

# Connections



Published by the Northwest Cooperative Development Center

Fall 2003

Northwest Cooperative Development Center

## NWCDC Awarded USDA Grant for Rural Co-op Development

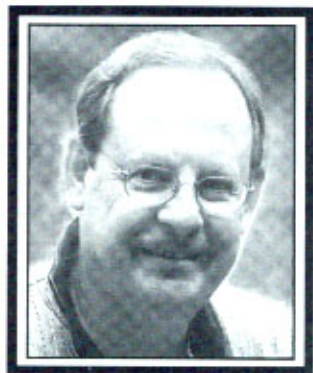
NWCDC was one of 20 cooperative development centers and university cooperative programs across the nation to receive the USDA Rural Cooperative Development Grant. NWCDC received \$285,282 to help create cooperative frameworks on which rural communities can build viable, sustainable futures.

This funding will be used to promote and coordinate the development of cooperatives, to create new partnerships and reinforce existing collaborative efforts in cooperative education, and to improve the Center's capacity to deliver direct development services.

The projects NWCDC will work with this year reflect the sheer variety of cooperative businesses, ranging from hydroelectric power and rural utilities to Hispanic financial education and sustainable forestry, to wind energy, farmers market and food co-op development.

With eight new projects and several other cooperative irons in the fire, the Board of Directors and NWCDC staff are gearing up for a busy year working to nurture the growth of cooperative businesses in the Northwest.

## New NWCDC Board Chair Takes Office



At the October board meeting in Olympia, the NWCDC Board elected David Howard as its new Chair. Howard has served as a board member for many years.

For nearly two decades, Howard has been employed as Director of Information for the Washington State Grange and is also editor of the Washington State Grange News.

Howard and his wife Georgetta live near Lebanon, Oregon on the family 45-acre cattle ranch and Douglas Fir farm.

Howard earned a bachelor's degree in journalism from Whitworth College in Spokane, Washington. Following graduate study at San Diego State University, he was involved in the National Teacher Corps in his region and later became a teacher in eastern Washington. After several years of employment as a social worker and labor union organizer, Howard returned to the family home in the Willamette Valley.

In 1992, in honor of the 125th anniversary of the National Grange, Howard's 336-page history of the organization was published, *People, Pride and Progress: 125 Years of the Grange in America*, released by the National Grange, has been well received by readers nationwide. The foreword was written by then U.S. Rep. Thomas S. Foley, Speaker of the House of Representatives. Howard also wrote *News Handbook for Granges*.

From 1989 to 1994, Howard served as moderator of the monthly television agriculture and rural affairs program, *The Farm-City Forum*. The program aired on KSTW-TV in Tacoma.

### 2003-2004 Projects

**Big Island Hydroelectric Co-op**  
Island of Hawaii

**Economic Power Project**  
WA Credit Union Foundation  
Statewide

**Methow Forest Owners Co-op**  
Okanogan County, WA

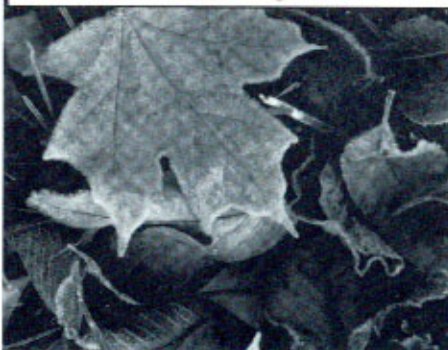
**Prosser Farmers Market Co-op**  
Prosser, WA

**Mountain Community Co-op**  
Eatonville, WA

**Alaska Regional Utility Co-op**  
Yukon-Kuskokwim Delta, Alaska

**Last Mile Electric Co-op**  
Pacific Northwest

**The Community Store, Inc.**  
Astoria, Oregon



### Inside This Issue...

**Page Two** Co-op Month Open House  
Fundraising Campaign  
Our Wind Co-op News

**Page Three** Harvesting Clean Energy  
Co-op Survey Results

**Back Page** NWCDC Membership

## Northwest Cooperative Development Center

NWCDC is an association of consumer, producer and worker cooperatives in Washington, Oregon, Western Montana, Alaska, Idaho, Northern California and Hawaii. NWCDC was founded by cooperatives in 1979 with the mission to promote and strengthen cooperatives in the Northwest. NWCDC was formerly known as Puget Sound Development Foundation. In the spring of 2000, NWCDC was reorganized and renamed in order to include a broader geographical area. The mission of the NWCDC is to foster community economic development, primarily through cooperative business models.

### Board of Directors

David Howard - Board Chair - WA State Grange  
 Ken Duft - Board VP- WA State University  
 Art Siegal - Board Secretary - Group Health Cooperative  
 David Warren-Board Treasurer-WA State PUD Assn.  
 John Annaloro - WA Credit Union League  
 Leslye Teuber - Recreational Equipment, Inc.  
 Tom Von Muller - Bonneville Power Administration  
 Mark Johnson-Group Health Cooperative  
 David De La Vergne  
 Dan Coyne - WA Council of Farmers Cooperatives  
 Aaron Jones-Golden State Power Cooperative  
 Al Ochoa - Ochoa Ag Foods

### Staff

Diane Gasaway  
 Executive Director  
 Laura Aymond  
 Executive Assistant

1050 Capitol Way South  
 Olympia, WA 98501  
 Phone: (360) 943-4241  
 Fax: (360) 357-6085  
 E-mail: [nwcdc@qwest.net](mailto:nwcdc@qwest.net)  
 Website: [www.nwcdc.coop](http://www.nwcdc.coop)

## NWCDC Celebrates Co-op Month

The Washington State Grange was the location for the NWCDC annual Open House where the Grange and the Washington Rural Electric Cooperative Association (WRECA) co-sponsored the celebration of October's Co-op Month.

Senator Karen Fraser read Governor Gary Locke's Proclamation of October as Co-op Month. Mark Johnson, former NWCDC Board Chair, David Clinton, WRECA General Manager, and David Howard, Editor, WA State Grange News each spoke briefly about the potentially significant growth of the cooperative movement, in part as a result of the public's disillusionment with the corporate world and their attendant scandals.

Jackie Gleason, Washington State Direc-

tor, USDA Rural Development and John Brugger, USDA Cooperative Development Specialist, presented the grant award in symbolic check form to NWCDC Executive Director Diane Gasaway.

Valoria Loveland, Director, Washington State Department of Agriculture, and Tina Cohen, Special Projects Manager, Washington State Community Trade & Economic Development, were the honored guest speakers of the event. Both women were committed to working with and supporting the NWCDC, whose rural and economic development focus is concurrent with their own goals and activities.

David Howard was presented with the Co-operator of the Year award for his longtime dedication to the cooperative movement.

### Fundraising Campaigns Underway

This year, the NWCDC will combine the annual United Co-op Appeal (UCA) campaign with its annual membership drive. Pledges are due to NWCDC November 28.

Those who choose to contribute to the NWCDC via UCA will receive free membership in the NWCDC. Member benefits include the membership directory, a link to member business on the NWCDC website, cooperative education publications and invitations to NWCDC events.

The UCA campaign is a national fundraising effort that offers contributors a choice of several cooperatives they may wish to fund. If NWCDC is selected, the dollars will be matched, thus increasing the support of our cooperative activities.

To those of you who have contributed either to the UCA campaign, to our membership drive, or to both in the past, thank you for your generosity and your belief in the cooperative way of doing business.

### Cooperative Energy Independence Comes to Montana

On October 14, Our Wind Co-op dedicated Montana's first cooperatively-owned wind turbines. Two of the three 10-kilowatt machines were installed on the property of two area ranchers--Jess Alger of Stanford, who hosted the celebration, and Doug Nelson of East Glacier, who hosted an open house the following day. The third turbine was installed at a Liberty County maintenance shop. State and local political leaders, agriculture and utility representatives and government agency staff also attended.

The small-scale wind machines will go on line this fall. Unlike larger utility-scale machines installed on most wind farms, the three small-scale machines will primarily serve on-site electrical needs. The surplus of energy generated will be fed into the power grid for use by other utility customers.

The move to begin harvesting Montana's rich wind resources came about with funding from Our Wind Co-op, a partnership that invests in locally-owned, small-scale wind turbines on farms, ranches and rural facilities across the Northwest. The co-op model is different from most wind development models in the U.S., where rural landowners and communities have participated primarily by leasing land to wind developers.

"Leasing is a good deal for landowners but ownership is even better," notes Heather Rhoads-Weaver, director of the Northwest Sustainable Energy for Economic Development (SEED). "If you own a turbine all the money from selling power stays in your hands. That spells a healthier farm and rural economy," she adds.

The Montana turbines represent the next three Our Wind Co-op projects. Six more turbines are slated to go on line throughout the Northwest in 2004.

Nurturing Cooperative Growth

## City of Roses to Host 2004 Clean Energy Conference

The fourth annual *Harvesting Clean Energy* Conference is set for January 20-21, 2004, at the Oregon Convention Center in Portland. This year's event is in conjunction with the 90<sup>th</sup> annual convention of the Northwest Food Processors Association.

*Harvesting Clean Energy* brings together the agriculture and energy industries to advance opportunities for agriculture producers to profitably diversify into clean energy production and other bio-product markets. Linking with the Food Processors convention enables *Harvesting Clean Energy* to explore new opportunities with

processors as well.

Discussion will focus on successful project design, financing, and marketing for wind power, biofuels, biogas digesters, on-farm applications such as solar, microhydro, and geothermal, as well as complementary bio-based products and, for the first time, energy opportunities for food producer-processors.

This conference is being organized by the Oregon Department of Agriculture, Oregon Farm Bureau, Washington Association of Wheat Growers, Oregon Department of Energy, Northwest Cooperative Development Center, and many others.

## Survey Demonstrates Co-ops Inspire Trust

The National Cooperative Business Association and the Consumer Federation of America recently released the results of a survey that found the general public trusts the kinds of businesses that provide more consumer control and board accountability.

The survey found that less than half of Americans think investor-owned corporations are ethically governed. The survey, conducted with 2,031 adults, found that two-thirds of consumers believe businesses owned and governed by customers and that have consumers on their boards are more trustworthy than those that do not. The majority also believed that businesses that allow customers to elect the board of directors and that are locally owned and controlled are more trustworthy. More than half of adults in America say they are members of one or more of the nation's 40,000 co-ops.

"The survey demonstrates that consumers know co-ops by their reputation for quality service and products," NCBA's President and CEO Paul Hazen commented. "And those who are already members of co-ops have an even stronger loyalty to and preference for them. Regardless of how you measure it--in terms of cost savings, value or satisfaction--consumers get more for their money at cooperatives."

In one question of many, survey participants were asked if they were more or less likely to purchase products or services from a company if they knew it was a cooperative.

The results follow:

**73% likely to buy products from a food cooperative**

**71% likely to use a credit union**

**69% likely to patronize independent, local businesses that belong to a buying co-op**

**69% likely to purchase food produced by a farmer-owned cooperative**

**67% likely to buy electricity and telecomm services from a local utility co-op**


**56% likely to use day care provided by a parent-owned co-op**

**55% likely to prefer health care offered by a consumer-owned provider**

**51% likely to hold policies with a mutual insurance company**

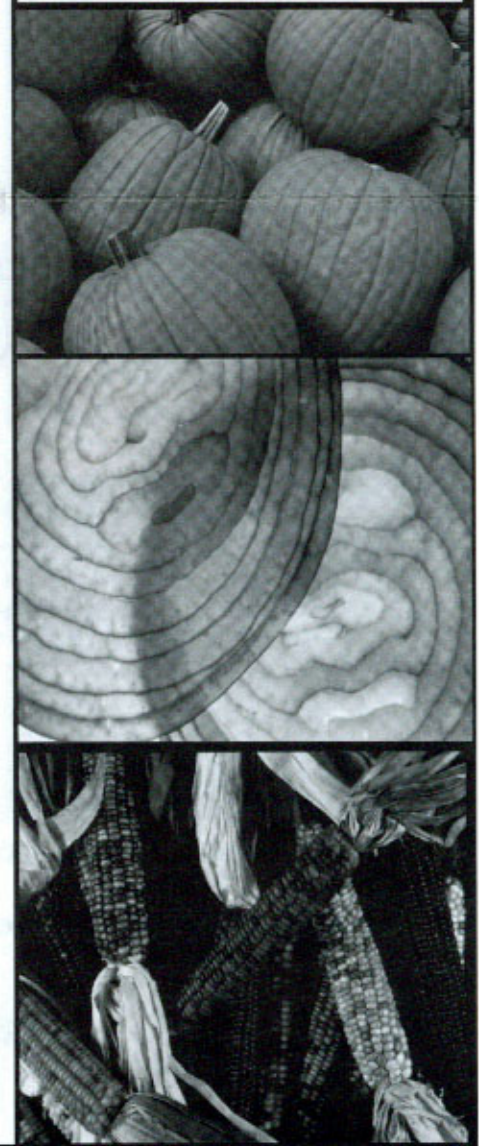
In sum, these survey results are good news for cooperatives and their membership growth potential. On the other hand, public awareness of co-ops--how they function, the major differences between co-ops and other business models, how they benefit members--is not as heightened as it could be. Many people tend to believe co-ops exist solely in the agricultural arena.

"The challenge," said Hazen, "is in raising consumer awareness of and access to cooperatives." Hazen urged state and federal consumer bureaus to make more information about cooperatives available to consumers. NWDC urges you to do the same.



**Harvesting  
CLEAN  
ENERGY**

To reserve your place or for more information, contact Peter Moulton  
360-352-1763, x104  
peter@climatesolutions.org, or visit the web site at [www.harvestcleanenergy.org](http://www.harvestcleanenergy.org).





**Northwest Cooperative  
Development Center  
1050 Capitol Way South  
Olympia, WA 98501**

## NWCDC Annual Membership 2003-2004

Membership Directory      Website Links      Co-op Publications      Event Invitations

Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

**Individual Membership: \$25**

**Business Associate Membership: \$100**

**Co-op Organizational Membership:**

**\$50** my organization's membership is under 500;

**\$100** my organization's membership is 500 – 999;

**\$500** my organization's membership is 1,000 – 4,999;

**\$1,000** my organizations' membership is 5,000 plus.

Please return this form with your check to *NWCDC, 1050 Capitol Way South, Olympia, WA 98501*

*Thank you for your support!*