CREATING CONNECTIONS WITH OTHER CO-OP SECTORS

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Director of Communications
National Cooperative Business Association
October 2009
Agenda

- Introductions
- Ice Breaker
- NCBA
- The 6th Principle
- Applying the 6th Principle
- Closing

Questions welcomed throughout!
Oldest cooperative association in the U.S.,
founded 93 years ago

NCBA Mission Statement

- Develop, advance and protect cooperative business.

NCBA Vision Statement

- NCBA demonstrates that cooperatives are a better business model for providing domestic and global social and economic progress.
**National Cooperative Business Association**

- Offers business development, communications, and cooperative development
- Provides a strong, unified voice for cooperatives before the U.S. government
- Has 360 members – including federations, associations and cooperatives representing over 20,000 cooperatives
- Creates cooperative connections
NCBA in Action

- Educate cooperatives
- Build Co-op sector support
- Encourage interaction between sectors
- Lobby Congress
- Support both domestic and international co-op development
- CF&TC advocacy on finance issues
.COOP

• Provides common identity on the Internet
• A strong brand statement
• Reinforces co-op relevance in the global marketplace
• Makes co-ops relevant to younger generation
University of Wisconsin Research

- Understanding the Economic Impact of Cooperatives.

- Released in Spring 2009.

- First-ever statistical study of cooperative businesses in the U.S.
Sectors defined by USDA

- **Sales and marketing**: agriculture, grocery, purchasing, other consumer

- **Social and public service**: housing, health care, childcare, transportation, education

- **Financial services**: credit unions, farm credit, mutual insurance

- **Utilities**: electric, telephone, water and waste, biofuels
U.S. Data on Cooperatives

- 29,284 cooperative firms
- $652 billion plus in revenue
- $133.5 billion in income
- $3 trillion in assets
- 2 million plus jobs
- 72,993 establishments
Distribution of Cooperatives by Sector

Cooperatives by Sector:
- Commercial Sales and Marketing
- Financial Services
- Utilities
- Social and Public Services
- County Boundaries
- State Border

Data Sources: University of Wisconsin Center for Cooperatives and UW Extension
Well-Known Cooperatives

- Associated Press
- Nationwide Insurance
- ACE Hardware
- Navy Federal Credit Union
- Land O’Lakes
- Florida’s Natural
- Ocean Spray
- Sunkist
The Seven Cooperative Principles

- Voluntary and open membership
- Democratic member control
- Member economic participation
- Autonomy and independence
- Education, training and information
- Cooperation among co-operatives
- Concern for the community
Applying the 6th Principle

Creating Cooperative Connections
Housing co-ops benefit because:

- Relationships add member value
- Keep revenue in the community
- Promote cooperative business model
- Alliances with like-minded businesses
- United voice for legislative/regulatory issues
What Relationships?

Think about:

- Services your members need and use
- Other co-ops in your area
- What you can do for them and what they can do for you
How to Identify What Members Want

- Surveys
- Suggestion Box
- Member Meetings
- Researching what member prospects desire from a housing co-op
Creating the Connection

- Look for co-ops that satisfy member needs:
  - Be mindful of your neighborhood
  - Make sure it’s a “values fit”
  - Be clear about what you want
  - Be clear about what you have to offer
  - Establish common ground early
  - Promote the benefits often
  - Think as a team
The Relationship

- The Credit Union offered a 1% rebate to the Outpost when members used their VISA and ATM machine.

- Outpost employees receive a $25 deposit when they open a savings account with the credit union.

- The Credit Union offered $500 off closing costs for Outpost members while also donating to the Outpost Co-op Community Fun.

- Created a Community-wide foundation to improve economic conditions and opportunities for local citizens.
Other examples of cooperative relationships

- Electric and telephone co-ops offering broadband services
- Credit unions and electric co-ops
- Food co-ops and credit unions
- Purchasing co-ops and producer co-ops
“Promoting synergy is one way to recognize the shared power of co-ops”

Roberta MacDonald, Vice President of Marketing, Cabot Creamery
Exercise

- Identify member needs
- Identify a co-op connection to fulfill the need
- Think about what your co-op has to offer
- Create a relationship building strategy

Share in your small groups

Hint: *Think about what you can also do with OTHER housing co-ops in your area!*
THANK YOU
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# Building Relationships With Non-Housing Cooperatives

## Introduction
The following is an exercise for you to complete during the *Building Relationships with Non-Housing Cooperatives* breakout session at the NAHC 49th Annual Conference on October 11, 2009.

## Exercise
In the space provided, think about how your housing cooperative can build relationships with non-housing cooperatives.

Once you’ve had the opportunity to answer these for yourself, you will discuss your answers in small groups!

## Identify member needs
In the space provided, write down your needs your members may have.

Hint: Don’t just make this about things your housing co-op provides!

## Identifying a co-op connection
In the space provided, write down co-ops either in your area or ones that you know of which could satisfy those needs:

*Continued on next page*
## Building Relationships With Non-Housing Cooperatives, Continued

<table>
<thead>
<tr>
<th>What you have to offer other co-ops</th>
<th>In the space provided, write down what your co-op can provide to these other cooperatives.</th>
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<tbody>
<tr>
<td></td>
<td>HINT: Think about what’s in it for them!</td>
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<tr>
<td>Developing a strategy</td>
<td>In the space provided, write down what your co-op’s strategy should be for creating this relationship:</td>
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<tr>
<td>Thank you!</td>
<td>Thanks for attending this breakout session!</td>
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<td></td>
<td>For more information on NCBA, go to <a href="http://www.ncba.coop">www.ncba.coop</a></td>
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<tr>
<td></td>
<td>To contact Jim Jenkins, either send an email to <a href="mailto:jjenkins@ncba.coop">jjenkins@ncba.coop</a> or call 202 383-5447.</td>
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