

Registration Form

Co-ops101 Session registrations will be accepted up to one day prior to the class.



Fax to: 317-726-2630 or
Mail to: MACC
6302 Rucker Rd, Suite H,
Indianapolis, IN 46220 or
Email to: knowledge@macc.coop
Questions: Rod Kelsay (317)-726-6910
Fees: \$99.00 -MACC Members
\$140.00 -Non-MACC Members

***Special Pricing may be negotiable for large groups*

Co-op Name _____

Address _____

City _____

State _____ **Zip** _____

Contact _____

Email _____

Phone _____ **Fax** _____

Participants Names

1. _____

2. _____

3. _____

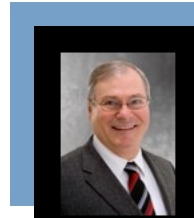
4. _____

5. _____

Cancellation Policy

While we regret a change in plans, cancellations received 1-13 days prior to the class can only be refunded at 50%. Cancellations received one day or less are non-refundable.

As a leader, you know that employees play a critical role in the success of cooperatives. It is important for all employees to know what make cooperatives different from other businesses; and why cooperatives were formed to meet the needs of their member-owners. MACC is here to assist in providing that education."



Rod Kelsay
Executive Director
Mid America Cooperative Council

Mid America Cooperative Education, Inc.
6302 Rucker Road, Suite H
Indianapolis, IN 46220
www.macc.coop



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Mid America Cooperative Education, Inc.

CO-OPS101 *An Introduction to Cooperatives*

Presented by
Dr. Bob Cohen

One Day Program for Cooperative Employees
Various Locations

8:45am – 3:45pm
Local Time

MACC's Co-ops101 Session

Engages Your Employees to Understand the Cooperative World Sharpens Their Ability to Connect with Member/Customers.



A Closer Look At Attendee Comments



"I found the seminar to be very beneficial. I did not know what to expect and found it a good use of time. I feel more appropriately educated for what I need to do."

"This workshop should be a part of new employee orientation."

"He advised how important each employee is to representing the cooperative to others."

"It was helpful for us to understand that we as a cooperative are ran by members."

"Real life stories helped put things in perspective."

"I work in the training department and want to see how we can incorporate this into our training."

"This session was a requirement.....but a good requirement. Now I can share what I learned with my customers."

Why Attend?

*To understand *Cooperative Values* that will equip employees to foster deeper member relationships.

*To understand the principles and practices of cooperatives and incorporate them into their day-to-day operational approach.

*Employees will learn to effectively enhance their approach in educating member/owners through daily interactions.

*Employees will be taught the contrasts between business structures and characteristics of co-ops versus non-co-ops.

-To be able to articulate the values and principles to other employees, to customers and to member-owners.

*Employee's will be taught to educate member-owner on member benefits in a 30-second dialog.

Program Topics

- Types of Businesses
- Common Types of Co-ops
- Definition of a Cooperative
- Cooperative Principles
- History of Cooperation
- Role of Directors & Employees
- Challenges Facing Co-ops



Bob Cohen

Dr. Bob Cohen

Bob Cohen has spent over a decade educating people about cooperatives.

He teaches the course 'Introduction to Cooperatives' at The Ohio State University, and has given workshops and presentations on cooperatives in 20 states and six foreign countries.

"Cooperative education is the main focus of the Mid America Cooperative Council. The Co-ops 101 course offered by MACC is a must for all cooperative employees and trustees/directors. It is amazing that we have employees and trustees who are engaged in cooperative businesses, who do not really know and practice the "Seven Cooperative Principles". Macc provides the needed education for these individuals."

Jody Polen
MACC Board
Chairperson

