



# 9TH ANNUAL CO-OP CONFERENCE + GALA

WEDNESDAY OCTOBER 14 2009

ROYAL BOTANICAL GARDENS · 680 PLAINS ROAD WEST · BURLINGTON

CO-OP CONFERENCE 9 AM - 5:30 PM · CO-OP SPIRIT AWARDS GALA 5:30 - 9 PM

ONTARIO.COOP/GALA



**CO-OPS WORK**  
EXCEPTIONAL SOLUTIONS  
FOR EXCEPTIONAL TIMES

# SHARE. LEARN. CELEBRATE ONTARIO'S VII

## CO-OPERATIVE CONFERENCE

OCTOBER 14 · 9 AM - 5:30 PM

- Introduce your staff, board and volunteers to co-operation
- Gain practical knowledge through workshops and group sessions
- Discuss sector issues and challenges
- Network with co-operators, sector stakeholders and others

## SPIRIT RECOGNITION AWARDS GALA

OCTOBER 14 · 5:30 - 9 PM



A celebration honouring best practices and innovation in Ontario co-operatives, and celebrating the contributions made by Ontario co-operators. Nine new Award recipients will join 81 others in the Spirit Awards Hall of Fame.



## Schedule

WEDNESDAY OCTOBER 14 →

## NETWORKING

**NETWORKING BREAKS** 10-10:30 am 2:30-3 pm

**LUNCH** Noon to 1 pm

**COCKTAIL RECEPTION** 4:30 to 5:30 pm

Meet, mingle and network with leaders, managers and board members from co-ops and credit unions, co-op sector stakeholders and champions of the co-op movement.

## THANKS TO OUR SPONSORS



PLATINUM



DIAMOND



GOLD

The CUMIS Group  
Iler Campbell LLP  
Lerners LLP  
Ontario Student  
Co-operative Association

9:00 TO 10:00 AM

KEYNOTE:

### CO-OPS WORKING IN EXCEPTIONAL TIMES

**ANDREW MacGILLIVRAY**  
PRESIDENT AND CEO,  
GAY LEA FOODS CO-OPERATIVE

The co-op model has had its share of turbulence yet continues to be a source of strength in the face of challenging times. Andrew MacGillivray shares the journey of Gay Lea Foods over the last half-century, describing how the co-op adds excitement to the dairy aisle, while solidly investing in its members and supporting their communities.

10:30 AM TO 12:00 PM

→ CHOOSE ONE MORNING SESSION:

### M1 CO-OPS & THE LOCAL FOOD MOVEMENT

**MARTHA GAY SCROGGINS**  
LOFT CO-OP

**RANDY WHITTEKER**  
ONTARIO NATURAL FOOD CO-OP

**LINDA GRIMO**  
NIAGARA LOCAL FOOD CO-OP

Co-operative enterprises can create new markets for farmers, offer meaningful work and support for worker-owners, and provide fresh, sustainable food for consumers. Learn how co-ops are supporting a local food system and creating new ways to produce and distribute food.

### M2 SOCIAL MEDIA 101

**JAMES BURCHILL** INFUSIONSOF

Organizations of every size are constantly faced with new ways to make communication and member outreach more effective. Navigating through the electronic alternatives and determining how to implement them can be daunting. Get the basics of social media and understand how to use it (or not!) in your co-op.

### M3 CREATING FERTILE GROUND FOR CO-OP DEVELOPMENT

**PETER HOUGH**  
CANADIAN WORKER CO-OP  
FEDERATION / COOPZONE

**CATHY LANG** C. LANG CONSULTING  
New and existing co-ops require an effective development framework of funding, expertise and specialized resources to support their start-up and growth. Our speakers will discuss what should be in every co-op development toolkit, based on their collective years of experience.

# BRANT & DIVERSE CO-OPERATIVE SECTOR.

## SILENT & LIVE AUCTIONS

All proceeds support the Co-operative Young Leaders Program (CYL). CYL is a series of week-long sessions to engage young people in co-ops and credit unions, and to develop future young leaders. In operation since 1967, this year more than 200 youth and 40 volunteer facilitators participated in the program. Bring your cheque books and credit cards!



## GETTING THERE

**ROYAL BOTANICAL GARDENS** 680 Plains Road West, Burlington

**BY CAR** Near Hwy 403 & 6. Free parking.

**BY BUS** Hamilton and Burlington city busses stop directly in front of the RBG Centre. Take the Route 1 Plains/Fairview bus.

**BY TRAIN** Take VIA Rail or GO Transit to Aldershot Station. Take the Route 1 Plains/Fairview bus to the RBG Centre.

**BY AIR** Fly into Hamilton International (YHM) or Toronto's Pearson International (YYZ) airports.

### M4 EMPLOYEE & VOLUNTEER BURNOUT

**BERNIE MITCHELL**  
THE CO-OPERATORS

**BARRY HANNAH** GROWMARK

Pressure is mounting on co-operative enterprises to "do more with less," placing ever-increasing workload demands on staff and volunteers. How do co-ops counter the threat of burnout and the risk of losing their best employees? What tools exist to keep staff and volunteers healthy, balanced and focused?

### M5 DOCUMENTING THE STRENGTH OF CO-OPERATIVES

**SOCIAL FINANCE PART 1**

**JEN HENEBERRY** ON CO-OP

**JENS LOHMUELLER**  
COMMUNITY PARTNERS GROUP

When compared to other business corporations, co-op financial information is often presented differently, making it difficult for lenders to quantify their social, democratic and economic strengths. Learn how to "read" co-op financial statements and increase your comfort-level in financing co-operative enterprises. *Part 1 is primarily geared towards lenders and financiers.*

1:00 TO 2:30 PM

### PLENARY

#### 100 YEARS OF CO-OPERATION: THROUGH GOOD TIMES AND BAD

How has the co-operative movement fared over the last century? How can we ensure sustainability and growth in the future? Join **Dr. Ian MacPherson**, author of *A Century of Co-operation*, in conversation with **Tanya Gracie**, recipient of the 2009 Youth Leader Spirit Award. **J.J. McMurtry**, author of *Living Economics* and course director of the Co-op Certificate Management program, moderates. **Claude Gauthier**, president of the Canadian Co-operative Association, which is celebrating its 100th anniversary this year, introduces the session.

3:00 TO 4:30 PM

→ CHOOSE ONE AFTERNOON SESSION:

#### A1 SUSTAINABILITY IN A RECESSION

**SEAN MCSWEENEY**  
MOUNTAIN EQUIPMENT CO-OP

**JENNIFER WILLIAMS**  
LA SIEMBRA CO-OPERATIVE

**SHANNON MUEGGE**  
FOURTH PIG WORKER CO-OP

Many co-operatives are incorporating sustainability, organics and fair trade into their operations. Does consumer desire for these practices

remain strong in a recession?

Our panellists discuss the challenges of maintaining a triple bottom line.

**Curt Hammond**, chair of Positive Power Co-operative, moderates.

#### A2 RECOVERING FROM DISASTER

**MARTIN BASS** THE CO-OPERATORS

**NORMA JONES**  
CANADIAN CO-OPERATIVE ASSOCIATION

**BRENT BELLAMY** SCIENCE '44 CO-OP

Planning for the unforeseen can ultimately save time, money and resources should disaster strike your business. Hear first-hand from co-ops that have recovered from a disaster or implemented emergency plans. Learn disaster-recovery best practices from our risk management specialists.

#### A3 WOMEN IN THE CO-OP MOVEMENT

**MELANIE CONN** DEVCO

**BRIGITTE GOULARD**  
CREDIT UNION CENTRAL OF CANADA

**JANET BOOT** GAY LEA FOODS

The co-operative model has been used to help achieve social goals related to women's empowerment, especially in developing countries. Do Canadian co-ops achieve the same goals domestically? **Heather McLachlin**, VP corporate marketing, The CUMIS Group, will moderate.

#### A4 EXCEPTIONAL AND INNOVATIVE SOLUTIONS

**JIM CAMPBELL**  
AGRIS CO-OPERATIVE

**DAVE STEFFLER**

GRAND RIVER CARSHARE & HAMILTON CARSHARE

The co-op model continues to provide new solutions in a complex world. Discover a traditional co-operative that provides unique products and services, and a ground-breaking co-op that innovatively meets the needs of its communities.

#### A5 EFFECTIVELY PRESENTING CO-OP FINANCES

**SOCIAL FINANCE PART 2**

**JEN HENEBERRY** ON CO-OP

**JENS LOHMUELLER**  
COMMUNITY PARTNERS GROUP

Co-operatives may be at a disadvantage when seeking financing because the co-op model is generally not well understood among financiers. Understanding how your co-op's financial information can work for you – and how to present it effectively to lenders – is vital. Learn what financial institutions need to see so that your co-op meets its financing needs. *Part 2 is primarily designed for co-op staff and directors.*

### SILVER

Alterna Savings  
The Big Carrot  
CHF Canada

Clarion Marketing & Communications  
Ontario Natural Food Co-op  
Prentice Yates & Clark

### BRONZE

Ag Energy Co-operative  
The Canadian CED Network  
CL Chamberlain Communication  
Farm Credit Canada

Grand River CarShare & Hamilton CarShare  
Homestarts  
Masterfeeds  
Ontario Farmer

### FRIEND

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