



## Third Annual Small and Strong Food Co-op Conference Saturday, November 11, 2017

*Normandale Community College, Kopp Student Center, Bloomington, MN*

Support for Small Food Co-ops

*One-on-one with Mel & Jeanie! In addition to the workshops, Jeanie Wells and Mel Braverman will be available for 1:1 consultations throughout the day to talk with co-ops about their specific operational concerns. Be sure to Indicate your interest when you register online.*

\*\* PRELIMINARY AGENDA – SESSION TIMES & TOPICS SUBJECT TO CHANGE \*\*

<b>8:00-8:45</b>	<b>Registration &amp; Continental Breakfast</b>
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<b>8:45-9:45</b>	<p><b>Opening Session – Garden Room A-C</b></p> <ul style="list-style-type: none"> <li>• Welcome &amp; Introductions</li> <li>• Small Co-op Success Stories           <ul style="list-style-type: none"> <li>○ <i>Presenters: Colleen Bakken of Harmony Natural Foods; Anje Paranteau of Natural Harvest, Gayle Cupit of City Center Market. Moderated by Jeanie Wells, CDS Consulting Co-op</i></li> </ul> </li> </ul>
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<b>9:45-9:50</b>	<b>Transition to Workshops</b>
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	EXISTING STORE TRACK	STARTUP TRACK
<b>9:50-11:05</b>	<p><b>Boosting Your Co-op's Produce Performance</b> (room tba)</p> <p><i>Presenter: Erik Larson, Store Oper. Mgr, St. Peter Co-op.</i></p>	<p><b>Hiring and Supporting a New GM</b> (room tba)</p> <p><i>Presenters: Leslie Watson, CDS/CDS Consulting Co-op, and Melanie Reid, CDS Consulting Co-op.</i></p>
		<p><b>Digging into the Development Timeline</b> (room tba)</p> <p><i>Presenter: Stuart Reid, Food Co-op Initiative</i></p>

11:05-11:15 BREAK

EXISTING STORE TRACK

STARTUP TRACK

11:15-12:30

**Merchandising Fundamentals:**  
*Artfully arranging the low hanging fruit*  
(room tba)  
**Presenter: TBA**

**Using Your Mission as a Guide  
Star to Change: A Conversation**  
(room tba)  
**Panelists:** Bill Gessner, CDS  
Consulting Co-op, and others, TBA  
**Moderator:** Brenda Pfahnl

**Startup Case Study**  
(room tba)  
**Moderator:** Stuart Reid

12:30-1:30

**LUNCH – Garden Room**

*Individual consultations with presenters available during lunch; sign up at the registration table.*

EXISTING STORE TRACK

STARTUP TRACK

1:30-2:45

**Preparing and Supporting  
Your Staff in Times of Change**  
(room tba)  
**Presenter:** Melanie Reid, CDS  
Consulting Co-op

**Telling the ‘Fresh & Local’ Story**  
(room tba)  
**Presenter:** Pat Cumbie, CDS  
Consulting Co-op.

**Recruiting Owners (and making  
sure they shop once you open!)**  
(room tba)  
**Presenter:** Stuart Reid

2:45-3:00

BREAK

	EXISTING STORE TRACK		STARTUP TRACK
3:00-4:15	<p><b>A Tale of Two Audits: Lessons learned from Natural Alternative and Minnesota Street Market</b> <i>(room tba)</i></p> <p><b>Moderator:</b> <i>Jeanie Wells</i> <b>Panelists:</b> <i>Co-op representatives</i></p>	<p><b>Topics in Board Governance</b> <i>(room tba)</i></p> <p><b>Presenters:</b> <i>Leslie Watson, CDS/CDS Consulting Co-op, and Mark Goehring, CDS Consulting Co-op</i></p>	<p><b>The Impact of Member Capital on your Co-op's Pro Forma</b>  <i>(room tba)</i></p> <p><b>Presenter:</b> <i>Stuart Reid</i></p>
4:15-4:30	<p><b>Closing Remarks – Garden Room A-C</b></p> <ul style="list-style-type: none"> <li>○ <i>Raffle prize winners announced!</i></li> </ul>		

**This conference is presented by:**



**Special thanks to our Small & Strong program sponsors:**

