

MACC Executive Director Testifies

As a representative of 113 MACC Members from multi-State and multi-sector cooperatives, and MACC's presence on the board of directors of the Association of Cooperative Educators (ACE) Rod Kelsay, MACC Executive Director was invited to testify at The Council on Food, Ag, & Resource Economics (C-FARE). C-FARE is a non-profit organization dedicated to strengthening the national presence of the agricultural economics profession. C-FARE's governing board includes prominent agricultural economists representing a wide range of public and private sector interests. Its mission is to be a widely-recognized organization which helps agricultural economists contribute to private and public sector decision making on issues important to agricultural, rural, environmental, food safety and other related societal issues. www.cfare.org

Make Time Now

to add **Co-op Education** to your annual **employee** and **board** development plan.

Expect a high-caliber, application-oriented experience drawn from collective decades of demonstrated experience by dynamic co-op program leaders.

2011-12 MAC-Ed Program Offerings

Brochures & Registration @ www.macc.coop

Board Chairman Forum & Roundtable

Dec 5-6 Indpls, IN IN Statewide REC

Director Education

Dec 9 Bloomington, IL Corn Belt Energy
Jan 23-24 East Lansing, MI MSU

Co-ops101

TBA Louisville, KY FCS of MA

CFO Essentials Workshop

Nov 9-10 Indianapolis, IN Four Points Sheraton

Cooperative Financial Conference

Nov 10-11 Indianapolis, IN Four Points Sheraton

Coop Summit

Oct 28 Indpls, IN IN Farm Bureau Bldg

MACC Membership Mtg

Dec 16 Columbus, OH TBA

Co-op Leadership Forum for Emerging Leaders

Jan 17-18 Oxford, OH Miami University
Mar 7-8 One Workshop Covered in Two (2 Day) Sessions

Being a Co-op in Tough Times Makes Sense

Self-help, self-responsibility; democracy; equality, equity; solidarity, honesty, openness, social responsibility and caring for others. These principles can be found in every co-op. Yet, have we truly been systematic in our approach in conveying the benefits of the co-op model and its social importance to our members, staff and community? Advancing the collective causes that are important to all humanity is a core responsibility of every co-op leader. There are other options...



A Word From Rod



Over the summer I attended several cooperative conferences and visited with several MACC members. Here is what I learned and heard from cooperative colleagues:

- **Ag Co-ops:** Are wondering how high prices will go for corn, soybean, and livestock, and can they afford the inputs?
- **Milk Marketing & Genetics Co-ops:** Are happy the milk price is above break after 16-24 months of losses.
- **Credit Unions:** Are paying down the insurance premiums from bank defaults of prior years. CUs are wondering why the big banks don't have their own co-op insurance, so the U.S. citizens don't have to keep bailing them out.
- **Rural Electrics:** Are seeing record usage and wondering how will they meet those needs decades from now.

Overall, cooperative members are pleased they can rely on their member/owners as stable consumers or providers of needed services. As I look at each industry or sector that our cooperatives are involved in, there are challenges and growing risk. Yet, co-op leadership gets a sense of peace that they are a cooperative and have a deep understanding of providing those important needs to their member/owners. This is the backdrop as the "2012 International Year of the Cooperative" campaign launches.

Perhaps it is the most appropriate time for our cooperative members to convey their unique cooperative story to the next generation of cooperative member/owners and the community. It is important to keep the spirit and legacy alive and communicate the blessings cooperatives continue to provide to their membership.



Our Mission is to Promote, Foster and Strengthen the Values of Cooperatives



The International Year of Co-operatives, or IYC, celebrates a **different way of doing business**, one focused on human need not human greed, where the members (who own and govern the business) **collectively enjoy the benefits** instead of all profits going just to shareholders.

Having an International Year of Co-operatives provides an opportunity to **captivate the attention** of national governments, the **business community** and, most importantly, the **general public** on the advantages provided by the co-operative model.

As the global voice of co-operatives ICA is seeking to leverage the International Year to raise the public awareness of co-operatives worldwide. The ICA launched the official website for the International Year in September 2011. Visit www.2012.coop for tips on how you can promote co-ops.

The **2012 Year of the Co-op** will also be the theme of the **Co-op Summit in Indianapolis, IN on October 28, 2011.**

How Will Your Cooperative Promote the "2012 Year of the Co-op" in Your Community?

Board Chairmans Conference: Infuse Fresh Ideas into Your Meetings

Board Chairmen need to competently lead to protect the interests of the collective membership, and insure the co-op effectively achieves its purpose.

Key components of this role are :

- **Fostering the Board/CEO Relationship Through Effective Appraisals**
- **Developing Board Committees that Function Well**
- **Building Board Consensus**
- **Remaining Abreast of Director Liabilities**

Join your peers on **December 5-6 for MAC-Ed's Board Chairman's Forum.** Engage in healthy discussions with co-op leaders and colleagues to expand your network of "sounding-board relationships". Details @ www.macc.coop

MACC Member Nationally Recognized



Dave Sheets

The Cooperative Communicators Association (CCA) announced that David Sheets earned the designation of "Master Cooperative Communicator." The (MCC) Program signifies an individual's level of professionalism and competency. The MCC certificate demonstrates an employee has mastered the knowledge and skills necessary to communicate on behalf of cooperatives.

Sheets, Senior Vice President of RushShelby Energy in Manilla, Indiana is responsible for the electric cooperative's communications programs. He serves as the editor of the monthly ELECTRAWATT newsletter as well as coordinating the production of the cooperative website, speaker's bureau and annual meeting.

"We are proud to have an employee like Dave with us," said Terry Jobe, CEO of RushShelby Energy. "He is a valuable asset as we communicate the rapid changes in our business to our member-owners. His understanding of electricity, cooperatives and rural Indiana make his work stand out."

MACC asked Dave for his thoughts about why is consistent communication and education about cooperatives important to the cooperative community. He responded,

"Every business has a story to tell. Cooperatives must share their story to remind members of the value of being an owner, and a customer, of the business. Cooperative history and principles are reminders of what we can do to serve each other. Our challenge is sharing the message about how we as a cooperative are uniquely suited to meet the next challenges our consumers face. Cooperatives need to communicate more about our message to keep a dialogue going in the communities we serve so that our past and present actions are indicators of our future success."