



Columinate



Many co-ops post a message above their door that says, “Everybody can shop at the co-op!” Yet it takes real work and commitment to go beyond words and extend an authentic sense of welcome, both for regular customers and those who are walking into the co-op for the first time. This year’s Co-op Cafes builds on the past several years of national conversations. This year we focus on understanding how co-ops can actively and authentically create a sense of hospitality and welcome to all who would join or shop. During a daylong conversation with our co-op peers, we will deepen our understanding of the different motivations and needs of the people we seek to serve—current and prospective. We will take a critical look at the barriers that co-ops can unintentionally create, and collectively explore how our organizational culture, our physical stores, our messaging and programs, and our goods and services can contribute to weave a genuine welcome mat—for everybody.

Columinate and the Neighboring Food Co-op Association invite you to the Co-op Cafe!

Saturday, October 19, 9:30am-4:40pm

Location: Greenfield Community College

Light breakfast and Co-op Bingo start at 8:30

\$60 per person. Bring 8 or more and 1 is free (8 for \$420)

Register at columinate.coop/register



This series is sponsored by [National Co+op Grocers \(NCG\)](#), with additional support from [National Cooperative Bank \(NCB\)](#), and produced by the Columinate as a series of regional events that make it possible for cooperators to come together to participate in a day of strategic conversation. The New England Co-op Cafe is co-hosted by [NFCA](#). Please plan to join us!

Register now: columinate.coop/register