

## How MACC Members are Preparing for Next Generation Employees

**Roger Miller/Premier Cooperative, Inc.** - "Premier has a succession plan in place for all employees that are location managers or higher in the organization chart. We utilize professional placement companies, utilize local college graduates, and has started hiring interns as a way to screen younger employees."

**Eric Parthemore/Heritage Cooperative** - "Buildings, Technology, and Infrastructure may paint a vivid picture of an organization, but it is the people of the organization that give it life and vitality. At Heritage Cooperative we recognize that our life blood is our people, as well as the accelerated physical and intellectual capacity drain in our industry being created by the Baby-Boomer generation's retirements. For Heritage Cooperative Recruitment, Training, and Retention of quality personnel is not just a significant issue, it is a mandate."

**Richard Poe/Farm Credit Services of Mid America** - "We anticipate increasing the workforce by about 20 percent over the next 5 years. Adding staff will not only help us meet the staff demand from those nearing retirement, it will help us become more relationship focused, allow us the time to fully serve our customers, create more customer service continuity and grow our business. In the end, it's about adding value for our customers."

## Seeking the Cooperative Solution

Many cooperative innovators faced criticism and opposition from those who said, "People do not have the ability to operate and manage their own organization. We will do it for you, and our surplus will go to the wealthy shareholders who put up the money!"

However, **these innovators decided to set up and run their early cooperatives and credit unions on their own**; thereby developing valuable skills in understanding and evaluating financial information, democratic decision-making, verbalizing their thoughts, conducting meetings and in making decisions regarding their welfare.

Out of that experience, grew the financial and other cooperatives serving us today. In our large cooperatives and credit unions, the challenge is to provide the same education that these early pioneers gained from the experience of founding the organizations. There are important efforts being made in this direction. **The continuing success of cooperatives and credit unions depends upon members understanding and accepting their responsibilities**, as owners of their cooperative businesses. (*excerpts from **Sharing My Life, Building the Cooperative Movement** by Harold E. Chapman*)

## How MACC Educates Next Generation Employees

MAC-Ed's award-winning **Co-ops 101** education session is a must for new employees. This session describes the nuances of the cooperative business model, and the history and culture upon which it was founded. *Co-ops 101* illustrates the uniqueness of cooperatives, and clarifies your co-op's purpose for its employees. A credit union participant said: "I came from a bank . . . and was a little fuzzy on the differences . . . they are enormous! I am now better equipped to educate members and prospective members on the benefits of joining a credit union."

Successful cooperative leaders want to invest in the future by further developing the next generation of leaders who are, currently, in college. MAC-Ed's **Co-op Intern Workshop** experience is designed to generate excitement about the cooperative business model. It delivers a solid education on cooperatives, while leaving attendees with a memorable networking experience at a theme park. The interns return to their respective co-op with a Project to be delivered to their managing team. This opportunity creates synergistic opportunities for both the interns and respective co-op leaders. It helps to identify solid candidates for your co-op team.

**Cooperative Leadership Forum - Emerging Leaders** - This program is designed to entrench the cooperative business model into the minds of current and *emerging leaders*. This co-op immersion workshop emphasizes core co-op education in an atmosphere of teamwork and leadership collaboration. Tours of local cooperatives are described as "favorite experiences" by program participants. Participants gain a concrete understanding of the nuances unique to the co-op business model, and the importance of cooperative relationships with member/owners. A comparison of co-ops and investor-owned businesses create lifelong co-op advocates of your employees, who understand the benefits of the cooperative way and the importance of serving the needs of the member/owners.

MAC-Ed's **CFO Essentials** - Developing the skill-set of entry-level and mid-level co-op financial employees is critical to solid cooperative business practices and internal controls. The ABC's of co-op finance are demonstrated in a logical progression. The basics are presented in a practical way that allows participants to ask questions and receive personal attention, specific to their learning pace.

**Custom Co-op Curriculum & Consulting** - MAC-Ed recognizes that every co-op is unique; and has developed member specific curriculum and training relative to the personal culture, tenure and expertise of member employees and boards. Fresh perspectives evolve, co-ops forge new paths and internal communication bridges are strengthened and improved. This training is offered at your facility, or an offsite location of your choice.

## Thanks to these 2012 MACC-Ed Sponsors and Scholarship Providers!





# THE MACC TRACT

Summer 2012

Mid America Cooperative Council's E-News Update  
*Our Mission is to Promote, Foster and Strengthen the Values of Cooperatives*

## Cooperative Education Engagement with State Universities

With increasing pressure on budgets in higher education; there are growing opportunities for creative and forward-thinking models of programmatic content, development and delivery.

One such opportunity is the *Center for Small Business and Cooperative Education and Development* in the **Department of Agricultural, Environmental, and Development Economics in the College of Food, Agricultural and Environmental Science at The Ohio State University.**

MACC is working with The Ohio State University, this year, to discuss opportunities for building the Center. Drawing on the principles of profit maximization, public resource stewardship, cooperation, and corporate social responsibility, *The Center for Small Business and Cooperative Education and Development* will educate current and future small business owners and community leaders in the sustainability of business within a broader social context. Through partnerships with traditional and non-traditional constituencies, industry and public entities; the Center will establish a new student-centered education experience that fully integrates classroom and real-world experiences to provide a hands-on education focused on professional development and career training, that meets the needs of today's employees.

The Cleveland Foundation turned to *Kent State's Ohio Employee Ownership Center*, a leading support organization for employee ownership, to take a look at the feasibility of setting up local green businesses to meet the needs of Cleveland's major anchor institutions and then recruit and train local residents to work these newly created jobs. The center is a **Kent State University-based program, housed in the Department of Political Science**, that provides assistance to employees who are trying to buy the businesses they work at and retiring owners who choose to sell to their employees.

*The Cooperative Development Program* provides comprehensive cooperative business development services in Michigan rural areas, and is administered by the **Michigan State University (MSU) Product Center-Food, Ag, Bio**. The Product Center has worked with cooperatives since its inception in 2004, and the Cooperative Development Program within the Product development assistance, and educational services to individuals and groups in rural areas desiring to organize cooperative businesses or seeking to expand existing cooperatives.

**Southern Illinois University Carbondale's Division of Continuing Education** hosts the *Cooperative Youth Conference*. The conference provides high school juniors and seniors an exciting, yet educational, opportunity to learn about cooperatives through hands-on activities. Participants go on field trips to see local cooperatives, in action. They also attend workshops where experienced employees of cooperatives provide them with insight into the important qualities and facets, of various types of cooperatives.

### 2012 MAC-Ed Program Offerings Brochures & Registration @ [www.macc.coop](http://www.macc.coop)

#### Co-ops 101

July 26	Piqua, OH	Truepointe Co-op
August 1	Mansfield, OH	Braintree
August 2	Columbia City, OH	NE REMC
Sept 6	Columbus, IN	Premier Ag
Sept 21	Louisville, KY	FCS Mid America
November 9	Louisville, KY	FCS Mid America

#### Co-op Intern Program

July 19-20	Sandusky, OH	Cedar Point
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#### Co-op Credit Conference

Oct. 18-19	Indianapolis, IN	Four-Points Sheraton
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#### CFO Essentials

Nov. 14-15	Indianapolis, IN	Four-Points Sheraton
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#### CFO/Controller Conference

Nov. 15-16	Indianapolis, IN	Four-Points Sheraton
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#### Board Chairman's Roundtable

Dec. 3-4	Springfield, IL	AIEC
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#### Director Education Program

Dec. 14	Mahomet, IL	Farm Credit Svcs. of IL
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#### MACC Membership Meeting

Dec. 17	Columbus, OH	COBA/Select Sires
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2012  
International  
Year of

# Cooperatives

To find out more about  
our United Nations Year  
visit [www.2012.coop](http://www.2012.coop)



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### National Discount Program for MACC Members

For more information about the National Discount Program coordinated through FCC Services in Greenwood Village, Colorado, please contact Pat McFarland at FCC at [pat.mcfarland@fccservices.com](mailto:pat.mcfarland@fccservices.com) or (303) 721-3236.