

Registration Form

Three Easy Ways to Register

- Online:** Register and Pay Online
www.macc.coop
- Email:** knowledge@macc.coop and MACC
will send you an invoice.
- Mail:** MACC
8425 Keystone Crossing, Suite 261
Indianapolis, IN 46240
- Fee:** Members: \$140.00
Non-Members: \$240.00

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



Co-ops101

~ presented by ~

Dr. Bob Cohen



June 26, 2018

Hosted by:

**Ag Credit
2500 W. Market St.
Tiffin, OH 44883
(419) 447-0787**

9:00 AM– 3:30 PM

MAC-Ed's CO-OPS101 Training



**Engage your employees
to understand the cooperative world,
and sharpen their ability to connect with**

"Cooperative education is the main focus of Mid-America Cooperative Education, Inc.

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."

**Rod Kelsay, Executive Director
Mid America Cooperative Education
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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.
- The Ability to Articulate the Values and Principles to other employees, customers and member/owners.
- How to Initiate a 30 Second Dialog about the benefits of being a cooperative member.

Program Agenda

8:30 AM	Registration
9:00 AM	Co-ops101 What is a Cooperative? <i>Dr. Bob Cohen</i>
10:00 AM	Co-ops101 History of Cooperatives <i>Dr. Bob Cohen</i>
Noon	Lunch
12:30 PM	The Cooperative Advantage <i>Dr. Bob Cohen</i>
1:30 PM	Break
1:45 PM	Marketing Our Co-op Culture <i>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.

Past 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 in representing the cooperative to others."

"It was helpful for us to understand that we, as a cooperative, are run by our 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."