

**Sust 334: CO-OPS ROCK:
An Exploration of Co-ops and Their Impact on the Local Economy**

Instructor: Maggie Seeley, M. S.

Time: Tuesday/Thursday 11:00-12:15pm **Location:** 104 Mitchell Hall

Office: Castetter Hall (Biology Building), room 163B

Office Hours: Tues-Thurs 12:30 – 1:30pm pm or by appointment (please call me)

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Texts: **Cooperatives: Principles & Practices in the 21st Century**,
Kimberly Zeuli and Robert Cropp (pdf)(copy center, DSH)
Local Dollars, Local Sense by Michael Shuman (bookstore)

Co-ops Rock: An Exploration of Co-ops and Their Impact on the Local Economy is the topic we are investigating in Sust. 334. We live in a business environment which is primarily based on capitalism (maximizing profits, sometimes at the expense of people (failure to pay a living wage, lay offs, hazardous work conditions) and/or the environment – pollution, deforestation, transportation miles). While looking at co-ops in New Mexico, we will study, assist and celebrate our own excellent co-op, La Montanita Co-Op, which has five (5), stores in New Mexico, including one at the UNM campus, “Grab & Go”. Sust. 334 is designed as a Practicum, which means doing actual projects on campus and in our community while reducing our carbon footprint.

Did you realize that REI is the largest consumer owned co-op in the US. Land-O-Lakes Butter is probably the most famous co-op. All the cable TV operators own C-SPAN. There are 19 rural electric coops in New Mexico and 24 dairy coops. Our own grocery co-op, La Montanita is recognized as one of the best in the country. There are cheese co-ops, an artists’ co-op and a bike co-op (site visits).

Sust. 334 COURSE OUTCOMES:

*Become familiar with co-ops in New Mexico and worldwide (food, housing, electric, farms, credit unions, health care); * Understand the philosophy and principles of co-ops; * Distinguish the four (4) types of coops; * Know the fundamentals of governance /ownership structure, business activity; * Distinguish co-ops from corporations as a business model; * Become aware of co-ops in the larger international context of economy, ecology and social justice; * Become a member of La Montanita Grocery Co-op and work there in order to understand major operations; * Conduct a public awareness campaign about the benefits of Localization: local food, local purchasing and local products; * Increase the membership at La Montanita; * Be interested in forming a co-op.

Class Projects/Responsibilities:

- Replicate and deliver TED Talks (individual) about Co-ops
- Research/report/presentation on Co-ops in New Mexico for LaM Board at annual meeting, 27 Oct 2012 (class project)
- Develop a NM Co-op Case Study – 3-4 pages on one (1) co-op in New Mexico: full description; names, contacts, address, email, telephone, website. How the co-op uses the 7 Principles; type of co-op; membership structure; governance; other interesting stuff; specific, frequent well documented references to the texts, articles, web, interviews, class presentations (individual). Make a TED talk in class on your co-op.
- Become a member of LaM Co-op and spend 25% of your food budget there (individual); Keep a Food Diary
- Become a specialist on LaM (study operations, get to know staff, attend Board meetings, become a Secret Shopper, become a consultant to LaM and give the board some recommendations). Working at LaM Co-op entitles you to 18% discount on food.
- Develop a report for LaM Board of Directors on Co-ops in New Mexico and make a TED style talk at the Annual Meeting
- Design and deliver Localization Campaign on UNM campus (teams)
- Develop mastery of the business concept of externalities (Why is organic food from LaM more expensive than Whole Foods, Sprouts?)
- Be able to give examples of The Triple Bottom Line using co-op examples (people, planet, profit)
- Develop mastery of the recycling aspects of money spent on local goods and services. Shuman says of every \$100 spent in big boxes, \$14 is recycled locally, while \$45 is recycled for \$100 spent in smaller, locally owned stores. Clearly explain this Economic Multiplier.
- Be able to clearly describe and express (TED style) the difference between co-ops and corporations

Class Protocol: Let's put accountability into practice. Check your email regularly as that is how I will communicate with you outside of the classroom. Articles and reading assignments, directions for field trips, reminders of project decisions will be emailed to you. Maintain your email account.

Show respect in class. Be on time; turn off your cell phones entirely. No texting or Internet use in class. If I suggest you go to CAPS for help with your writing, go to CAPS. caps@unm.edu or 277-7205.

Grading:

Attendance & Participation	20%
Research, Field studies, TED Talks on Co-ops	20%
Projects/Service at LaMotanita Co-op	30%
Localization campaign at UNM	30%
Discretionary projects – your choice (up to an additional 20%)	

Weekly Themes: Eat Local week, Shop Local week, Bike/Walk/Bus to UNM week. Just to get real and practice walking our talk, we'll take on personal behaviors for a week or two in these categories.

LATE Papers: Papers or presentations can be one class late. After that, I'll take off a grade. Take papers to the Biology Dept. office (165 Castetter), have them date stamped and ask that they are put in my orange folder (Maggie Seeley) in the Sustainability Studies mailbox.

Reading, Writing and Speaking

Listen to TED talks on YouTube and get familiar with the format, so that you can make excellent presentations in class and to LaM. I am glad to help you prepare. There will be written comments and feedback on the first written assignment. If I return your paper for a re-write, don't take it personally. If I suggest that you go to CAPS @ Zimmerman Library to rewrite your paper, please demonstrate that you have used that service in your rewrite. caps@unm.edu or telephone 277-7205.

When you're giving a talk, be as professional as a TED speaker. You can rehearse in front of me, so that the A-M-M-A principles (A - Attention Getting; M – Meaningful; M – Memorable; and A -Actionable) are clear. Don't waste my/your colleagues time/ the time of the LaM Board by reading from text. **If I say economic multiplier, or externalities or Triple Bottom Line, inspire with you succinct and thorough answer, your mastery.**

Week	Date	Topic	Read & Discuss	Assignment Due
1	T 8/21	The Sust. 334 Sustainability Practicum – Course Expectations Co-Ops Rock	Syllabus Review Student Questionnaire	Discretionary Attend LaMontanita Co-op Board meeting from 5:30-8pm tonight at Emmanuel Presbyterian Church Central/Carlisle, SE

1	R 8/23	<p>Intro to A-M-M-A A - Attention Getting M – Memorable M – Meaningful A – Actionable (handout)</p> <p>Listen: TEDx talks on YouTube</p> <p>Student Introductions Name, major, sustainability Practices, interesting stuff. Use AMMA/TED</p>	<p>Read: “The Competitiveness of Local Living Economies” by Michael Shuman, (EReserves, Lobo 334).</p> <p>Economic Multiplier Investigate how Spending \$ in locally owned stores re-circulates money in the local economy.</p>	<p>Choose a partner and make a date to read the <u>Cooperatives Primer</u> over the next three weeks. Make an app’t. today. See 7 Principles, pg. 45, Comparison of Business models, pgs. 47-48</p>
2	T 8/28	<p>Watch: YouTube or Movie: “Once Upon a Cooperative” 2012.coop/en/what-co-op</p> <p>Basics of Co-ops and Corporations + 7 Principles Capital: Social, Ecological and Financial Maggie Seeley</p>	<p>Read: “Zero Cost Stimulus” pgs. 14-43, <u>Local Dollars</u>, Shuman (E-Reserves, Lobo 334) or book</p> <p>Read: <u>Co-op Newsletter</u>, Aug 2012. Articles on GE Chili (pg 2), Governance, (pg 6), The Inside Scoop and Ends Policy (pg 7). Clip GE Chili Processors and Farmers lists (pg 2).</p>	<p>Continue reading <u>Cooperatives</u> with partner & looking at TED talks</p> <p>Bring local breakfast foods to class on Thurs, 8/30/12 to share in class. I will bring coffee, plates & forks.</p>
2	R 8/30	<p>Localization: Local Eating Week Begins Foodshed Potluck Brunch in class.</p> <p>Guest Speakers: Marshall Kovitz, Board Member, La Montanita Coop on Governance, 7 Principles</p>	<p>Hand out <u>Co-op Newsletter</u>, Foodshed article and membership form from La Montanita Coop.</p> <p><u>Post Carbon Reader</u> (EReserves, Lobo 334) Read “Growing</p>	<p>Write your own 3-4 pg paper on a Co-op of your choice. Use documentation from texts. In your Co-op Case Study, describe how it uses the ‘7 principles’. Due 9/25/12 hard copy only (no emails).</p>

		marshall@swcp.com Martha Witman , Board President marthawhitman@comcast.net Betsy VanLeit , Board Member bvanleit@salud.unm.edu OR Vicki Peck , Advisory Board Member vmpeck@gmail.com OR Terry Bolling , General Manager terryb@lamontanita.coop Co-op Staffers , to be announced	Community Food Systems” by Erika Allen Read: “Getting Fossil Fuels Off the Plate” Keep a Food Journal for 2 weeks. Examine the labels of the food you buy, ask where food comes from, estimate the miles from source to shelf. Format: Date Food From What Location Miles Traveled Cost/Weight Store, Comparison Shopping Results (examine externalities, peripherals)	Continue reading <u>Cooperatives Primer</u> . With you partner, prepare a TED talk on a Co-op for 9/18, 9/25, 9/27 sign up. Join the LaM Co-op Comparison Shop at LaM, Sprouts, Whole Foods, the organic sections of Safeway, John Brooks (local). Include these facts in your Food Journal
3	T 9/4	Video: “Stories.Co-op” (MIT & Univ. Sao Paulo on recycling) Robin Seydel , Community Relations Director, LaMontanita robins@lamontanita.coop Microcredit Loan Program	Hand outs: Foodshed article and map LaM application forms	Sign up and do some work at the Co-op. robm@lamontanita.coop (505) 217-2016 Reminder: TED Talks conference on Sat, 8 Sept. Choose your CO-OP
3	R 9/6	Speaker: Marshall Kovitz, Martha Witman, Vicki Peck Meet at Grab & Go – Do Secret Shopping (gluten free, willing to pay more for organic? local, popular, notice what students buy)	Read: “The Hidden Power of Cooperatives” <u>Local Dollars</u> , pgs. 44-70	Keep in Mind your Co-op TED Talks in class 8 min present 8 min ? & A Clearly reference material from <u>Cooperatives Primer and Local Dollars, Local Sense, interviews,</u>

		Site visit - Sat, 8 Sept. TED Talk Conference, NHCC		YouTube, articles, speakers
4	T 9/11	Speaker: Susan Carroll, MD Food Co-op, Wash D.C. susanpatcarroll@gmail.com (240) 449-0015	Research: <u>Green Fire Times</u> , April 2012 “How Rural Indo-Hispano communities are getting on the Eco Tourism bandwagon.”	Research: Economics of Happiness. Listen to “End of Line for Economic Growth;” “Story of Change”
4	R 9/13	Car Free Week Speaker: Jackie D. Rodgers, Asst. V.P. NM Educators Credit Union (505) 889-2531 Meet at NMECU, SUB basement near Outtakes Site Visit – Sat. 15 Sept Portales, Cheese Co-op or Roosevelt Rural Electric Co-op (Van)	Research: National Center for Employee Ownership. What are ESOPs, profit sharing and stock purchase plans? Write ?s for Field Visit including 7 Principles	Hand in Food Diary Make appointment at LaM Co-op to help, observe, interview, get familiar with operations.
	T 9/18	Student TED Talks on Co-ops Talk #1 – 8 min present; 8 min Q & A; Talk #2; Talk #3. Summarize – 5 min Ask students – What are ESOPs, profit sharing. Summarize– 5 min. Tues, 18 Sept. LaM Co-op Board Meeting 5:30-8:00pm, Abq.	Review: ‘7 Principles’ www.ncba.coop/principles	Food Diary returned Talk with LaM Board members, staff during the dinner session. Tell them about your Co-op case study. Provide data about ESOP, profit sharing.

5	R 9/20	<p>Buy your breakfast at the LaM “Grab & Go” or Outtakes. Interview staff.</p> <p>Speaker: Arturo Sandoval, ED, Cooperative Development Center OR (housing, agriculture, tours)</p> <p>Speaker: Ragan Matteson, ABQ Bountiful Biodiesel Co-op</p> <p>Site Visit on Fri, 21 Sept Greenbrier & EcoRidge Housing Co-ops in NE Heights, Abq.</p>	<p>Research: NM Rural Electric Co-ops. Look at the Roosevelt Co./Portales energy efficiency loans and high school student campaign.</p> <p>Continue shopping Co-op (get 18% discount cards)</p>	Make appointment at Co-op to do tasks, observe operations, study Depts.
6	T 9/25	<p>Student TED Talks on Co-ops; Talks #4, #5, #6</p> <p>Review & Comment- on Co-op Case Studies</p>	<p>Re-read “The Hidden Powers of Co-ops”, Shuman, pgs. 44-70.</p> <p>Create ?s for Discussion</p>	Hand in Co-op Case Studies in class. Hard copy only – no emails.
6	R 9/27	<p>Buy Local Week Student TED talks on Co-ops, #7, #8, #9, #10</p> <p>Discussion Groups: Hidden Powers of Co-ops – Integrate, SWOT on colleagues’ Co-op Case Studies</p> <p>Site Visit – Fri, 28 Sept. REI, Abq.(SSP Van)</p>	<p>Read: Open Space Guidelines Maggie Seeley (EReserves, Lobo 334)</p> <p>Research: Open Space process</p>	

7	T 10/2	Develop format for LaM Report on NM Co-ops . Create dates, roles, team responsibilities	Review Shuman “The Hidden Power of Co-ops”, pgs. 44-70	
7	R 10/4	Open Space Process What are the components of a UNM Localization Campaign?	Take Myers-Briggs Type Indicator (EReserves). Research your 4 letter type online (ENFP, ISTJ)	
8	T 10/9	MBTI Team Tools: Maggie Seeley Work on LaM Report and TED Talk Student Teams form	Tune in TED Talks Format for Management Report	Co-op Management Report draft due on 16 October 2012. What points do you want to make?
8	R 10/11	Fall Break	Have fun	Think about Co-op Report
9	T 10/16	Check-Ins Review of LaM report & Localization campaign Tues, 16 Oct. LaM Board meeting & dinner 5:30-8		Chat with LaM Board & staff about your upcoming report. Create some excitement.
9	R 10/18	LaM Report prep Localization campaign discussion		
10	T 10/23	Write articles for Co-op Newsletter, Alibi, Albq Journal and Daily Lobo, KUNM Call In Show about your Findings		Hand in LaM Final reports in class. Hard copy, no emails Articles due 10/13 12
10	R 10/25 Sat. 10/27	Dress Rehearsal – Report & presentation for LaM LaM Annual Meeting, Santa Fe tonight, Sat.	Read: “Local Exchanges”, Shuman, pgs. 157-183	LaM Annual Meeting, Santa Fe, 5-9pm (SSP Bus)
11	T 30	Come to class in costume Evaluation of LaM Report based on metrics (SWOT, or Delta/Plus)	Research Localization movements around US	

		Peer Review of articles		
11	R 11/1	Speaker: Victor Lopez “Micro Credit Loans” Localization Campaign Reports on research		News articles due in class. Hard copy only. Mini TED (3 min) on Localization research in class on 11/1
12	T 11/6	Open Space: “What would be an effective Localization campaign on campus?”	Read: Strategic Planning (E-Reserves)	
12	R 11/8	Strategic Planning Maggie Seeley Localization planning Choose topics; Metrics		
13	T 11/13	Localization Campaign LAUNCH		Bring local food to share in class, 11/20
13	R 11/15	Localization Campaign Pot Luck Brunch in class		Visit classrooms, provide TED talks, develop posters, articles, radio show for next 4 weeks
14	T 11/20	Localization Campaign		
14	R 11/22	Thanksgiving Holiday		
15	T 11/25	Localization Campaign		
15	R 11/29	Evaluation of Localization Campaign (SWOT/Plus/Delta) & metrics		Paper 2-3 pgs. - Hard copies due in class 12/6/12: “NM Co-ops and Their Impact on the Local Economy.” DUE-no exceptions
16	T 12/4	Discuss in Class: “NM Co-ops and Their Impact on the Local Economy” or “Impact of Localization” or	Attendance Required	

		“If Co-ops Replaced Corporations”		
16	R 12/6	Peer Review of Papers	Attendance Required	Final Paper due. Bring local food to share for final class, 11 Dec 12
17	T 12/11	Class Evaluation Pot Luck Brunch in class	Attendance Required Last Class	
17		Happy Holidays		

Plagiarism will not be tolerated in any form. Give credit where it is due. Write and speak in your own words. No more than one sentence quotes. An F grade or withdrawing is the consequence of stealing someone else’s work without citation.

Strategy for Getting a Good Grade

Application of course material to your team projects (La-Montinita Co-op or Localization campaign) is great. Here’s the big tip. Your texts - Cooperatives: Principles and Practices and Local Dollars, Local Sense are all about examples, tools and techniques. USE YOUR TEXTS, cite them and quote them in your TED talks, blogs, papers. Develop mastery, competence in using material and in giving TED talks. Become an advocate and spokesperson for the Co-op you chose in your case study and for LaM. Naturally, discuss key points about Co-ops.

Making Changes

It’s been my experience that students prefer to stick to the Syllabus. Any time we have the opportunity of a guest speaker, a site visit or a video presentation, I am going to jump on the opportunity. This syllabus is a draft and I expect your input and suggestions, and deletions. Ahead of time, I am asking that you be resilient, agile and go with the flow as we make changes in your schedule in order to create a more vibrant learning situation. Change is the way of the world. We must learn to dance with change. Keep current with email, as all changes will be communicated that way.

TLC - Please use the Sustainability Studies Program kitchen and conference room in Room 163 Castetter Hall. Have lunch, hang out, study. If you need to borrow a computer/desk, we have several work spaces available with friendly people to assist you. Terry Horger (277-3325, thorger@unm.edu) is usually available. She is also an Advisor. Come by and get a little TLC.

There is no question in my mind that each one of us makes a difference and that we can be leaders in reducing consumption and oil (lowering our carbon foot print) use while creating community and happiness. Co-ops could be a viable alternative to excessive capitalism and maximizing profit at the cost of humanity, civility and environmental integrity. We're creating a new world which works for 99% of us. Welcome to Sust. 334, "Co-Ops Rock" the Sustainability Studies 334 Practicum. 'We're the ones we've been waiting for.

Maggie Seeley, MS

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