

EDUCATING MEMBER EXPERIENCE
COOPERATIVE COUNCIL OF NORTH CAROLINA
CO-OP CONFERENCE
14 MARCH 2023

Cathy Statz, Outreach Specialist
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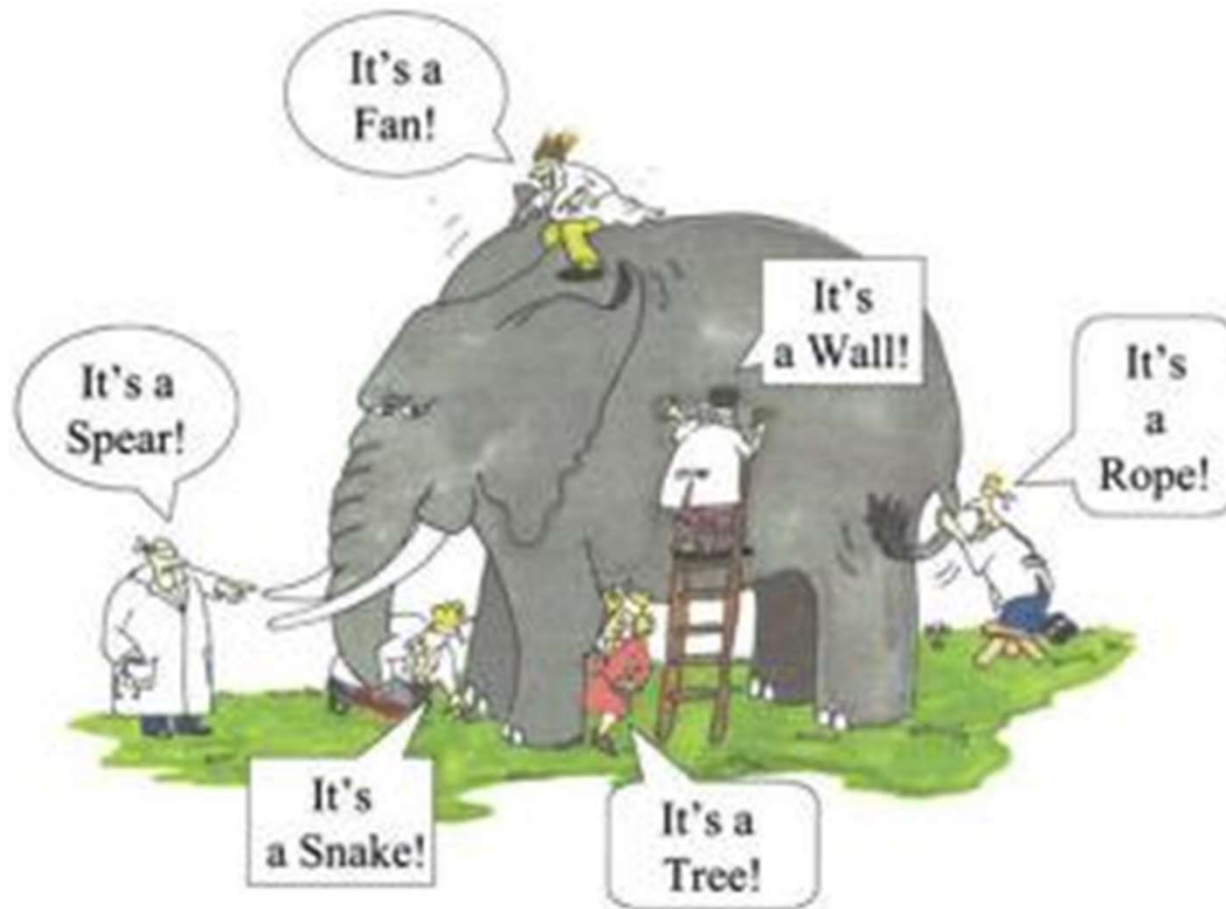
Cathy, with a Cenex (now CHS, Inc.) co-op-branded door prize at one of the gazillion co-op or Farmers Union meetings she attended as a child.

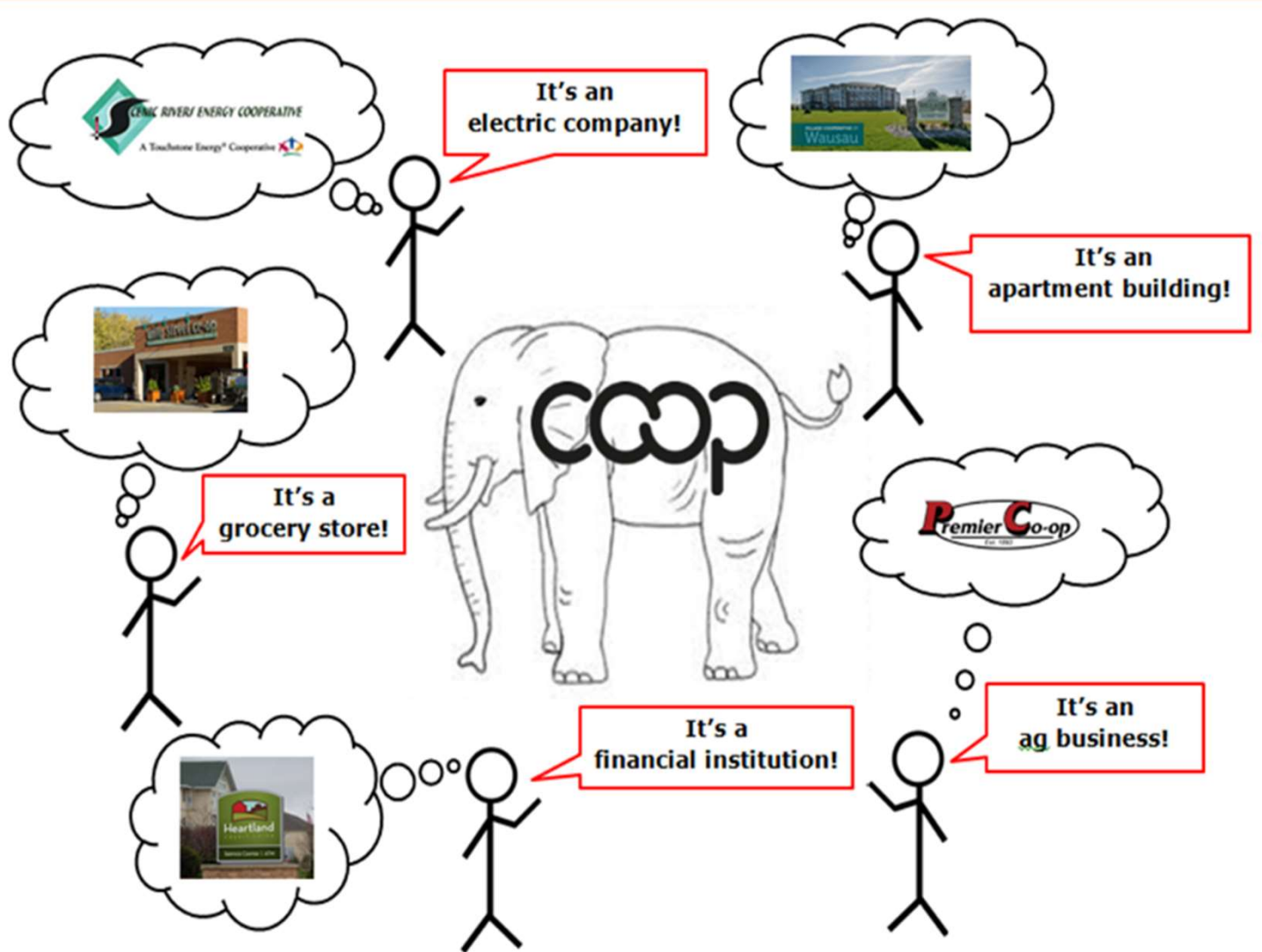
THE BLIND FOLK & THE ELEPHANT: *AN ANCIENT PARABLE*

Reimagined by John Godfrey Saxe in the 19th Century

(And modified a little bit by me in the 21st.)







INTERNATIONAL COOPERATIVE ASSOCIATION (ICA)

PRINCIPLE 5: EDUCATION, TRAINING, & INFORMATION

Cooperatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperatives.

They inform the general public – particularly young people and opinion leaders – about the nature and benefits of cooperation.

A LITTLE LATIN...

Educare: "to train or mold"

Educere: "to lead out"

Both senses are included in our English word:

Education

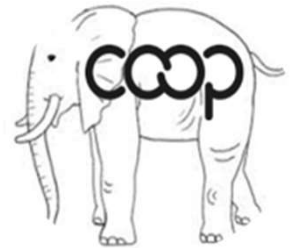


www.uk.coop/2012



PRINCIPLE 5:

INFORMATION

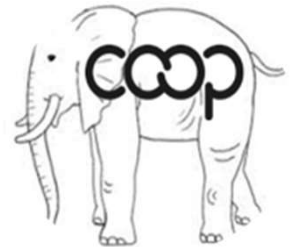


PRINCIPLE 5:

INFORMATION



TRAINING



PRINCIPLE 5:

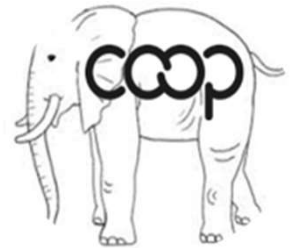
INFORMATION

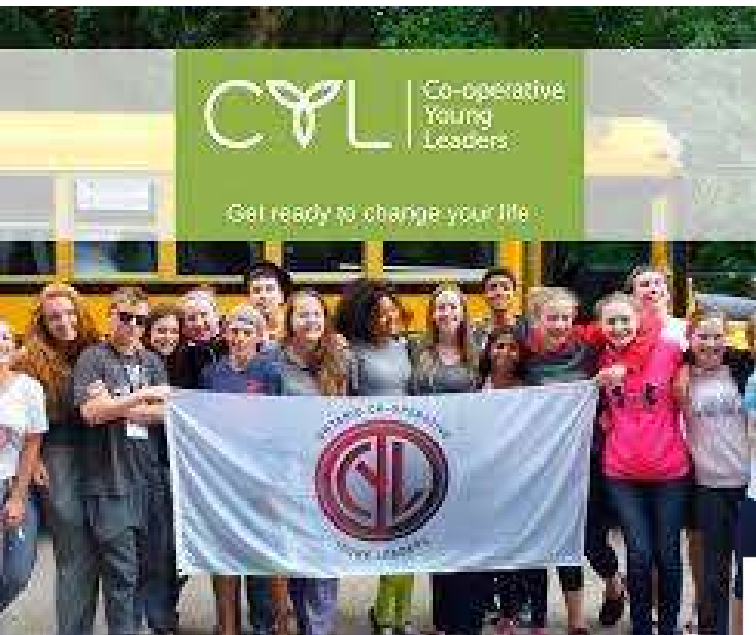


TRAINING

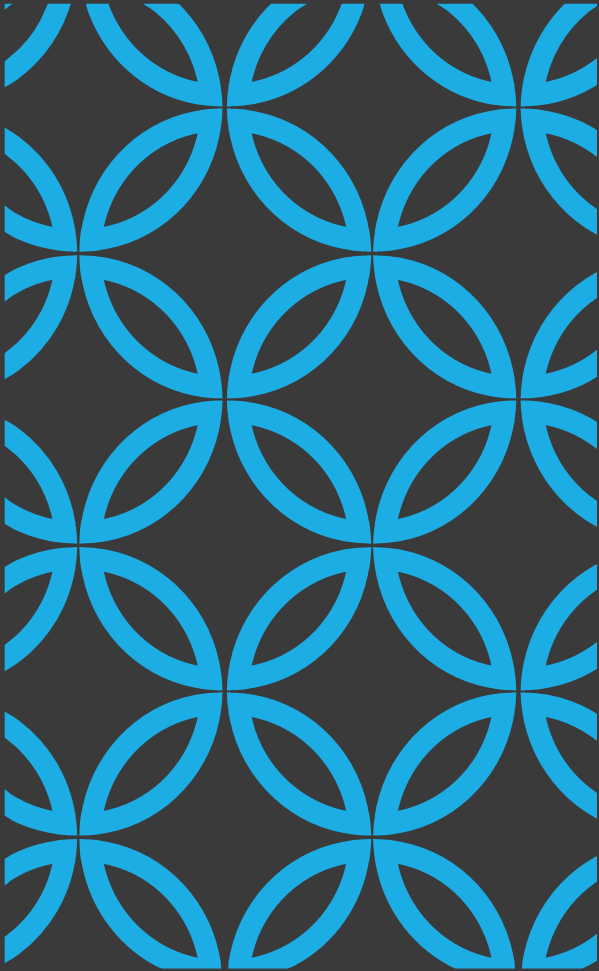


EDUCATION





The Wisconsin Farmers Union Kamp Kenwood trains generations of young cooperators in Chippewa Falls.



*This educational relationship of **educare-educere** leads everyone to participate in the great democratic conversation of the world...*

...In fact, education only has meaning in terms of an active and democratic participation in the human condition.

~André Martin

**ERIN OBAN
BISMARCK, ND**

STATE DIRECTOR,
USDA RURAL DEVELOPMENT

FORMER STATE SENATOR,
ND DISTRICT 35



Although it wasn't a conscious decision, now that I reflect on it, it's obvious how aligned my own values are to the cooperative values I learned about as a kid at summer camp.

The cooperative model has provided an undeniable example of how those values have improved communities and the quality of life for generations of North Dakotans.

My commitment to public service is guided by the same — a sincere care for community, a belief in self-governance, and a recognition of the benefits of sharing risk and reward in working toward a common goal.

JESSE SINGERHOUSE
MENOMONIE, WI
CEO/GENERAL MANAGER,
DUNN ENERGY COOPERATIVE



Our family farm was always a member of local cooperatives, but my first exposure to cooperative education and leadership training came from attending the Youth Leadership Congress put on by the Wisconsin Electric Cooperative Association.

Ironically, I was sponsored by Dunn Energy Cooperative and today I serve as the General Manager/CEO of that Cooperative. Learning the cooperative principles definitely impacted my life and career, it reinforced the belief I had about serving others, working together for a common good and investing in our community.

The cooperative business and governance model is something that I truly believe in.

MICHELLE MILLER
MADISON, WI

ASSOCIATE DIRECTOR,
CENTER FOR INTEGRATED
AGRICULTURAL SYSTEMS (CIAS)
COLLEGE OF AG AND LIFE SCIENCES
UNIVERSITY OF WISCONSIN-MADISON



My mom came to Wisconsin from the North Dakota Farmers Union to run the Wisconsin Farmers Union (WFU) camp and then to be the WFU education director. When I was little, I got to see the camps unfold all summer. Two classes—a co-op class and a farm history/politics class—were offered at the appropriate age level.

The older we got, the more detail we learned. We formed and ran a candy co-op and elected a governing board. [Later, I] lived in a housing co-op through college, and served on the Willy Street Grocery Co-op board of directors.

Today, my son Sean attends camp – he was the camp co-op treasurer one year and loved it. Two summers ago, he paid a visit to CHS (the country's largest co-op) on a Farmers Union youth trip, and he was amazed at what a successful business it was.

JOSH KRAMER
MANDAN, ND

EXECUTIVE VP & GENERAL MANAGER,
NORTH DAKOTA ASSOCIATION OF
RURAL ELECTRIC COOPERATIVES

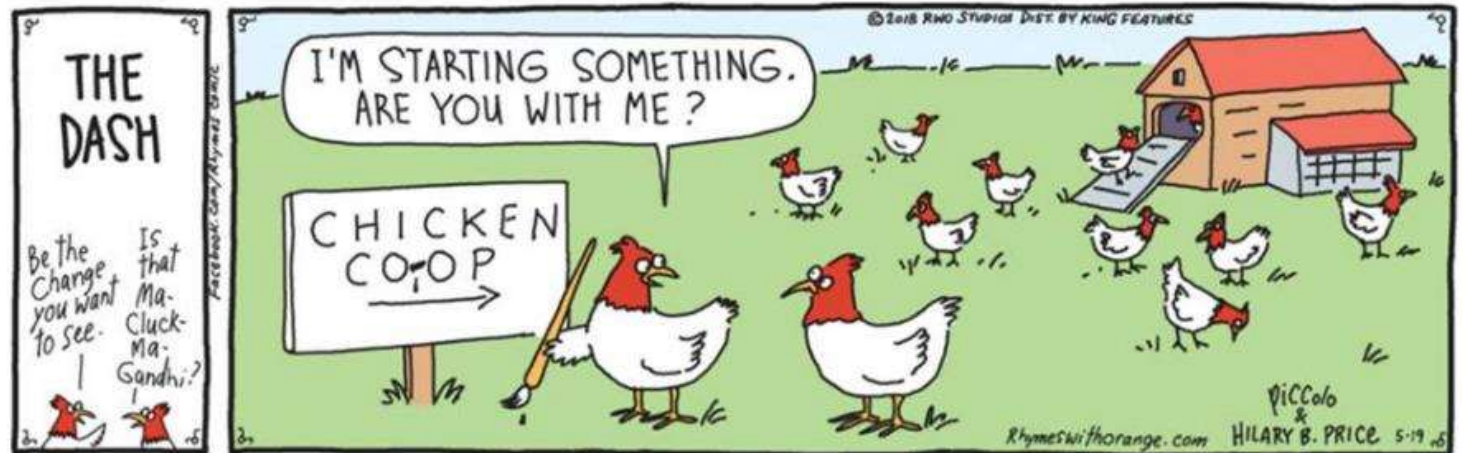


I can say, without a doubt, that I am where I am today because of my experiences in the Farmers Union youth program. At an early age, a passion was sparked in me for cooperatives, rural people and rural places.

This program provided numerous examples of leadership, provided many opportunities, as well as mentors and friendships that I still have to this day. (Heck, I even have the Farmers Union youth program to thank for helping me to meet my “camp crush,” who is now my wife of 19 years.)

*I **GET** to go to work every day working together with co-op people committed to improving the quality of life for co-op members. This role is more than job for me—it’s a mission, it is part of my character, my values, and yes, my principles.*

TABLE TALK



Introduce yourself to the folks at your table, then share your experiences in cooperative education.

Anything in common?

Any missed opportunities?

Any unexpected outcomes?

1 person from each table summarize and/or share a particularly powerful example with the group.

„BECAUSE EDUCATION IS NOT A SIMPLE ADDITION OF KNOWLEDGE, BUT THE PROCESS OF A TRANSFORMATION OF THE WAY OF BEING IN THE WORLD IN WHICH PEOPLE AND A COMMUNITY LIVE.” ~ANDRÉ MARTIN

THANK YOU!

Cathy Statz (she/her)

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Sobey School of Business, Saint Mary's University*

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