

December 11, 2015  
Washington, DC

## **Call for Presentations for CCMA 2016:** **The National Conference**

Consumer Cooperatives Management Association (CCMA)

THEME: **DISRUPTING THE FUTURE: Cooperative Food in the next Generation**

The National Cooperative Business Association (NCBA) is seeking original presentations related to the tracks outlined within this Call for Presentations. Proposals submitted to other conferences (whether accepted or not) and sessions previously presented to CCMA audiences will not be considered. Content for this conference must be 100% original and created with our CCMA 2016 attendees in mind.

As you prepare your proposal, consider the conference theme, positioning and target audiences as described below.

Please note that topics listed within the six tracks are thematic examples, only. These topics are not proposed to be absolute in terms of presentation content, but are intended to provide presentation candidates some focus with allowance for creativity while still supporting the purpose of each track and engaging attendees in the learnings and outcomes.

### **Background**

In a marketplace where natural, organic and locally-sourced food is becoming universal and grocery store chains and farmers markets alike are competing with retail food co-ops, inspiring radical creativity that disrupts the current business practices and social outreach of food co-ops has become an important national conversation. We are looking for inspiration and strategies to fight racism and build inclusivity through cooperative governance and business activities, altering perceptions of elitism and the expectation of higher prices. The food co-op sector can challenge these perceptions and expectations by working to impact communities outside the traditional food co-op demographic and demonstrating diversity and inclusion through recruiting and hiring practices.

The International Co-operative Alliance's Blueprint for a Co-operative Decade has provided a powerful vision in which co-ops become the acknowledged leader in economic, social and environmental sustainability, the model preferred by people around the world, and the fastest growing form of enterprise by 2020. The opportunity for food co-ops to contribute to this vision and to thrive in the future will require a fundamental shift in our thinking and our ability to engage and empower people from a diversity of backgrounds and generations.

### **Positioning**

CCMA provides a unique opportunity for food co-op General Managers, Board Members and Staff to dialog, collaborate and plan together. The conference provides structure and shape to the cooperative philosophy, approach and business practice. CCMA is inspiring and leading the National Conversation for the food co-op sector, with sessions focused on interpersonal communication, the animated exchange of ideas and tools for success in business activities.

CCMA 2016 will **disrupt the future** of the food co-op sector by driving the national conversation that can shape the next generation's relationship with and attitude toward cooperative food.

## **Who will be learning from you? - Target Audiences**

### **Primary**

- General Managers and upper management of food co-ops  
Justification: The attendance of these key players demonstrates to the broader food co-op community that CCMA 2016 brings strategic and operational value to their work together.
- Board members of food co-ops  
Justification: Board members must engage in critical strategic thinking in partnership with General Managers and staff to support success. CCMA 2016 will engage these important leaders in the national conversation about diversifying cooperative food from the economic, social, economic and business viewpoints.
- Food Co-op Staff  
Justification: Professional development is critical for staff effectiveness, retention and management succession. This target audience represents the next generation of leaders within the food co-op movement. They value diversity and believe that cooperative food can help drive a more healthy, just and sustainable food economy. They are integral to disrupting the future of the food co-op sector by reinventing its tone and reputation.

### **Conference Key Messages**

#### **Disrupt the future by engaging in a challenging national conversation about race, inclusion, economic diversity and the impact of these topics on the future of cooperative food.**

Expanding the audience for cooperative food requires deliberate consideration about the diversity of communities, inclusiveness and the need for healthy foods. The conference will provide tools and inspiration for fighting racism through cooperative governance and business activities, as well as fresh food and value added foods management training to address the strategic importance of these departments for growing sales.

#### **Drive the new food economy by reinventing the food co-op space.**

The future of the food co-op sector will be diverse and inclusive. Learn how to attract and retain diverse staff, meet the needs of new and emerging demographics, and strengthen the core of the movement.

#### **Stay relevant within a competitive marketplace by rebuilding our identity**

Is the cooperative difference enough? With organic markets and even grocery store chains increasingly offering local, organic and sustainably-grown food, how can food co-ops stay relevant and competitive? How do we take back a movement that has been coopted by mainstream retailers?

## **NCBA is now accepting proposals for presentations in the following six tracks:**

- 1) Inspirational Strategies for Outdistancing the Competition
- 2) Succession Planning and Leadership Development for the Entire Team
- 3) 2020 and Beyond: New Approaches to Cooperation
- 4) Participatory Governance for Success
- 5) Financing the Co-op Future
- 6) Social, Economic, and Racial Diversity

## **TRACKS**

### **Track 1: Inspirational Strategies for Outdistancing the Competition**

Purpose: Strategies, stories, practical applications and tools for driving growth and sustainability in the increasingly crowded marketplace

Thematic Examples (for illustrative purposes only):

- Rising to the Top -- Practical and Inspirational programming that takes us beyond 'surviving'
- Local and natural/organic foods movement is expanding – how will food co-ops position to be leaders going forward?
- Struggles and Solutions (declining sales, downward margin pressure, proven models of increased labor efficiency in the face of upward wage pressure)
- Reaching/Serving Economically Diverse Communities for Growth
- Strategies for Increasing Member Diversity and Loyalty, Multi-stakeholder Models
- New/Emerging Programs (4 pillars, participation, Co-op Experiments, Multi-store strategies, regional collaboration)
- Upping our game in promoting and advertising – marketing workshops that tell our stories of success and failure

### **Track 2: Succession Planning and Leadership Development for the Entire Team**

Purpose: Building the leadership bench through professional development at all levels

Thematic Examples (for illustrative purposes only):

- Succession Planning for GMs, staff and boards – Multiple generations working together to create change and growth
- Recognizing and addressing the future management needs of food cooperatives—are we losing future leader development opportunities?
- Blueprint for a Cooperative Career. How can we build the pipeline of staff, volunteers and leaders that will carry us forward?
- Building a diverse workforce
- Management Leader Crisis – Strategies and Solutions

### **Track 3: 2020 and Beyond: New Approaches to Cooperation**

Purpose: Exploring strategies and opportunities for collaboration and cooperation to build business success, with focus on strategic operational workshops for department managers and other team members.

Thematic Examples (for illustrative purposes only):

- Marketing to Diverse Communities: innovations, challenges, successes
- Using visioning and storytelling in planning and management
- Regional Food Systems and Collaboration
- Supply Chain Management
- Back Office and Shared Purchasing – how can we build efficiencies that extend our reach through a common platform
- Co-op to Co-op Trade—what is it now, and what can it become?
- Focus on cutting edge technology. How will the grocery store of the future reflect the conveniences and features of online ordering by combining digital technology in the store experience?
- What Happens after the Co-op Decade (How are we doing with the Blueprint and what is next?)
- Seizing the Day: how do we take advantage of opportunities that the growth in the natural, organic, sustainable, and local food industry are presenting for cooperatives today and in the future

#### **Track 4: Participatory Governance for Success**

Purpose: Skill building to develop stronger boards with leadership depth and resilient board-management partnerships

Thematic Examples (for illustrative purposes only):

- Sustainable Diversity
- Developing Core Board Leaders
- Strengthening the GM-Board Relationship
- Multi-Stakeholder Engagement
- Board development and succession
- Board Tension – when boards don't get along

#### **Track 5: Financing the Co-op Future**

Purpose: Focus on financial opportunities and investment strategies for cooperative development and the elevation of cooperative food in the economy

Thematic Examples (for illustrative purposes only):

- New Market Tax Credits
- USDA Programs for Food Co-ops
- Financing Future Growth—building the system of financing cooperative development by leveraging purchasing and training through partners
- Lenders – what do they want?
- Co-op lenders roundtable
- Start-up stories - What role will start-ups take in disrupting the future of cooperative food, and what can we learn from start-up stories?
- Systems innovations and cooperative development

#### **Track 6: Social, Economic, and Racial Diversity**

Purpose: Explore these topics in a way that makes cooperatives relevant to contemporary issues and supports their business success over the long run.

Thematic Examples (for illustrative purposes only):

- Overcoming racism: financial tools and strategies
- Achieving business success through Social, Economic and Racial Diversity
- Aligning social and economic stability with the Blueprint for a Cooperative Decade
- Inspiration and tools for fighting racism and exclusion through the cooperative business model, through co-op business activities
- Operationalizing diversity: Management, HR (recruitment and retention)
- Learning the language: what do we need to become better advocates for social, economic and racial diversity?
- Fresh food and value added foods management training- addressing the strategic importance of these departments for growing membership and sales

### **Speaker Benefits**

Speakers who are selected to present during the CCMA 2016 enjoy:

- The reputation as an industry expert in their respective specialty areas
- Exposure to the prospective audience of 300+ food cooperative leaders
- The opportunity to build new business for their companies
- One full-conference registration (not transferable)
- Invitations to special VIP receptions to network with association leaders, sponsors, and peers
- Provide referrals for potential speaking opportunities with Food Co-ops and Cross-sector Cooperative Groups

## Continuous Learning Philosophy

CCMA enables the attendees to engage in a life-long learning process in which they are challenged, stimulated, and respected for their professional and personal experiences. The CCMA Conference Planning Committee and leadership believe learning is a progression, not simply the transfer of information from an expert to a learner.

To uphold this philosophy, NCBA actively seeks speakers who possess these key qualities:

- **Command of Subject Matter:** Each speaker seeks speakers who possess these key qualities with specific content area.
- **Willingness to Teach:** While command of the subject matter is essential, it is not the entire picture. Speakers should enjoy teaching and be willing to put forth effort to create a memorable learning experience for the participants.
- **Effective Interpersonal Skills:** The ability to read and react to audiences is a prerequisite for a good communicator. Effective speakers and moderators are most concerned with what the audience is learning.
- **Effective Listening Skills:** Good listeners use reflective listening techniques before responding to a question from the audience. This ensures that the speaker or moderator understands what is being asked and is validating to the learners that they are being heard.
- **Use of Sound Instructional Methods:** Adults learn more when they are actively involved. We ask that all speakers and instructors find ways to increase learner involvement.

## Writing Learning Outcomes

In preparing their proposals, presenters are asked to provide learning outcomes for the sessions they are proposing. Learning outcomes are statements that specify what learners will know or be able to do as a result of a learning activity. These encompass knowledge, skills, and/or attitudes. Learning outcomes accomplish the following:

- Focus on behavior that needs to be changed
- Serve as guidelines for content, instruction, and evaluation
- Identify specifically what needs to be learned
- Convey to the learner exactly what needs to be accomplished

Learning outcomes are truly learner-centered, observable, measurable actions by the learner. Learning outcomes contain three elements: 1) who is to perform, 2) what actions they are to take, and 3) a result to be achieved.

A sample learning outcome would be:

Attendees will identify their food co-op differentiators to develop a unique value proposition.

It is important to use action verbs when writing learning outcomes. Some of the most common verbs used are:

define	summarize	create
describe	demonstrate	explain
identify	examine	generate
write	interpret	develop
distinguish	use	discuss
analyze	prepare	differentiate

## **Executive Summary**

The executive summary contributes to the body of knowledge on professional services marketing and assets conference attendees in applying the information learned during the conference. It also provides attendees with additional information to consider as they decide which sessions to attend.

Executive summaries may be published in CCMA communication with credit to the author.

## **Submitting Your Proposal**

Please include the following in your proposal to NCBA:

1. Proposed/working title for the session
2. Session description (approximately 500 or fewer words)
3. Three active learning outcomes that the attendee can expect to take away from the presentation and apply to their co-op or job/role
4. Session format (e.g., lecture, panel, workshop)
5. Presenter's name, title, organization, email, phone number, and mailing address
6. Presenter's bio and qualifications
7. If a panel, contact and biographical information for each proposed panelist
8. If the presenter has presented this session previously, they should include in the proposal: a copy of the PPT or an outline of the material, name of the organization(s) for which the session was presented, and the date and location of that presentation
9. Permission to record the session if selected by the CCMA Planning Committee
10. Acknowledge that they recognize compensation is limited to a complimentary conference registration

All proposals for the 2016 CCMA Conference must be submitted electronically via email to Sherry Hill at [shill@ncba.coop](mailto:shill@ncba.coop). Proposals are due by 11:59 pm ET on January 15, 2016. Proposals may be considered after this date, pending written approval by NCBA to the submitter.

The submission process is managed entirely online via email.

Participation as a presenter in CCMA 2016 is voluntary. In recognition of a presenter's contribution of time and effort, one complimentary full-conference registration is awarded to presenters' whose proposals are accepted. However, each presenter remains responsible for his or her own expenses (travel, lodging, etc.).

## **Questions?**

Please contact Sherry Hill by email at [shill@ncba.coop](mailto:shill@ncba.coop) or by phone at 303-283-5450 with any questions about this process.

## **Deadline**

Proposals must be received by 11:59 pm ET on January 15, 2016.