

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
6302 Rucker Rd, Suite H,
Indianapolis, IN 46220
- Fee:** **Members:** \$140.00
Non-Members: \$220.00
- Questions?** Rod Kelsay
317-726-6910

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

6302 Rucker Road, Suite H

Indianapolis, IN 46220

Phone: (317) 726-6910

Email: knowledge@macc.coop



www.macc.coop



Co-ops 101

Presented by:

Bob Cohen



December 14, 2017

Hosted by:
Farm Credit Mid-America
1601 UPS Drive
Louisville, KY 40223
(502) 420-3700

8:30 AM – 3:00 PM

MAC-Ed's CO-OPS101 Session

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



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

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 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

8:30 AM	Co-ops101 - What is a Cooperative? <i>Led by: Dr. Bob Cohen</i>
10:00 AM	Co-ops101 - History of Cooperatives <i>Led by: Dr. Bob Cohen</i>
Noon	Lunch
1:00 PM	The Cooperative Advantage <i>Led by: Dr. Bob Cohen</i>
1:45 PM	Break
2:00 PM	Marketing Our Co-op Culture <i>Led by: Dr. Bob Cohen</i>
3:00 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 to representing the cooperative to others."

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