instructors and enhance our web communication tool. This allows MAC-Ed to reach and educate more Cooperators, at a lower cost. MAC-Ed demonstrates the support of our Partners on our site and program materials.

From 2005, thru May 2011, MAC-Ed has conducted **147 programs, hosting 3432 attendees**. MACC also **partners with others on 13 programs** bringing the **total number of people educated to 4101**. Our sincere gratitude is extended to our Partners and MACC Members who made this possible.



MACC 2008-2010 Snapshot

With the continued support of our Partners, MACC/MAC-Ed has emerged positively throughout the challenges every one faced during the economic downturn. MAC-Ed adjusted by reducing costs and transitioning to more e-Communications versus USPS mailings. In 2009, Lean process improvement initiatives were applied to in-house operations, reducing redundancy, and improving our e-Marketing and website collateral. (<http://www.lean.org/WhatsLean/>) In 2011, bookkeeping services were outsourced. Lean Thinking continues to be applied to maximize value for our members and reducing waste in our processes.

The strategic planning process identified the MACC Annual Meeting forum as another way to improve. The multi-faceted concept was overhauled and scaled down to deliver a cost savings in 2011.

Our reach consistently expands with new memberships, Partners and collaborations, which are fully described in the following sections.

MACC Education Progress

MACC/MAC-Ed began with the vision to educate each Midwestern co-op employee, leader and director on the unique aspects of the co-op structure and the responsibilities of each stakeholder. Ultimately, everyone is subordinate to the collective interests of the member/owners. Our programs not only educate, but raise awareness on governance, trends, co-op threats, ethics and leadership issues. We reach beyond our core states and have hosted program attendees from [10 or more states](#).

[Co-ops101](#) program is for every employee and covers the fundamentals of the co-op model, its rich history and its potential to impact the future. To date, MAC-Ed we has hosted [1,121 participants](#).

[Director Education](#) programs boasts [828 participants](#) to date and the program curriculum covers four core areas of director and leadership responsibilities to include:

- Co-op Governance
- Co-op Strategic Thinking/Strategic Planning
- Co-op Finance Education
- Succession Planning for Mgmt & Directors

[MAC-Ed's Annual CFO & Credit Roundtable Conferences](#) have had a combined attendance of 513 co-op financial professionals. Participants identify "*networking with co-op financial colleagues with similar challenges*", as being a main attraction for both conferences. The content is co-op specific and explains the nuances of managing liquidity, equity and credit within the cooperative model. Because the content is uniquely co-op, this is a [rare resource and highly coveted](#). Annually, member committees choose relevant topics that are applicable to all co-ops, regardless of industry. This coupled with our line-up of expert speakers is another reason why these conferences are well-attended. [The CFO Essentials Workshop](#) will debut November 2011 in response to requests from MACC Members.

In 2010, [Co-op Intern Workshop](#) and [Board Chairman's Forum](#) debuted. Both were developed at the request of MACC Members and were well-received in their inaugural year. The Co-op Intern program offers cooperative education and a foundational co-op networking experience that crosses co-op industry boundaries. It serves as an onboarding tool to accelerate potential employees indoctrination into the co-op system. The Board Chairman's Forum was designed to afford co-op board chairman a platform to discuss their unique challenges of building board unity and fully understanding their legal duties within the complex issues of cooperative enterprise.

MACC Membership

- MACC began with nearly 60 members and has grown to a current level of 110 members, reflecting 75% growth.
- MACC has conducted [43 member-requested Custom Sessions for 970 attendees](#). Many were on a consulting basis where MACC received a compensatory fee, thus lowering our overall operating costs.

MACC Outreach

- MACC staff works closely with seven Cooperative Development Centers who annually receive one quarter of the USDA's Rural Cooperative Development Grant funds. (IL, IN, MI, Oh & KY)
- This funding supports start-up cooperatives and new product development for existing cooperatives.
- Each CDC works in different areas of co-op development.
- Benefits are reaped as leaders share and capitalize on "lessons learned" from successes and challenges, while providing cross-support. Networking is stable at semi-annual programs.
- MACC serves on the Ohio Employee Ownership Center advisory board which supports employee ownership and community sustainability. Oftentimes this is through Employee Owned Cooperatives.
- MACC is a key planning contributor for the annual Indiana Co-op Summit, which hosts over 50 attendees from a many diverse co-op industries.

MACC Communications

- MACC maintains an active website for our members, partners and stakeholders
- Co-op resources and links are available for a wealth of information and contacts
- MACC sends a quarterly e-Newsletter to inform members of educational opportunities and legislative threats in our co-op community. Special Editions are sent periodically regarding new challenges and as member request.

Support Co-op Community & Youth

- MAC-Ed partners with the National Society of Accounts for Cooperatives (NSAC) to offer CPA's continuing education credit for participation in our CFO and Credit Conferences, and the new CFO Essentials Workshop.
- MACC supports youth education with annual participation in the Illinois Coop Council's youth camp. In 2011, MACC served on the steering committee for NICE, the National Institute for cooperative education held at Purdue University.
- MACC supports the Association of Cooperative Education (ACE) by allowing its executive director to serve as chairman of the board of ACE.
- MACC is a member of and regularly supports cooperative education at annual meetings of the National Council of Farmer Cooperatives (NCFC) and National Cooperative Business Association (NCBA).
- MACC's executive director serves as an advisor for the Ohio State Cooperative Endowment Fund
- MACC's executive director serves as vice-president of the National Conference of State Co-op Councils
- Member of Ohio Ag Council
- Resource for Common Wealth, Inc.
- MACC's executive director serves as a judge at the Annual National FFA Convention
- Indiana Credit Union League is provided co-op education support through MAC-Ed
- Indiana REC is provided co-op education support through MAC-Ed

Legislative

MACC maintains collaborative connections in legislative realms to respond quickly to threats to the cooperative business model, most recently in our 2010 Protect Capper Volstead Campaign. MACC informs members of key legislative events and provides support through educational awareness, tool kits and reports to inform MACC Members and legislators of co-op benefits and needs, respectively.

Gender

MACC promotes the practice of being consistent with the all Seven Cooperative Principles. The most recent example of support regarding Principle 1 was demonstrated in the 2010 Summer edition of the MACC Track e-Newsletter. The purpose was to inform co-operative leadership of the importance of diversity in upholding the cooperative principles.

MACC Board Directors

Jody Polen, Chairman - 2012*
Washington Electric Cooperative

Bruce Graham - 2014
Indiana Statewide Assoc. of REC

Bruce Ingraham, Vice Chairman - 2012
Beacon Credit Union

Dr David Hahn - 2014
Farm Credit Services of Mid America

Jim Schultheiss, Secretary - 2014
CHACO Credit Union

Urban Mescher - 2012
Dairy Farmers of America

Darren Langhals, Treasurer - 2014
Advanced Agri-Solutions

Harvey Elgersma - 2012
Hamilton Farm Bureau Cooperative

Gary Smith - 2013
Northstar Cooperative

Derrick Waggoner - 2013
CoBank

MACC currently has two openings for board members.