

Prepare Future Co-op Leaders



Refined leaders invest in people and their co-ops by keeping an eye on the future. Developing talent within your cooperative is key to being prepared for tomorrow's challenges.

The Cooperative Leadership Forum was developed to provide an intensive four-day workshop for promising people who demonstrate leadership potential or viable candidates for your

board. Participants will explore all aspects unique to the cooperative business model, and the advantages offered by a variety of co-op structures. This conference is a dynamic, hands-on learning experience that provides opportunities to interact with others who have similar interests and goals.

While working together, attendees will:

- Create their own cooperative
- Sell shares of stock
- Select a governance structure
- Develop a business plan for their co-op

This team project will clarify the subtle differences and advantages of cooperatives when compared to private or investor owned companies. Attendees will experience day-to-day operations while visiting a variety of co-op businesses to include:

- Agricultural
- Food,
- Credit union
- Housing
- Rural electric

Site tours will add value to the overall learning experience, helping to create a more valuable and knowledgeable employee that can excel in a broad based cooperative system. New and prospective directors will become better prepared to make informed decisions and understand their fiduciary role to the members they represent. New employees will appreciate a clearer understanding of their unique cooperative and how truly different their relationship is with the co-op's member-owner-customer.

The Cooperative Leadership Forum will equip your employee or director with a solid foundation of leadership skills and cooperative knowledge for these dynamic times.

Program Highlights

Creating the Co-op Business Plan

- Establishing Ownership, a Personal Investment
- Determining the Governance Structure
- Financing the Cooperative
- Producing the Goods & Services
- Sales and Marketing the Products & Services
- Distributing the Products & Services

Site Visits

Excellence Demonstrated in Action

- Successful managers introduce their co-op
- Co-op educators explore the co-op foundation

Endorsements from Cooperative Leaders

For new employees and young people entering the job market, the learning experience is invaluable. Examining the diverse co-op business applications, understanding the unique advantages and experiencing first hand business operations make the Cooperative Leadership Forum a win for attendee and participating co-op alike. It's a absolute must attend meeting for new employees and directors."

– Stan Hicks, Harvest Land Co-op

"The Cooperative Leadership Forum is a wonderful way to introduce students, employees and volunteers to the Cooperative world. The course teaches cooperative structure and philosophy from the ground up. Participants visit local cooperatives of all shapes and sizes, and will meet the business leaders of today. The Cooperative Leadership Forum is an outstanding resource for employers and should be part of any training program."

– Jim Schultheiss, CHACO Credit Union

Previous Attendee Comments

"This program is a critical need for new cooperative employees."

"I would recommend this program for future leaders in an instant."

"Very well put together. Great forum!"

"Very informative week.. I learned a lot about cooperatives that I was not aware of."

"This was a lot of fun, informative and interesting. Would do it again in a heartbeat!"

"Tours were topnotch."

"Packed program that really hammered home information that could have potentially been confusing."

"Great speakers, great experience- The best part was the field visits."

"I wish our co-op had this type of employee training."

"Good look at growth, development and longevity."

"It was great to work with a group that had lots of knowledge and an interest in what we were doing."

"Great info to take to the workplace."

"I really liked the tours and learned a lot from the speakers and activities."

"Good speakers and conversations. It was good to see co-op businesses in action."

Make
A Difference
for One



Retention is best when the learner is involved.
Edward Scannell, Director, University Conference Bureau, AZ

Cooperative Leadership Forum Program Registration Form

Invest in your co-op by enrolling your aspiring leader in our four day Forum. This fast-paced, hands on learning experience will transform the way they see the cooperative world.

Three ways to register:

Email: Your contact info to knowledge@macc.coop

Online: Register & pay online at www.macc.coop

Mail Send form and payment to:

Mid America Cooperative Education, Inc.

6302 Rucker Road, Suite H

Indianapolis, IN 46220

The program investment includes programming, tours meals and lodging at the Miami Inn, Oxford, Ohio.

MACC Members: \$1,200 per person

Non-Members: \$1,900 per person

Apply for Ralph K. Morris Foundation Scholarship

www.ralphkormisfoundation.org

"Cooperative Leadership Fund"

Co-op Name _____

Address _____

City _____

State _____ Zip _____

Contact Person _____

Email _____

Phone _____

Participants Names

1. _____

2. _____

3. _____

A Fast-Paced Tour At Leading Cooperatives Question & Answer Session

- Butler Rural Electric Cooperative
- CHACO Credit Union
- Housing Co-op
- Harvest Land Co-op



Rural Electric Co-op representative demonstrating solar energy to a Cooperative Leadership Forum Group



Cooperative Leadership Forum's preferred host facility
Marcum Center at Miami University, Oxford, Ohio



"Understanding the co-op system better prepares directors and employees alike to serve successfully."

Rod Kelsay
Executive Director, MACC



Mid
America
Cooperative
Education, Inc.
presents

The Cooperative Leadership Forum

A Leadership Development Challenge for
Emerging Leaders of Co-ops



January 18-21, 2011

Begins @ 2:00pm 1/18 ~ Concludes @ 2:00pm 1/21

Miami University ~ Marcum Conference Center
351 N. Fisher Drive
Oxford, OH 45056
Ph: 513 529 6911

Scholarships Available Through
Ralph K. Morris Foundation