

## The Value of Cooperatives & MACC 's Role

Cooperatives stress servicing member needs profitability. Many cooperatives show concern for their communities by giving their time and contributions, for the good of all. Cooperatives are part of the self-help tradition of America. They are businesses organized to provide goods and services, when the marketplace fails to do so. **Cooperatives provide these high quality goods and services at an affordable price.**

MACC supports Cooperative Education and the work of seven cooperative developments centers, in our trade area. These co-op centers are supported by USDA rural cooperative development grants, to assist startup co-ops. They are as follows:

- Illinois Cooperative Development Center
- Indiana Cooperative Development Center
- Kent State University (Ohio Employee Ownership Center)
- Michigan State University Product Center
- National Network of Forest Practitioners
- The Ohio State University Cooperative Endowment Center
- The Kentucky Center for Agriculture and Rural Development

MACC works with co-ops after they have been established, by working with the directors, employees and members through its' training programs; and by helping to build a strong community of co-ops who help each other.

MACC-Ed updates programs annually, to insure they are relevant. We secure content experts from a broad range of industries to keep programs diverse, and applicable to contemporary challenges. We actively engage our network of professional instructors, consultants and subject matter experts; to solve new co-op issues and meet the learning and development needs of each unique member co-op. To learn more about why Co-op Education is important for every stakeholder, please visit [http://www.macc.coop/why\\_education.html](http://www.macc.coop/why_education.html); or call the MACC office at (317) 726-6910 for more information on our Cooperative Education Programs.

## A Word From Rod



Co-op directors are raising concerns about where the next generation of co-op directors will come from, and how well prepared they will be for the job. What does our "farm system" of co-op directors look like? This issue was raised at **MACC's Dec. 5-6, 2011 Board Chairman's Forum**. These directors said that having qualified directors in place to take over, is of critical concern. They identified three methods to begin this process:

Jim Benz of Adams Electric Co-op presented the 20 & 5 concept. Each current director is to have 20 names of potential candidates that will be screened by established board policies. The director will ask 5 approved candidates to attend an "advisory membership meeting" as a personal guest of the director. At this advisory meeting, the co-op will present their strategic plan for how they will continue to provide services over the next decade, along with some financials. Additionally, the board chairman will cover key co-op governance policies &/or principles that will guide the business within that time frame.

Currently, many co-ops have an "Advisory Board" for each branch or location. The local managers holds periodic meetings to gain input from their key customers. These customer/owners appreciate being treated like an owner of the business. The board chairman also pointed out it is important for the local manager to enact some of the suggestions. These meetings are again used to enlighten the participants on the duties and actions of the board.

Create a "Young Director" seat on the board. Universities have Student Directors, and they can learn firsthand the important role of the board. The board will get an "X-generation" perspective, so all sides win.

Co-op directors of all industries have said it takes several meetings before the new director understands their role of representing all the members. **How has your cooperative approached this challenge?** MACC is developing a committee to advise on a curriculum to enlighten these emerging directors, before they are elected. **Please send me an e-mail at [rodkelsay@macc.coop](mailto:rodkelsay@macc.coop), if you wish to participate.**

*Thanks to these 2011 MACC-Ed Sponsors and Scholarship Providers!*





# THE MACC TRACT

Winter 2011/2012  
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Mid America Cooperative Council's E-News Update

*Our Mission is to Promote, Foster and Strengthen the Values*

## Cooperative Enterprises Build a Better World



2012  
International  
Year of

# Cooperatives

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

COOPERATIVE ENTERPRISES BUILD A BETTER WORLD



Co-operatives are a reminder to the international community that it is possible to pursue both economic viability and social responsibility.  
- Ban Ki-moon, UN Secretary General

In raising public awareness about cooperatives, much of the year 2012 will focus on information

sharing. These communication activities will center on the slogan of the year "Cooperative Enterprises Build A Better World", and highlight the key aspects of cooperative enterprises which allow them to fulfill this rule. Inclusive of the main slogan, activities for the year will hinge 10 key messages:

- Cooperative enterprises build a better world
- Cooperative enterprises are member owned, member serving and member driven
- Cooperatives empower people
- Cooperatives improve livelihoods and strengthen the economy
- Cooperatives enable sustainable development
- Cooperatives promote rural development
- Cooperatives balance both social and economic demands
- Cooperatives promote democratic principles
- Cooperatives and gender: a pathway out of poverty
- Cooperatives: a sustainable business model for youth

### Get Involved

Whether you are an individual, a member of a cooperative, or from your country's IYC organizing committee, everyone can play their role in making the International Year of Cooperatives a huge success.

### Tell Your Story

In 2012, *The United Nations International Year of Cooperatives*, we would like you to share your story of cooperation with the power to influence in words, pictures and video. Visit <http://stories.coop/tell-your-story> to learn more!

### 2012 MAC-Ed Program Offerings

Brochures & Registration @ [www.macc.coop](http://www.macc.coop)

#### 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	

#### Director Education

Jan 23-24	E. Lansing, MI	MSU
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#### Co-ops 101

February 23	Seymour, IN	Jackson-Jennings
March 8	E. Lansing, MI	Greenstone FCS
March 15	Louisville, KY	FCS of MA
June 14	Louisville, KY	FCS of MA
June 15	Fostoria, OH	Ag Credit
September 21	Louisville, KY	FCS of MA
November 9	Louisville, KY	FCS of MA

#### Illinois Co-op Youth Conference

June 7-8	Carbondale, IL	Southern IL Univ.
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#### Co-op Intern Program

July 19-20	Sandusky, OH	Cedar Point
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*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.*