

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 solve many of the issues facing our world today such as unstable financial systems, increasing wealth inequality, increased food insecurity, lack of safe, adequate housing, 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 who 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 who are seeking to mutually support each other.

As a cooperative development center director, I strongly believe that the growth of the cooperative sector is vitally important. Cooperatives are an effective way to empower people and offer them a way to regain control over their lives. Cooperatives are playing an increasingly important role in facilitating job creation, economic growth and social justice. As I seek to educate people about the cooperative business model, I highlight the cooperative values and principles that are the cornerstone all cooperatives. I emphasize the fact that no other business model can make the claim that these principles and values apply regardless of the business sector and no matter the location (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 CLUSA 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 continue to work 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 unwavering dedication to the highest standards of ethics and integrity.