

MACC VOICE

August 2014 Newsletter

Mid America Cooperative Council
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Mid America Cooperative Council

MACC Membership Diversity

Diversity among MACC members has grown, with representation in a wide variety of industries, including: credit unions, energy, livestock, milk and food marketing, ag supply, grain, genetics, water, housing, lending, library services, laundry services, and more.

Cooperatives are businesses governed on the principle of one member, one vote. There are several common types of co-ops (as well as hybrids - which combine more than one type), including cooperatives owned and operated by:

- The people working there (worker cooperatives);
- The people buying the co-op's goods or services (consumer cooperatives);
- The people collaborating to process and market their products (producer cooperatives); and
- Groups uniting to enhance their purchasing power (purchasing cooperatives).

Demonstrating this strategy's vast scope and scale, there are 29,284 cooperatives across the U.S. operating within a range of diverse industries.

Meet MACC's New Member - OCLC Library Service



"OCLC is a nonprofit library service and research cooperative that provides computer-based cataloging,

reference, resource sharing, preservation, library management and Web services to thousands of libraries around the world. Over the past four decades, OCLC and its member libraries worldwide have created and maintain WorldCat, the world's most comprehensive online resource for finding library materials.

Unique among library service providers, OCLC is driven by its members to follow its public purposes, furthering access to the world's information and reducing the rate of rise of library costs. The people of OCLC—members, trustees, staff—faithfully pursue its mission, "Connecting people to knowledge through library cooperation," and vision, "The world's libraries. Connected."

As its founding generation has retired, OCLC has sought new ways to engage and energize its membership. George Needham and Tam Dalrymple, who represent OCLC on MACC, are hoping to interact with MACC members to learn new, sustainable ways to build membership for the long haul. And, of course, we want to encourage MACC members to use their local libraries, too!"

George Needham, Vice President
OCLC



MACC New Member InHealth Mutual



InHealth Mutual is the new health insurance CO-OP (Consumer Operated and Oriented Plan) in Ohio. We are a nonprofit mutual insurer built for members by

members to provide quality, affordable health insurance that is responsive to the needs and wants of all Ohioans. We, like CO-OPS everywhere, are designed to foster member engagement and leadership - 51% of our board of directors will be policy holders beginning in 2015. We are concerned about communities across our state and work to listen and respond to them while also ensuring the greatest access to care possible - our statewide network represents more than 98% of all providers. And, we seek cooperation with other CO-OPS, with employee-owned businesses, fellow nonprofit organizations, faith communities and others who put people, not profits, first.

By joining MACC, we have been introduced to principles, best practices, and to CO-OPS in Ohio and beyond. This has and will continue to afford us the opportunity to learn from trail-blazers while also allowing us the opportunity to share our mission and work with them. This is the value of joining the Mid America Cooperative Council and we look forward to all that lies ahead.

Mark your calendars! Open Enrollment begins November 15, 2014 and ends on February 15, 2015. Learn more at www.inhealthohio.org or call 866-982-5644.

2014 MAC-ED PROGRAM CALENDAR

Co-ops101 Classes

August 11	Champaign, IL	Premier Cooperative, Inc.
August 13	Pigeon, MI	Scheurer Prof. Building
August 26	Normal, IL	1st Farm Credit Services
September 18	Louisville, KY	Farm Credit Mid-America
October 14	Wabash, IN	Beacon Credit Union
November 6	Louisville, KY	Farm Credit Mid-America

Co-op Credit Conference

October 16-17 Indianapolis, IN Holiday Inn North/Carmel

CFO Essentials Conference

November 19-20 Indianapolis, IN Embassy Suites North

CFO/Controller Conference

November 20-21 Indianapolis, IN Embassy Suites North

MACC Membership Meeting

December 10 Lansing, MI TBA

2015 MAC-ED PROGRAM CALENDAR

Cooperative Leadership Forum

February 18-19	Oxford, OH	Miami University
March 3-4	Oxford, OH	Miami University

Rod's Thoughts

MACC is thrilled to have a diverse membership. This was a core goal of our founding members, whose vision was for cooperatives from every sector to attend educational programs and learn from each other. With OCLC, a library cooperative, and Western Michigan Shared Hospital Laundry; we are coming closer to our founders' vision.



I have witnessed the benefits when co-ops from one sector are getting solutions to routine challenges from co-ops of other sectors. Many of our agricultural cooperatives and financial cooperatives were having difficulty with member engagement and developing a succession planning program to enlighten potential director nominees. They learned about the delegate input structure of Dairy Farmers of America and Michigan Milk Producers Association. They learned how members get a sense of engagement with their cooperative through these local input meetings, and can express their members' needs to their co-op board. Additionally, these delegate meetings surface prospective director candidates and demonstrate how the democratic process can be successful.

Beacon Credit Union and Farm Credit Mid America hold seasonal branch advisory meetings to explain their co-ops' vision and gain input from those member/owners in attendance. **Michigan Sugar Company** holds regular "tool shed" meetings to engage their membership. All of these co-ops provide a forum for member/owners to engage with their cooperative.

On a different front, we know that each business sector goes through good and challenging times in different cycles. The knowledge gained from one sector can be extremely helpful to a sister cooperative in a different sector. That message is generally, "Keep the faith in your cooperative to serve its' members in good and tough times."

Co-op diversity offers a richer educational experience. During our director training program this past year, directors from ag supply, milk marketing, and retail food cooperatives were sitting at the same roundtable. They quickly learned that they were all passionate about high quality nutritious food. They also focused on serving their member/owners' needs through a profitable and efficiently run cooperative. They shared governance and membership challenges and gained a healthy respect for each other.

Our cooperative council is like a big pitch-in family dinner. We can take portions from the dishes that help us serve our cooperatives' needs. We don't have to love every dish to have a sustainable cooperative. We do have to give each other the dignity and mutual respect that is **earned from operating their cooperative successfully by engaging their member/owners.**

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