



The 4th Annual

**National Homecare
Cooperative Conference**

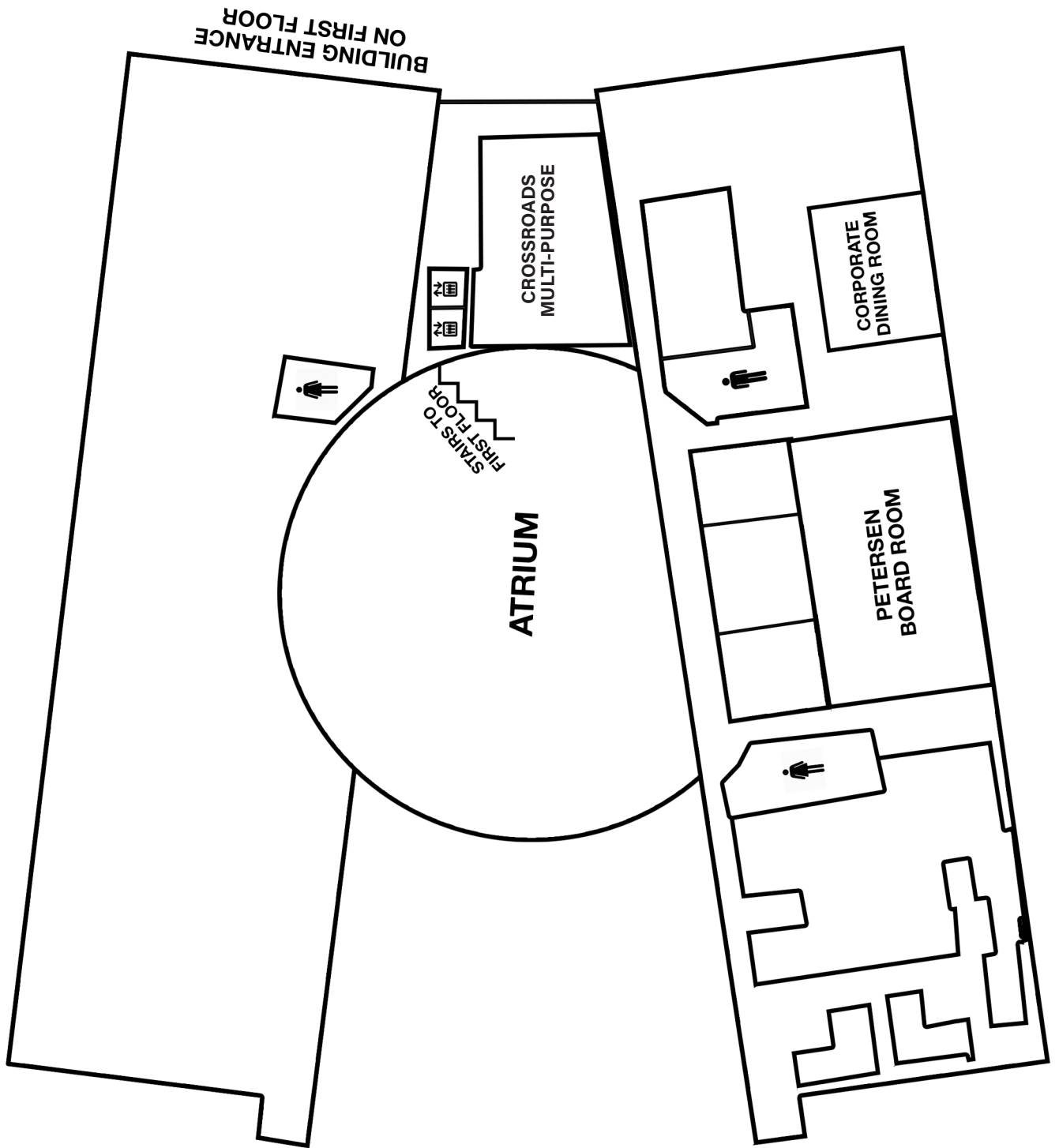
A Project of **CDF**

November 19-22, 2019

National Rural Utilities
Cooperative Finance Corporation
20701 Cooperative Way
Dulles, VA 20166



Atrium Level



Breaks, lunches, and meeting space were generously provided by the National Rural Utilities Cooperative Finance Corporation.

SCHEDULE OF EVENTS

TUESDAY, NOVEMBER 19

6:30 pm - 9:00 pm

PF CHANG'S



Welcome Dinner

Join us for a welcome dinner to start the conference and meet other attendees. Please meet in the hotel lobby at 6:15 pm to walk over with the group. See map on the back cover.

WEDNESDAY, NOVEMBER 20

7:00 am - 8:00 am

COURTYARD -
MEETING ROOM A/B

Breakfast

9:00 am - 3:00 pm

NRUCFC - PETERSEN
FOYER

Registration Open

9:00 am - 12:00 pm

NRUCFC

Pre-conference Intensives

Tracks for developers and cooperatives are offered. The session you will attend is on the label on your conference folder. See page 3 for track information.

12:00 pm - 1:00 pm

NRUCFC - PETERSEN

Lunch

1:00 pm - 4:00 pm

NRUCFC - PETERSEN

Policy Advocacy Training for Co-ops and Developers

State and federal policies significantly impact the livelihoods of home care workers and their cooperatives. Learn to tell your compelling home care story in a way that makes policymakers take notice.

Influencers of Home Care Policy:

Tim Palmer, Consultant

Home Care Legislative Agenda:

Allison Cook, New York Policy Manager, PHI

Terrell Cannon, Director of Training and Workforce, Home Care Associates

Making Your Voice Heard:

Yvette Beaty, Home Care Associates

Rebecca Koehler, Board Chair, Cooperative Care

Talking to Your Legislators:

Kate LaTour, Government Relations Manager, NCBA CLUSA

Crafting Your Message

5:30 pm - 6:00 pm

COURTYARD - LOBBY

Reception

6:00 pm - 7:00 pm

COURTYARD -
MEETING ROOM A/B

Dinner



CAPITAL IMPACT
PARTNERS

CO-OP TRACK: ENHANCING BOARD/MANAGEMENT RELATIONS

Join cooperative managers and boards in a discussion of how to improve board and management relations. The track will be led by **Deborah Craig**, Cooperative Development Specialist, Northwest Cooperative Development Center.

9:00 am - 12:00 pm

NRUCFC - PETERSEN

Introduction/Ice Breaker

Roles and Responsibilities

Good Relationships

Communication

Small Group Activity

Break

Tools

Wrap Up

DEVELOPER TRACK: STRATEGIES FOR DEVELOPING AND SCALING HOME CARE CO-OPS

Join home care cooperative developers for an interactive discussion of strategies to improve start-up success and scale development. Each facilitator will introduce a topic and lead the group in a discussion to improve the home care development process.

9:00 am - 12:00 pm

NRUCFC - CROSSROADS

Welcome and Introduction:

Leslie Mead, Executive Director, Cooperative Development Foundation

Accelerating Start-Ups:

Margaret Lund, Principal, Co-opera Co.

Incubating Home Care Cooperative Development:

Diane Gasaway, Executive Director, Northwest Cooperative Development Center

Jamie Doung, Cooperative Specialist, California Center for Cooperative Development

Maria Jimenez, Cooperative Facilitator, California Center for Cooperative Development

Working with Partners:

Margaret Bau, Cooperative Development Specialist, USDA

Rapid Scale through Conversions and Acquisitions:

David Hammer, Executive Director, The ICA Group

SCHEDULE OF EVENTS

THURSDAY, NOVEMBER 21

7:00 am - 8:00 am

COURTYARD -
MEETING ROOM A/B

Breakfast

8:30 am - 9:00 am

NRUCFC - PETERSEN

Welcome & Introductions

Leslie Mead, Executive Director, Cooperative Development Foundation

9:00 am - 9:30 am

NRUCFC - PETERSEN

Quantifying the “Co-op Difference” in Home Care: 2019 Home Care Co-op Benchmarking Survey Results

Katrina Kazda, Program Director, The ICA Group

9:30 am - 10:30 am

NRUCFC - PETERSEN

Magnetic Recruitment: Stop Chasing and Start Attracting Caregivers in 3 Easy Steps

Leigh Davis, Principal, Davis+Delany Home Care Coaching

10:30 am - 11:00 am

NRUCFC

BREAK - PETERSEN FOYER

PHOTOS - CORPORATE

DINING ROOM

Break & Team Photographs/Headshots

HOME CARE MARKETING AND SALES DEEP DIVE

11:00 am - 11:35 am

NRUCFC - PETERSEN

Training Members as Community Ambassadors

Linda DeJesus, Community Engagement Coordinator, Cooperative Home Care Associates

Juan Carlos Lopez, Executive Associate, Cooperative Home Care Associates

11:35 am - 12:10 pm

NRUCFC - PETERSEN

Marketing Basics: Making the Co-op Value Proposition Work for You

Jannae Knospe and Arianne Graham, Co-Founders, Samara Collective

12:10 pm - 1:00 pm

NRUCFC

LUNCH - PETERSEN

PHOTOS - CORPORATE

DINING ROOM

Lunch, Group Photo, & Team Photographs/Headshots

Please be sure to attend the group photo in the atrium before heading to lunch.

1:00 pm - 1:35 pm

NRUCFC - PETERSEN

Marketing They Can Feel: The Power of Storytelling to Stand Out, Build Trust, and Get More Clients

Shavon Prophet, Outreach Manager, The ICA Group

SCHEDULE OF EVENTS

1:35 pm - 2:45 pm

NRUCFC

TRACK 1: PETERSEN

TRACK 2: CROSSROADS

Marketing Breakouts

Track 1: Taking Action: Interactive Marketing Plan Workshop

Jannae Knospe and Arianne Graham, Co-Founders, Samara Collective

Track 2: Brand Story Bootcamp

Shavon Prophet, Outreach Manager, The ICA Group

2:45 pm - 3:15 pm

NRUCFC

BREAK - PETERSEN FOYER

PHOTOS - CORPORATE

DINING ROOM

Break & Team Photographs/Headshots

EXPANDING INTO THE PUBLIC PAY (MEDICAID) MARKET:

WHAT YOU NEED TO KNOW BEFORE YOU LEAP

3:15 pm - 3:45pm

NRUCFC - PETERSEN

Understanding Medicaid Home Care

Stephen Campbell, Director of Policy, PHI

3:15 pm - 4:30 pm

NRUCFC - CROSSROADS

Concurrent Session: Expanding into Private Pay (Invitation Only)

3:45 pm - 4:15 pm

NRUCFC - PETERSEN

Key Financial and Operational Considerations

Nic Miragliuolo, Senior Business Consultant, The ICA Group

4:15 pm - 4:30 pm

NRUCFC - PETERSEN

Facilitated Q & A and Community Discussion

4:30 pm - 4:45 pm

NRUCFC - PETERSEN

Day 1 Wrap-up and Evening Announcements

4:45 pm - 6:00 pm

NRUCFC - CORPORATE

DINING ROOM

Team Photographs/Headshots

6:30 pm - 8:00 pm

MATCHBOX

Dinner

Join us for an evening out! We will take Ubers to the restaurant. When you are ready to return to the hotel following dinner, talk to Kirstie and she will order a car to be charged to CDF.



SCHEDULE OF EVENTS

FRIDAY, NOVEMBER 22

7:00 am - 8:00 am

COURTYARD -
MEETING ROOM A/B

Breakfast

8:30 am - 9:15 am

NRUCFC - PETERSEN

From Field Worker to Business Owner: Empowering Caregivers to Lead

Nora Edge, Administrator, Capital Home Care Cooperative

9:15 am - 10:00 am

NRUCFC - PETERSEN

Successfully Navigating Leadership Transitions: An Interview with Karen Kulp & Tatia Cooper

Tatia Cooper, President and CEO, Home Care Associates

Karen Kulp, Former President and CEO, Home Care Associates

Facilitated by: David Hammer, Executive Director, The ICA Group

10:00 am - 10:30 am

NRUCFC - PETERSEN
FOYER

Break

BUILDING A STRONG MEMBERSHIP CULTURE/BEST PRACTICES IN MEMBER ENGAGEMENT

10:30 am - 11:15 am

NRUCFC
TRACK 1 - PETERSEN
TRACK 2 - CROSSROADS

Membership Breakouts

Track 1: Building Member Culture Through Events & Celebrations

Denise Hernandez, Director of Operations, Cooperative Home Care Associates

Juan Carlos Lopez, Executive Assistant, Cooperative Home Care Associates

Track 2: Member Communications: The Co-op Newsletter

Mary Byrne, Communications Consultant

11:15 am - 12:00 pm

NRUCFC
TRACK 1 - PETERSEN
TRACK 2 - CROSSROADS

Membership Breakouts

Track 1: Member Orientation: The Front Line in Member Engagement

Debra Schultz, Financial Administrator/Board, Cooperative Care

Track 2: Metrics Dashboards for Board and Member Engagement

Margaret Lund, Principal, Co-opera Co.

12:00 pm - 1:00 pm

NRUCFC - PETERSEN

Closing Remarks and Lunch to Go

SPEAKERS



Margaret Bau

Cooperative Development Specialist
USDA Rural Development
Stevens Point, WI

Margaret Bau has been a Cooperative Development Specialist with USDA Rural Development since 1998. She has assisted in the formation of over 30 cooperatives across her home state of Wisconsin in a diverse array of industries. Margaret helped organize Cooperative Care, the country's first rural home care workers co-op. Harvard University named Cooperative Care a finalist in the prestigious 2004 Innovations in American Government award. She organized a second worker co-op called the Circle of Care Cooperative. It was a dismal failure following management embezzlement and poor board leadership. These factors have led Margaret and other co-op development leaders to explore systemic supports needed to foster worker co-op success in the home care industry (via coordination by the Cooperative Development Foundation). Margaret now works for the USDA national office as a resource on cooperative development but remains based in central Wisconsin.



Yvette Beatty

Direct Care Worker
Home Care Associates
Philadelphia, PA

Yvette Beatty began her professional career at Home Care Associates in 2013. Yvette has worked as a Certified Nursing Assistant, Direct Care Worker, Senior Peer Mentor, and Specialty HHA. Yvette is also a member of HCA's Safety Committee and a facilitator for HCA's Policy Action Group. Yvette provides administrative support to other departments and serves on the HCA board.

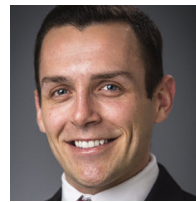
Yvette is passionate about providing quality care to consumers and advocating for others.



Mary Byrne

Communications Consultant
Arlington, VA

Mary Byrne is a communications consultant who lives and works in Arlington, Virginia. She is a former press secretary for U.S. Senator Bob Graham of Florida with experience in technical, academic and professional writing, editing, fundraising and messaging development.



Stephen Campbell

Data and Policy Analyst
PHI
New York, NY

Stephen Campbell is the Data and Policy Analyst at PHI. In this capacity, he studies and writes about a variety of issues facing the direct care workforce – with the goal of reforming state and national policies. He also tracks workforce trends in policy and practice at the local, state, and national levels, and monitors workforce demographics, matching service registries, job quality indicators, and occupational training standards in all 50 states. Stephen earned his MPA from the Marxe School of Public and International Affairs at Baruch College in New York City. He also graduated from the University of California, Berkeley with a BA in Political Science and Chinese.



Terrell Cannon

Director of Training and Workforce
Home Care Associates
Philadelphia, PA

Terrell Cannon began her professional career with Home Care Associates in 1993; she worked as a Certified Nursing Assistant, Home Health Aide, Peer Mentor, Specialty HHA, Case Manager, and Trainer. She is currently the Director of Training & Workforce Development.

Terrell completed her college education in 2008 and received her Masters in Human Service Degree. Her expertise is customer service, communications, and problem solving through coaching supervision. She serves as Secretary of the Board of Directors of Home Care Associates.



Juan Carlos Lopez

Executive Associate
Cooperative Home Care
Associates
Bronx, NY

Juan Carlos Lopez has been serving as the Executive Associate at Cooperative Home Care Associates (CHCA) since January 2018. As the Executive Associate, Juan Carlos is responsible for providing support to the Executive Team and Board of Directors. Among some of his responsibilities are ensuring compliance with contractual agreements; managing special projects and pilot programs; cultivating and developing internal and external relationships; and professional development of elected home care workers serving as members on the Board of Directors.

Juan Carlos has prior experience working at CHCA as the Assistant Director of Field Operations for CHCA's dba Cooperative Home Attendant Program between 2008 and 2012. Among his responsibilities as the Assistant Director of Field Operations was ensuring the delivery of high-quality services to members in the community living with disabilities and the elderly.

Juan Carlos holds a B.S. in Political Science from Williams College.



Allison Cook

New York Policy Manager
PHI
New York, NY

Allison Cook is the New York Policy Manager at PHI. In this capacity, Allison engages a variety of stakeholders to identify opportunities and strategies to improve direct care worker job

quality. She has also advanced PHI priorities through providing testimony and written comments on federal and state long-term care regulations, participating in a number of coalitions on behalf of PHI, conducting policy research and analysis, and regularly authoring PHI reports and articles.

In addition to her work at PHI, Allison is the president of EmergingAging NYC, a networking group for emerging professionals in the field of aging. Previously, Allison worked at the Medicare Rights Center as an Education Associate, managing a peer education program, creating educational materials and trainings, counseling Medicare enrollees, and working on New York policy. She also worked as a home health aide while in college, which gives her unique insight to the issues PHI addresses.

Allison received her MPH with a focus on aging and policy, and her BA in Community Health, with honors, from Brown University.



Tatia Cooper

President and CEO
Home Care Associates
Philadelphia, PA

Tatia Cooper is the CEO of Home Care Associates of Philadelphia, a worker-owned cooperative. She came to Home Care Associates in 1994 as a job coach and took over the role of CEO in 2018. Cooper has worked to develop solutions to housing, health, transportation and child care challenges that impact Home Care Associates' workers' success. She earned a Masters of Human Services degree from Lincoln University. She is one of many family members with careers in health and human services. Cooper resides in Philadelphia.



Deborah Craig

Cooperative Development
Specialist
Northwest Cooperative
Development Center
Olympia, WA

Deborah Craig is a Cooperative Development Specialist with the Northwest Cooperative Development Center. Deborah

SPEAKERS

has over 20 years of experience in cooperative management, specializing in human resources in the food co-op and home care co-op sectors. She has a Master's degree from Western Washington University and is a peer advisor with the Democracy at Work Network. Deborah is also part of the first cohort of Democracy at Work Institute's Fellows. Deborah specializes in home care cooperatives and works with the ROC Northwest program.



Leigh Davis

Principal
Davis+Delany Home Care Coaching
Fayetteville, AR

Known as one of the world's leading experts on attracting and retaining top caregiving talent and long-term home

care growth, Leigh Davis brings over 2 decades of expertise and unparalleled home care success.

Leigh started his home care company in 1996 after struggling to find reliable care for his parents. By using his own home care company as his "Home Care Lab," Mr. Davis has developed numerous proprietary techniques, including his 57 Point Caregiver Hiring System, that have enabled him to reduce his turnover to as low as 17% and consistently generate some of the lowest turnover, unemployment and work comp records in the home care industry. He has become known as the Mad Scientist of Home Care.

Through Davis+Delany, Mr. Davis helps companies implement his unique, proven methods for attracting, hiring and retaining top hourly talent and growing revenues long-term.

He writes for various magazines and media sources, and speaks nationally.



Linda DeJesus

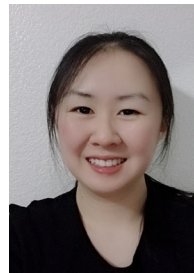
Community Engagement
Coordinator
Cooperative Home Care Associates
Bronx, NY

Linda DeJesus is the Community Engagement Coordinator at Cooperative

Home Care Associates (CHCA), where she has worked since 2008. She is responsible for building relationships within the community while participating at events, cultivating new referral sources, and supporting the continued growth of CHCA.

Previously, she worked as one of the Case Managers in the Workforce Development Department. She was responsible for conducting information sessions about CHCA's free Home Health Aide Training Program, as well as interviewing and assessing potential participants for the training program.

She is currently a member of the Board of Directors at CHCA. Linda received a Bachelor's degree from Monroe College with a Major in Business Management and a Minor in Hospitality.

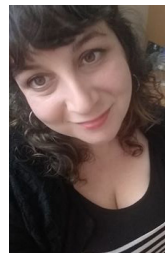


Jamie Duong

Cooperative Business Specialist
California Center for
Cooperative Development
Davis, CA

Jamie Duong is a Cooperative Business Specialist at the California Center for

Cooperative Development. She began her tenure with CCCD as a student-volunteer intern; following a year of interning, Jamie joined the staff. She specializes in worker cooperatives and has contributed to developing over half a dozen feasibility studies and business plans for various worker co-op initiatives. Jamie has a B.A. in Economics with minors in Accounting and Classical Civilizations from the University of California, Davis.



Nora Edge

Administrator
Capital Home Care Cooperative
Olympia, WA

Nora Edge is a caregiver, member and the General Manager at Capital Home Care

Cooperative in Olympia, Washington. Before joining the CHC project and working to launch the co-op, Nora spent time exploring different arenas of human services work. In high school she provided in-home support to her

grandfather, and after a 4 year stint studying philosophy at St. John's College MD, Nora quickly returned to caregiving. She managed group homes for adults with disabilities, served on a human rights board which provided oversight to different agency quality care practices, and coordinated a STARR Program for kids who had rescinded in the system and were waiting for permanent placement. Nora's experience in these fields and in her personal caregiving experience lead her to believe that the system needed to be revamped (seriously!). She came to Capital Home Care Cooperative, where she has found a home working with similarly passionate people trying to provide equitable employment as well as exceptional support to vulnerable people in the community. When Nora is not working for the cooperative, she can be found singing karaoke or playing ukulele, whistling, taking walks, cooking soup, and telling jokes.



Diane Gasaway
Executive Director
Northwest Cooperative
Development Center
Olympia, WA

Diane joined the Center in 2003 and together with the NWCDC Board of Directors has been responsible for building the Center into what it is today. Her specialty is in strategic planning, co-op education, co-op development, grant administration, and budget management for a multitude of projects. Diane has 13 years of experience in the financial services industry. She received a Master of Public Administration (with a co-op emphasis) from The Evergreen State College.



Arianne Graham
Co-Founder
Samara Collective
Boston, MA

Arianne Graham brings expertise in healthcare leadership and innovation for non-profit, for-profit, tech, and coop organizations. Her acumen for strategic marketing, partnership development, fundraising, and business development has enabled millions of dollars to be directed towards mission-based work. In addition to her role at Samara Collective, she

runs product strategy and innovation for the March of Dimes.

Arianne earned a Bachelors of Science in business administration at Georgetown University, as well as an MBA from Harvard Business School, where she was involved in initiatives focused on healthcare, management, public policy, and social entrepreneurship.

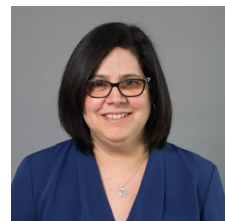


David Hammer
Executive Director
The ICA Group
Northampton, MA

David joined The ICA Group in 2008 and served as a Senior Business Consultant until assuming the position of Executive Director in June 2013. He is a leading practitioner of employee buyouts of small business and worker cooperatives and has spent his career working for organizations dedicated to empowering workers and the communities in which they live. David's areas of expertise include governance design, market research, business planning, policy analysis, data analysis, and financial modeling.

Prior to joining The ICA Group David served as Assistant Director of Research of 1199 SEIU, the largest health care union on the east coast. He conducted research for UNITE in New York City and the United Steelworkers of America in Pittsburgh. David has worked on a wide variety of projects throughout the country in industries as diverse as long term care, child care, industrial laundries, apparel distribution, food retail, tire manufacturing, temporary staffing, hospitality, aluminum can manufacturing, as well as various small manufacturing settings.

David earned a Master's of Science from the Labor Relations and Research Center at the University of Massachusetts, Amherst and a Bachelor's degree in History from UMass, Amherst.



Denise Hernandez
Vice President of Operations
Cooperative Home Care
Associates
New York, NY

As Vice President of

SPEAKERS

Operations, Denise Hernandez oversees Cooperative Home Care Associates' Service Delivery Department, which is responsible for staffing and providing services to all clients. Additionally, she supervises Human Resources, whose endeavors include assisting the workforce in navigating the potential life obstacles that can keep them from remaining active and eligible for work. Ms. Hernandez came to CHCA in early 2003 from Hunt's Point Multi Service Center Inc. to be the Benefits Manager and has successfully progressed to higher levels of responsibility. Ms. Hernandez has over twenty years of experience in Human Resources Management.



Katrina Kazda

Program Director, Home Care
The ICA Group
Northampton, MA

Katrina joined The ICA Group in January 2017, and since July of 2018 has been leading

the organizations home care work. Katrina's home care work ranges from national strategy development to direct technical assistance and covers a wide diversity of topics from market feasibility to business operations. She is the lead educational programmer for the National Home Care Cooperatives Conference, coordinates and facilitates the bi-monthly National Home Care Cooperative Technical Assistance and Peer Exchange call and is a lead researcher and resource developer for the cooperative home care sector. Katrina received her MA in Sustainable International Development from the Heller School for Social Policy at Brandeis University.



Jannae Knospe

Co-Founder
Samara Collective
Boston, MA

Jannae Knospe has over 12 years experience in print, design and social media for progressive movements. With a Bachelors of Fine Arts in print and a concentration on "Art's Effect on Social and Political Change" she is Samara Collective's social media and print advertising expert.

Formerly, Jannae served as the senior graphic and new media designer for 1199

SEIU Massachusetts, where she was a leader in home care outreach, coalition work, and building the local Fight for 15 campaign.

In her current work for Colorado Care Workers Unite, she increased home care worker sign ups by 150% and helped collect over 650 signatures in less than 20 days for key legislation, which increased the minimum wage for home care workers and established a process to review and to enforce training requirements.



Rebecca Koehler

Marketing Coordinator/Client Services Coordinator/Board Chair
Cooperative Care
Wautoma, WI

Rebecca Koehler is the Marketing Coordinator and Client Services Coordinator at Cooperative Care in rural Wautoma, WI. Rebecca began her career with the Co-op in 2008, as a caregiver working directly with the clients. In 2012 she was promoted to Team Leader, overseeing client services and supervising staff. After a major restructuring of Cooperative Care in 2016, Rebecca also assumed the Co-op's marketing duties. Rebecca has served on the Cooperative Care Board of Directors since 2012, and was elected Board Chair in 2018.



Karen Kulp

Former President & CEO
Home Care Associate
Philadelphia, PA

Karen Kulp served as the President/CEO of Home Care Associates, a worker-owned home health care company based in Philadelphia, from 2002 to 2018. Prior to joining HCA, she served as a management consultant to nonprofit organizations, as Project Director of the Improving School Readiness Project for the United Way of Southeastern Pennsylvania, as Chief of Staff and Campaign Manager to a Pennsylvania state senator, and as Executive Director of Women Organized Against Rape in Philadelphia.

Karen served on the boards of a Philadelphia senior center, a community development

corporation, the Delaware Valley Council for Early Care and Learning, and the Valley Green Bank.



Kate LaTour
Government Relations Manager
NCBA CLUSA
Washington, DC

Kate LaTour is the Government Relations Manager for the National Cooperative Business

Association CLUSA International. In this role, she leads NCBA CLUSA's work on Capitol Hill and in the Executive Branch to promote, defend, and advocate for the cooperative business model in public policy.

Prior to joining the NCBA CLUSA team, Kate worked in the U.S. Senate for five years on a wide range of economic issues for Wisconsin Senator Tammy Baldwin. There, she led Senator Baldwin's legislative efforts to promote worker ownership through financing tools and technical assistance. Kate also volunteers with a community-based youth development organization that serves one of Washington, DC's most under-resourced neighborhoods.

Kate was born and raised just outside of Milwaukee, WI and graduated from the University of Wisconsin - Madison. She is currently pursuing a Master of Arts Degree in Government from Johns Hopkins University.



Margaret Lund
Principal
Co-opera Co.
Minneapolis, MN

With over 25 years' experience in the cooperative sector, Margaret Lund is an independent consultant

providing technical assistance to businesses and organizations, focusing in the areas of community development finance and shared ownership strategies. Throughout her career, Margaret has worked across cooperative sectors including credit unions, consumer co-ops, housing co-ops, worker co-ops, healthcare and sustainable food systems. Before launching her consulting practice in 2008, Margaret spent 16 years as the Executive

Director of the Northcountry Cooperative Development Fund (NCDF), now known as Shared Capital Cooperative, a community development loan fund and multi-faceted development organization for cooperatives of all sectors across the Upper Midwest.

Margaret is a past member of the board of the National Cooperative Business Association where she chaired both the Cooperative Development and International Development committees as well as a national task force on cooperative capital formation. She also served three terms on the board of Health Partners, the largest consumer-governed healthcare organization in the United States and a leader in healthcare quality measures. Margaret has been featured as a speaker, trainer and panelist for a wide range of organizations including the National Credit Union Administration, the National Association of Housing Cooperatives, the Consumer Cooperative Managers Association, and the U.S. Federation of Worker Cooperatives. Her awards include the Howard Bowers Cooperative Service Award from the Consumer Cooperative Managers Association and the 2014 John Logue Award for "acting as a catalyst for innovation and change" from the Association of Cooperative Educators.



Leslie Mead
Executive Director
Cooperative Development
Foundation
Washington, DC

A thirty-five-year veteran of cooperatives, Leslie spearheads CDF's home care industry

focus including coordinating the Development Steering Committee, managing the research agenda, coordinating the National Homecare Cooperative Conference as well as managing outreach and communications on homecare cooperatives to policy makers and the cooperative community.

She was an early champion of worker cooperatives in her position as president of The Cooperative Foundation. At CDF, she stewards \$11,000,000 of assets for cooperative development and oversees development, fundraising and administration.

Leslie began her career with the National

SPEAKERS

Council of Farmer Cooperatives, rising from assistant general counsel to the position of vice president for legal, tax and accounting policy and vice president for education. At NCFC, she built consensus among the 100 members of the Legal, Tax and Accounting Committee to develop support for the legislative and regulatory priorities of US farmer cooperatives. In the foundation world, in addition to her work with TCF and CDF, Leslie developed the grant making strategy for the Ralph K. Morris Foundation which targets leadership development in the cooperative sector. She also previously served as executive administrator of the Association of Cooperative Educators, an international organization of cooperative educators.



Nic Miragliuolo

Senior Business Consultant
The ICA Group
Northampton, MA

Nic joined The ICA Group in 2017, and now works as a Senior Business Consultant.

Prior to joining ICA, he served for two years in Americorps VISTA and worked for three years as a data analyst in the software industry. Nic is the lead analyst on the home care team, and his work includes direct business technical assistance with many of the existing home care cooperatives. Additionally, Nic conducts market research, financial modeling, and data analysis for projects related to growing the home care cooperative industry.

Some examples of Nic's work at ICA include his research for the "Co-op Conversions" at Scale Report produced in collaboration with Capital Impact Partners and as co-author of "Solving the Home Care Crisis" published in the Cooperative Business Journal.

Outside of ICA, Nic is a founding member of the Board of Directors of Boston Youth Wrestling, a nonprofit committed to using the sport of wrestling as a vehicle for youth development. Nic has an MBA from the Heller School at Brandeis University, and received his BA in economics from Williams College.



Tim Palmer

Home Care Consultant
Philadelphia, PA

Tim brings over a decade of experience in healthcare and labor issues. He oversaw foundational and strategic research as Research Director at the Democracy at Work Institute. He spent ten years conducting strategic, economic, and policy research in the healthcare sector for the Service Employees International Union. He also has experience negotiating at the bargaining table with unionized employees and participating in organizing campaigns.

He holds a Master's degree in US Labor History and was a volunteer activist in his graduate assistants' union while working at the University of Florida.



Shavon Prophet

Outreach Manager
The ICA Group
Northampton, MA

As Outreach Manager, Shavon supports ICA's work in child care and cooperative conversions by creating and implementing outreach strategies to nurture successful relationships with partners and clients. Prior to joining ICA, Shavon was the founder of a digital marketing agency and worked in marketing and communications roles for a number of social enterprises and mission-driven organizations. She is actively involved in the local start-up ecosystem and serves as a mentor for entrepreneurs of color with Spark EforAll Holyoke. Shavon earned her BA in Environmental Studies from Mount Holyoke College and is currently pursuing her Social Impact MBA at Marlboro College. Her forthcoming graduate capstone project is on the subject of inclusive social innovation.



Debra Schultz

Financial Administrator/Board
Cooperative Care
Wautoma, WI

Debra Schultz started with Cooperative Care in 2006 as a caregiver. After spending most of her adult career in banking, it became necessary to change her career when her mother had a disabling stroke. As she cared for her mother, and slowly began caring for others as well, she learned that she loved serving others, mentoring others and belonging to a cooperative worker community. Debra appreciated the member-owner culture, and agreed to serve on the board of directors. With a business background and experience, Debra advanced to Team Leader and Finance Coordinator at Cooperative Care. Passion for a democratically run organization and respect for the field of caregiving, propels Debra to continue working toward providing services to people in our communities who need help.

THANK YOU TO OUR PARTNERS

PREMIER PARTNER



**National Rural Utilities
Cooperative Finance Corporation**

GOLD PARTNERS

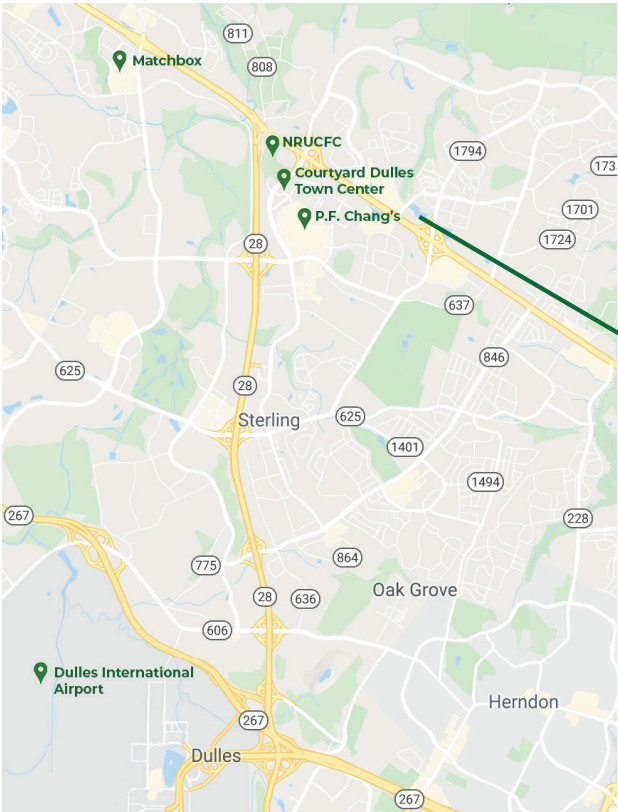


Committed to the future of rural communities.

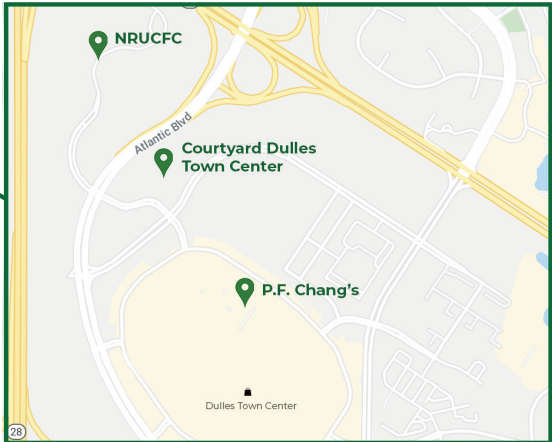
SILVER PARTNERS



AREA MAP OF ACTIVITIES



NRUCFC - 20701 Cooperative Way, Dulles, VA 20166
Courtyard Dulles Town Center - 45500 Majestic Drive, Dulles, VA 20166
P.F. Chang's - 21078 Dulles Town Circle, Sterling, VA 20166
Matchbox - 44720 Thorndike St, Ashburn, VA 20147



The Cooperative Development Foundation is a charitable foundation headquartered in Washington, DC. CDF promotes and develops cooperatives to improve economic opportunities for all.

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