

2011 MAC-Ed Director Ed Programs



- "Eye-opening ideas. Good clarity."
- "Good graphics."
- "Spot-on!"
- "Pertinent and important information."
- "Excellent flow and examples."
- "Great summary of Strategic Planning with usable techniques and approaches"

Nearly 100 people have attended one of three MAC-Ed Director Ed Programs already conducted this year. These programs are designed for co-op board directors and senior managers. Attendees represent a variety of co-op industries and discussed core co-op board issues and responsibilities. The programs and speakers received comments like those listed above.

Don't miss your chance to learn from Kevin Eikenberry and other board directors, yet this year. Mark your calendar to attend our summer program on August 22nd in Northwestern Ohio at a location yet to be determined. The topic will be Strategic & Succession Planning and is sponsored by CoBank.



McIntyre



Eikenberry



Leimbach



Peterson

2011 MACC Program Offerings

Details and Brochures @ www.macc.coop

Board Chairman Forum & Roundtable

Dec 5-6 Indpls, IN IN Statewide REC

Director Education

Aug 22 NW Ohio TBA

Co-ops101 Ed

Mar 22	Goshen, IN	Interra Credit Union
Apr 28	Louisville, KY	FCS of MA
Jun 29	Indianapolis, IN	CFA
Jun 30	Fostoria, OH	Ag Credit
Sep 22	Louisville, KY	FCS of MA

Cooperative Credit Conference

Sep 27-28 Indianapolis, IN Four Points Sheraton

Cooperative Financial Conference

Nov 10-11 Indianapolis, IN Four Points Sheraton

Co-op Intern Program

Jul 21-22 Sandusky, OH Cedar Point

Illinois Co-op Youth Conference

Jun 9-10 Carbondale, IL SIU

NICE Nat'l Institute on Cooperative Education

Jul 23-27 W. Layette, IN Purdue Univ

Co-op Development Center Roundtable

April 4-5 Lansing, MI MSU Product Center

Coop Summit

Oct—Nov Indpls, IN TBA

MACC Membership Mtg

Dec 16 Columbus, OH TBA

2012 is the Year of the Co-op - Get in the Game

The International Cooperative Alliance has designated 2012 as the "Year of the Co-op". The overall goal is to **raise public awareness and visibility of cooperatives in every community.** We all can do this; and the cooperative world as a whole and those we serve will reap the rewards.

Each and every co-op has a responsibility to evangelize the benefits and importance of being part of the cooperative world. All cooperatives have a "Co-op Story". Share yours in 2012. Begin gathering your co-op's legacy and related stories today. Share them in your monthly communication piece in 2012.

Here are some tips to help launch your own co-op's legacy campaign.

- Incorporate what differentiates you cooperative from the competition in your overall communication plan.
- Explain that all cooperatives are guided by a philosophy of self-help, self responsibility and democratically controlled.
- Tell your co-op story. Describe why your co-op was formed and how your cooperative continues to meet the member/owners needs today.
- Promote the ways your co-op profitable serves member needs.
- Share the patronage story and how it benefits everyone.
- How can you join with other co-ops in your community to promote cooperative values and principles by serving your community in 2012 We will bring you more ideas throughout the year; It's Cooperative!

A Word From Rod



Rod Kibbey

The 2011 Super Bowl XLV Champion Green Bay Packers accepted their trophy on behalf of 120,000 member-owners. Yes, they are a cooperative, owned by their members. As with other cooperatives, their customers are the fans that support them each week economically, by purchasing tickets. They also support them non-financially, by participating as owners in the election of their directors; and of course by enthusiastically supporting their team. I am curious to know if their election percentage is similar to other cooperatives.

As a unique marketing cooperative, the benefits they bring their membership is far beyond the financial gain of their investment. No other NFL team can say they are owned by their adoring fans. I also wonder if these owners are fully on board with desired wishes of the other thirty-one owners who desire a larger piece of the financial pie? As a cooperative, their first goal is to serve the needs of their member/owners. It appears that they are doing that quite nicely.

It can be challenging to identify the collective needs of member/owners. The Cooperative Studies program at St Mary's University, Halifax Nova Scotia suggest these four areas:

Measure Member Satisfaction

Define key areas to measure.

Member Engagement

Highly engaged members benefit every cooperative.

The Value Members Place on Their Co-op Equity

Do they consider value on the balance sheet, or an extension of their business?

Cooperation with other Cooperatives:

Finance, Insurance, or other engagements in the market channel.

This research paper suggests healthy co-ops score higher in these four non-economic areas.



THE MACC TRACT

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Mid America Cooperative Council's E-News Update

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

MAC-Ed 's CLF is Awarded CHS Foundation Grant

In 2011, The CHS Foundation granted funding to MAC-Ed for **The Cooperative Leadership Forum**. CLF is an intensive four-day workshop designed for current and emerging leaders of co-ops. Attendees worked together to create their own co-op, sell shares of stock, select a governance structure and develop a business plan for their co-op. The group project clarified the subtle differences and advantages of co-ops when compared to private or investor owned companies.

Attendees experienced day-to-day operations by touring ag, food, credit union, housing and rural electric co-ops, all of which are members of MACC. In the spirit of being cooperative, our members offered these tours as an investment in tomorrow's cooperative leaders. Thanks to these MACC members for adding value to the overall learning experience for the program participants. They report being well-equipped to excel in our broad-base cooperative system.

Attendee Comments:

"I will now have a greater focus on the big picture and main objectives; working together for our members" "Phenomenal!"

"Wow! It will impact how I view life."

The program was hosted at the Miami University-Marcum Conference Center on January 18 - 21, 2011.

Thanks to our all of program Sponsors



Ralph K. Morris Foundation

Continuing the Cooperative Legacy



The CHS Foundation is the major giving entity of CHS Inc. (www.chsinc.com), a diversified energy, grains and foods Fortune 100 company committed to providing the essential resources that enrich lives. As a part of the CHS stewardship focus, the CHS Foundation is committed to investing in the future of rural America, agriculture and cooperative business through education and leadership development. (www.chsfoundation.org)

Plan Ahead for CLF 2012

CLF Speaker Megan Gerhardt- Expert on Generational Differences



At MAC-Ed's **Co-op Leadership Forum**, Megan Gerhardt, Farmer School of Business Professor, presented a message on the topic **Leadership Skills for Multi-**

Generations. Megan was also interviewed on this topic by ForbesWoman.

(An excerpt) Megan, a member of the largely ignored Gen-X, has just completed a study of the motivations and leadership styles of all four workplace generations. Gen-Y and Boomers are well-advised to embrace one another.

Millennials, says Gerhardt, are "extremely driven," just not tremendously respectful of authority, hierarchy or the traditional career paths valued by Boomers. According to Gerhardt, Gen-Ys are proactive, have high expectations for career advancement and are desirous of crafting their own environments for success.

When properly understood, Boomers and Gen-Y have far more in common than they have apart. This is particularly true for Boomer women for whom the traditional hierarchy has been more an obstacle than a ladder. If collaboration, autonomy, creativity and resourcefulness will characterize the workplace of the future, women, whether Boomer, Gen-X or Gen-Y, will be among the first to benefit and should therefore be leading the way.

Summer Co-op Intern Workshop

The CHS Foundation awarded MAC-Ed funding for the **Co-op Intern Workshop planned for July 21-22, 2011 at Cedar Point in Sandusky, OH**. This program is in its second year and back by popular demand. Savvy co-op leaders want to offer their summer interns a fun and memorable experience that thoroughly describes the benefits of cooperative world. The intern returns to their co-op and presents what they learned and share ideas on how co-op leaders can best communicate with and attract the talent soon to graduate and enter the workforce. **Register Now...**

Gen Yers: Tomorrow's Co-op Leaders

It is important to equip tomorrow's co-op leaders with a solid education on the nuances of the cooperative business model. It is also critical to understand the differences between Baby Boomers who are leading today, yet have begun exiting the workforce. Here is a glimpse of some general characteristics and facts about Gen Yers, also known as "Millennials"

- Born 1980 to 2000
- 80 million strong
- Proficient with technology, often called "Digital Natives"
- See social networking as normal and everyday activities and internet use as routine. (tweeting, texting, Facebook, YouTube and Wikipedia)
- 75% have created a profile on a social networking site
- 41% use only a cell phone and have no landline
- Easily bored, but highly committed and willing to work long hours when their work and input is seen as valuable
- Grew up with school shootings, 9/11, Hurricane Katrina, Iraq
- Plagued with high levels of student debt
- About 37% of 18- to 29-year-olds have been underemployed or out of work during the recession, *the highest share among the age group in more than 30 years.*
- Personality characteristics: confident, social, celebrate diversity, collaborative
- More ethnically and racially diverse than older generations, with people of color making up about 40% of Gen Y's population.
- 1 in 5 are college graduates
- 36% depend on financial support from their families, including 14% of all young adults who are working full time.
- More than 1 in 3 young workers say they are currently living at home with their parents
- 66% voted for Obama for president
- 34% are parents
- 21% are married (half the percentage of their parents' generation at the same ages)

Register new employees for Co-ops101 today!