

Why Prepare Your Co-op's Future Leaders Now?

Can you afford not to? 2011 cooperative Leadership Forum participants will explore all aspects of the unique cooperative business model and 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 experience day-to-day operations while visiting a variety of co-op businesses to include:

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

These site tours will add value to the overall learning experience, helping to create a more valuable and knowledgeable employee that excels in a broad based cooperative system. New and prospective directors will emerge

better prepared to make informed decisions and understand their fiduciary role to the members they represent. New employees will appreciate a clear 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.

This Cooperative Leadership Forum is an investment in your people that you can't find anywhere else!

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

Why Attend CLF?

- Learn best practices in the co-op structure
- Meet co-op leaders who face the same challenges YOU face
- Understand industry trends that affect your co-op's future
- Reinforce the relevance of the fundamentals of the co-op system
- Strengthen your professional network... and your co-op!



2009 Attendee's Solving a Problem

Retention is best when the learner is involved.

Edward Scannell, Director,
University Conference Bureau, Arizona

Who Should Attend?

- New hires to your cooperative
- Directors & volunteers
- New and prospective leaders

Cooperative Leadership Forum Program Registration Form

Four days that will transform the way your co-op does business! This popular Forum is limited to the first 45 attendees who register. To reserve your place simply email your contact info to knowledge@macc.coop or fill out the registration form below and send it by mail or fax to MACC.

Coop Name _____

Address _____

City _____

State _____ Zip _____

Contact Person _____

Email _____

Phone _____

Fax _____

Participants Names

1. _____

2. _____

3. _____

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

Please mail check payable to:



Mid America Cooperative Education, Inc.

6302 Rucker Road, Suite H
Indianapolis, IN 46220
Phone: 317-726-6910

Register by emailing: knowledge@macc.coop

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

- Butler Rural Electric Cooperative
- CHACO Credit Union
- Housing Co-op
- Food Co-op, Earlham College
- 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

Cooperative Leadership Forum



Cooperative Education for EMERGING LEADERS

A Conference Ideal For:

- New Employees
- New Directors
- Prospective Directors

2011—TBA

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

Presented By:

Mid America Cooperative Education, Inc.

