

Candidate Statement: Deb Trocha

I would love the opportunity to help grow and support the co-op community by continuing to serve on the NCBA CLUSA board of directors. I believe wholeheartedly in the cooperative business model and its ability to build a better world. Cooperatives serve as catalysts for social and economic change. The cooperative business model has the potential to address and correct many of the issues facing our world today, such as unstable financial systems, increased food insecurity, growing inequality, rapid climate change and increased environmental degradation.

Through cross-sector collaboration, we have the ability to empower our members, our communities, our states, our nation and the world to create the change we want and desire. I have worked throughout Indiana to foster this spirit of cooperation and collaboration by providing opportunities for cooperatives to come together and get to know each other. The Crossroads Cooperative Summit is an annual event bringing together cooperatives from across industry sectors to learn from each other and to strategize about ways to grow their organizations together. As a result of this effort, cooperatives that previously had no knowledge of each other have developed business relationships that are mutually beneficial. The Summit has also led to smaller regional collaborations of cooperatives that are seeking to mutually support each other.

As a cooperative development center director, I also believe that the growth of the cooperative sector is vitally important. Cooperatives have been an effective way to empower people and offered them a way to exert control over their lives. Cooperatives have played an increasingly important role in facilitating job creation, economic growth and social development. As I educate people about the cooperative business model, I highlight the cooperative values and principles that underlie all cooperatives. I emphasize the fact that there no other business model can make the claim that these principles and values apply no matter the business sector, no matter the location of the business (local, national, international). What a mind-blowing concept!

As the only U.S. cross-sector cooperative organization, NCBA CLUSA is uniquely positioned to play a vital role in growing the cooperative movement. Through its domestic operations, NCBA can help shape and promote policies favorable to cooperatives. Internationally, NCBA CLUSA's efforts are recognized from South America to Asia to Africa.

I pledge to work hard to ensure that NCBA CLUSA has a strategy in place to position itself as the leading advocate for cooperatives for the next 100 years. I

bring enthusiasm and passion for the cooperative business model and an unswerving dedication to the highest standards of ethics and integrity.