



April 4, 1986

Dear ACE Member,

We invite you to attend the ACE Institute June 10-13, 1986, in Madison, Wisconsin! An excellent program has been planned -- one that you and other cooperative educators won't want to miss.

This year's theme is "Frontiers in Cooperative Education: Programming for Excellence". The program has been designed to meet the special needs of various ACE members. Concurrent sessions will be held in three training tracks -- staff, member, and cooperative development for part of the Institute and a day-long Pre-Institute Seminar, overcoming barriers to distant learning, has been scheduled for Tuesday, June 10. ACE members who are involved in or have an interest in this area should plan to attend (see enclosure for more details).

The Institute will kickoff Wednesday morning with a keynote address by Dr. Richard Vilstrup, Professor of Marketing & Cooperatives, University of Wisconsin, Madison. His topic is "The Educators Role as a Change Agent". Throughout the rest of the day and continuing on Thursday, participants will attend concurrent sessions in the learning track of their choice. Topics include: technology methods, programming for new members, mergers & consolidations, needs assessments, responding to members concern, etc. (See attached program.)

Thursday afternoon we've scheduled a debate on the cooperative principles between Terry Frederickson, CEO, St. Louis Bank for Cooperatives, and Gerald Schuler, CEO, Cooperative College of Canada. Dr. Frank Groves, Chairman, University Center for Cooperatives, Madison, will serve as moderator and a panel of cooperative leaders will question the debaters.

Dr. Randall Torgerson, Administrator, Agriculture Cooperative Service, United States Department of Agriculture, will close the Institute with the topic, "Preserving the Education Function...Establishing Measures of Performance".

As in previous years, space will be set aside for organizations to display educational materials. Please return the enclosed form to let us know about your display needs.

Also, the ACE Institute is an excellent introduction to our organization for potential members. Please invite those who are not members to attend.

We look forward to seeing you in Madison in June!

Sincerely,

David Erickson

David H. Erickson
Institute Chairman

Tom Schomisch

Tom Schomisch
Area 7 Director

**1986 ACE INSTITUTE
JUNE 10-13, 1986
MADISON, WISCONSIN**

Theme: Frontiers In Cooperative Education: Programming for Excellence

Tuesday, June 10

- 9:00 a.m. - 4:00 p.m. Pre-Institute Seminar
 Wisconsin Center, University of Wisconsin-Madison
- "Overcoming Barriers to Distance Learning"
 Dr. Terry Gibson, Associate Professor of Adult
 Education, University of Wisconsin-Madison
- 3:00 p.m. - 7:00 p.m. Registration
 Concourse Hotel, 2nd floor lobby
- 6:00 p.m. - 8:00 p.m. Welcome Reception
 Concourse Hotel, poolside
 Hosted by Wisconsin Cooperatives

Wednesday, June 11

- 7:30 a.m. - 4:30 p.m. Registration
 Concourse Hotel, 2nd floor lobby
- 8:30 - 10:00 a.m. Welcome and Keynote Address
- "The Cooperative Educator as a Change Agent"
 Dr. Richard Vilstrup, Professor of Marketing &
 Cooperatives, University of Wisconsin-Madison
- 10:00 - 10:30 Break
- 10:30 - 12:00 Concurrent Sessions
- Staff Training: Educator's Role in Mergers,
 Consolidations, Acquisitions
 Clare Kamstera, Coordinator, Consulting Services
 Section, Michigan Credit Union League
- Member Training: Member Education Role in Mergers,
 Consolidations, Acquisitions
- Cooperative Development: Potential for Cooperative
 Development in Producer, Worker & Consumer Cooperatives
- 12:00 - 1:00 p.m. Lunch

1:00 - 2:30

Concurrent Sessions

Staff Training: The Adult Learner

Anne Conley, Tenant Training Specialist, Chicago
Rehabilitation Network and Board Member of Training
the Trainers Cooperative

Member Training: Needs Assessment

Carl Frederickson, Director of Demographics &
Marketing Research, CUNA, Inc., Madison, Wisconsin

Cooperative Development: Educators' Role

"Training Workers To Become Cooperative Owners"

"Attracting Consumers to a New Business",
Waldon Swanson, Business Developer, Wisconsin
Cooperative Development Council, Inc.,
Madison, Wisconsin

2:30 - 3:00

Break

3:00 - 4:30

Concurrent Sessions

Staff Training: The Adult Learner (continued)

Member Training: Responding to Member Concerns

John LaClare, Manager Extension, Saskatchewan Wheat
Pool, Regina, Saskatchewan

Robert Lenburg, Member Services Manager, Group
Health Cooperative of South Central Wisconsin,
Madison, Wisconsin

Dr. Thomas Schomisch, Cooperative Specialist,
University Center for Cooperatives, Madison,
Wisconsin

Cooperative Development: Educators' Role in Starting
New Cooperative Ventures

5:00 - 10:00

Evening Activities

Picnic supper enroute to House on the Rock,
Spring Green, Wisconsin, Tour House on the Rock and
return to Concourse Hotel.

Thursday, June 12

7:00 - 7:45 a.m.

Continental breakfast at Concourse Hotel

7:50 - 8:20

Travel to CUNA via bus

8:30 - 10:30

General Session

"High Technology...How to use Video/Audio
Teleconferencing"

Robert Bryan, Vice President, Member & Public
Affairs, Southern States Cooperative, Richmond,
Virginia

Henry Dykstal, Vice President, Human Resource
Development Division, CUNA, Inc., Madison, Wisconsin

10:30 - 11:00

Break

11:00 - 12:30

Concurrent Sessions

Staff Training: Cooperative Orientation for New
Employees

Phil Johnson, Executive Director, Farmland
Industries, Inc. Training Center, Kansas City,
Missouri

Member Training: Programming for Members

David Belina, Director of Membership, Land O'Lakes,
Inc., Minneapolis, Minnesota

Barbara Main, Director, National Credit Union Youth
Program, Madison, Wisconsin

Cooperative Development: Fund Raising Options

Terry Simonette, Senior Loan Officer, National
Cooperative Bank-Development Corporation,
Washington, D.C.

Ann Hoyt, Assistant Professor, University Center for
Cooperatives, Madison, Wisconsin

12:30 - 1:30

Lunch

Compliments of CUNA

1:30 - 3:00

Debate

"Cooperative Principles...Are They a Myth?"

Moderator: Dr. Frank Groves, Chairman, University
Center for Cooperatives, Madison, Wisconsin

Debaters: Terry Frederickson, CEO, St. Louis Bank
for Cooperatives, St. Louis, Missouri
Gerald Schuler, CEO, Cooperative College of
Canada, Saskatoon, Saskatchewan

3:00 - 3:30

Break

3:30 - 4:30

Tour CUNA complex

4:30

Board buses for return to Concourse Hotel

6:30 - 7:30

Reception

7:30

ACE Recognition Banquet, Concourse Hotel

Hosted by CENEX, Inc., Farmland Industries, Inc.,
GROWMARK, Inc., and Land O'Lakes, Inc.

Friday, June 13

7:30 - 8:30 a.m.

Breakfast/brunch, Concourse Hotel

8:30 - 10:00

ACE Annual Meeting, Concourse Hotel

10:00 - 10:30

Break

10:30 - 12:00

"Preserving the Education Function...Establishing
Measures of Performance"

Dr. Randall Torgerson, Administrator, Agricultural
Cooperative Services, U.S. Department of
Agriculture, Washington, D.C.

Closing Remarks

REGISTRATION FORM
1986 ACE INSTITUTE - JUNE 10 - 13
MADISON, WISCONSIN

REGISTRATION DEADLINE: MAY 20, 1986

NAME (PLEASE PRINT OR TYPE) _____

COOPERATIVE OR ORGANIZATION _____

ADDRESS _____ PHONE _____

CITY _____ STATE OR PROVINCE _____

ZIP CODE _____

Arrival Plans: Date _____ Time _____

Departure Date _____ Time _____

I will be staying at: (Check one) _____ The Concourse Hotel _____ University Inn

FEES: Check boxes indicating which options you desire

	<u>Member</u>	<u>Non-Member</u>
<input type="checkbox"/> Pre-Institute Seminar	\$ 75.00	\$ 85.00
<input type="checkbox"/> Full Conference (Includes meals, conference & social events; <u>does not include Pre-Institute Seminar</u>)	\$150.00	\$185.00
<input type="checkbox"/> Spouses Name (Full Conference) _____		\$125.00

Single Day Registrants

	<u>Member</u>	<u>Non-Member</u>
<input type="checkbox"/> Wednesday (includes sessions, lunch)	\$ 50.00	\$ 80.00*
<input type="checkbox"/> Thursday (includes sessions, lunch)	\$ 50.00	\$ 80.00*

*Non-Member: extra \$30.00 will be applied to your 86-87 ACE Membership.

Registration: Meals and Social Events Only:

Tuesday: Reception \$15.00 ☐

Wednesday: Breakfast \$ 5.00 ☐
Lunch \$12.00 ☐
Evening (inc. tour) \$15.00 ☐

Thursday: Breakfast \$ 5.00 ☐
Lunch \$ 5.00 ☐
Awards Reception & Banquet \$30.00 ☐

Friday: Breakfast \$10.00 ☐

TOTAL AMOUNT ENCLOSED TO COVER CONFERENCE EXPENSES: _____ *

If cancellation is received prior to May 20, 1986, 75% of the above fee will be refunded if prior to May 27th, 50% will be refunded. No refunds after May 27th for cancellations

*PLEASE SEND ALL FEES IN U.S. DOLLARS TO:

ACE Institute
% Wisconsin Federation of Cooperatives
30 West Mifflin, Suite 401
Madison, WI 53703

ACE ASSOCIATION OF CO-OPERATIVE EDUCATORS Pre-Institute Seminar



Overcoming Obstacles to Distance Learning

**June 10, 1986
Wisconsin Center
Madison, Wisconsin**

If you use home study, correspondence courses, teleconferencing or computer assisted methods to teach adults at a distance.....

.....or if you are considering using some of these methods to stretch your training budget, reach more directors, managers, employees, this ACE Pre-Institute is designed to help you:

- Explore the profiles of distance learners who excel with these methods
- Discover strategies that enhance the learning potential for adults
- Use human support systems to motivate adults using these methods

The Seminar is set for 9:00 a.m. to 4:00 p.m., Tuesday, June 10 in the University of Wisconsin Adult Education Wisconsin Center, 702 Langdon Street, Madison. The \$75 registration fee includes instruction, materials and luncheon. Use the ACE Institute form to register for the Seminar.

Seminar Leader



Dr. Terry Gibson, Associate Professor of Adult Education, University of Wisconsin-Madison, will explore the latest research on factors that contribute to effective independent learning.

Dr. Gibson teaches credit courses in distance learning methods. He has assisted faculty develop effective independent study courses. He has completed research with The British Open University to analyze distance learning methods.

**ASSOCIATION OF CO-OPERATIVE EDUCATORS
UNIVERSITY CENTER FOR COOPERATIVES**

HOTEL REGISTRATION

Lodging arrangements should be made directly with the hotel. When making reservations, be sure to advise hotel personnel that you are going to attend the ACE Institute. This will assure that you receive the Institute rate. Information regarding hotel rates, etc., are on enclosed cards. The University Inn is located several blocks from the Concourse Hotel and would be a 10-15 minute walk.

THINGS TO SEE & DO WHILE IN MADISON

If you're interested in spending some vacation time and desire more information about sites to see and places to visit other than what is included in the enclosed brochure, contact the Wisconsin Federation of Cooperatives office at: 608-258-4400.

DISPLAY MATERIALS

An ACE Institute Tradition has been sharing educational programs and materials. Please bring materials that you think would interest and benefit other ACE members. Exhibition space will be provided.

NAME: _____

ORGANIZATION _____

ADDRESS _____

TELEPHONE _____

WHAT ARE YOUR NEEDS:

1. Table Space _____

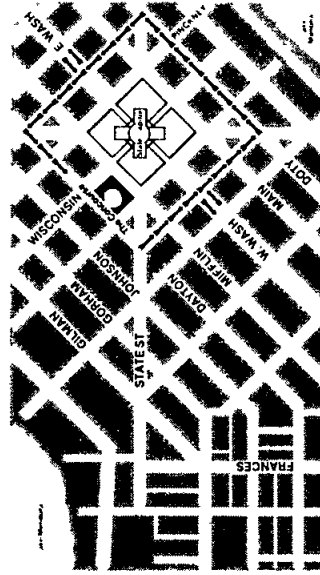
2. Audio Visual Equipment _____

3. Other _____

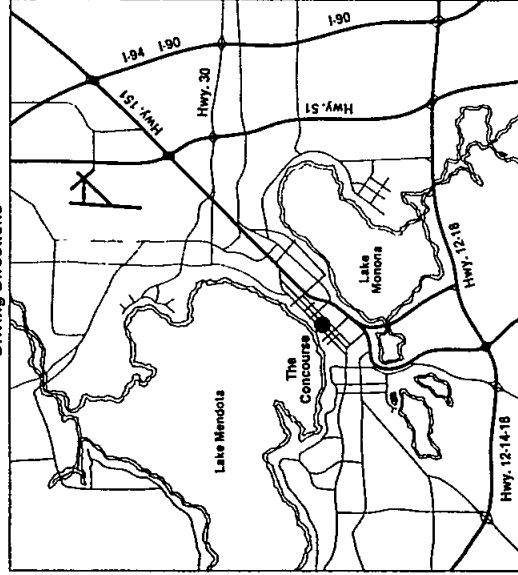
Please detach and mail this form by May 20th, to;

ACE Institute
% Wisconsin Federation of Cooperatives
30 West Mifflin, Suite 401
Madison, WI 53703

Located In The Heart Of Madison



Driving Directions



Location

390 room, luxury hotel located at the corner of Wisconsin Ave. and Dayton Street. One block from the largest State Capitol in the nation.

Airport Transportation

The hotel is located only 15 minutes from the airport. Limousine or taxi services are available to and from the airport.



THE
CONCOURSE
HOTEL



One West Dayton
Madison, WI 53703-2582
(608) 257-6000

Arrangements for lodging are to be made directly with the hotel.

Call TOLL FREE:

WISCONSIN 1-800-362-8270
NATIONAL 1-800-356-8293
LOCAL 608-257-6000

Or Write:

The Concourse
One W. Dayton St.
Madison, WI 53703-2582
Attn: Reservations Office

Rooms will be held until one month prior to arrival. Please make reservations promptly.
Reservations made after May 10, 1986 are subject to availability.

RATES: Single	<u>\$56.00</u>
Double	<u>\$66.00</u>
One Bedroom Suite	_____
Waterbed	_____
Poolside	_____
Governor's Club Single	_____
Governor's Club Double	_____
(Plus city and state taxes)	

CHECK-IN 3:00pm CHECK-OUT 1:00pm

Additional guest rooms adjoining suites are charged at the single or double occupancy rates. \$10.00 per person additional charge for more than two people sharing a room.

Reservations are held only until 6:00pm unless guaranteed.

On some dates, advance deposits are required. Reservations for which deposits have been made must be cancelled 48 hours prior to receive refund.

Indicate your group/meeting affiliation when making reservations. RATES CANNOT BE CHANGED at check-in or check-out for guests who have failed to identify their affiliation.

Complimentary parking for registered guests on availability. NO VAN PARKING. Public parking ramps within walking distance.

When making reservations advise hotel personnel that you are with the Association of Cooperative Educators

CONFERENCE OR ORGANIZATION



Arrangements have been made with your organization for rooms to be held until 4 weeks prior to the opening date of your meeting to insure your room. Please make your reservations promptly. Reservations will be held until 5 p.m. local time unless quaranteed by one night's rate, pre-paid in advance, or credit card guarantee.

Check-in time—2:00 p.m. Check-out time—Noon

Arrival Date _____ Departure Date _____ Approx. Arrival Time _____

CREDIT CARD GUARANTEE:

Name _____ AMEX MC VISA Diners Carte Blanche

Name _____

Address _____

City _____ State _____ Zip _____ Expires: _____

Please Circle Type of Accommodations Desired:

DOUBLE (Two People) _____ \$ _____

SINGLE (One Person) _____ \$ _____

(\$8.00 charge for each additional person in room, plus 7% City Room Tax & 5% State Sales Tax)

441 N. Frances Street
Madison, WI 53703
(608) 257-4881



1. Lowell Hall
2. Wisconsin Center
3. Memorial Union
4. Historical Society

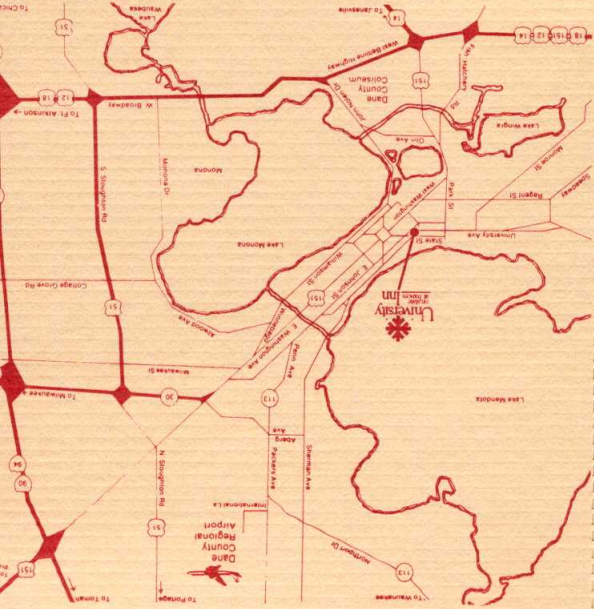


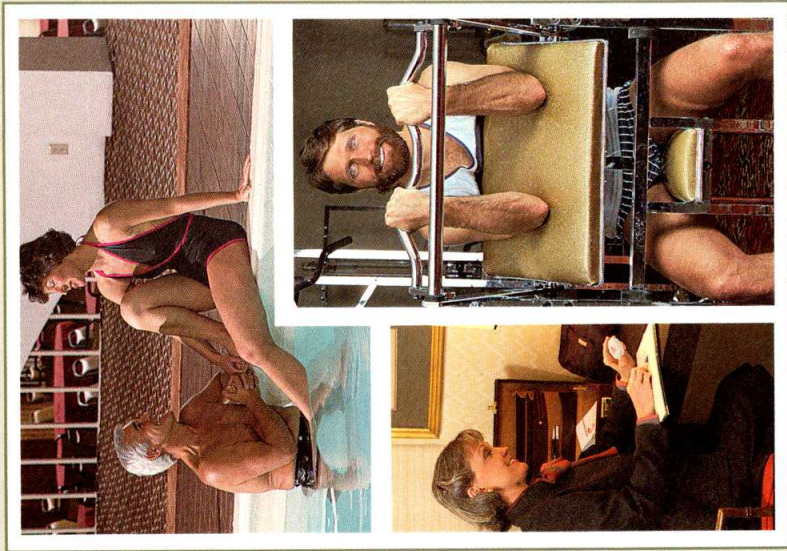
University of Wisconsin at Frances Inn
ON STATE AT FRANCES
441 N. Frances Street
Madison, WI 53703
(608) 257-4881

441 N. Frances Street
Madison, WI 53703



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HERE

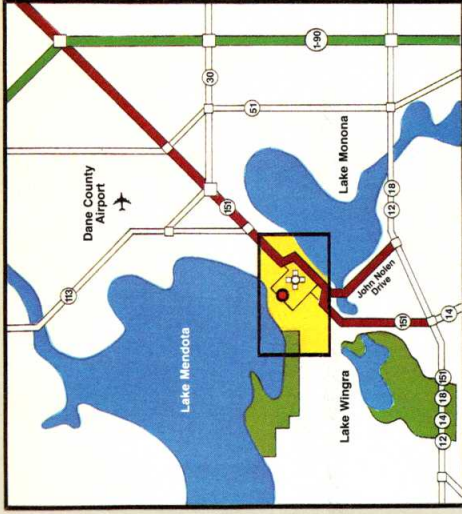




Welcome to the Concourse

Our staff's friendly, smiling welcome is your first assurance that everything's right at the Concourse. Just wait till you see all that's waiting for your business or pleasure.

Be close to all that's
happening in Madison



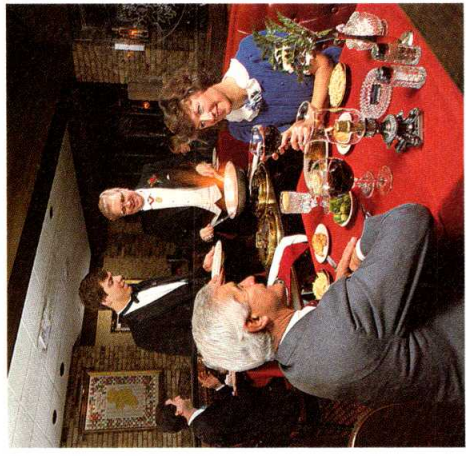
For Reservations, Call Toll-Free:
1-800-356-8293 (Outside Wis.)
1-800-362-8270 (Wis.)
(608) 257-6000 (Local)

One West Dayton Street
Madison, Wisconsin 53703-2582



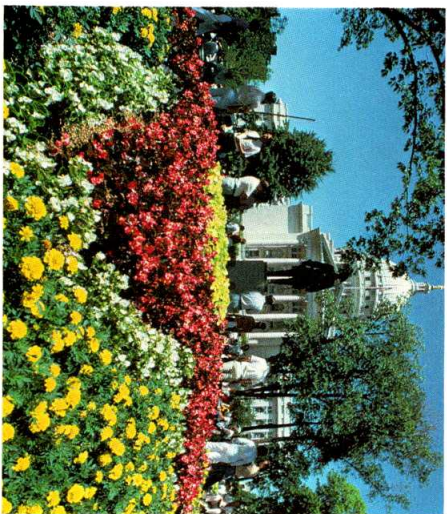
● The Concourse ⊗ State Capitol

THE CONCOURSE HOTEL



*You'll Grow Accustomed
to our*

S T Y L E



“Everything’s right at the Concourse!”

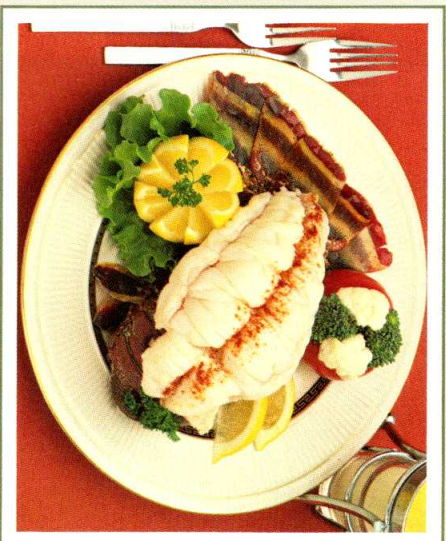
For years, those words have been more than just a slogan at the Concourse. They’ve been a promise.

Nestled in the heart of downtown Madison, the Concourse positions you for an unforgettable experience. With more amenities, more exciting things to do, more interesting places to visit.

The perfect location

Ideally situated, the Concourse is a short block off the Capitol Square, the very heart of Madison’s thriving business and government district.

The tree-lined Square, with its colorful street vendors, summer concerts and popular civic events, draws visitors and local folks alike. Nearby are Madison’s famous State Street, the University of Wisconsin campus, the State Historical Museum, Civic Center, and numerous stores and businesses.

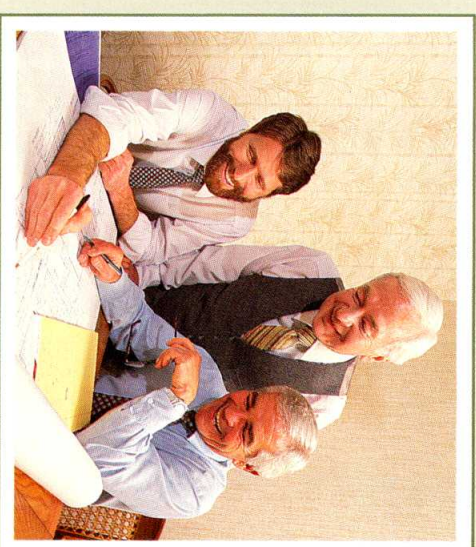


Food and entertainment

The Concourse features two excellent restaurants. For elegant, pampered dining, there’s the Normandy, popular with hotel guests and Madisonians alike. Or for more casual fare, there’s the Greenhouse Restaurant. Then, for a lively evening of music and dancing, the Picadilly Pub and the Haymarket Lounge.

And if you still haven’t had enough, there are dozens of other fine—and unique—attractions within a quick walk of the hotel.

Afterwards, work off calories in our heated indoor pool or saunas, or in our newly created exercise salon. They’re all at your disposal.



Complete meeting facilities

As the city’s largest convention hotel, we are especially well-equipped to handle all of your meeting needs. A total of 20 banquet/meeting rooms—17,500 square feet—are available with varying capacities. For groups as large as 1000 or as small as 10, the Concourse is ideal for successful meetings and banquets of any size.

Special Amenities

To meet the unique needs of traveling businessmen and women, we’ve created the Governor’s Club. It’s a special area where we pamper you with little extras like a warm robe, turn-down service, newspaper, basket of goodies, and continental or full breakfast, all complimentary. And awaiting your pleasure each evening, a well-stocked honor bar and table of hors d’oeuvres.

In effect, this is a “hotel on top of a hotel”. With security-controlled access, king leisure rooms, and express check-in/check-out service, it’s a well-deserved treat for our special guests.