

# Co-op Communicators Workshop

Holiday Inn South, Eau Claire, Wis. | Feb. 22-23, 2018

## AGENDA

### Feb. 22

9 a.m. **Registration**

9:30 a.m. **Welcome & Introductions**

10 a.m. **Bridging the Generational Divide**

Generations aren't simply separated by years. People divided by generations experience gaps in culture, technology and life experiences. These gaps can produce either barriers or opportunities depending on how equipped you are to understand what's really behind them. Learn to understand what motivates different generations of members to better equip your cooperative to appreciate and use the diversity of talents that each generation brings.

Wendy Kannel, Wisconsin Farm Bureau Federation

Noon **Lunch**

1 p.m. **Your Co-op Through a Camera Lens**

A picture is worth a thousand words." When you think of your cooperative, what image comes to mind? Are you able to capture it? Steve Apps, former chief photographer and photo editor at the Wisconsin State Journal, is an award-winning freelance sports, and documentary photographer. In this hands-on session, he will teach you what subject to look for, what settings to use and how to tell your cooperative story through photography.

Steve Apps, Steve Apps Photography

2:15 p.m. **Break**

2:30 p.m. **Member Training & Education**

Looking for ways to engage your membership and highlight your cooperative's value? Learn what Foremost Farms USA does to educate from within.

Joshua Luth, Foremost Farms USA

5 p.m. **Dinner**

### Feb. 23

7:30 a.m. **Breakfast**

8:15 a.m. **Marketing the Cooperative Difference**

This session will feature an innovative 360° business development philosophy and strategies cooperatives can adopt to fundamentally change the way they approach marketing their cooperative difference. If you want to improve your member engagement, educate the community on the cooperative difference, better promote your organization, or want to make a bigger impact in your community, then this session is for you.

Jeremiah DeGollon, Summit Credit Union

10 a.m. **Break**

10:30 a.m. **Leveraging the Power of Video**

Learn how to make your digital marketing (social media and website) more impactful by using video.

Don Stanley, 3RhinoMedia

Noon **Safe Travels!**

## HANDS-ON EDUCATION

Cooperative communications professionals are responsible for representing their organization and sharing its mission, objective and brand through a number of platforms. This interactive, hands-on workshop will teach attendees even more about marketing the cooperative difference, membership education and outreach, social media updates, photography skills and working with different generations.

## REGISTRATION

	By Feb. 10	Feb. 11 to Feb. 16
Members	\$350	\$400
Nonmembers	\$450	\$500

Mail completed registration form with payment to:

### Cooperative Network

1 South Pinckney Street, Suite 810

Madison, WI 53703-2869

Email: sara.schoenborn@cooperativenetwork.coop

Fax: (608) 258-4391

Scholarships are available through the Ralph K. Morris Foundation ([ralphk Morris foundation.org](http://ralphk Morris foundation.org)).

## LOCATION & LODGING

### Holiday Inn South

4751 Owen Ayres Ct

Eau Claire, WI 54701

Phone: (715) 830-9889

**Room Block:** Co-op Communicators Workshop

**Rates:** \$115.95/night

**Deadline:** Feb. 2, 2018

## FOR MORE INFORMATION

Visit [www.cooperativenetwork.coop](http://www.cooperativenetwork.coop) for up-to-date speaker, session, and general workshop information.

### Questions?

Contact Sara Schoenborn, Cooperative Network Director of Communications, at (608) 258-4391 or [sara.schoenborn@cooperativenetwork.coop](mailto:sara.schoenborn@cooperativenetwork.coop).

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## Registrations due Friday, February 16

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Email \_\_\_\_\_ Phone \_\_\_\_\_

### REGISTRATION FEES *Include meals, breaks, social, instructor fees, and conference materials.*

ATTENDEE INFORMATION	Received by Feb. 10		Received Feb. 11–Feb. 16	
	Member \$350 each	Nonmember \$450 each	Member \$400 each	Nonmember \$500 each
Name, Title, Email				
Name, Title, Email				
Name, Title, Email				
Name, Title, Email				
Name, Title, Email				
<b>TOTAL DUE</b>				

Please specify any necessary dietary or physical accommodations and for which attendee(s):\* \_\_\_\_\_

*\* Please note that special requests can only be guaranteed if made at least one month prior to event.*

**CANCELLATIONS.** Notice must be received by Feb. 10, 2018, for a full refund. No refunds will be issued for late requests.

**Please return registration form(s) and payment to:**

**Cooperative Network**

1 South Pinckney Street, Suite 810

Madison, WI 53703-2869

Email: sara.schoenborn@cooperativenetwork.coop

Fax: (608) 258-4407

**Early Registration:**

Received On/Before Feb. 10

**Late Registration:**

Received Feb. 11–Feb. 16

