

# Registration Form

## Three Easy Ways to Register

**Online:** Register & Pay Online  
www.macc.coop

**Email to:** knowledge@macc.coop  
MACC will send you an invoice.

**Mail to:** MACC  
8425 Keystone Crossing, Suite 261  
Indianapolis, IN 46240

**Fee:** **OCUL Members: \$140.00**  
**MACC Members: \$140.00**  
**MACC Members: \$220.00**

Co-op Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### Participants Names

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Why Should You Attend?

As a leader, you know that employees play a critical role in the success of your credit union.

A knowledgeable employee can make or break the image and ultimate success of your credit union.

A knowledgeable employee is more confident, productive and loyal to your credit union and its cooperative values.

A credit union is a financial cooperative and holds a very different operating structure and values, than banks or other privately held businesses.

Give your employees the gift of knowledge about the rich history and unique purpose of credit unions. Register them today for this unique and valuable program.



**Rod Kelsay**

*Executive Director*

Mid America Cooperative Education, Inc.

Mid America Cooperative Council  
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www.macc.coop



## Co-ops 101

***Presented by:***  
***Bob Cohen***



**November 21, 2017**

***Hosted by:***  
***Ohio Credit Union League***

***Location:***  
***BMI Credit Union***  
***6165 Emerald Parkway***  
***Dublin, OH 43016-0340***  
***(800) 233-6880***

## MAC-Ed's CO-OPS101 Session

Give your employees the gift of knowledge about credit unions that are financial cooperatives.

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

Knowledgeable employees will reward you by being better ambassadors for your credit union, and being loyal to your cooperative.

"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 a deeper understanding of how their co-op is different
- Your credit union is a financial cooperative, and is self-governed and totally controlled by its members
- 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

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



## Presenter

Dr. 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 to representing the cooperative to others."*

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

*"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."*