



Quebec City, October 6-8

**Why Did it Happen?
What Were the Results?**

**Tom Webb
Saint Mary's University**

Why are we here?

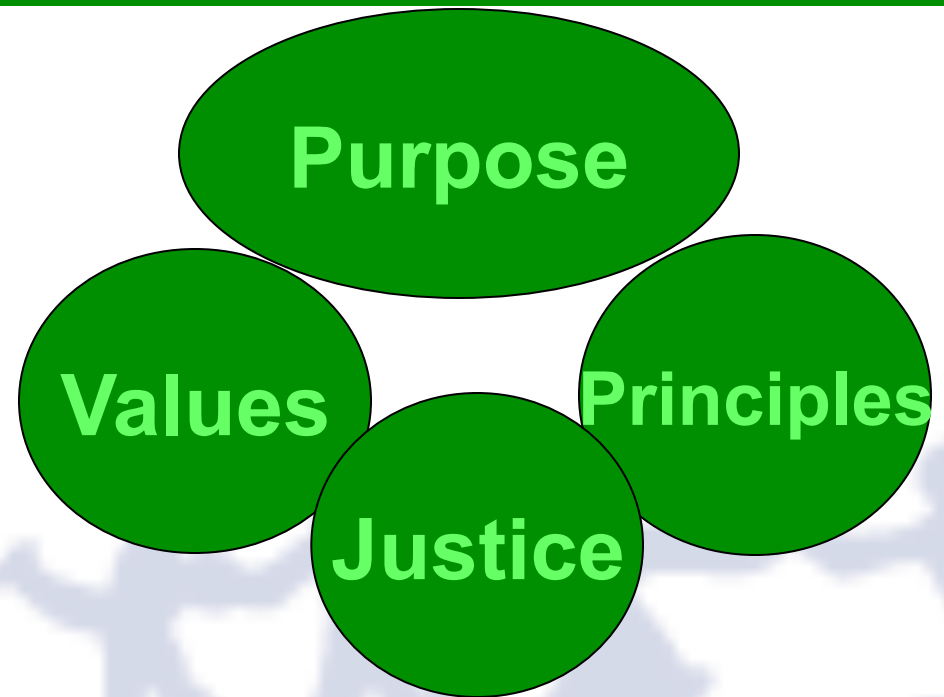


Saint Mary's
University

Co-operative
management
education programs
shaped by



Co-operative Business Model



J. Tom Webb

Why are we here?

What is the Purpose of the Business

**Meeting
Member and
Community
Need**

VS

**Maximizing
shareholder
value**

J. Tom Webb

Why are we here?

Investor Owned

- Accounting: How you use resources to maximize shareholder value
- Marketing: Maximum sales at maximum margins
- Human Resource Development
- Neoclassical Economics

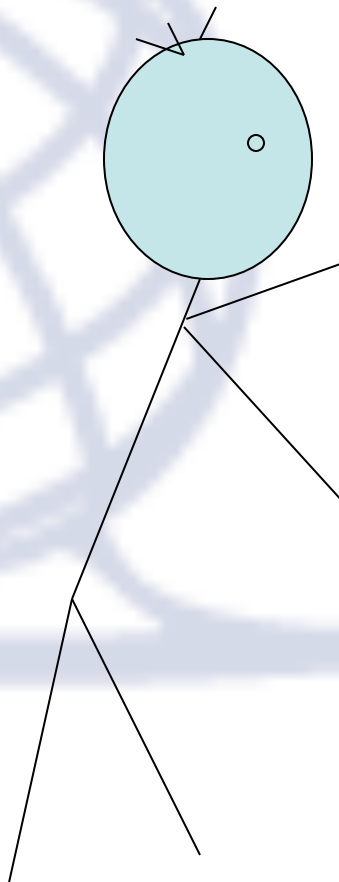
VS

Co-operative

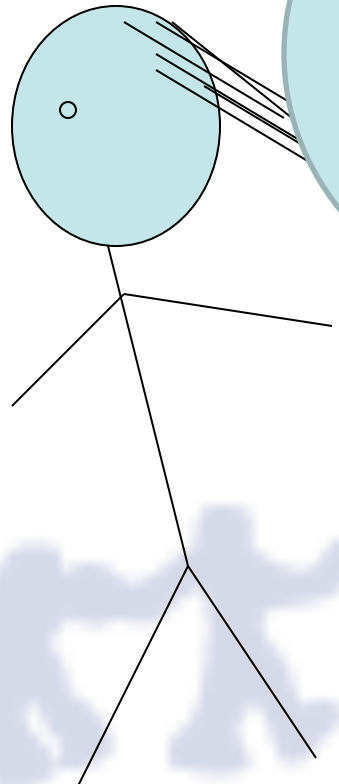
- Accounting: How you use resources to achieve multiple goals
- Marketing: to meet member need
- People development
- Co-operative (New) Economics

J. Tom Webb

Why we need co-operative economics?



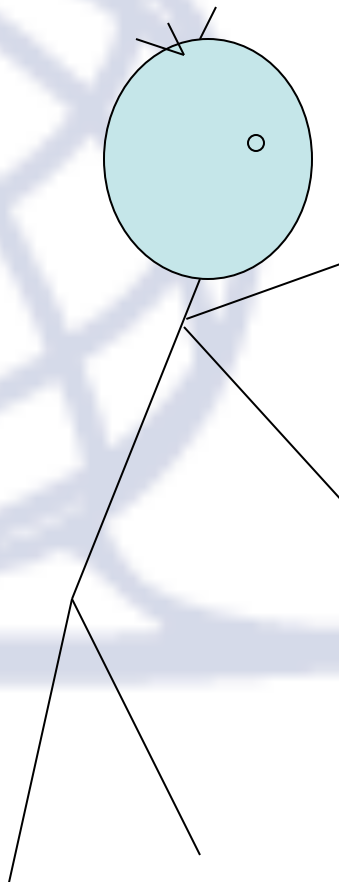
So what is your problem with neo-classical economics anyway?



They think co-ops are stupid and they have lost touch with reality. Will that do?

J. Tom Webb

Why we need co-operative economics?



But isn't the economy an angry 'god' to whom we must sacrifice?



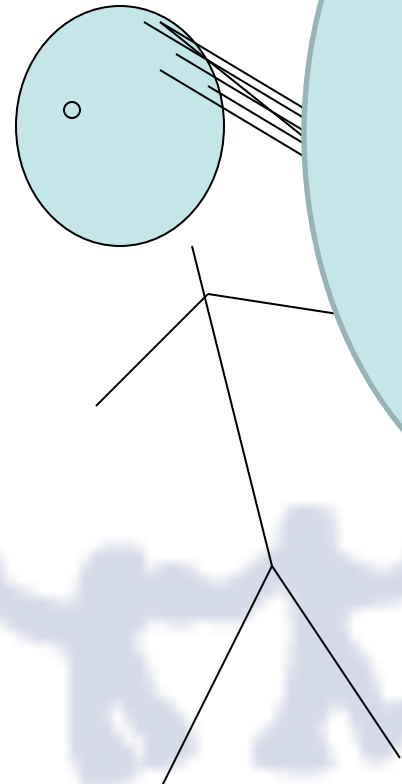
Children, the elderly, the environment, the poor, health care, education, research, justice, democracy? Like why?

J. Tom Webb

Why we need co-operative economics?

A simple stick figure with a circular head and thin limbs, positioned on the left side of the slide.

So what do you think the economy is?

A simple stick figure with a circular head and thin limbs, positioned on the right side of the slide.

Perhaps a complex set of relationships that people use to provide themselves with the goods and services they need to live meaningful lives in their communities.

J. Tom Webb

Our Contribution to 2012



international conference on cooperative economics

Quebec City, October 6-8

J. Tom Webb



What was it?

Imagine

The Ideas of 15
world class
economic thinkers

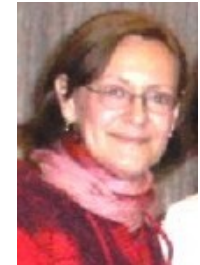
600+ co-operative
leaders from
around the world.

2012

J. Tom Webb



WHO?



J. Tom Webb

Outcomes

Yeah but
did it
accomplish
anything?

SMU will
expand
co-operative
education

Key
Imagine
2012
presenters
will add
co-ops to
work

Some
speakers
will
collaborate
more

Us

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Outcomes

But
what
else?

Declaration
to ICA and
UN

Possible
future
conferences

Us

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Outcomes

Is that all?

Presentation Power Points on Website

Filmed presentations available

<http://www.imagine2012.coop/>

Us

J. Tom Webb



Outcomes

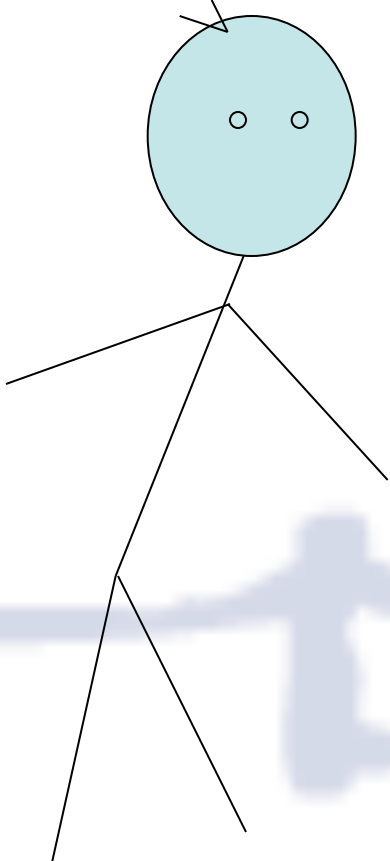
A simple stick figure with a light blue circular head and a small white dot for an eye. A light blue speech bubble is positioned above its right arm.

Any more?

A simple stick figure with a light blue circular head and a small white dot for an eye. A light blue speech bubble is positioned above its right arm. The figure's head has several diagonal lines drawn across it.

New way of
for co-ops to
think about
economics

J. Tom Webb



J. Tom Webb