

Registration Form

Three Easy Ways to Register

- Online:** Register and Pay Online
www.macc.coop
- Email to:** knowledge@macc.coop and we will send you an invoice
- Mail to:** MACC
8425 Keystone Crossing, Suite 261
Indianapolis, IN 46240
- Fee:** **Members:** \$ 140.00
Non-Members: \$ 220.00
- Questions?** Rod Kelsay
317-726-6910
knowledge@macc.coop

Co-op Name _____

Address _____

City _____

State _____ Zip _____

Contact _____

Email _____

Phone _____

Participants Names

1. _____

2. _____

3. _____

4. _____

5. _____

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
8425 Keystone Crossing, Suite 261
Indianapolis, IN 46240
Phone: (317) 726-6910
Email: knowledge@macc.coop



www.macc.coop



Mid America Cooperative Education, Inc.

Co-ops 101

**Presented by
Bob Cohen**



August 23, 2017

Location:

**Peppermill Restaurant
685 N. Port Crescent St.
Bad Axe, MI 48413
(989) 269-9347**

9:30 AM – 3:30 PM

Hosted by Cooperative Elevator Co.

Mid America Cooperative Education Co-ops101

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



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

The Co-ops101 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."

Rod Kelsay
Executive Director
Mid America Cooperative Council

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

9:30 AM	Co-ops101 What is a Cooperative? <i>Led by: Dr. Bob Cohen</i>
10:30 AM	Break
10:45 AM	Co-ops101 History of Cooperatives <i>Led by: Dr. Bob Cohen</i>
12:15 PM	Lunch
1:00 PM	The Cooperative Advantage <i>Led by: Dr. Bob Cohen</i>
2:15 PM	Break
2:30 PM	Marketing Our Co-op Culture <i>Led by: Dr. Bob Cohen</i>
3:30 PM	Adjourn



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.

Comments from Past Attendees

*"I did not know what to expect and found
the class to be 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."*

*"The speaker advised how important each
employee is in representing the
cooperative to others."*

*"It was helpful for us to understand that
cooperatives are run by their 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."*