



California Center for Cooperative Development  
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## 2019 CALIFORNIA CO-OP CONFERENCE: PLANNING COMMITTEE RESPONSIBILITIES

Thank you for considering serving on the Planning Committee for the 2019 California Co-op Conference! We strive to have a committee that reflects the diversity of cooperatives and the spectrum of development and connections with them.

### **Purpose of the California Co-op Conference**

This conference is CCCD's annual, multi-co-op sector event. You will find our mission statement at the end of this document and may visit our website – [www.cccd.coop](http://www.cccd.coop) – for more information. Consistent with the non-profit mission of CCCD, *The California Co-op Conference* is designed to bring together people from different types of cooperatives as well as people new to cooperatives to recognize the power of the cooperative model, to offer strategies to improve the effectiveness of existing cooperatives, and to help people who are interested in starting new cooperatives. The hope is that people will learn from each other through informal discussions as well as from the workshops that are offered.

**Planning decisions already made:** The conference will convene in Sacramento on Sunday April 28 to Monday, 29, 2019. The conference is a 2-day event that usually offers 3-4 simultaneous workshops, in the following general areas: 1) those designed for cooperators along a continuum of experience – from the co-op novice to experienced cooperators; 2) legal workshops that offer MCLE credit to attorneys and provide expert information on legal topics to non-lawyers; 3) workshops about governance and communication in co-ops, as well as workshops that focus specifically on food co-ops and others that focus on using cooperatives as a strategy for economic development. 4) Sector-specific workshops, especially for co-op housing and for food cooperatives.

**Committee Time Commitment:** Approximately 3-8 hours per month from January 2019 through April 2019 (or end of the conference); with fewer hours in January and February and increasing in March and April.

**Rewards:** Committee members are participating in advancing the co-op movement AND gain the opportunity to work with fantastic co-op people, which can be pretty amazing. PLUS committee members who are active throughout the process gain free admission to the conference. People who are not able to fully commit to committee membership but serve on an organizing sub-committee are offered a discount to the conference.

### **Responsibilities of Committee Members:**

The organizing committee is central to the success of the conference. Below is a list of expectations and specific tasks:

1. Participate in conference calls (1-2 each month)—calls are usually 1 hour.
2. Assist in identifying good topics, speakers, and help with site logistics.
3. Help in promoting the conference and the Co-op social and auction (which is open to the public on Friday evening).
4. Assist with fundraising by identifying potential sponsors and soliciting auction donations.
5. Help secure food and drink donations from local businesses.
6. Serve on at least one of the following sub-committees, either by leading or coordinating the group or by being an active member. Other people may serve on sub-committees without being a member of the planning committee.

### **CO-OP CONFERENCE SUB-COMMITTEES**

- 1) **Publicity:** Focus on publicizing the event within your geographic community, within the cooperative community, and beyond! Work with cooperatives and other local organizations to promote the conference: build media press list and assist with releases; suggest and implement publicity strategies such as flyer distribution, announcements in local newspapers, and expand existing contact list of cooperative organizations. Identify and tap into applicable alternative publications.



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- 2) **Sponsors/Fundraising/Auction:** Identify potential co-sponsors and contributors for the conference; work with CCCD to solicit sponsorship from local and other applicable organizations. Solicit and obtain auction donations to support the conference scholarship fund. Secure product and service donations; help with auction logistics, including getting items to the conference venue.
- 3) **Spanish Translation:** Identify and secure volunteer translators or low-cost Spanish translation for conference handouts and for simultaneous interpretation during the conference.
- 4) **Evening Celebration:** The celebration includes conference attendees but also reaches out to people in the community to bring recognition to co-ops. This sub-committee focuses on creating a fun, enjoyable evening social for all! The event begins shortly after the last workshop on Sunday; the silent auction is convened during the event. The subcommittee is charged with developing an invite list and promoting the event, helping to gain donations or discounts on beer, wine, and munchies, and creating a fun program. Some program possibilities include live music (compatible with silent auction), I Heart Co-ops photo 'booth,' games—use your imagination!

**MISSION OF THE CALIFORNIA CENTER FOR COOPERATIVE DEVELOPMENT**

To promote cooperatives as a vibrant business model to address the economic and social needs of California’s communities. CCCD fulfills this mission by:

- Educating the public, community institutions, and government agencies to foster and promote the understanding of cooperatives;
- Identifying and disseminating information about successful practices and models for cooperatives;
- Encouraging cooperation and coordination among various types of cooperatives;
- Providing technical assistance and education for the development of cooperatives to best address economic and social needs.

**CCCD CLIENTELE:** Established cooperatives and groups interested in developing cooperatives throughout the state of California. Cooperative sectors served by the Center include: agricultural, artisan, business, consumer, energy, housing, preschool/childcare, worker, and other cooperatives.

**CALIFORNIA CO-OP CONFERENCE PLANNING COMMITTEE FORM**

Please SAVE AS to store your changes in this pdf form and submit via email [coops@cccd.coop](mailto:coops@cccd.coop) or fax (530) 297-1033

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Co-op/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

*Street*

*City*

*State*

*Zip*

Interested in:  Conference Committee OR  Sub-committee ONLY: \_\_\_\_\_

Please write name of subcommittee

What is your primary interest in cooperatives (e.g. type of co-op; advancing the co-op movement....):

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**THANK YOU!!**