



The Solution Provider For Midwestern Cooperatives

Mid America Cooperative Council
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Member Benefits

Who We Are

Mid America Cooperative Council is a multi-state, non-profit trade association founded in January 2003, by a group of like-minded individuals. These folks understood the impact cooperative principles have on the sustainability of co-ops, yet they began to see a widespread erosion of co-op knowledge among co-op communities. They also became alarmed at the lack of unique co-op educational resources available in the Midwestern region. Members co-aligned and co-created MACC.....which fills this essential advocacy gap. MAC-Ed is a subsidiary 501c3 that concentrates on the educational aspects of MACC.



Where We Are

Since 2005, MAC-Ed has hosted **3432 attendees** at **147 programs** .

Programs are **portable** and **local**:
Member designed and conducted at a variety of locations & dates throughout the year.



What We Do

MACC is a strategic and centrally located Midwestern hub of co-op resources designed to provide solutions to co-ops. MAC-Ed assists co-op leaders in aligning members, staff and directors toward the co-op common purpose of fiduciary responsibility, even though personal goals and roles remain distinct.

MACC retains expert instructors who impart a cooperative mindset into each stakeholder. “Ah ha” moments are typical and sometimes, profound as participants evolve with a fresh, multi-faceted perspective of co-op nuances. The yield of each participant increases as a direct result of this enrichment process.

MACC’s independent , co-op centric consulting services are on tap to help you advance your co-op. Seasoned professionals entrenched in the co-op model, provide solid solutions and infuse new energy into old challenges and relationships.

Detailed Benefits
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Why We Are

MACC is an **essential** and **indispensable** component to the sustainability and growth of cooperatives.

We help you flip the switch of engagement on your most important resource:

Human capital

Delivering Solutions & Benefits at Deep Discounts

- **Access to expert co-op advisors** for solutions to your co-op specific challenges
- Essential and advanced board and staff **development and training for every level**
- **Onsite custom**, portable co-op education, strategic and succession planning developed for your **unique culture** and current challenges of your co-op
- **Executive sessions with management and/or directors**
- Co-operative **onboarding** is MACC's core competency
- Facilitating **restructuring** and **re-skilling** through co-op mergers
- **Discount pricing** for board strategy, succession planning & facilitation services by **seasoned** professionals and content experts familiar with industry challenges and best practices
- **Referral** services and **legislative** contacts
- Opportunities for inclusion on **Member Peer Committees** to **set program topic priorities**
- Dialog and interaction with expert speakers, **affiliate professionals**, co-op stakeholders & directors
- We help you align with others to pursue cooperative opportunities with national, regional and local co-ops within a **variety of co-op industries**
- Global perspective and insight to explore and pioneer the growing **global co-op market**
- MACC board director service opportunities to **expand your skills and influence**
- Tap into co-op resource sharing and alignment regarding co-op legislative issues.
- Quarterly e-Newsletters, **web resources** and the option to **submit articles and ideas**.

Most **small and mid-size co-ops** are strapped for time and resources. MAC-Ed's affordable and portable programs are a perfect fit for managers tasked with filling the critical co-op knowledge deficit.

For **larger co-ops**, we supplement your existing in-house training and development professionals who focus on your broader organizational, industry and technical training needs. MAC-Ed provides the niche co-op ed programs to free up staff to focus on further developing your co-ops's core competencies.

MACC Peer Committees represent a cross-section of co-ops and industries. MACC drives program content to address challenges that all co-ops face everyday. Members and affiliates offer facilities, speakers and other resources to keep overall program costs low and locations convenient. **Members received deep discounts!**

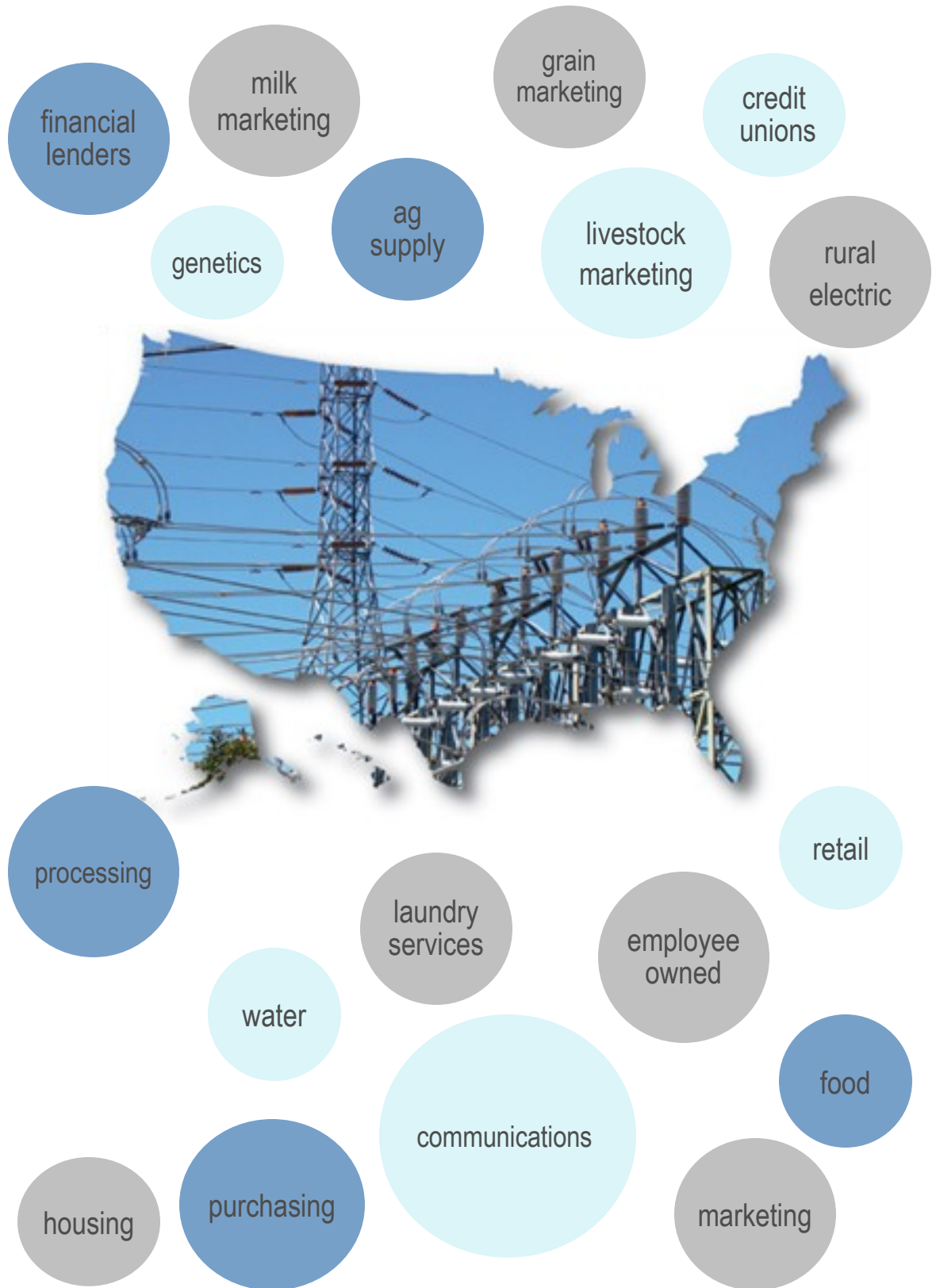
MACC Membership Demonstrates Commitment to Community

And, increases your co-ops sphere of influence by instilling the power of advocacy into each of your staff.

By better understanding the competitive edge offered by the co-op model, employees can readily support your marketing initiative both on and off site.



Yes, Industries Are Different, Yet, Co-op Challenges Are Similar



We Develop Programs So You Don't Have To

Co-ops 101

MAC-Ed's award-winning cooperative education session is a must for new and tenured employees. This session describes the nuances of the cooperative business model, and the history and culture it was founded on. Co-ops 101, illustrates the uniqueness of cooperatives, clarifies your co-ops's purpose for employees in a way no other program can. Says one credit union participant: "I came from a bank... and was a little fuzzy on the differences...they are enormous! I'm better equipped to educate members and prospective members on the benefits of joining a credit union."

Board Chairman's Forum

MAC-Ed's most recent offering is the Board Chairman Roundtable. It was instituted due to popular demand and provides a forum for candid dialog in which co-op board chairmen share challenges and effective solutions. This conference crosses industry boundaries and deals with issues common for all. With no holds barred, they openly discuss issues and share solutions learned in the board room. Board Chairmen have the responsibility to engage all board members, while managing challenging board members fairly and professionally. Here they learn fresh approaches in dealing with contested issues swiftly and intelligently, so they do not become contentious. MAC-Ed's Board Chairman's Forum & Roundtable offers practical solutions to tough challenges.

Director Education

Understanding the director's role and how to govern cooperatives is not intuitive. MAC-Ed delivers life-long learning courses targeted at member needs. Both management and new & existing board members require core education that thoroughly explains their roles, duties & responsibilities. MAC-Ed course curriculum is diverse, flexible and tailored for each session, each year. Sessions expound upon strategy, financial oversight, governance and succession planning (sustainability plan) specific to member cooperatives. Four of our course pillars for director of education are:

~Co-op Governance ~Co-op Strategic Thinking ~Succession Planning ~Co-op Finance Ed

Three Tiers of Financial Programs with NSAC-CPE Credits

CFO Essentials- Developing the skill-set of entry-level and mid-level, co-op financial employees is critical to solid cooperative business practices and internal controls. The ABC's of co-op finance are demonstrated in a logical progression. The basics are presented in a practical way that allows participants to ask questions and receive personal attention, specific to their learning pace. Key concepts covered:

CFO Financial Professionals Conference - Key fiscal issues specific to cooperatives are unpacked at this annual event. MACC connects your co-op to top regional and national experts on a variety of new and core issues, imperative for developing quality and effective leaders.

Credit Managers Conference - Participants overwhelmingly rate this program as "one of the best... one of a kind!" Core education coupled with regulatory and tax updates are centric to this annual offering. Roundtable forums facilitated by industry professionals, extract valuable experiences from seasoned credit manager and CFOs. This group of co-op employees has an acute need for opportunities to network with peers and discuss unique challenges of their role. This is the forum that provides the atmosphere conducive to a multi-benefit experience to uncover synergistic solutions to new trends.

Cooperative Leadership Forum -Emerging Leaders

Designed to entrench the cooperative business model into the minds of current and emerging leaders. This co-op emersion workshop emphasizes core co-op education in an atmosphere of teamwork and leadership collaboration. Tours of local cooperatives are described as "favorite experiences" by program participants. Participants gain a concrete understanding of the nuances unique to the co-op business model, and the importance of cooperative relationships with member/owners. A compare and contrast of co-ops and investor-owned business create "Ah ha" moments and create lifelong co-op advocates of your employees, who understand the benefits of the cooperative way and the importance of serving needs of the member/owners.

The Co-op Intern Workshop

Successful cooperative leaders want to invest in the future by further developing the next generation of cooperative leaders who are in college today. The Co-op Intern Workshop experience is designed to generate excitement about the cooperative business model. It delivers a solid education on cooperatives, while leaving attendees with a memorable networking experience at a theme park. The interns return to their respective co-op with a Project to be delivered to their managing team. This opportunity creates synergistic opportunities for both the interns and respective co-op leaders. It helps to identify solid candidates for your co-op team.

Custom Co-op Curriculum & Consulting

MAC-Ed recognizes that every co-op is unique. MAC-Ed develops member specific curriculum and training, relative to the personal culture, tenure and expertise of member employees and boards. We also factor in internal and relational dynamics of the board, management & staff; and help resolve issues that surface during mergers. We facilitate training, discussions, roundtables and strategic leadership sessions with a neutral approach. Fresh perspectives evolve, co-ops forge new paths & internal communication bridges are strengthened & improved. Offered at your facility or at an offsite location of your choice.

Co-operatively: Vision~ Values~ Stewardship~

Collective Co-op Vision

Maintaining legislative favor is prominently on our radar as the keystone to retaining the operating benefits utilized by every co-op. This permits every co-op the opportunity to remain competitive and profitable while collectively deflecting threats levied by those who favor of investor-owned businesses.

Collective Co-op Values

Democratic control is quickly lost to self-interest, without a robust emphasis on serving the collective needs of the membership. MACC Members choose to avoid this pitfall and invest in the most vital asset to their co-ops business success; their people. Co-op education is regarded as a systematic need., realizing this approach provides a platform for co-op sustainability and expansion. By sharing our respective co-op stories, we promote and advocate for co-op advantages, allowances and benefits.

Outreach

MACC engages in outreach with every conference, program, forum, meeting, roundtable discussion, call, letter, email and handshake.

We foster Cooperation!

Democratically Controlled

MACC's board of directors represent a cross-section of our membership and co-op industries, large and small, within the four states of our region.
MI, IL, IN & OH

Find our board member listing at www.macc.coop

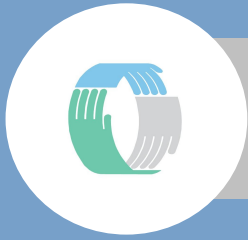
Stewardship-

We are cognizant of how we manage member resources. The majority of funding goes directly to programs.



Rod Kelsay
Exec. Dir.

Become a



MACC Member

**Join
Today**

Who Are MACC's Members

See
**MACC Membership
Directory**

Simply log on www.macc.coop
Click on Membership Tab

**You're in Good Company
With MACC!**

Multi-tiered - Membership Investment Structure

Cooperative Voting Member *(for cooperatives)*

Business size: 1-100 employees =	\$15 per employee with a \$1,200 cap on dues
Business size: 100-250 employees =	\$12 per employee with a \$2,500 cap on dues
Business size 250+ employees =	\$10 per employee with a \$5,000 cap on dues

Affiliate Voting Member *(trade associations)*

Business size: 1-100 employees =	\$15 per employee with a \$1,200 cap on dues
Business size: 100-250 employees =	\$12 per employee with a \$2,500 cap on dues
Business size 250+ employees =	\$10 per employee with a \$5,000 cap on dues

Associate Member *(non-voting)*

Businesses:	\$350
Individuals:	\$100

Yes, we want to become a MACC Member-

Beginning on date: _____	Our investment rate amount is \$ _____ per employee
Our co-op is comprised of _____ employees	Total Amount of Dues Investment \$ _____

Co-op Name _____

Address _____

City _____ State _____ Zip Code _____

Contact Name _____ Alternate Contact Name _____

Email _____ Email _____

Phone _____ Phone _____

Please detach this populated form, sign and enclose check.

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The above organization hereby applies for membership in the Mid America Cooperative Council (hereinafter referred to as "the Council"). This organization is owned and controlled by members, and all business transactions are rooted in Cooperative Principles. We hereby designate two individuals to represent our organization at all official meetings of the Council. This designation shall remain in effect until we notify the Council in writing of other representatives:

Authorizing Signature _____

