

## **TRACK 6: MEDLEY**

### **601 Customer Loyalty and Building Membership**

*June 12, 10:15 – 11:45 am*

*Liberty Room*

*ECR Software*

During this session, explore best practices for building membership through loyalty programs and technology.

### **602 From Food for All to Co-ops for All — Is It Possible?**

*June 12, 1:30 – 3 pm*

*Cinnabar Room*

*Stuart Reid, Executive Director, Food Co-op Initiative*

This workshop will be a presentation and discussion of the outcomes from the Food Co-ops in Low Resource Communities Forum. Can we open viable food co-ops in communities that do not have traditional resources and demographics? We will present and discuss ideas and issues from the Forum, give examples of recent efforts (short case studies and examples), and describe plans for future research and collaboration to develop replicable business models and development practices for food co-ops in non-traditional markets.

### **603 All About NCG**

*June 12, 3:30 – 5 pm*

*Liberty Room*

*Karen Zimelman, Director of Membership and Cooperative Relations, National Co+op Grocers*

National Co+op Grocers is a co-op that currently brings together 143 co-ops from around the United States. NCG's mission is to provide the vision, leadership, and systems to catapult a virtual chain of food co-ops to a position of prominence in the natural foods industry. How does this national co-op operate? What services is it currently providing? What is on the horizon by NCG to help co-ops better compete and survive as strong, dynamic businesses able to provide important impact in their local communities? Join us for a quick-paced overview of NCG now and its plans to continue to strengthen the food co-op as a sector and a movement. Anyone is welcome to join this session — those involved with co-ops that are already part of NCG, as well as those considering joining in the future.

### **604 Grow Your Co-op with Capital: Speed Networking with Co-op Lenders**

*June 13, 10:30 am – Noon*

*Cinnabar Room*

*Betsy Black, Northwest Loan and Outreach Officer, Cooperative Fund of New England*

This session will give both new and established coops an opportunity to explore financing options in a fast-paced, personalized setting. Several lenders that specialize in serving cooperatives will be on hand to share co-op financing

practices, describe their services, and answer specific questions for co-ops that are starting, expanding, considering growth, or interested in increasing their knowledge about financing options. Cooperatives are invited to bring their business plans, pro formas, and sources and uses to aid discussion. Prospective participant lenders include Cooperative Fund of New England, Northcountry Cooperative Development Fund, Local Enterprise Assistance Fund, National Cooperative Bank, and Capital Impact Partners.

### **605 Committed Relationships with Younger Co-ops**

*June 13, 2 – 3:30 pm*

*Delamar Room*

*Moderator: Jacqueline Hannah, Food Co-op Development Specialist, Food Co-op Initiative*

This is a presentation of opportunities for mature co-ops to respond to requests from startup organizers, whether through direct support or effective referral. We will describe the experiences (both good and bad) of co-ops that have embraced startup support, such as Common Ground, Bloomingfoods, and La Montanita. We will discuss the role of regional co-op organizations (NFCA, PACA, ACBA, cooperative development centers) and how their work complements that of FCI and professional consultants. This will be followed by a lively exchange on actual mentoring successes and pitfalls.