

## Program Registration Form

Coop Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State \_\_\_\_\_ IN \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

List Participants Name & Email Address

1. \_\_\_\_\_

E \_\_\_\_\_

2. \_\_\_\_\_

E \_\_\_\_\_

3. \_\_\_\_\_

E \_\_\_\_\_

## Registration Details

\_\_\_\_\_ Members: \$195 \_\_\_\_\_ Non-Members: \$350

- Register by e-mailing [knowledge@macc.coop](mailto:knowledge@macc.coop) and will invoice you.
- Or, register and pay online at [www.macc.coop](http://www.macc.coop)

**LODGING: Special Room Rate of \$89.00** available at Candlewood Suites until January 3. Phone Melissa Terry @ 517- 351-8181 ext. 403 and mention MSU-Product Center -Coop Session (1 Queen Bed) 13% tax will be added. Location: 3545 Forest Road ~ Lansing, MI 48910

**Basic directions:** Exit US 127 at the Jolly Road exit (1st exit north of I-96 intersection). At the end of the exit ramp turn left (east) on Dunkel. Turn left (north) on Collins Road. In approximately one mile, turn left (west) on Forest Road. The Henry Center for Executive Development and Candlewood Suites is located on the immediate right.

## Cancellation Policy

Cancellations received 1-13 days prior to the class can be refunded at 50%. Cancellations notice of one day or less are non-refundable.

### 2010 Attendee Comments

*"Should be mandatory..."*

*"Great info-relevant examples..."*

*"Well taught..."*



Rod Kelsay, Executive Director  
Mid America Cooperative Education, Inc.

## Thank You Program Sponsors!



Mid America Cooperative Education Inc.  
6302 Rucker Road, Suite H  
Indianapolis, IN 46220  
Phone: 317-726-6910  
Email: [knowledge@macc.coop](mailto:knowledge@macc.coop)



## Strategy Development Legal Duties & Policy Based Governance



for  
Co-op Directors  
&

January 26 & 27

The Henry Center  
for Executive Development  
3535 Forest Road  
Lansing, Michigan 48910  
Phone: 517-432-4608

Innovation in strategy development is important to every co-op. Co-ops are businesses. To remain successful, they must be managed as such. We believe the most important function of a board of directors is establishing a business strategy. Dr. Chris Peterson will describe the board's fundamental role of creating a sustainable, competitive advantage; and to represent member interest, clarify the market, and develop and monitor an effective strategy. Management feedback and insight is an important part of developing an effective strategy and implementing the business plan. Thus, we heartily encourage directors and managers to attend this conference.

All co-op directors are challenged by being both a member and a board director. All board members must set aside personal interests and focus on the needs and benefits of the entire membership. This is a grueling task that requires skill, knowledge and wisdom. Dr. Peterson will explain how to successfully get everyone on the right page

Every co-op business is facing greater risk. Co-op directors are legally obligated to remain abreast of new regulations that impact their co-op. Utilizing member owners who are vested in how services are determined is a unique alignment advantage for co-ops. Learn from expert speakers as the newest in innovation, regulations and "how to's" are unpacked. Co-op education is the backbone of our cooperative success.

[Register Now](mailto:knowledge@macc.coop) by simply emailing us at [knowledge@macc.coop](mailto:knowledge@macc.coop)

## Strategic Management

Wednesday, January 26<sup>th</sup> EST

- 9:30 am Registration
- 10:00 **Welcome & Introductions**
- 10:15 *Chris Peterson*
- **Strategic Management Process Overview**
  - Business Strategy Development Model
  - Sustaining the Competitive Advantage
  - Determining the Need for Change
  - Core Decisions in Strategy
- Noon Lunch
- 1:00pm **Chris Peterson ~ Innovation Strategy**
  - How to Create Value & Compete
  - Innovation: The Driver of Strategy
- 3:30 **Mike McIntyre - Updates On...**
  - Accounting Rules (Change is a Constant)
  - Cooperative Regulations
  - Director's Legal Duties
- 5:00 Adjourn
- 6:30 Dinner
- 8:00pm Roundtable Discussion (All Speakers)

## Cooperative Policy

Thursday, January 27<sup>th</sup>

- 8:00 am - *Cathie Leimbach*
- **Creating Policy Based Governance**
  - Governance Excellence Model
    - The Secret Formula
  - What is Policy -Why Policy is Important
  - Characteristics of Effective Policies
  - Developing Policies-Maintaining Policies
  - Monitoring Policy Compliance
  - Polices on What:
    - Considering Sample Policies
- Noon Lunch
- 1:00pm - *Cathie Leimbach*
- Implement & Monitor Sample Policies
- How Governing Policies Enhance Co-ops
- Policy development Challenges Q & A
- Action Planning
- 3:00 pm Wrap-up & Adjourn

## PROGRAM SPEAKERS



Cathie Leimbach  
Strive

Cathie has been walking the talk of effective "direct and protect" board leadership practices for over 25 years.

She has led and served on industry, community, condominium and church boards. Her knowledge and experience give her the perspective to guide clients along the route to a healthy productive board.

*"Cathie Leimbach is hands down the very best facilitator I have ever worked with! She is very practical and helps us get actual work done."*

Gail Stumphauer

Cathie has a Masters in Business and a continuous learning mindset – she is always seeking out best practices to share with clients.

Dr. Chris Peterson serves as the Director of the MSU Product Center. As a nationally recognized expert in cooperatives, he has conducted numerous finance and strategic planning sessions for cooperatives around the country. He has served as an Outside Director on three cooperative boards: Michigan Sugar Company (current), CoBank, and the former St. Paul Bank for Cooperatives.



Dr. Chris  
Peterson  
MSU



Mike McIntyre  
Attorney/CPA

Mike McIntyre is an attorney and certified public accountant practicing in Okemos, MI. He provides legal, tax, consulting and accounting services to cooperatives and to their professional advisors, and to other private business and individuals. Mike has several articles published in Cooperative Accountant.