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## MAC-Ed 's Co-op Intern Program Unveiled



Instilling knowledge in the next generation of employees is a task that all co-op manager's face. Busy managers need to insure these prospective employees and potential leaders of tomorrow, have a solid understanding of the cooperative business model. What better way to deliver this education than through MAC-Ed.

In 2010, MAC-Ed introduced The Co-op Intern Program on July 22-23 at Cedar Point's-Breaker Hotel. Co-op interns here in the Midwest attended a well-rounded educational session that explained the differences between the co-op business model versus those that are investor-owned. The session was preceded by an evening of networking, and followed by a fun-filled day at Cedar Point Theme Park.

One manager reported "Our interns said that the networking with other co-op interns was their favorite part of the program."

**Education:** MAC-Ed's Co-op Intern Program met the objective of member attendee's by offering three important aspects within this one workshop.

**Memorable Experience:** Deliver a thorough education on the cooperative business model versus investor-owned enterprises. Provide an environment conducive to relaxed networking that will be a springboard for developing relationships within the cooperative world.

**Project: Deliverable to Co-op:** Attendee's were tasked to offer researched formulated suggestions for inter-co-op improvements for communications methods, policy, etc. Attendee's were encouraged to present findings to co-op management and/or the board of directors from Gen Y's unique perspectives and offer insight regarding latest communication methods, including social media, which can enhance the co-ops recruiting environment.

If the Sandusky, Ohio location is too far, contact us now at knowledge@macc.coop to suggest a venue closer to your area. We are taking suggestions for 2011 destinations now!

## MACC Program Offerings

### Co-ops101 Ed

Sep 16, 2010	Louisville, KY	FCS of MA
Dec 10, 2010	Plain City, OH	Der Dutchman

### Cooperative Credit Conference- CPE CREDITS

Oct 6-7, 2010	Indianapolis, IN	Four Points Sheraton
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### Cooperative Financial Conference- CPE CREDITS

Nov 11-12, 2010	Indianapolis, IN	Four Points Sheraton
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### MACC Membership Meeting

Dec 10, 2010	Plain City, OH	Der Dutchman
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10:00 a.m.

### Board Chairman's Conference & Roundtable

Dec 8-9 2010	Springfield, IL	AIEC
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### Cooperative Leadership Forum-Emerging Leaders

Jan 18-21, 2011	Miami University	Marcum Conf.
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### Director Education - MACC-MSU

Jan 26-27, 2011	Michigan St Univ.	The Henry Center
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## Board Chairman's Forum Debuts in December

MAC-Ed's most recent offering, the **Board Chairman Roundtable** was instituted due to popular member demand. A forum has been developed that provided an environment which allows board chairmen to share in open dialog about challenges, unique to their leadership role. This platform allows co-op board chairmen to share their challenges and solutions in a closed door setting, conducive to frank discussions.



MACC partnered with Duane Noland, President & CEO of the Association of Illinois Electric Cooperatives to collaborate on developing a program specifically for cooperative board chairmen.

Board Chairman share unique challenges that are consistent, regardless of industry boundaries. They have the responsibility to engage all board members while managing challenging board members fairly and professionally. They also must deal with contested issues swiftly and intelligently, so they do not become contentious.

MAC-Ed's Board Chairman's Roundtable offers practical solutions to tough challenges in an open-style session. Please encourage your board chairmen to participate in Springfield, IL at AIEC on 6460 South Sixth Street Frontage Road. Your personal invitation and brochure will be sent soon. Save the date now: December 8 -9, 2010.

## A Word From Rod



*"We can choose to chart a wiser economic path by starting with the principles that have inspired Americans from the beginning: Sticking with fiscal discipline, rewarding hard work, investing in our people, and growing a strong middle class. In The American Dream versus The Gospel of Wealth, Norton Garfinkle addresses these important economic issues; issues that should be addressed at all levels of government and our society if we expect to maintain the American Dream for future generations."* - Senator Hillary Rodham Clinton

*Cooperatives were and continue to be formed to focus on fulfilling member/owner needs through a principle based business model that invests in its people and the community it operates within. We mine our cooperatives social foundation when we only focus on maximizing economic wealth. This is the investor owned business model, not our cooperative model. Certainly, cooperatives are businesses that must be managed efficiently and productively while striving for excellence in delivering our products and services.*

*Cooperatives must also be economically profitable so they are truly sustainable. However, our cooperative model's foundation is distributed in a balance of goals and objectives as outlined by their board of directors. We encourage those goals to reward hard work by investing in your employee's education, promote sustainability, and give back to your community.*

*MACC was formed to foster cooperative education. Join our membership ranks and promote balanced and sustainable*

We must indeed all hang together, or, most assuredly, we shall all hang separately.

Benjamin Franklin



# THE MACC TRACT

Fall 2010

Volume 6

Mid America Cooperative Council's E-News Update

*Our Mission is to Promote, Foster and Strengthen the Values of Cooperatives*

Are You Fighting For Your Co-op? We Are?

The Department of Justice believes that appealing Capper-Volstead would create a more competitive marketplace, though cooperative advocates strongly disagree. DOJ's Assistant Attorney General Christine Varney made the statement that the Capper-Volstead Act "may not be the right law for the state of the industry at this time."

Yet members of the Cooperative Network and NCFC strongly disagree. Both organizations have taken a stand against the proposed rule changes through public information, media relations and government persuasion.

#### President & CEO of NCFC

*"Even though this case involves a single co-op marketing a single commodity, the court's ultimate ruling could have far reaching implications for thousands of farmer co-ops and their owners across the country," says Chuck Conner, president and CEO of the National Council of Farm Cooperatives (NCFC).*

#### President & CEO Cooperative Network

*"Capper-Volstead is still very significant, as it allows farm operators to organize effectively and to judiciously use what market power they gain through cooperative marketing and bargaining associations," says Bill Oemichen, Cooperative Network President and CEO. "Without Capper-Volstead, many farmer cooperatives would cease to exist and the farmers and communities they serve would suffer irreparable harm. The harm that producers potentially go through without the law would fall primarily on smaller operations. Co-ops are truly a means for smaller farm operations to survive and compete in the world marketplace. Through co-ops, individual farmers can remain competitive and be a countervailing force in an agricultural marketplace increasingly dominated by a few, larger investor-owned businesses."*



### Before the Capper Volstead Act Was Passed...

...Producers had little bargaining power, as a solo voice carries much less weight than a united front. The act, nicknamed the "Magna Carta of Cooperative Legislation," was passed in 1922 in order to give agricultural producers leverage in pricing while preventing monopolistic activities. The opening excerpt of the legislation reads:

"...persons engaged in the production of agricultural products as farmers, planters, ranchmen, dairymen, nut or fruit growers may act together in associations, corporate or otherwise, with or without capital stock, in collectively processing, preparing for market, handling, and marketing in interstate and foreign commerce, such products of persons so engaged."

Most noteworthy, the words "may act together" provide the possibility for collaboration. Under protection from anti-trust immunity regulations, joint price-setting and lobbying is possible. In addition, Capper-Volstead allows producers to share common marketing agencies.

The USDA outlines the benefits of the act in a two-fold response.

1. It permits farmers to get together to collectively market their products which, in the absence of such an enabling provisions, could result in antitrust action against them.
2. It protects the general public against the possibility of undue price enhancement as a result of any monopoly position that a group of producers could legally achieve by getting together."

Capper-Volstead has been dissected for relevance and overall reach for several years. Now, as the DOJ reviews the nation's anti-trust laws, competition and regulatory issues under the act are being scrutinized.

Inspection of the law began after an anti-trust case was brought against the Eastern Mushroom Marketing Cooperative of Pennsylvania.

**NCFC CO-OP PAC** is the political action committee of the NCFC. Its purpose is to help ensure that NCFC and its members have a strong and effective voice in Washington by helping elect candidates to the U.S. House and Senate who are supportive of farmer cooperatives on key issues affecting farmer cooperatives and their members. All contributions are strictly voluntary.

For more information, please email Jill Thomson at [jthomson@ncfc.org](mailto:jthomson@ncfc.org) or call 202-879-0823

### CoBank's Bob Egerton Speaks



Bob Egerton – CoBank Regional President, Eastern Region, Commercial Agribusiness Division expressed CoBank's support of Mid America Cooperative Council at MACC's Annual meeting in Indianapolis on June 18, 2010.

"CoBank views MACC as one of the top providers of co-op education and director development programs," said Egerton. MACC programs meet the co-op specific, educational needs of CoBank's member/owners. Bob expressed his amazement at both the number of programs MACC delivers annually and the number of attendees MACC has educated. The numbers continue to grow.

### Dr. Bob Cohen Wins Another Award!

Dr. Bob Cohen received the Reginald J. Cressman Award for outstanding commitment to staff development. This award is presented annually by the Association of Cooperative Educators. ACE is a membership organization that



brings together educators, researchers, cooperative members, and cooperative developers from across cooperative sectors and national borders. The resulting cross-pollination of ideas enhances cooperative development, strengthens cooperatives, promotes professionalism and improves public understanding.

### 6th Annual Co-op Professional's Conference

#### MACC's Cooperative Financial Conference

Attend and Earn CPE Credits

November 11-12, 2010

Four Points by Sheraton Indy-Carmel

251 E. Pennsylvania Pkwy

Indianapolis, IN 46280

Overnight Room Rate:

84.00

Conference Investment:

Members: \$195.00

Non-members: \$350.00

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Email us at [knowledge@macc.coop](mailto:knowledge@macc.coop)