

# Up and Coming Up and Running 2010

Courtyard by Marriott (812-335-8000) and the Bloomington/Monroe County Convention Center  
310 South College Avenue • Bloomington, Indiana

Hosted by Indiana Cooperative Development Center and Bloomingfoods Market and Deli

## FOOD CO-OP START UP CONFERENCE

Throughout the two days, choose between presentations on two themes:

### Laying the Foundation (LF)

### After the Paint Dries (APD)

## FRIDAY FEBRUARY 19

**Registration 11:00 – 11:30**

**Welcome Panel 11:30 – 12:30**

Brad Alstrom, Mel Braverman, Bill Gessner, Stuart Reid and Debbie Turner kick off the conference with a panel that looks at the process of starting a new food co-op today. They'll share success stories and strategies, as well as the suggestion to calibrate yourselves for "the right amount of fear."

**Lunch 12:30 – 2:00** Meet others at an opening meal, catered by Bloomingfoods.

**SESSION 1 2:00 – 3:00**

**LF The Feasibility Study and Developing the Budget PART A** with Bill Gessner

**SESSION 2 3:15 – 4:15**

**LF The Feasibility Study and Developing the Budget PART B** with Bill Gessner

**SESSION 3 4:30 – 5:30**

**LF A Strong Member Loan Program** with Steve Stroup

**SESSION 1 2:00 – 3:00**

**APD Introduction to Finance & Board and Management Roles** with Mel Braverman

**SESSION 2 3:15 – 4:15**

**APD Key Indicators and Systems** with Mel Braverman

**SESSION 3 4:30 – 5:30**

**APD Cultivating Community Partners** with Jean Kautt

**Reception/Dinner 7:00 – 8:30** at FARMBloomington, 108 East Kirkwood Avenue sponsored by INDY FRUIT

## SATURDAY FEBRUARY 20

**Get Real to Realize Success 9:00 – 10:00**

Panelists will share stories, benchmarks, and reality checks – pitfalls, successes, lessons learned, and case studies.

**SESSION 1 10:10 – 11:15**

**LF Developing and Managing a Timeline PART A** with Bill Gessner

**SESSION 2 11:30 – 12:30**

**LF Developing and Managing a Timeline PART B** with Bill Gessner

**SESSION 1 10:10 – 11:15**

**APD Building Your Brand, Sending Your Message** with Ellen Michel and Lisa Smith

**SESSION 2 11:30 – 12:30**

**APD Low Cost High Value Marketing** with Ellen Michel and Lisa Smith

**Lunch 12:30 – 1:30** Continue conversations over lunch catered by Bloomingfoods.

**SESSION 3 1:30 – 2:30**

**LF Managing the Project** with Jennifer Hileman

**SESSION 4 2:45 – 3:45**

**LF Intro to Policy Governance** with Art Sherwood

**SESSION 5 4:00 – 5:00**

**LF How to Hire a General Manager and Build an Effective Board/GM Relationship** with Art Sherwood

**SESSION 3 1:30 – 2:30**

**APD Business Planning** with Mel Braverman

**SESSION 4 2:45 – 3:45**

**APD Managing Fresh in Food Service** with Alan Simmerman

**SESSION 5 4:00 – 5:00**

**APD Managing Fresh in Produce** with Ruth Feree and Jerome Gust