



Mid America Cooperative Council

2003-2013

"A Decade of Cooperative Education"

MACC VOICE

March 2013 Newsletter

2013 MAC-ED PROGRAM CALENDAR

Co-ops 101

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| May 28 | 1st Farm Credit Svcs. | Normal, IL |
| June 20 | FCS Mid America | Louisville, KY |
| June 21 | Ag Credit | Fostoria, OH |
| July 11 | 1st Farm Credit Svcs. | Normal, IL |
| July 23 | Trupointe Co-op | Xenia, OH |
| July 25 | Beacon Credit Union | Wabash, IN |
| Aug 1 | Agland Co-op | New Philadelphia, OH |
| Sept 20 | FCS Mid America | Louisville, KY |
| Nov 8 | FCS Mid America | Louisville, KY |

Co-op Development Center Roundtable

Apr 29-30 Kent State University Kent, OH

Illinois Youth Conference

June 6-7 Southern IL University Carbondale, IL

Co-op Credit Conference

Oct 17-18 Holiday Inn North Indianapolis, IN

Indiana Co-op Summit

TBA

CFO Essentials Conference

Nov 20-21 Embassy Suites North Indianapolis, IN

CFO/Controller Conference

Nov 21-22 Embassy Suites North Indianapolis, IN

Co-op Board Chairmen's Roundtable

Dec 12-13 AIEC Springfield, IL

MACC Membership Meeting

TBA

MACC - A Decade of Cooperative Education

The Mid America Cooperative Council is a multi-state, non-profit trade association founded in January of 2003 by a group of like-minded individuals. These folks understood the impact cooperative principles have on the sustainability of co-ops, yet they began to see a widespread erosion of knowledge among co-op communities. All sectors of cooperatives were engaged in establishing MACC. The founders also wanted to address the lack of unique co-op educational resources available in the Midwestern region. Members co-aligned and co-created MACC, filling this advocacy gap. **MAC-Ed is a subsidiary 501c3 that concentrates on the educational aspects of MACC.**

Partners assist MAC-Ed in advancing the cause through program support, attendee scholarships and grants for operational expenses. MACC members have requested programs ranging from introductory cooperative education for their new employees, to professional roundtable programs for credit managers, financial professionals and board chairmen.

As we explore the history of MACC, we can see that cooperative businesses have become more effective. **Why are cooperatives so effective?**

"Cooperatives fundamentally bring economics back to the people they serve. They promote the ability to do good while doing well. For more than 70 years, cooperatives have continued to thrive in various industries because they have been an alternative to the in-the-moment mentality of some of the world's largest corporations. In the aftermath of the financial crisis, a lack of trust has created a curiosity as to whether alternative business models are preferable. The collapse of the relationship between a company's profitability and the well-being of the customer is not just confined to banking. Ask most businesses what is important and the answer is likely to be - more profitable. **Profitability is certainly necessary. However, in many instances, profitability by today's standard is a narrow, short-term focus on growth for growth's sake. Cooperatives are the opposite. They fundamentally understand how their strategies impact the lives of their consumers and employees.** It is why they have strict governance practices and decision-making processes that give priority to the long-term interests of members. America's greatest companies, even those that are not cooperatives, do rightfully work for profitability, but they do so in the spirit of building enduring organizations.

The success of the cooperative model has much to do with focusing on the needs of members, having proximity to and knowledge of markets and having a strong set of social values that benefit members.

That is why we'll see more businesses using the cooperative business model, in the years ahead. It is a building block for a stronger, more stable economy. Together, we can compete more broadly while staying focused on how we re-invest in our people and our communities." *(excerpts from CU Times, January 2013 - Patrick S. Jury, CEO Iowa Credit Union League).*

Mid America Cooperative Council

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Why Co-op Education is So Important



One reason cooperatives need to be educated, is that assumptions about how businesses operate are not always appropriate to cooperatives. If co-op members, officers, and employees are to know how to operate a cooperative well; it is only beneficial to the cooperatives to provide them with an education.

Another reason why co-op education is important is that co-ops need the support of their members. Co-op members need to know both why their co-op is special, and why their participation is important to the co-op.

A third reason why co-op education is important is that co-ops are democratic organizations. Without enough members who know how the co-op works and where it's going, members can't run the co-op well.

MACC has ten years of experience in educating cooperatives, in the Midwest. Whether they be large or small, all cooperatives can benefit from learning the nuances of the cooperative business model.

If you would like more information about MACC educational programs, please call us at (317) 726-6910, email us at knowledge@macc.coop or visit our website at <http://www.macc.coop>.

National Discount Program for Members



March 2013

St. Patrick's Day and Spring are upon us! We know you value having access to savings that aren't available to the general public, so take advantage of the special offers that are only available because you are a member of the Mid America Cooperative Council. You will not see these discounts on any direct mail offer, etc., so enjoy these special discounts!



These discounts are part of the National Discount Program, brought to you by FCC Services.

Some of the products offered in the program are: Dell Computers, Lands' End, 800Flowers, Staples, Sprint, AT&T, and many more! To learn more or to sign up for the program, please contact Pat McFarland at (303) 721-3236.

Rod's Thoughts

The Mid America Cooperative Council has reached its' 10 Year Anniversary. We have served our members' needs in a variety of ways, but centered on *Cooperative Principle #5 - Education, Training and Information*. Our founding cooperative leaders saw a clear need for teaching cooperative values, principals and our unique business model.

The 1,500 participants that have attended our award winning Co-ops101 class are now aware every that cooperative was born to profitably serve its' members needs, and each member must have equity participation. They understand that every customer is an owner that controls their cooperative, democratically. Past class participants have said "Thank you for informing me, everyone needs to have this basic knowledge of cooperatives." I say thank you to the managers and directors who recommended these classes. You are passing the torch of cooperative knowledge. We do not underestimate the power of *Cooperative Principle #5*, as each employee engages with your co-op members.

MACC has appealed to a diverse audience with cooperative members from ag supply, finance, insurance, credit unions, milk and fruit marketing, genetics and rural electrics. We also serve housing, processing, health service and employee-owned cooperatives.

Over the next year, we plan to engage our members in our new website and also to let them share the joy and challenges that their cooperatives experience, on a daily basis. We ask our members for their participation in this endeavor.

The leaders who formed the Mid America Cooperative Council had true vision and acted on Cooperative Principle #5. All 5,300 attendees of our programs are grateful for and indebted to their vision of top quality cooperative education.

***** NEWS FLASH - MACC MEMBERS *****

The Mid America Cooperative Council
Has a New Website!!!

Please visit our new website at
<http://www.macc.coop>

New Look - New Feel - New Features

**To Come in April, 2013 -
MACC MEMBER NEWS!**

Please contact us for more information at
(317) 726-6910 or
email at knowledge@macc.coop