



Partnership Opportunities



*Strengthening
Cooperative Alliances
Across the Midwest*

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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.



What We Do

MACC is a strategic and centrally located Midwestern hub of co-op resources designed to provide solutions to co-ops of all sizes.

MAC-Ed educates and informs cooperative stakeholders to equip them to engage cooperatively and profitably; for member-owners.

MAC-Ed aligns members to broaden the cooperative network.

MACC retains expert instructors who impart a cooperative mindset into each stakeholder .

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

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 locations & dates. throughout the year.



Why We Are

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

We flip the switch of engagement on the cooperative community's most important resource:

Human capital

Partners Are Recognized as Helping Deliver Solutions

Partner Benefits

- Brand logos are prominently displayed on/at:
 - Promotional brochures
 - E-Program Communications targeted to key leaders and industries
 - E-Newsletters distributed to over 2000
 - Website
 - Events
- Partners can offer industry-specific and targeted scholarships
- Key speaking opportunities available to targeted program audiences
- Reception hosting offers strategic networking opportunities
- Many options are available that align with your mission and values

Our Reach

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

MAC-Ed supplements **larger co-ops** by supplementing in-house training and development professionals who focus on broader organizational, industry and technical issues in. MAC-Ed provides the niche co-op ed programs so cooperatives can focus on further developing core competencies.

MAC-Ed Peer Committees represent a cross-section of co-ops and industries and are key influencers in choosing topics and speakers. They drive program content to address challenges that all co-ops face. Members and affiliates offer facilities, speakers and other resources to keep overall program costs low and locations convenient.

Networking opportunities are built in to MAC-Ed program schedules. Partners and attendees consistently offer positive feedback about the relationships forged and strengthened.

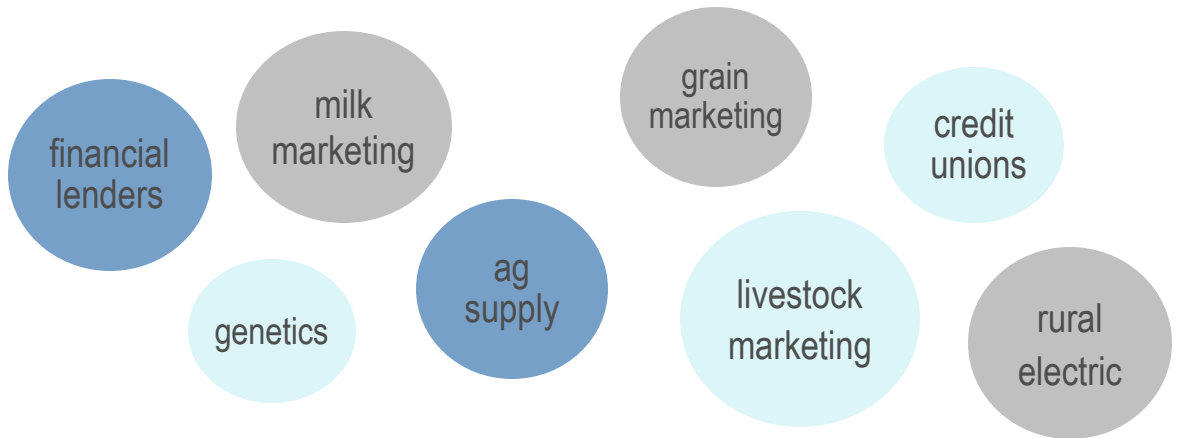
MACC Partners Demonstrate Commitment to Community

MACC Members and program participants **connect** their conference experience with those that **support** it: Our Partners!

Increase your sphere of influence by supporting MAC-Ed.

Our **Partners** understand the **benefits** offered by the co-op model, and have a chance to promote synergies and alliances offered within the cooperative world.

Partners Reach Multiple Co-op Industries



Who Are MACC Members

See
**MACC Membership
Directory**

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

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



Program Specific Opportunities

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 contract 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.

Keys to Collective Co-op Sustainability

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.

Democratic control is quickly lost to self-interest, without a robust emphasis on serving the collective needs of cooperative owners and stakeholders. Partners choose to avoid this pitfall and invest in the most vital asset of the cooperative world: the people who earn their livelihood within the co-op structure.

Co-op education is a core and systematic need. Education is the foundation that provides the 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.

Stewardship-

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



Rod Kelsay
Exec. Dir.

Will you Partner with MACC/MAC-Ed today!