

# voice

Your Co-op Community News from Mid America Cooperative Council

may 2008



**MACC Mission:**  
*To Promote, Foster and  
Enhance the Values of  
Cooperatives*

## Membership meeting/luncheon

Is the co-op model busted for 2010 and beyond? Or does it still make sense?

At the June 20 MACC membership meeting and luncheon, industry experts Dr. Michael Boehlje and Dr. Allan Gray will help answer these questions as they share their expertise on today's co-op model. Their goal is to help you craft a strategic approach to insure your co-op stays relevant in this millennium.

Both Dr. Boehlje and Dr. Gray, professors at Purdue University, grew up in rural America using multiple co-ops to serve their families' needs. Dr. Boehlje has written four books and more than 450 articles on integrating concepts of economics, finance, and strategy to solve business problems. Dr. Gray's focus is on buying behaviors of large commercial producers and a quantitative approach to agri-business behavior modeling.

Immediately prior to the luncheon address, MACC will host co-op presentations on rural electrics and dairy co-ops, and hold a brief membership meeting. Bob Egerton of CoBank will also provide an update on CoBank's performance.

If you attend either Director Training or Co-ops 101, the cost of the membership meeting/luncheon is included in your registration. You can also register for the meeting/luncheon only. Visit [www.macc.coop](http://www.macc.coop) for details.

## Co-ops 101/Director training

Friday, June 20 is not only the first day of summer. Thanks to the Mid-America Cooperative Council, it's also a great day to strengthen your knowledge and your co-op!

Two concurrent sessions – Co-ops 101 and Director Training – will be presented by MACC on Friday, June 20, in Indianapolis at the Marten House Hotel.

Participants choosing the award-winning Co-ops 101 will begin their day at 9 a.m.

**Dr. Bob Cohen**, The Ohio State University, will define cooperatives and highlight the challenges facing both employees and directors. The day-long session will continue after the luncheon/membership meeting (see related story).

Director Training, also beginning at 9 a.m., will feature **Dr. Michael Cook**, who directs and teaches the Graduate Institute of Cooperative Leadership at the University of Missouri. Dr. Cook will discuss topics that are very relevant to today's co-ops – governance, structure, balancing member and market needs, and succession planning. After the luncheon/membership meeting, participants will learn from real life examples as they work with a series of cooperative case studies.

For more information, visit the MACC website at [www.macc.coop](http://www.macc.coop). You can register by mail or, if you prefer, register on-line and MACC will invoice you. MACC members receive significant discounts on registration fees.

## COOL RECONFIGURED

Changes are on the horizon for the Cooperative Opportunity On Leadership (COOL).

MACC responded to member feedback by shifting the strategic emphasis for MACC's COOL Program. COOL is being revolutionized to provide an intensive workshop setting geared toward the needs of new mid-level managers, as well as prospective and new directors.

### Here is the proposed workshop structure:

- A tour of five or six cooperative businesses from a variety of industries;
- Speakers from other cooperative businesses;
- Unique workshop projects that encompass the value and diversity of various businesses using the cooperative model.

The proposed length of the new COOL is Wednesday evening through noon Saturday. MACC is looking for 30 cooperatives interested in sending prospective directors or new managers, with a launch date of late January 2009.

Please share your ideas for crafting the new COOL to insure the program remains meaningful to attendees! You can e-mail Rod Kelsay at [Rodkelsay@macc.coop](mailto:Rodkelsay@macc.coop) or call him at 317-726-6910 with your input.



*Cool participants pose for group photo at Harvestland Co-op, College Corner*



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## Co-ops 101/Start-up forum review

MACC recently partnered with the Center for Innovative Food Technology and Braintree Co-op to conduct a program with a dual purpose.

The day began with Co-ops 101, led by **Bob Cohen**, Braintree, (city or state in which it is located.)

"The co-op development class was a great opportunity for ag producers to determine if the co-op model is appropriate for their goals," Bob said.

After Co-ops 101, a *Cooperative Start-up Forum* was presented. Panel participants at the start-up forum included **Tom Kalchick**, Michigan State University Product Center, and **Mark Stewart**, attorney, Shumaker, Loop & Kendrick, LLP.

"I attended a number of sessions and discovered a lot of good technical information. Co-op leaders will find the forum well worth attending. It also is ideal for professionals serving the industry," Mark said.



Start up class members

**www.macc.coop**



## Thoughts from Rod

### The numbers look great!

In 2003, the Mid America Cooperative Council was formed by 13 charter members and 35 other supportive cooperative, affiliate and associate members.

Five years later, we are proud to report that our membership has grown to **102!**

Thank you to our newest members:

- E. J. Water Cooperative, Bill Teichmiller, Dieterich, IL
- Farmers Gain & Coal, Jim Liesman, Mason City, IL
- Hamilton County Co-op, Jim Crouch, Noblesville, IN
- Heritage Grain Cooperative, Jerome Rowe, Dalton City, IL
- Jo-Carroll Energy, Michael Hastings, Elizabeth, IL
- Ludlow Cooperative Elevator, Bruce Bastert, Ludlow, IL
- Moweaqua Farmers Coop, Bob Moberly, Moweaqua, IL
- Prairie Central Cooperative, Michael Sulzberger, Chenoa, IL
- Tennessee Farmers Co-op, Joe Huffine, La Vergne, TN
- Farmer Grain Co., Terry Cundall, Latham, IL
- Ursa Farmers Co-op, Gerald Jenkins, Ursa, IL

As you can see, MACC is expanding our presence in Illinois. In fact, Tom Bressner of Assumption Co-op in Illinois is our membership chairman, and he is currently targeting Illinois co-ops and explaining the benefits of a joint co-op organization.

MACC has experienced a 57 percent growth in total members over the last three years, as well as a 54% growth in cooperative members. This is very impressive, especially considering that cooperative member numbers decrease when co-ops consolidate.

Now more than ever, membership in MACC strengthens the future of the co-op structure and allows our members to achieve their goals. Talk to co-op members you know about the value of MACC and encourage them to attend a MACC program or training.

Or, if you prefer, give me a call at 317-726-6910 and let me know of any prospective members. I'll take it from there!

Rod Kelsay  
 Executive Director

For a full listing of our members, go to [www.macc.coop](http://www.macc.coop) and click on "Membership".