

## MACC's Website - A One Stop Shop

A systematic effort has been launched to offer content rich information and tools for our members on MACC's website at [www.macc.coop](http://www.macc.coop). Below are some hi-lights:

- Online registration and payment options are now available
- A red "Hot Box" is dedicated is on the Home Page. It includes links to the history and importance of the Capper Volstead Act. This ACT is the cornerstone of protection from taxes imposed by the government, and has come under attack.
- USDA/DOJ Workshop Hearings Link
- Letter Template for MACC Members to use when educating and rally co-op members, employees and directors to sending a resounding no to counter efforts of the attack on Capper Volstead.
- Propose a Program– A special tab is available to submit your ideas for our next program, or conference topic.
- All MACC Members now have their websites listed
- Online Education Page is under construction. We have applied for grant funding & need donations to launch this page.

### SAVE THE DATE!!!

## 2010 MACC Program Offerings

### Annual Membership Meeting

June 18 Indianapolis, IN Marten House Hotel

### Co-ops101 Ed

Jun 18	Indianapolis, IN	Marten House Hotel
Jul 23	Fostoria, OH	Ag Credit
Aug 12	Jerseyville, IL	Shipman Elevator
Sep 16	Louisville, KY	FCS of MA
Dec 10	Plain City, OH	Der Dutchman

### Co-op Start-up

Jul 23 Fostoria, OH Ag Credit

### Co-op Intern Workshop

July 22-23 Sandusky, OH Breakers Hotel-Cedar Pt.

### Cooperative Credit Conference

Oct 6-7 Indianapolis, IN Four Points Sheraton

### Cooperative Financial Conference

Nov 11-12 Indianapolis, IN Four Points Sheraton

### Director Education

Jun 18 Indianapolis, IN Marten House Hotel  
(Dr. Phil Kenkel)

### Youth Conferences

Jun 3-4	Carbondale, IL	SIU
Jul 17-21	Knoxville, TN	U of T- (NICE)

### MACC Annual Membership Meeting

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### MACC Membership Meeting

Dec 10 Plain City, OH Der Dutchman

Program details @ [www.macc.coop](http://www.macc.coop)  
Register now by simply emailing [knowledge@macc.coop](mailto:knowledge@macc.coop)

## A Word From Rod



MACC was instituted to build a stronger foundation for a resilient cooperative community. As a MACC member, you are part of a larger network of cooperatives. This network transcends differences specific to industries: (marketing versus supply versus distribution) It embodies the similarities found in all co-ops; The values, benefits and nuances of being a cooperative.

As a business leader, it is essential to keep abreast of the challenges facing your co-op industry. It is equally important to be aware of the regulations and opposition facing all cooperatives. Together, we are facing a collective threat to the very existence of the co-op business model. The legitimacy for the need for co-op exemptions are being questioned by adversaries on many fronts. It is important to know, understand and respond to these threats personally.

The economic collapse and turmoil has sent officials scurrying for more tax dollars. Co-ops are an easy target for scrutiny because of the tax advantages we receive. Indicators are mounting and evidence has surfaced that not only tell us that the co-op business model as a whole is being threatened, yet additional pressures are being faced at the industry level, as well. (Details in article below)

Today's burning question is if , how and when will your co-op be impacted and how will your co-op be implicated in the fallout of the greater threat facing cooperatives in other sectors.

Some MACC Members are on the leading edge of the organized effort to counter the attacks, while others have not begun. Risks increase for co-ops who remain isolated, uninformed and inactive in regard to the collective effort needed to counter the attacks mentioned below. The collective co-op community needs your participation. MACC is here to guide you. I welcome your call 317-726-6910

## Current Threats to Co-ops

- The USDA and USDOJ Workshops on competition in agriculture are questioning the relevancy of the Capper Volstead Act.; the foundation for every ag-supply and marketing co-op. Since 1922, courts generally have adopted an expansive view of the protections offered by the Capper-Volstead Act, reasoning that Congress intended to provide farmers with the ability to act as if they were a single corporation, and thereby to gain greater bargaining power. Yet now this protection is in jeopardy for all co-ops as DOJ evaluates whether the coverage that co-ops have long assumed Capper-Volstead provided can be pushed back in certain areas.

It is more imperative than ever before that each and every co-op responds in writing to counter this attack.

Visit [www.macc.coop](http://www.macc.coop) to access the toolkit we assembled for you, to take the labor out of this task.

- The Ohio Department of Taxation (ODT) announced the desire to amend its ruling on no-profit organizations currently exempt from Ohio's Commercial Activity Tax (CAT). If passed, this would subject all *current* non-profit, ag-supply co-ops, to several thousand dollars of additional taxes.
- Rural electric co-ops are battling Cap and Trade legislation which is threatening REC's ability to offer future capacity and affordability of electricity for member/owners.
- Credit union member/owners want to have a more equitable interchange charges for credit card services and want to raise member/owner's business lending limits.



# THE MACC TRACT

Summer 2010

Volume 5

Mid America Cooperative Council's E-News Update

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

## Gender Neutrality is Cooperative

"There is the need for attitude changes. Too often obstacles in the form of negative stereotypes about women's leadership potential continue to limit change and progress. Specific measures to encourage and support women's participation and enable them to seek and gain senior leadership positions should be enhanced, including management and leadership training, formalized mentorship programs and sustainable financial support", explains International Co-operative Alliance president Dame Pauline Green. Ms. Green supported International Women's Day on March 8, 2010. "ICA calls on member organizations and co-operators to review and reinforce their commitments, policies and programs to make gender equality a reality. Operatives must intensify their efforts in improving gender equality in particular at this time of economic instability. Co-operative resilience can only be reinforced when programs ensure equal rights and equal opportunities for women and men are implemented, particularly at senior levels in our movement. Let us begin by asking all our members to ensure that from this year onwards that their representative delegations are truly gender-balanced." MACC offers programs for co-op employees at every level of your organization. (MACC Programs List on back)

**MAC-Ed is a 501c3 Charity**

## \$1,000 Awarded

The Enterprise Holdings Foundation awarded the Mid America Cooperative Council a gift of \$1,000. MACC received notification of the gift from Charter member, Dennis Bolling, CEO of United Producers, Inc. in Columbus, Ohio. The donation was made based on UPI's business relationship with Enterprise. "As a charter member of MACC, UPI has long been a supporter of cooperative education and MACC's programs exemplify a very high level of excellence we are pleased to support." MACC is very grateful to both organizations for the contribution. The funds have been earmarked for the development of an internship program in Ohio for emerging cooperative leaders, to debut in 2010. MACC says thanks!

## MACC Members Tell Us Why Co-op Education is Important to Every Co-op Employee and Director

"In today's business world, continuing education is an absolute must... for our directors, our employees, and for ourselves. MACC is a major part of that training piece for our cooperative. MACC is highly recognized for assembling the finest faculty, training on timely important topics, and doing it all for affordable prices. No one in our cooperative has ever come home disappointed from a MACC training session."

**Tom Bressner-CEO - Assumption, IL Assumption Cooperative Grain Co**

### "What was your objective in sending your employees to learn about the cooperative business model?"

We realized that most of our employees had very little knowledge about the cooperative movement and what its principles were. As our employees are the ones who have most of the day to day touches with the customer we felt it was important that they know more so they could educate the customer when the opportunity presented itself. We also felt if the fully understood that the customer was their owner/bosses it may change their customer service mindset favorably."

**Harvey Elgersma-CFO Hamilton, MI Hamilton Farm Bureau**

## MACC's Co-ops101 Instructor Dr. Bob Cohen

"Cooperative education is relevant to all employees of cooperatives. Every employee represents the cooperative to members and to the community. The impression the general public has of the cooperative will be based to a large degree on the quality of interaction with cooperative employees. It is important for every employee to know the basic facts about that cooperative and cooperatives in general."



## 2010 Co-ops101 Attendee Comments

"Great tool for new co-op employees or refresher for more tenured ones. We really need to be able to pass this knowledge on to our member-owners."

"I learned a lot. I would like more info or training on how to strengthen co-ops and spread the word. This class will help greatly. I think this mandatory for all employees at some point."

"I kept hearing "Cooperative 101" which made me think it would be very elementary, which may have a negative impact on attendance. Re-name it."

## There is No Substitute for the Face to Face Synergies Created at MACC 's Annual Meeting

Quality topics and time-efficiency is the driver of MACC's three concurrent program offering Friday, **June 18, 2010 at the Indianapolis Marten House Conference Center in Indianapolis.** Something for every co-op employee is available in one place, on the same day.

Programs are not industry specific, but Cooperative inclusive. Attendee's report that MACC's emphasis on bringing together a variety of co-op industries promotes peer-to-peer discourse and maximizes the investment.

**Director Education** by Dr. Phil Kenkel explains the nuances of the Director's Role in Strategic Planning. Even seasoned director's report benefits in coming.

**Co-ops101** by Dr. Bob Cohen teaches attendees the importance of evangelizing the co-op business model and the co-op advantages to everyone they meet.

## Keynote Speakers

**Charles F. Conner - Wash D.C.** will explain the importance of protecting Capper-Volstead as the cornerstone of the cooperative business model. He will also provide updates and share his perspective about the ongoing DOJ/USDA Workshop hearings.

**Bill Oemichen, CEO, Cooperative Network**, will share the history of Farmers' Health Cooperative of Wisconsin and discuss the challenges and issues surrounding healthcare co-ops today & in the future.

**Co-Bank Address**-Bob Egerton will share how Co-Bank navigated through the exceptionally volatile financial times of recent months. He will define Co Bank's strategy for 2010 and beyond. Get your questions answered about how your financial needs will be met going forward.

**Register Now @ [www.macc.coop](http://www.macc.coop)**