

2003 ACE Institute

Agenda and Speaker Information

July 23-26, 2003
Best Western InnTowner
Madison, WI

Wednesday, July 23

2:00 - 5:00 pm

Pre –Institute Workshop: Social Accounting

Ameche B

Convener: Louis Doering, Twin City Co-ops Federal Credit Union, Falcon Heights, MN

Speakers: Jack Quarter is a professor at the Ontario Institute for Studies in Education, University of Toronto, specializing in the study of cooperatives and nonprofits, organizations that he views through a social economy framework. In addition to *What Counts: Social Accounting for Nonprofits and Cooperatives*, he has written numerous books dealing with economics, cooperatives and business.

Laurie Mook has degrees in accounting and international development, and a master's degree in educational policy studies. She is currently a Social Science and Humanities Research Council of Canada doctoral fellow at the Ontario Institute for Studies in Education, University of Toronto. In an earlier research project, she developed the Expanded Value-Added Statement model for social accounting that measured and reported the combined economic and social value added of a nonprofit student housing cooperative.

Betty Jane Richmond is an assistant professor at the Faculty of Education at York University and an adjunct professor at the Ontario Institute for Studies in Education, University of Toronto. For her doctorate, she developed a social audit model – the Community Social Return on Investment – to assess the impacts of a nonprofit training organization. Her work received ARNOVA's Outstanding Dissertation Award for 1999. B.J. has also worked in nonprofit management, consulting and philanthropy for 25 years.

6:00 – 8:00 pm

Madison Cooperative Community Reception

Pyle Alumni
Lounge
The Pyle Center
702 Langdon St.

Greetings: Dave Williams, University of Wisconsin Extension, Program Leader, Madison, WI

Thursday, July 24

7:00 – 8:00 am	Continental Breakfast	Ameche Ballroom
8:00 -12:00 Noon	ACE Institute	Ameche Ballroom

8:00- 8:30 am **Welcome and Introductions**

Anne Reynolds, President, Association of Cooperative Educators, and Interim Director, Center for Cooperatives, University of Wisconsin, Madison, WI

Brett Clostermery, Chief Financial Officer, Cottage Grove Cooperative, Cottage Grove, WI

8:30 – 12:00

Keynote Topic: Walking the Tightrope: Serving Multiple Stakeholders

Convener: Anne Reynolds, President, Association of Cooperative Educators, and Interim Director, Center for Cooperatives, University of Wisconsin, Madison, WI

Speaker: Mike Toelle became a member of the board of what is now Country Partners Cooperative of Browns Valley, Minn., not long after his graduation from Moorhead State University with a bachelor's of science degree in Industrial Technology. He has served on the board for more than 15 years, nearly 10 of those as chair.

In 1992, he joined the board of what is now CHS Cooperatives, one of the youngest individuals ever elected a director for the cooperative, and he represents Minnesota producers. CHS is the nation's leading producer-owned, grain-based agricultural supply, energy and foods company. As a director, he served as chair of the governance committee charged with forming CHS in 1998, chair of the CHS board corporate responsibility committee and assistant secretary-treasurer of the board. In December 2002, directors elected Mike chair of the cooperative's 17-member board. He also chairs the CHS Cooperatives Foundation board, which provides grants, scholarships and other financial support for qualified programs in agricultural and cooperative education and rural development.

In addition to all his co-op and community activities – including service as a volunteer firefighter – he operates a grain, hog and beef farm with his brother's family. Mike and wife, Sue, have two sons and a daughter.

Multiple Stakeholder Relationships: A Research Perspective

Speaker: Kimberly A. Zeuli received her M.S. and Ph.D. in applied economics at the University of Minnesota. She currently is an assistant professor in the Department of Agricultural and Applied Economics at the University of Wisconsin (UW)-Madison and senior faculty associate for the UW Center for Cooperatives. Her research, teaching and extension programs focus on the cooperative model, specific to agricultural and rural community development.

Consumer Cooperatives Workshop

Leader: Dr. Ann Hoyt is a professor of consumer science at the UW-Madison and associate faculty member of the UW Center for Cooperatives. She teaches, does research and develops training materials for consumer cooperatives throughout the country. Ann is also director of the Consumer Cooperative Management Association's annual conference.

Thursday, July 24 (Con't.)

Ann has trained hundreds of cooperative and nonprofit directors throughout the country and created a video-based, director-training program for cooperatives. She chairs the UW Credit Union board and serves as first

vice-chair of the National Cooperative Business Association. She served on the advisory council of the Filene Center for Credit Union Research and as a past director of the National Cooperative Bank, where she chaired the NCB development corporation.

Ann received her Ph.D. in home economics from Kansas State University, where she was also an instructor in family economics. At the UW-Madison, she teaches retail financial analysis and is a seminar work group leader at the Credit Union National Association Management School in Madison.

Agricultural Cooperatives Workshop

Leader: Greg Lawless has been with the UW Center for Cooperatives since 1992, Greg Lawless is its outreach specialist. He completed a master's degree in the UW Land Resources program in 1994, with a thesis on the use of community land trusts to protect farmland in Wisconsin. In recent years, Greg has concentrated on new cooperative development with a focus on "new generation" or "value-added" farmer cooperatives. His recent projects include an organic produce wholesaling cooperative, a sheep dairy cooperative, a community food business incubator and a soybean-processing venture. In 1998, he helped organize the Cooperative Developers Training Conference and became co-leader of the Emerging Agricultural Markets (EAM) Team of UW Extension agricultural agents. The team sponsors conferences on direct, value-added, and alternative markets; and developed a Web site on these topics found at <http://www.uwex.edu/ces/agmarkets>.

Credit Unions Workshop

Leader: Martine Vezina is business professor at Hautes Etudes Commerciales in Montréal (Québec, Canada). She is associate researcher at Desjardins Center of Study on Financial Services Co-ops since 1983. Her main research domain is the strategic management of co-ops in financial and agricultural sectors. Among other training activities, she is involved in the Coopérative Fédérée de Québec (CFQ) training program for local co-ops directors since 1998, delivering the strategic management module. She is also involved in the Canadian Cooperative Association (CCA) Leadership Development Program as a trainer and in content development. She is on the boards of several different co-ops and a co-op national federation.

Leader: Céline Legrand is a lecturer and a PhD student in strategic management, at Hautes Etudes Commerciales in Montréal (Québec, Canada). She has collaborated in research on Financial Services Co-ops at Desjardins Center of Study since 1991. She is also a board member of Coop HEC Montréal.

Multiple Stakeholder Relationships: Educators' Experiences

Ann Hoyt, Professor, School of Human Ecology, University of Wisconsin, Madison, WI

Greg Lawless, Outreach Specialist, University of Wisconsin Center for Cooperatives, Madison, WI

Martine Vezina, Hautes Etudes Commerciales, University of Montreal, Montreal, Quebec

Celine Legrand, lecturer and PhD student, Hautes Etudes Commerciales, University of Montreal, Montreal, Quebec

12:00 - 1:00 pm

Lunch

Bascom

Thursday, July 24 (Con't.)

1:00 – 5:00 pm

ACE Institute

Ameche Ballroom

Convener: Bob Cohen, Secretary, ACE Board; Lecturer, The Ohio State University, Columbus, OH

1:00 – 1:30 pm

AgXactly: An Interactive Quiz Game Designed to Increase Learned Retention

Speakers: Marty Frick earned his Ph.D. in agricultural education from Iowa State University and now serves as director of the Cooperative Business Education Program at Montana State University. He is responsible for teaching, outreach and curriculum development.

Will Lanier received his M.S. in agricultural education from Montana State University and is an integrated pest management assistant and diagnostician at Montana State University. Lanier developed AgXactly as a tool to enhance pesticide application and for other training purposes.

1:30 – 2:00 pm

Lola and Pinino Youth Education Program

Speaker: James Montalvo Laracuente is Manager of the Educational Services Department of Cooperativa de Seguros Multiples de Puerto Rico. Multiples is a cooperatively owned property and casualty insurance company.

2:00 – 4:30 pm

Open Space Discussion: Strengthening Cooperatives Through Education

Facilitator: Anne Reynolds is interim director of the UW Center for Cooperatives. She works with groups on new cooperative projects, particularly in housing. She has participated in research and cooperative development projects in the areas of member satisfaction and loyalty, education for emerging leaders, value-added agriculture and rural housing. She provides leadership for the Cooperative Education Alliance, a partnership of regional co-op organizations that offers training and educational programming. She has led numerous workshops on board leadership, roles and responsibilities, and strategic planning. Anne is responsible for the Center's Internet-based services, and serves as coordinator for the Midwest Cooperative Education, Research & Extension Consortium. Anne serves on several boards, including The Cooperative Foundation, the Wisconsin Federated Youth Foundation and the Senior Cooperative Foundation. She is president of the Association of Cooperative Educators (ACE). Before joining the Center, she worked at CUNA.

4:30 – 5:00 pm

ACE Business Meeting

5:30 – 7:00 pm

Bright Ideas Reception

Bar: Van Hise
Displays: Bascom

Friday, July 25

7:30 – 8:30 am **Continental Breakfast** Ameche Ballroom

8:30- 10:00 am **ACE Institute** Ameche Ballroom

Convener: Colette Lebel, ACE Vice President, Director of Cooperative Affairs, Cooperative federee de Quebec, Montreal, Quebec

8:30-10:00 am Thinking Outside the Cooperative

Moderator: James Wadsworth is Program Leader, Education and Member Relations, USDA, Rural Business-Cooperative Service, Cooperative Services. He is responsible for managing and coordinating cooperative education activities of Cooperative Services including working with others involved in cooperative education, writing on relevant issues, conducting workshops, updating publications, and disseminating education materials outside the agency. Jim was raised on a 600 acre, 60-cow dairy and orchard farm in Farmington, CT. He has a bachelor's degree in general agriculture studies from Southern Illinois University and a master's degree in agricultural economics from the University of Connecticut.

Speakers: Jessica Gordon Nembhard earned her M.A. and Ph.D. in economics from the University of Massachusetts, Amherst, her B.A. degree in literature and African American studies from Yale University, and an M.A.T. in elementary curriculum and teaching from Howard University. Jessica is an assistant professor and economist in the African American Studies Department and at the Democracy Collaborative at the University of Maryland, College Park. She is a consultant to the Preamble Center, Washington, D.C. Her current areas of interest include democratic, community-based economic development; alternative urban development strategies; cooperative economics; race and economic inequality; wealth inequality; and popular economic literacy.

Chris Clamp is coordinator for the National Community Economic Development Weekend Program of Southern New Hampshire University in Manchester, N.H. She earned her M.A. and Ph.D. from Boston College and her B.A. from Friends World College. She is currently chair of the board of the ICA Group, vice president of the Allston/Brighton CDC and board member of the National Cooperative Business Association. Chris is a specialist in cooperatives, training of trainers, curriculum development, and women's economic development.

Gloria Bromell-Tinubu received her B.F.A. from Howard University, and her master's in ag economics and her Ph.D. in applied economics both at Clemson University. She is associate professor of economics at Spelman College. In 1998, she completed a scholar-in-residence at New York University in which she conducted research for her book with the proposed title: *The Wealth of Relations: In Search of Meaning and Value in a New Economics*. During a leave from Spelman in 2001-02, Gloria served as CEO of Atlanta Cooperative Development Corporation. The city-created entity she helped establish in 1996 to plan, coordinate and sponsor cooperatively owned housing, businesses and financial institutions. She obtained a \$1 million grant for a five-year demonstration project to assist moving the asset-poor toward economic self-sufficiency, and is leading a fundraising campaign for an additional \$2 million. She is currently researching the use of cooperatives as a viable means of establishing and promoting economic security for asset-poor individuals and communities. A former member of the Georgia Board of Education, Gloria also served on the Atlanta City Council and has extensive, hands-on experiences serving organizations targeted at community development, neighborhoods, financing, literacy, nonviolence and the homeless.

Friday, July 25 (Con't.)

10:00 am – 5:00 pm

Cooperative Study Tours

Board Badger
Coach Buses on
Street Outside
InnTowner

Urban Tour

- WORT-FM – This collective is a non-commercial, listener-sponsored, member-controlled community radio station broadcasting to south-central Wisconsin.
- Willy St. Food Co-op – This is Madison's largest consumer-owned natural foods store, offering the finest organic and locally produced foods since 1974.
- Lunch –Vegetarian Peacemeal a restaurant and catering collective.
- Isthmus Engineering and Manufacturing – Since 1980, employees have provided custom machinery to address the needs of first-time automation users, as well as companies well versed in the benefits of automation.
- Union Cab of Madison Cooperative – This worker-owned and -operated business serves all of Madison and south-central Wisconsin with a no-share direct metered taxi service. It has gross annual revenues in excess of \$3 million with approximately 150 active or probationary members and 58 cabs.

Rural Tour

- Homestead Co-op of Mt. Horeb – The senior housing co-op started in 1994 and today has 24 members.
- Lunch -- New Glarus Hotel; and sightseeing – New Glarus was settled 150 years ago by Swiss settlers. The town retains its Swiss flavor.
- Cottage Grove Cooperative – A farm supply business and member of CHS Cooperatives, it provides rural and urban customers with the highest quality products and services.

6:00 – 9:30 pm

ACE Reception, Awards Banquet and Auction

Ameche Ballroom

Emcee: **Louis Doering**, ACE Board; and Vice President, Twin City Co-ops Federal Credit Union, Falcon Heights, MN

Auction: **Ken Astrup**, Director of Cooperative and Education Services, North Dakota Farmers Union, Jamestown, ND

Saturday, July 26

7:30 – 8:30 am	Continental Breakfast	Ameche Ballroom
8:30- 10:00 am	ACE Institute	Ameche Ballroom

Convener: **William J. Nelson**, ACE Board Member; and President, The Cooperative Foundation and CHS Cooperatives Foundation, St. Paul, MN.

8:30-8:50 am **A Lot To Learn: International Cooperative Study Tours**

Speaker: **Margaret Bau** has been a Cooperative Development Specialist with USDA Rural Development for five years. Ms. Bau has helped to organize approximately a dozen co-ops across her home state of Wisconsin. Bau has a masters in economic and community development from the Humphrey Institute at the University of Minnesota and was a Peace Corps Volunteer in Costa Rica.

8:30 – 10:00 am **Defining the Field of Cooperative Studies**

Speaker: **William J. Nelson** is President of the CHS Cooperatives Foundation and Director of Cooperative Development for CHS Cooperatives. His corporate responsibilities include leadership of corporate giving for CHS Cooperatives and the CHS New Leaders (Young Producers) Institute. William also serves as the President of The Cooperative Foundation, which serves as the administrative host for ACE. He is member of the Board of Directors of ACE, the Minnesota Council on Foundations, and the Ralph K. Morris Foundation. William serves as Chair of the Future Co-op Leaders Advisory Committee of the National Cooperative Business Association, a member of the Executive Education Committee of the National Council on Farmer Cooperatives, and of the UW Center for Cooperatives Advisory Committee. William has undergraduate degrees in sociology and political science from the University of Minnesota, Morris; and Masters degrees in Community Education from the University of St. Thomas, and Studies of the Future from the University of Houston. He is a graduate of the Gallup Leadership Institute.