

427 Lorch Street
Madison, WI 53706-1503
Phone: 608-262-8966
www.uwcc.wisc.edu

Call for Proposals for CCMA 2017

CCMA 2017 will take place June 8-10, 2017 in Minneapolis, MN. The University of Wisconsin Center for Cooperatives (UWCC) is seeking proposals for break-out sessions through **February 3, 2017**. Please read this Call for Proposals carefully before submitting. We look forward to seeing your proposals!

2017 THEME: OUR NORTH STAR: COOPERATE TO DIFFERENTIATE

This year's CCMA theme is inspired by Minnesota's state motto "L'étoile du Nord" or Star of the North. Throughout history, the North Star has been a symbol of guidance, dependability and reassurance. In U.S. history, the North Star was an important symbol for the pathway to freedom for African-American slaves. The popular song, "Follow the Drinking Gourd" was actually a code of directions for traveling north, using the "drinking gourd", or Big Dipper, a constellation that includes the North Star.

Just as the North Star is the brightest and the point around which the entire northern sky turns, food cooperatives rely on the principles of cooperation for guidance in an ever-changing, and often troubling, world.

As cooperatives, we are committed to building vibrant, inclusive communities and a healthier planet. In an environment of increased market competition, shrinking margins and rising costs, we must demonstrate our commitment to the values that guide us and differentiate us.

DESCRIPTION OF THE CONFERENCE AND AUDIENCE

The CCMA conference is an annual three-day gathering of 350-500 food cooperative leaders, including management, staff and, board members of food cooperatives.

FORMAT

Each breakout session is part of a Track. Breakout sessions are 75 minutes in length and can be delivered in the format of your choice: panel, lecture, or interactive workshop.

SESSION TRACKS

The 2017 CCMA conference will feature six topic tracks:

Track 1: Markets, the economy and strategies to compete

Track description: Build success by developing a shared understanding of the food and agricultural economy, the competitive environment, trends in the natural products industry, shifting consumer preferences, and strategies for sustainable growth.

Track 2: Communication and community

Track description: Practical tools for leveraging the fast-changing world of communications to build community and achieve operational success through excellence in handling social media, crisis communications, leveraging the role of the board and the general manager, reaching diverse audiences and creating strategic conversations among stakeholders.

Track 3: Cooperative governance: engaging stakeholders

Track description: Genuine engagement includes resilient leadership, a healthy board culture, a commitment to owner education, solid board development and succession, and a commitment to involving diverse stakeholders.

Track 4: Sharpening our edge: continuous improvement in operations and finance

Track description: Success stories and practical tools for excellence in operations and finance, with a focus on product mix and the competition, data mining, pricing strategies, investment options, achieving operational efficiencies, and continuous improvement of customer services.

Track 5: Building a culture of inclusion and equity

Track description: Skill building to create cultures of equity, including measuring and metrics, education strategies that work, understanding the impact and challenges of white privilege, power sharing and using community organizing tools to foster democracy.

Track 6: Leadership development

Track description: Create a solid leadership team throughout the organization by using robust and innovative tools for succession planning, career development, building a diverse workforce, and continuous learning.

SUBMISSION INSTRUCTIONS

All proposals for the 2017 CCMA Conference must be submitted electronically via email to Megan Webster at mawebster@wisc.edu. Proposals are due by 11:59 pm central time on February 3, 2017.

Session Proposal Guidelines:

1. Session title and description (300-500 words)
2. Target audience
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, interactive workshop)
5. Presenter's name, title, organization, email, phone number, and mailing address
6. If a panel, contact information for each proposed panelist

If selected, your name, biography, presentation title, session description and learning objectives will be made available on the CCMA conference website. Conference attendees may receive your presentation via flash drive provided at the conference.

SELECTION CRITERIA

To ensure full and fair consideration, proposals will be evaluated and selected by the CCMA Planning Committee according to criteria that include:

- Relevance – directly addresses the conference theme and selected topic track.
- Clarity – offers a clear description of the proposed session and learning objectives.
- Innovation – displays innovations or originality.
- Application – participants will be able to learn practical tools or lessons.
- Format – interactive workshop proposals will be given preference.
- Program balance – the conference planning committee strives to create a balanced program covering a wide range of topics with diverse presenters.

Participation as a presenter in CCMA 2017 is voluntary. In recognition of a presenter's contribution of time and effort, selected presentations will be given complimentary conference admission for up to three (3) presenters per session. Each presenter remains responsible for his or her own expenses (travel, lodging, etc.).

Everyone who submitted proposals will be notified of selection decisions no later than March 15, 2017.

TIMELINE:

- Call for proposals opens on **Tuesday, January 3, 2017.**
- Proposals are due **Friday, February 3, 2017.** All proposals must be submitted electronically.
- UWCC will notify all applicants of their application status by **March 15, 2017**, via email.

QUESTIONS?

Please contact Megan Webster, University of Wisconsin Center for Cooperatives, by email at mawebster@wisc.edu or by phone at 608-890-1048.

We look forward to receiving your proposal.