

# Registration Form

## Three Easy Ways to Register

- Online:** Register & Pay Online  
www.macc.coop
- Email to:** knowledge@macc.coop and we will send you an invoice
- Mail to:** MACC  
6302 Rucker Rd, Suite H,  
Indianapolis, IN 46220
- Fee:** **Members:** \$ 99.00  
**Non-Members:** \$140.00
- Questions?** Rod Kelsay  
317-726-6910

Co-op Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

Contact \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### Participants Names

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

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

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

4. \_\_\_\_\_

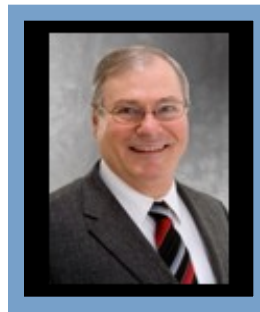
# Cancellations

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

As a leader, you know that employees play a critical role in the success of cooperatives.

It is important for all employees to know what make cooperatives different from other businesses; and why cooperatives were formed to meet the needs of their member-owners.

MACC provides the needed education for these individuals. MAC-Ed is a 501c3 charity created to insure this education is available and affordable.



**Rod Kelsay**

*Executive Director*

Mid America Cooperative Education, Inc.

Mid America Cooperative Council

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Indianapolis, IN 46220

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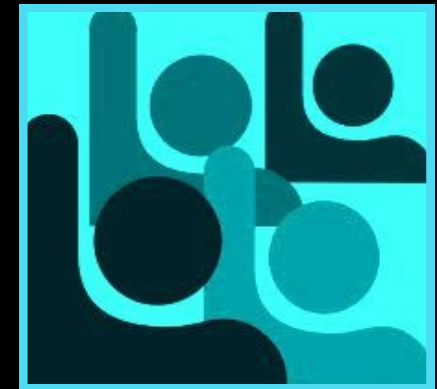
www.macc.coop



## Understanding Cooperatives

Presented by

**Dr. Bob Cohen**



**March 8, 2012**

***GreenStone Farm Credit***  
***3515 West Road, Room 216***  
***E. Lansing, MI 48824***

**9:00AM – 3:30PM**

## MAC-Ed's CO-OPS101 Session

Engage your employees to understand the cooperative world, and sharpen their ability to connect with member/owner-customers.



"Cooperative education is the main focus of the Mid America Cooperative Council.

The Co-ops 101 course offered by MACC is a must for all cooperative employees, trustees and directors.

It is amazing that we have employees and trustees who are engaged in cooperative businesses, who do not really know and practice the "Seven Cooperative Principles".

MACC provides the needed education for these individuals."



**Jodi Polen**  
**MACC Board**  
**Chairperson**

## What Every Cooperative Employee Needs To know

- Cooperative Values that will equip them to foster deeper member relationships.
- Principles and practices of cooperatives and how to incorporate them into the day-to-day operational approach and communication.
- How to effectively educate member/owners through daily interactions about the contrast between investor owned businesses and cooperatives.
- Ability to articulate the values and principles to other employees, to customers, to member/owners?
- How to initiate a 30 second dialog about the benefits of being a cooperative member.

### Program Agenda

|         |  |
|---------|--|
| 9:00 AM | <b>Co-ops101 -<br/>What is a Cooperative?</b><br><i>Led by: Dr. Bob Cohen</i>  |
| 10:00   | <b>Co-ops101 -<br/>History of Cooperatives</b><br><i>Led by: Dr. Bob Cohen</i> |
| Noon    | <b>Lunch</b>   |
| 1:00 PM | <b>Why Are Co-ops Unique?</b><br><i>Led by: Dr. Bob Cohen</i>                  |
| 2:00    | <b>Break</b>   |
| 2:15    | <b>Marketing Our Co-op Culture</b><br><i>Led by: Dr. Bob Cohen</i>             |



### Dr. Bob Cohen

Bob Cohen has spent over a decade educating people about cooperatives.

He teaches the course "Introduction to Cooperatives" at Ohio State University, and has given workshops and presentations on cooperatives in 20 states and six foreign countries.

### A Closer Look . . . Attendee Comments



*" I found the seminar to be very beneficial. I did not know what to expect and found it a good use of time. I feel more appropriately educated for what I need to do"*

*"This workshop should be a part of new employee orientation."*

*"He advised how important each employee is to representing the cooperative to others."*

*"It was helpful for us to understand that we as a cooperative are ran by members."*

*"Real life stories helped put things in perspective."*

*"I work in the training department and want to see how we can incorporate this into our training."*

*"This session was a requirement.....but a good requirement. Now I can share what I learned with my customers.-"*