

**DON'T WASTE  
A RECESSION!**

## Two cooperative education seminars

**# 1 • FOR DIRECTORS & MEMBERS**

**Thursday 13 & Friday 14 August 2009**

**# 2 • FOR EXECUTIVE MANAGERS**

**Thursday 27 & Friday 28 August 2009**

**at the Brentwood Hotel**

**Kern Street, Kilbirnie, Wellington**

*Presented by the*

**New Zealand Cooperatives Association**

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**Cooperative education seminars are special. Let's face it, there's nowhere else you get the opportunity to talk through co-op issues with so many of the key people involved in the running and leading many of this country's member-owned businesses.**

**It's only at these seminars that you can spend quality time with directors and executives who walk the walk, and talk the talk when it comes to mutually owned business.**

**The line-up of presenters is outstanding: CEOs, chairmen, directors, professional educators and a professional motivator among them, as well as a presentation on current legal issues from one of those responsible for the Cooperative Companies Act 1996.**

**This year we see a first: after-dinner speeches from two of the country's finest entertainers. And they couldn't be more different: Sir Brian Lochore – former All Black captain and coach, and director of the proposed new wool cooperative Wool Grower Holdings, and radio commentator Pinky Agnew – well known for her impersonations of Jenny Shipley.**

**These are, as Alan Robb puts it, uncertain times. Send your co-op's best brains to these seminars and they could well return with a greater degree of certainty.**

**So book early to avoid disappointment. Phone Ramsey Margolis in the New Zealand Cooperatives Association office on 04 384 4595 to reserve places.**

# **SEMINAR # 1**

*for*  
**COOPERATIVE DIRECTORS  
& MEMBERS – your future directors!**

**Thursday 13 & Friday 14 August 2009**

Totara Room, Brentwood Hotel, Kemp St, Kilbirnie, Wellington

Cost \$895+GST  
includes accommodation and meals

*with*  
**SPECIAL Thursday evening after-dinner guest speaker  
comedienne, performer, actor and radio commentator  
**Pinky Agnew****

*For more info and to reserve a place*

phone 04 384 4595 • email [nzca@nz.coop](mailto:nzca@nz.coop)

Numbers limited to 25  
Preference will be given to participants from member businesses  
**Final date to register Monday 10 August**

# DON'T WASTE A RECESSION!

## Day 1 Thursday 13 August

Arrive at the Totara Room, Brentwood Hotel, Kemp St, Kilbirnie, Wellington before 10 am

*Morning tea / coffee will be available from 9.40 am*

10.15 am Introduction to the seminar 30 minutes

**Ramsey Margolis, Executive Director, New Zealand Cooperatives Association**

Session ONE 10:50 am – 12:00 noon 70 minutes

**CO-OPS ARE STRONG – IS THIS RECESSION THE TIME TO ACQUIRE OTHER BUSINESSES?**

**Don McFarlane**

Don McFarlane's talk will cover issues such as raising capital, maintaining your credibility at the bank, managing cash, maintaining member loyalty through effective communication and how members perceive value in their cooperative.

- *Don McFarlane farms a 575ha irrigated arable, livestock and horticultural property at Clandeboye. Chairman of CRT, he is also a director of the NZ Blackcurrant Cooperative and the NZ Honey Producers Cooperative as well as a director of a number of investor-owned companies.*

Lunch 12:00 Noon – 12:45pm

Session TWO 12:50 – 2:00 pm 70 minutes

**STRATEGY, STRUCTURE AND COOPERATIVE PRINCIPLES • Tony O'Boyle**

Looking at the psychology and philosophy of business, Tony O'Boyle will examine the ethics and integrity necessary to be part of a cooperative board, the distinction between representation and governance, and touch on the pros and cons of having a shareholders council.

- *A sheep and beef farmer in the Wairarapa, Tony O'Boyle was Chairman of the Fonterra Shareholders Council from 2002–2005 and is a former director of the Rotorua Vet Club.*

Session THREE 2:10 – 3:20 pm

70 minutes

### WHAT ARE YOU DOING TO GET THE BEST OUT OF THE RECESSION? • Chris Cooper

The current recession has seen a flight to safety and quality of funds from mainstream financial organisations to co-ops and mutuals. People are choosing to trade more with businesses they feel they can trust. Directors have a crucial role in setting the direction of their co-op and ensuring they make the most of this once in a lifetime opportunity.

● *Chris Cooper is Vice-Principal and Director of Learning & Development at the Cooperative College, Manchester. He has worked with cooperatives and other mutual and educational organisations in New Zealand and Australia, in India, Sri Lanka, throughout Europe and Africa, and contributed to cooperative events in Wellington, Korea, Portugal, Singapore and Norway.*

Afternoon tea / coffee 3:20 – 3:55 pm

Session FOUR 4:00 – 5:10 pm

70 minutes

### REVITALISING A SENSE OF BELONGING • Peter Harris

Peter Harris will be wanting participants to examine their understanding of the values of their co-ops with a view to revitalising a sense of belonging, looking at ethical considerations, the duties of directors when running a member-owned business, and whether there is the right mix of skills on the board.

● *Formerly a director of PSIS and currently a member of the Electricity Commission, Peter Harris is an economist with an extensive background in research, analysis and advocacy.*

Evening Meal 6:30 pm

**Guest after dinner speaker PINKY AGNEW**

*followed by informal discussions*

## Day 2 Friday 14 August

Session FIVE 8:45 – 9:55 am

70 minutes

### THE COOPERATIVE ADVANTAGE • Ramsey Margolis

Do those you deal with know you're a cooperative? What could it mean to your business to promote yourself as one, and how might making good use of your cooperative identity give your business an advantage? How can the Cooperatives Association help your co-op?

● *Executive Director of the New Zealand Cooperatives Association, Ramsey Margolis is also a director of the London translation agency World Accent, and serves on the Board of Managers of Washington D.C.-based DotCooperation LLC, sponsor of .coop, the top-level Internet domain for cooperatives.*

Morning tea / coffee 9:55 – 10:20 am

Session SIX 10:25 – 11:35 am 70 minutes

**BOARDROOM DYNAMICS AND BOARD/SENIOR EXECUTIVE RELATIONSHIPS • Russell Green**

With an eye on member-based issues, Russell Green will be looking at boardroom governance and dynamics, the relationships between the board and senior executives and examining the role of directors in cooperatives in general.

● *Involved in the motor industry throughout his working career, Russell Green owns and operates a vehicle repair business servicing Puhoi, north of Auckland. Chairman of Capricorn Society, he is a member of their Remuneration and Nomination Committee as well as a director of Capricorn Mutual Ltd and Capricorn Insurance New Zealand Ltd. During his time on the Board, Russell has also spent time on the Audit and Risk Committee.*

Session SEVEN 11:40 am – 12:50 pm 70 minutes

**REWARDING BOARD MEMBERS AND CEOs • Geoff Summers**

Geoff Summers will examine how board members can be fairly rewarded for their work and given incentives for high performance in the future, and what boards should be doing in the current economic climate to properly reward and incentivise their CEOs without getting caught up in the sort of value limiting schemes that became prevalent in the world leading up to the present crisis.

● *A director of Strategic Pay, specialists in remuneration and performance, Geoff Summers is a past President of the Human Resources Institute of New Zealand and has served on the Ministerial Committee to Review the Code of Good Faith Bargaining.*

Lunch 12:50 – 1:30 pm

Session EIGHT 1:30 – 2:40 pm 70 minutes

**MUTUALITY IN UNCERTAIN TIMES • Alan Robb**

Is the global financial crisis “the end of the western world as we’ve known it since 1945”? Alan Robb draws on his studies of financial distress to show where the opportunities are for cooperatives and how mutual organisations can prosper while investor-owned companies crumble.

● *Alan Robb is an independent consultant and commentator on financial accounting, cooperatives, corporate governance and business ethics.*

Session NINE 2:45 – 3:15 pm 30 minutes

**Review seminar and complete evaluations**

**Close by 3:30 pm**

This programme is subject to change

## **SEMINAR # 2**

*for*  
**COOPERATIVE EXECUTIVE MANAGERS**

**Thursday 27 & Friday 28 August, 2009**

Totara Room, Brentwood Hotel, Kemp St, Kilbirnie, Wellington

Cost \$895+GST  
includes accommodation and meals

*with*  
SPECIAL Thursday evening after-dinner guest speaker  
former All Black captain and coach

**Sir Brian Lochore**

*For more info and to reserve a place*

phone 04 384 4595 • email [nzca@nz.coop](mailto:nzca@nz.coop)

Numbers limited to 25  
Preference will be given to participants from member businesses  
**Final date to register Monday 24 August**

# DON'T WASTE A RECESSION!

## Day 1 Thursday 27 August

Arrive at the Totara Room, Brentwood Hotel, Kemp St, Kilbirnie, Wellington before 10 am

Morning tea / coffee will be available from 9.40 am

10.15 am Introduction to the seminar 30 minutes

**Ramsey Margolis, Executive Director, New Zealand Cooperatives Association**

Session ONE 10:50 am – 12:00 noon 70 minutes

**STRESS TESTING COOPERATIVES • Mike Kearney**

Stress testing is a form of testing that is used to determine the stability of a given system or entity. It involves testing beyond normal operational capacity, often to a breaking point, in order to observe the results. What happens when we apply this approach to cooperative and mutual business?

- *Mike Kearney is the Manager of the New Zealand Blackcurrant Cooperative which has recently been enjoying a phase of rapid growth. Previously, he had extensive experience as a financial consultant to horticultural businesses.*

Lunch 12:00 Noon – 12:45pm

Session TWO 12:50 – 2:00pm 70 minutes

**EXECUTIVES AND THEIR RELATIONSHIP TO THE BOARD • Craig Waterhouse**

A cooperative is a member owned business. How does this affect the relationship that executives have with their board, who will of course transact with the business?

- *Chief Financial Officer at Farmlands Trading Society, Craig Waterhouse was previously a partner in a chartered accountancy practice and Director of Finance for New Zealand Breweries. In his spare time, he supports his wife who has an internet business and a viticulture operation as a contract grower.*

Session THREE 2:10 – 3:20pm

70 minutes

### **REGULATION OF CAPITAL RAISING IN THE CURRENT ENVIRONMENT: IMPLICATION FOR COOPERATIVES • Alastair Hercus**

In part as a response to the global financial crisis, the Government is progressing various initiatives to facilitate capital raising by New Zealand business. These include the Capital Markets Development Taskforce, and the review of the Securities Act. Although not aimed at cooperatives, Alastair will discuss these initiatives and their implications for cooperatives.

- *Alastair Hercus is a partner at Buddle Findlay. He had a large part to play in the writing of the Cooperative Companies Act 1996 and has advised the Association and its members on all major legal issues affecting cooperatives since then.*

*Afternoon tea / coffee 3:20 – 3:55 pm*

Session FOUR 4:00 – 5:10pm

70 minutes

### **THE POWER OF COOPERATIVES • Alister Lawrence**

The cooperative business model has withstood the test of time and there are now many cooperatives, large and small, thriving in many parts of the world. There are, though, some key elements and attributes that are common threads through the successful and dynamic ones.

- *Chief Executive, NZPM Group Ltd, a cooperative of over 1,000 plumbers for the last five years, Alister Lawrence has extensive experience as a senior executive and a proven track record of developing business opportunities in international markets.*

*Evening Meal 6:30pm*

**Guest after dinner speaker SIR BRIAN LOCHORE**

*followed by informal discussions*

## **Day 2 Friday 28 August**

Session FIVE 8:45 – 9:55 am

70 minutes

### **ESTABLISHING YOUR PERSONAL BRAND ACROSS YOUR COOPERATIVE • Janine Gould**

The current economic climate means that your cooperatives need to be represented by confident and influential communicators. This session will help you improve your air of authority and confidence, developing the skills you need to achieve communication success.

- *A director of Communicate Consultants, Janine Gould has over twenty years experience in the field of presentation. She was a recent board member of Positively Wellington Tourism.*

*Morning tea / coffee 9:55 – 10:20 am*

Session SIX 10:25 – 11:35 am 70 minutes

### **BUILDING AND DIVERSIFYING A MEMBER-OWNED BUSINESS • Trent Bartlett**

Under Trent Bartlett's leadership Capricorn Society has not only grown but diversified tremendously. He will offer some thoughts on the key factors necessary for a cooperative business to survive and grow in a successful and measured manner in times of recession.

● *Chief Executive Officer of the Perth-based Capricorn Society, Trent Bartlett was significantly involved in the decision to launch Capricorn Mutual in 2003. As CEO, he sits on the boards of Capricorn Mutual and Capricorn Insurance New Zealand. He serves as deputy chairman of the Council of the Cooperative Federation of Western Australia as well as being a representative on the industry reference group to the Western Australian Government.*

Session SEVEN 11:40 am – 12:50 pm 70 minutes

### **COOPERATIVES IN COMPETITION: WINNING THROUGH COOPERATION • James Morrison**

How do cooperatives compete for business, both with each other and in the wider market? James Morrison will look at the options that are open to you, with some case studies. He will also examine how not to do this.

● *Dr James Morrison provides management consultancy services to a range of clients, but particularly cooperatives. He commenced his professional career in the Strategy Practice of Accenture after completing a Doctorate in Mechanical Engineering. After working in Australia, Asia and Europe, he returned to New Zealand in 2002 to take up a role as strategy manager for the Fonterra Cooperative Group. He left Fonterra in 2004 to resume his consulting career.*

Lunch 12:50 – 1:30 pm

Session EIGHT 1:30 – 2:40 pm 70 minutes

### **CO-OPS: STAIID AND BORING, OR THE NEW COOL? • Chris Cooper**

The current recession has provided one of the biggest opportunities for cooperative and mutual organisation for two generations. For a long time, cooperatives have been regarded as staid and even boring. Well boring is the new cool! People are flocking to invest with and trade with cooperative across the globe. What are the opportunities that are being grasped and how are managers inspiring members, employees and customers?

● *Chris Cooper is Vice-Principal and Director of Learning & Development at the Cooperative College, Manchester. He has worked with cooperatives and other mutual and educational organisations in New Zealand and Australia, throughout Europe, in India, Sri Lanka, and Africa, and contributed to cooperative events in Wellington, Korea, Portugal, Singapore and Norway.*

Session NINE 2:45 – 3:15 pm 30 minutes

### **Review seminar and complete evaluations**

**Close by 3:30pm**

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