

CCNC NEWSLETTER

To Educate, Connect and
Promote Cooperatives.

SPRING 2021

Cabot Creamery Cooperative Partners with CCNC

Cabot Creamery Co-op, a leading dairy cooperative in the US, has supported the work of CCNC for many years. Because of the pandemic in 2020, they pivoted marketing from in-person sample sessions (which in the past have been done with CCNC Members) to providing fun Cheese Boxes delivered to front doors. These gift boxes, filled with their farmers' favorite cheeses, have been sent out for door prizes, awards, and recognition for CCNC members, volunteers and staff. We have enjoyed hearing about the stories of surprise when a box full of delicious cheese shows up on a doorstep over the past few months. Have you received one of these great boxes? Share a post and picture about your experience and tag CCNC and Cabot for a chance to win a coffee on us!

In the meantime, we have included a token of appreciation from Cabot Creamery, along with our mailed newsletter, for your continued support of their products! #CabotCreamery #CoopsNC



Quarterly Virtual Co-op Coffee Conversations:

CO-OP COFFEE
CONVERSATIONS



Speaking of coffee, have you joined our quarterly Co-op Coffee Conversations? We are excited to host a virtual coffee session over the noon hour to showcase a storyteller, hot topics, great information, and Q&A. Members, volunteers and board members are welcome to join the conversation. Our May session is with the owner of Casey Creative, Roger Casey, who will share about Marketing Strategy and Branded Goods. Register online for the fun and a chance for a door prize for attending! May 11th at noon is our next coffee chat!



Meet the May 11th Co-op Coffee Convo Guest: Roger Casey of **Casey Creative** to chat about Marketing Strategy and Branded Goods. Join us! [Register Online](#) to attend! Open to members, volunteers and board members. Read more about Roger online!

Contact Us:
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919-834-5544



Virtual Cooperative Leadership Camp 2021

Calling all Cooperatives! Join us for a new “think-tank” approach to this year’s Virtual Cooperative Leadership Camp.

We need your help in creating an exciting experience for our 2021 Cooperative Leadership Camp. This year, teens will participate in a five-day virtual camp that brings all sectors of cooperatives together to showcase how co-ops make for a better world.

Due to camp's unique format this year, we are asking for Cooperatives to identify cooperative challenges for the campers to engage virtually and develop solutions as a team. The Cooperative challenge can relate directly to your cooperative, but needs to be presented in a way that the teens can understand from a video or audio presentation.

Cooperative Challenges should include the following:

- Identify a problem your cooperative faces
- Provide supporting information and background that explains why this problem is a cooperative challenge.
- Share optional solutions you've explored state the Cooperative's Goal for getting to a solution.
- Once presented with the cooperative challenge, campers will work in small groups to devise a solution. Small groups will present their specific solution to the larger group for a vote.

We invite you to share your cooperative challenge not only with the campers, but also attend their final presentations. This is a valuable opportunity for the teens to engage in real-world issues cooperatives face and interact with stakeholders of the cooperatives. Please submit ideas online!



Virtual Cooperative Leadership Camp Sponsorships

Sponsor your teens, send your staff, participate to educate our future leaders!

Select a teen to participate in our virtual camp experience! Other options include:

Cooperative Beach Towel Sponsor \$3,200: Send each teen a Cooperative Principles Beach Towel in their Camp at Home kit! The towel will include the principles on the towel as an educational fun item!

Cooperative Camp Tee Shirt Sponsor \$2,100: Supplies for the programs during week for camp, including the tee shirts and order to make the shirts for each camper! (Virtual camp will design them then send them out after camp)

Snack and Beverage Sponsor \$750: Supply the beverages and snacks for the teens during the week. They get hungry and thirsty running a Cooperative Business! These will be included in their pre-camp box sent to each teen!

All applications are online and available to send out through your newsletter, social media and other cooperative communications.

Cooperative Dynamics Workshop: Call for speakers!

We are hosting Cooperative Dynamics Workshop in the fall. This course serves as an orientation targeted at relatively new employees and board members of cooperative businesses, but is certainly applicable to employees and board members at any point in their career with a cooperative. We are looking for presenters for the following topics:

- 7 Cooperative Principles
- Cooperative Business Model
- Types of Cooperative Ownership
- Cooperative Governance
- Roles of the Board, Staff and Members
- Understanding the Cooperative Movement

We are currently planning this virtual and will incorporate live, interactive games and activities for all attendees.

Contact Emily to suggest a presenter or volunteer yourself!

COOPERATIVE
Dynamics

WORKSHOP

Contact Us:

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919-834-5544



2021 Jim Graham Scholarship Awardee: Tyler Gupton

Sponsored by Roanoke Electric, Tyler is our 2021 Scholarship Awardee.

Tyler shared his video and the following in part of his application “The experience also showed me that doing business alone is not always the best course of action for long-term success. For example, one of the electrical cooperative’s objectives is to bring affordable electricity to thousands of customers. The cooperative that presented at the camp explained how it works interchangeably with other electrical cooperatives when needed. It helped me realize that if cooperatives can work together on a massive scale to provide a greater benefit to all, then I can too. Learning that there are huge businesses owned by the people whom they serve changed my mindset about how to approach my future business.

I plan to become a community leader and successful entrepreneur, establishing an aquarium supply and dive business while advocating for ocean conservation. To ensure successful entrepreneurship, I must possess strong leadership and team-building skills.” You can view his video online and read more about Tyler. Thanks to Roanoke Eclectic for his sponsorship and their continued support of Cooperative Leadership Camp.



Jim Graham



James Allen “Jim” Graham personified North Carolina agriculture as the state’s longest serving agriculture commissioner. Jim Graham was the face of North Carolina agriculture for nearly 40 years, earning him the nickname “The Sod Father,” and induction into the North Carolina Agricultural Hall of Fame. The story is that Jim Graham loved Cooperative Leadership Camp so much that during one week-long camp session, he landed in the state owned helicopter in the middle of camp (now where the dining hall is) to share his passion about cooperatives with the teens. We honor his legacy each year by supporting a CLC graduate with a scholarship in his name.

Board of Directors 2021-2023

Board Members At Large

Donna Bullard, Star Communications
Robert Caldwell, NC Grange Mutual Insurance
Susan Cashion, Piedmont EMC
Greg Coltrain, Riverstreet Network
Ron Fish, NC Department of Agriculture
Jeff Hardin, Carolina Credit Union League
Janet Jackson, Central Electric
Emma Norman, Local Government Federal Credit Union

Officer Slate

Joe Mecca, Board Chair, Coastal Credit Union
Richard Campbell, Vice Chair, NC State CALS
Mark Davis, Treasurer, NC State Grange
Brenda Camp, Secretary, Weaver Street Market
Michael Spink, Past Chair Person, Civic Federal
Credit Union

Welcome New Board Members!



Donna Bullard



Susan Cashion



Greg Coltrain



Emma Norman

Co-op Conference 2021 in the books!

Our Co-op Conference and Annual Meeting Presented in part by **Coastal Credit Union** was a great virtual version of our normal two-day event, compressed into two hours. We heard from thought leaders **Maurice Smith** and **Nelle Hotchkiss** on DEI, **Scott Gates** about cooperative storytelling, **Rose Gomez** about Cabot Creamery Cooperative's changes during the pandemic, and **Bernie Mann** from Our State Magazine on how he sold his ownership of the magazine to his employees as an ESOP, a way to have a successful succession plan for entrepreneurs. Over our Safe at Home lunch, where attendees got to open and discover the great goodies in their Co-op Boxes, we heard from **James Watts** from Weaver Street Market. He shared about their continued journey with DEI and their commitment to buying from Black, Indigenous, and People of Color (BIPOC) producers, the Game Changers program. What a great time! (Continued next page....)



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Co-op Conference 2021 in the books... Continued

During the day, we had a lot of people win prizes and bid on silent auction items. Two lucky winners will enjoy the raffle winnings for weekend trips across the state. Congrats to **Janet J.** and **Courtney J.!** We had interaction, great participation and last but not least we welcomed our new Chair of the board, Joe Mecca of **Coastal Credit Union**. A huge thank you to our past Chair, Michael Spink of **Civic Federal Credit Union**.



Cooperative Council Dedication to DEI

In January, the Council adopted the resolution for the 8th cooperative Principle. The Cooperative Principles were originally written in 1844, when the world looked different. By establishing an 8th Cooperative Principle, we are saying that diversity, equity and inclusion is a value that should be pursued. Cooperatives believe we are stronger when a proactive effort is put forth to engage everyone in governance, management and representation. The call to action is to simply engage in a conversation on how to make our public and private systems work for everyone. This is a movement whose time has come for action. Find out more information on this at www.DEItalks.com and upload your logo to the wall of support.

