

Registration Form

The conference fee includes Thursday evening reception, lunch on Friday, snacks, and all conference activities: before 1 October, \$40; after 1 October, \$50; students, \$20. Deadline for registration is 12 October. Subsidized accommodation for early-bird registrants available at Sheraton Cavalier (306-652-6770), Days Inn (306-242-3297), Senator Hotel (306-244-6141), and Ninth St. Bed and Breakfast (306-244-3754). Book Sheraton Cavalier before 23 September, the others before 30 September. _____

Location and Schedule

The conference will be held at the Diefenbaker Canada Centre, University of Saskatchewan (Thursday evening) and Wanuskewin Heritage Park (Friday), five miles north of Saskatoon on Highway 11. Parking is available at both sites. Thursday evening activities run from 7:00 to 9:00 pm; Friday from 9:00 am to 5:00 pm. _____

Cancellation Policy

No refunds after 17 October 2002. Substitute registrations welcome. _____

Please make cheques payable to Centre for the Study of Co-operatives, and mail to 101 Diefenbaker Place, University of Saskatchewan, Saskatoon SK Canada S7N 5B8. _____

Registration

Name: _____
Address: _____
Phone: _____
Fax: _____
E-mail: _____

For further information contact:

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Purpose of the Conference

- to review current issues and best practices in co-operative community and member relations, and marketing
- to map out new research directions for studying connections between co-operatives and communities

Special Features

- dynamic mix of community organizations, co-op sector representatives, and academics
- seclusion afforded by the venue—Wanuskewin Heritage Park—an award-winning National Historic Site



Co-operative Membership and Globalization

New Directions in Research and Business Strategies

A dialogue for researchers, practitioners, and policy makers

24–25 October 2002

**Diefenbaker Canada Centre, University of Saskatchewan
and Wanuskewin Heritage Park
Saskatoon, Saskatchewan**

The conference is held under the auspices of a Social Sciences and Humanities Research Council award to the Centre for the Study of Co-operatives, University of Saskatchewan



Agenda

Thursday, 24 October Diefenbaker Canada Centre, University of Saskatchewan

7:00–9:00 pm Wine and Cheese Reception

7:20 pm *Opening Remarks*—BRETT FAIRBAIRN, CENTRE FOR THE STUDY OF CO-OPERATIVES, U OF S

7:30 pm *Developing Effective Policy for Co-ops in the Context of Globalization*

—WILLIAM COLEMAN, MCMASTER UNIVERSITY

Private Viewing of Millennium Redux Exhibit =====

Friday, 25 October Wanuskewin Heritage Park

9:00 am Opening Ceremonies

Prayers—CY STANDING

Welcome and Introductory Remarks—BRETT FAIRBAIRN, CENTRE FOR THE STUDY OF CO-OPERATIVES, U OF S

—ALAIN ROY, CO-OPERATIVES SECRETARIAT, OTTAWA =====

9:30–10:30 am Panel Discussion

Praxis Panel: Community Issues and Viewpoints on the Challenges of Co-operative Membership

—REPRESENTATIVES OF CO-OPERATIVE SECTOR AND COMMUNITY ORGANIZATIONS =====

10:30–10:45 am Break =====

10:45–11:40 am Presentation and Discussion

Strengthening Co-op Identity and Loyalty: A Management Approach

—DANIEL CÔTÉ, ÉCOLE DES HAUTES ÉTUDES COMMERCIALES, MONTRÉAL =====

11:40 am–12:20 pm Presentations and Discussion by Research Partners

Key Issues, Concepts, and Future Directions in Co-operative Membership Research

—MICHAEL GERTLER, LOU HAMMOND KETILSON, CENTRE FOR THE STUDY OF CO-OPERATIVES, U OF S =====

12:20–1:30 pm Lunch and Site Tour =====

1:30–2:20 pm Continuation of Key Issues Session

—ISOBEL FINDLAY, COLLEGE OF COMMERCE, U OF S

—MURRAY FULTON, CENTRE FOR THE STUDY OF CO-OPERATIVES, U OF S =====

2:20–3:40 pm Workshops on Research Issues and Themes

A *Participatory Action Research and Co-operatives*

B *Working in Aboriginal Communities: Research, Co-operative Development, and Marketing*

C *Information Technology and Member Engagement in Co-ops*

D *Innovations in Co-operative Marketing and Communications* =====

3:40–4:00 pm Break =====

4:00–4:30 pm Panel Discussion

Reflections and Responses by Research Partners and Organizations =====

4:30–5:00 pm Closing Summary

Where Do We Go from Here?

—CRISTINE DE CLERCY, CENTRE FOR THE STUDY OF CO-OPERATIVES, U OF S =====