



Mid America Cooperative Council

2003-2013

"A Decade of Cooperative Education"

# MACC VOICE

September 2013 Newsletter

## In Memorium - Charles Harold Ingraham



**Charles Harold Ingraham, Ph.D.**, 89, died on August 19, 2013, surrounded by his loving family. He was born on a Washington County farm (Newport Pike) near Marietta. Dr. Ingraham was the son of C.H. (Charley) and Clara Whitney Ingraham.

He was a 1942 graduate of Marietta High School. He was an active 4-H club member and advisor and a FFA member. Dr. Ingraham received his BS, masters, and doctorate degrees from The Ohio State University. He was an Agricultural Economist and Professor Emeritus, at OSU with appointment in teaching, research, and extension. He was County Agricultural Agent in Hamilton and Hocking counties, State Extension Livestock Marketing Specialist 1957 to 1964 and 1964 to 1980 State Extension Business Management Specialist at OSU.

Following his retirement from OSU in 1980, he was associated with the College of Tropical Agriculture, University of Hawaii for 13 years. He organized the Hawaii Landscape Industry Council and the Hawaii OSU Alumni Club. As OSU Livestock Marketing Specialist, he planned, organized, and implemented the, "Ohio Certified" feeder calf marketing program, State Fair junior fair steer sale and taught college and Extension classes on non-profit corporations, marketing, and business management, director training and salesmanship. He represented U.S. Agricultural Cooperatives on several USDA and IRS committees. He was a director of several organizations including the National Council of Cooperatives, American Institute of Cooperatives and Ohio 4-H Foundation. In 2000 he was inducted into the Ohio Agricultural Hall of Fame.

During World War II, he served with the Company K, The Ohio State guard and later the U.S Army as Regimental Communications Officer and CO of Headquarters Company, 342nd Infantry Regiment, 86th Division in the Philippines.

**Dr. Ingraham lifted a consciousness about MACC and cooperative education, and taught the cooperative class at The Ohio State University for several decades inspiring hundreds of cooperative leaders. Some might call him the Grandfather of MACC. He will be fondly remembered by all those whose lives he touched.**

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## Harvest Safety

As we enter the harvest season, let us create conscious safety routines that can save lives, prevent injuries and protect farm equipment.

Farm tractor accidents are the major cause of farm work-related deaths. Nationally, it is estimated that between 500 and 600 persons are killed each year in tractor accidents; and, for every person killed, at least 40 others are injured. Tractor upsets or overturns account for more than half of all tractor-related deaths. Falls are also a major cause of tractor accidents. Falls involve both tractor operators and extra riders who are often children. Another source of tractor-related injuries and death is entanglement in rotating power-takeoff components.

### Know How to Operate the Tractor Safely

More than 85% of all tractor accidents involve members of the farm family. Of course, in many situations, members of the family do most of the tractor work. However, few tractor operators, family or otherwise, have had training for the job of tractor operation. A vitally important tractor safety rule is to be sure that each person who operates a tractor is trained, physically fit, and qualified to do the job.

The new tractor operator should first practice, without equipment attached, in a level field or a large, level yard. A skilled operator should be the trainer. The trainer should start the tractor, demonstrating the procedure for the new operator. The trainer should drive the tractor around the yard, showing the student how each of the controls operate. Then, the new operator can take the seat and operate the tractor, while the trainer stands on the drawbar to give assistance if needed.

If your tractor is equipped with a cab, the trainer will need to ride in the cab to give needed instruction. Normally, extra riders should not be allowed anywhere on the tractor. The hazard is not so great during the training, since the tractor is operating on level ground at slow speed without attached equipment. After the new operator has learned to operate the tractor alone in a level area, the next step is to attach and operate the equipment. The trainer should now stay off the tractor. The new operator should gradually work into the more complex jobs of tractor operation.

Your tractor operator's manual is an important safety tool. Read it, know and understand the information in it. Follow all operating precautions and the recommendations outlined in the manual. Use tractors only for jobs intended. Tractors are not designed for recreation, nor for use as a tow truck or to run errands, herd cattle, etc. **Bill Field, Extension Safety Specialist/Purdue University (excerpts from Safety with Farm Tractors)**

For more information, please visit the link below:

<http://www.extension.purdue.edu/extmedia/s/s-56.html>

## MACC Co-op Credit Conference What is the Value?

The following are some comments from past attendees of the MACC Credit Conference:

“MACC’s Credit Conference is very relevant to the daily challenges of being a credit manager for a cooperative. The networking possibilities, not to mention the timely information and knowledge shared by the presenters, make it consistently one of the most valuable educational experiences available. I would encourage others that are involved with credit and collections for a cooperative to attend.” **Chuck Squires, Credit Manager - Cooperative Elevator Co.**

“I enjoy the MACC Credit Conference each year. It is a time to relate our experiences with other credit professionals to pick up new ideas for collecting past due accounts. I also look forward to the information that presenters give at the conference. They are a good mix, whether they be Agricultural Economists, State or Federal Program Specialists, or others that fit in with our cooperative businesses. It is a very worthwhile conference.” **Dennis Nagel, Credit Manager - Trupointe Cooperative, Inc.**

“There are three areas of focus that I always find beneficial. First, is the variety and depth of information. Whether we receive information from the legal, federal or overall AG industry, I can always count on taking something home that will help me do a better job. Second, is the collective sharing of information from other credit managers and their cooperatives pertaining to our common challenges. I have utilized several ideas from past conferences that I would not have created on my own. Last, is the personal networking that has provided numerous one-on-one discussions that have helped me to better understand what I can do to improve and protect my cooperative’s resources. If I need help finding a solution, I know I have resources and individuals I can contact and that starts with MACC!” **David North, Credit Manager - North Central Co-op**

“Always a well-planned conference, where topics have been solicited from members to review the most current challenges and opportunities in our business.” **Dan Bourne, Credit Manager Harvest Land Co-op, Inc.**

### 2013 MAC-ED PROGRAM CALENDAR

#### Co-ops 101

Sept. 20	Farm Credit Mid-America	Louisville, KY
Nov. 8	Farm Credit Mid-America	Louisville, KY

#### Co-op Credit Conference

Oct. 17-18	Holiday Inn North	Indianapolis, IN
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#### CFO Essentials Conference

Nov. 20-21	Embassy Suites North	Indianapolis, IN
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#### CFO/Controller Conference

Nov. 21-22	Embassy Suites North	Indianapolis, IN
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#### Co-op Board Chairmen’s Roundtable

Dec. 12-13	AIEC	Springfield, IL
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## Rod’s Thoughts

There are unique leadership challenges for cooperative credit managers. I first discussed these with a colleague, several years ago, at the Graduate Institute of Cooperative Leadership (GICL). After an excellent presentation by Dr. Michael Cook, we were discussing the “Customer vs. Owner” challenge and realized a more complicated relationship with our cooperative owners. We concluded that an annual **Credit Conference** of peers discussing these challenges, was the best approach.

A cooperative credit manager’s unique challenge is to collect a past due account from a cooperative owner. It is more straight forward when the past due account is a customer, only, than it is if the customer is also a **cooperative owner**. The likely path is to suspend the services/products and claim their investment. However, it is not that simple, as the customer is also an owner of the cooperative invested in the cooperative for the mutual benefit from these services/products. The credit manager must work with this person treating them with the respect of an owner, to help them understand their responsibility to settle their accounts.

Managing a cooperative’s collection efforts is complicated, and MACC has designed the annual Credit Conference to discuss many of these common challenges. This year’s program is focused on a total leadership team approach that can give member-owners the full benefit and support of the cooperative system. The team approach requires trust and open communication, among all participants. This is becoming more of a challenge, because the incentives and goals of each member of the team may be different. Sometimes, we find as leaders we have created our own inherent challenges.

MACC’s Credit Conference will also address the unique challenges of larger member-owners that have multiple financing relationships. We will cover the “Best Practices” for keeping everyone informed and working cooperatively with their member-owners. Our goal is to let each customer know the value of their cooperative ownership:

- **The value of existence**, which stabilizes the market where the cooperative exists. When cooperative businesses are operating in the marketplace, they moderate prices and services for all businesses that compete in that marketplace. Some scholars have written that cooperatives generally form when a marketplace is broken or dysfunctional, and goods and services are unavailable.
- **The value of risk reduction** exists for individual member/owners. When individuals combine with others for mutual benefit they are able to establish greater market power. Bargaining for all members of the cooperative lowers the market risk for each individual owner, rather than bargaining for themselves. Every cooperative has stories of individual members that get a better deal outside the co-op for a year or two, only to have the market change and then come back to the mutual security of the cooperative.
- **The price difference of the product or services**. This benefit is commonly overlooked, as one of the creeds of our cooperative culture is to price products and services at a “cost plus” basis. The cost is the sum of the product cost + service cost + operating risk cost. One of the benefits of the value of existence and the value of risk reduction, is a lower cost for products or services for member/owners. Additionally, the cooperative is free of investor owners that are looking for a profit from their invested ownership.

The next time you speak with your member/owners about the benefits of their cooperative, remind them that it is much more than the fair price or prospective cash patronage. **Our cooperative businesses have many benefits for their member/owners.**