



MAHC Messenger

Code Of Conduct

Marlene Dau, Educational Chair of MAHC

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Does your Cooperative Board of Directors have a Code of Ethics? Has every Board Member signed it?

Maybe with a new year, it should be a topic on your agenda to just review it again at a Board meeting so everyone starts out with a clear perspective.

DEFINITION: CODE OF ETHICS...Professional groups including Cooperative Board of Directors not governed or enforced by government, but rather by business practices outlined by a respected entity within an industry or profession. A Code of Ethics sets the standard of conduct for individuals working within a profession.

Do you need a Checklist for ethical conduct? When something comes up that tests everyone's ethics maybe the checklist below will help you walk through the problem at hand.

1. Is it Legal? The first and most obvious question, is to ask yourself whether the contemplated act is legal? Will the decision violate any laws that are enforced by a government agency? (Although the question appears to be straightforward on the surface, it can become blurred in cases where the law may not be clearly defined.) What if, like speeding on the highway, everybody is doing it?

2. Who is affected and how? The question suggests that if the decision or act does harm to an individual or group of individuals, it may not be ethical. However this may not always be true. **Example: The case where a judge is required by law to impose the death penalty to a convicted criminal. Clearly the imposition of the death penalty does harm to the criminal. But would that render the judge's decision unethical? Clearly not, because the decision is justified by the law.**

3. What are the long term consequences? Ethical decisions and actions often have a long-range perspective. Unethical behavior is often short term, designed to survive the crisis or need of the day. Embezzlement, for example, it will help you get what you want today, but what about next year when the auditor begins to examine the financial records?

4. Does it comply with my professional code? Just as one must question whether a decision complies with the laws enforced by government, one must also ask whether a decision complies with the professional codes of one's profession. In other words, if full disclosure were made about the decision or act, consider what decision others would make in similar circumstances.

5. How will it make you feel? This question is perhaps the most critical of all because it reflects directly upon the person whose advice counts the most, the person you face in the mirror every day. Would you want your friends and family to know? Could your decision be published?

Marlene Dau is the President of Tailor Made Property Services, Inc. as well as the Educational Chair of MAHC.

Meet MAHC Newest Staff Member... An Interview with Joanne Day



**Life's most
persistent
and urgent
question is:
what are you
doing for
others?...**

**Dr. Martin
Luther King Jr.**

**"We must
continue to
outreach to
those still in
the dark to
shed light on
the acres of
uninformed
cooperatives"**

Bill Magee

We were able to catch up with MAHC's newest staff member recently and decided that you might want to know a little more about her;

MM: *Hi Joanne, we are excited to get to know more about you, first of all when did you start here at MAHC?*

JD: *I joined MAHC in September 2014*

MM: *What is your position here?*

JD: *I am the Assistant Office Manager.*

MM: *What education and experience do you bring to your position at MAHC?*

JD: *My experience comes from 18 + years working in a government office as the Deputy Clerk/Administrative Assistant/Bookkeeper. As the Deputy Clerk we were considered the hub of the community, just as MAHC is the hub of the coop's that are members of MAHC. We keep them informed as to why, how, where and when. As the bookkeeper, I kept watch over the finances that were coming in and going out. As the Administrative Assistant, I assisted in cost savings, grant writing, Community Block Grant funds and the Neighborhood Stabilization Program. As far as education goes, I attended Detroit College of Business, where I studied Computer information Systems and Accounting.*

MM: *Wow! That's an impressive résumé. Let me ask you, what you enjoy most about your new position?*

JD: *What I enjoy meeting and networking with all the members. I enjoy the fact that the skills and experience that I have gathered over the years can be put to good use. I enjoy planning and executing events. I enjoy the fact that I get to travel to different places and see new people and things. I don't want to be a King, I consider myself as being a King maker and in this position MAHC is the King.*

MM: *That's interesting and honorable, Joanne. How about telling us a little about your interest and hobbies?*

JD: *I enjoy creating things, be it brochures, flyers, or cards, putting together shelves, hanging doors or putting up ceiling fans. I like to read and write. I like going to Plays, musicals, concerts, listening to motivational speakers, traveling, swimming and I am interested in continuing my education. I enjoy going to church and singing in the choir ...backup anyway-way back...(chuckles).*

MAHC FLASHBACK

Did you know?

One of the first cooperative movement meetings was held at the Book Cadillac Hotel in Detroit, Michigan in 1963, it was attended by 13 or 14 people from various local cooperatives. Many of the cooperatives had not reached endorsement stage but had many unanswered questions. It was decided at the time that no formal organization would be formed. However, they did decide to establish a Newsletter with Do's and Don'ts of running the day to day operation within the cooperative. And that's what MAHC Fore Founders were up to way back then...

MAHC Board of Directors 2014-2015

<u>Position</u>	<u>Name</u>	<u>State</u>
President	Richard Berendson	St. Charles, IL
Vice President	Blaine Honeycutt	Taylor, MI
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State Vice President-Kansas	Michael E. Reading	Lawrence, Kansas
State Vice President-IN-KY	Karen Mitchell	Indianapolis, IN
State Vice President- IL	Thomas Hutch	North Chicago, IL
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Board Member	Dwayne Moore	Pontiac, MI
Board Member	Anna Howard	Park Forest, IL
Board Member	Jennifer Rhodes	Indianapolis, IN
Board Member	Mark Kennedy	Clinton Twp., MI
Board Member	Valerie Hall	Mt. Clemens, MI
Board Member	Christine Johnson-Nieves	Chicago, IL
MAHC Office Manager	Carolyn Jackson	Romulus, MI

Did You Know?



The board of directors will find it worthwhile to see that its community relations (meaning a program of services for members) are well maintained, for the benefit of maintaining harmony between the members, board, management, staff and larger community.

Dear Co-op Counselor; HELP!

Dear Counselor;

How does a cooperative find members that are interested in serving on the board? And once elected long should a member serve on the board?

Signed: Wondering about Term Limits.



Dear Wondering:

The best way is the direct way. This is your opportunity to make a sales pitch to your membership about the pros of living in a housing cooperative community with the #1 being self-governance. Approach members and ask if he or she would be interested in serving on the Board. If you know a member would be a good fit, go to him/her first. If he/she is not interested, ask if they have any thoughts on who to ask. Be prepared to answer questions about both the good and the bad, but also be prepared to give that positive spin to the bad situations. Make sure you approach individuals who are qualified to run for the position, i.e., he or she has fully paid for his/her membership and is in good standing. Typically bylaws will stagger terms of your directors. The standard for a 5 member board is a 3-2-1 term so there is never more than 2 terms up in a year. Generally, the newbie director will get the shortest term open with the next longest term going to any incumbent.

Signed: Co-op Counselor (CC)

If you are interested in submitting a question (regarding legal policy and procedure) to the Co-op Counselor, please submit your question via email to MAHCeditor@gmail.com, insert the words "Co-op Counselor" in the subject line. If you would like to mail your question please send it to Penttiuk, Couvreur & Kobiljak, P.C., 2915 Biddle Suite 200, Wyandotte, MI 48192 Attention: "Co-op Counselor". While we will do our best to respond to your question please understand that submission of your question to this forum is no guarantee that you will get a published response.

Disclaimer: While we hope this information is helpful in answering some of your questions, please be advised that the answers provided here are for "general" informational purposes only. This information should not be construed as "legal advice" either to the individual or the Cooperative that they represent, the use of this forum does not create an attorney-client relationship between the user/reader and Mr. Penttiuk or his law firm, Penttiuk, Couvreur and Kobiljak, P.C.

For specific legal advice and personalized assistance with regard to your particular issue or problem you should contact a professional cooperative attorney.

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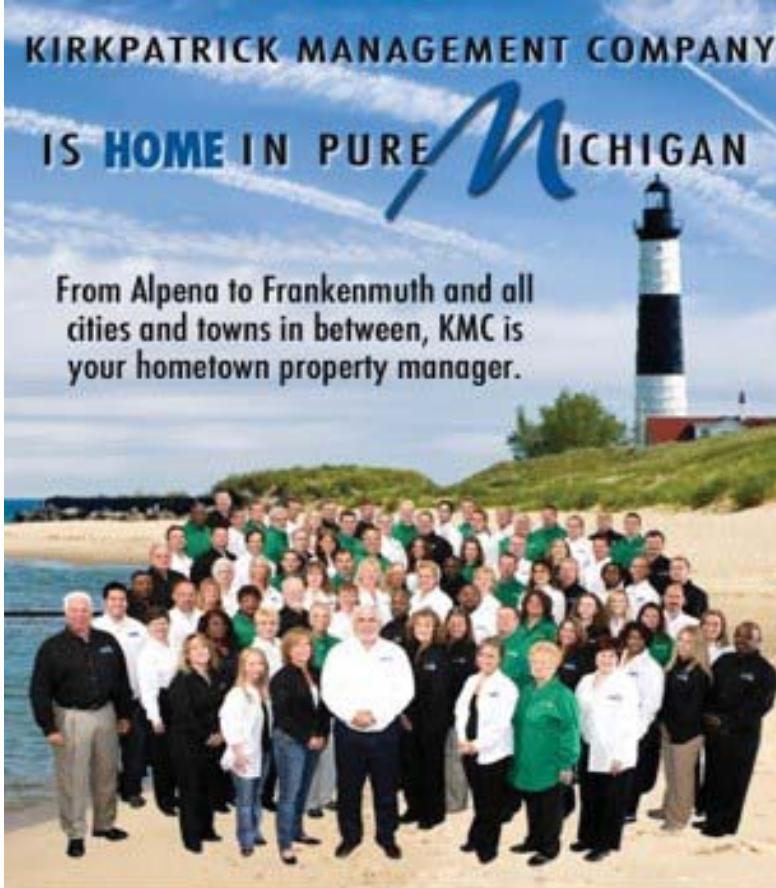
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Is it time for your re-certification classes for the CCD, CCM, CCMM. or you did not get enough classes at the conference.

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Just contact the MAHC office at 734-955-9516 with your email address, pay your \$25 re-certification fee and let them know what class you want. the classes offered is -

- ♦ Knowing Your Documents,
- ♦ Fair Housing, Coop Law Primer,
- ♦ Cooperative Safety Class,
- ♦ Managing Human Resources
- ♦ Parliamentary Procedures.

This designation carries with it a re-certification process to ensure constant updated education and new industry information to remain active. This re-certification is six (6) hours of approved education before the end of the two (2) year period of the above date. Along with that education, there is a \$25.00 renewal fee that is paid to the MAHC organization. Note there is no fee for any of the education, just the renewal fee. Without the re-certification, the designation can no longer be used by you as a current Certified Cooperative Director.

The re-recertification can be achieved in several ways. Classes taught by MAHC at the conference that have been approved for the continuing education can be taken and credit will be given. For every hour of classroom you will receive one (1) credit hour of continuing education. The instructor of that class will sign a form and you will turn it into the MAHC staff for credit. As well, there are six (6) continuing education classes that MAHC offers on-line that you can take and receive one (1) hour of credit for each class taken.



See you
April 11– 2015
On the Liberty of the
Seas at this year's
conference!

A letter of Appreciation...



I thoroughly enjoyed my first conference. Though I never met William "Bill" Magee, I felt the tributes and accolades drew me closer to his essence. Your commemoration was sincere and moving. He would certainly be proud of how you are going forth! Thank you to Blaine Honeycutt, Richard Berendson, Randy Pentziuk, Mr. Rudicil, Esther Thomas, Ms. Carolyn, Marlene Dau, Linda Brockway, April and Creighton and all others I met and learned from at this conference. Many thanks. Keep up the "Magee" Spirit in all you do!

Chandri Collins

Parktown Cooperative

**We love to hear
from you!**



Our Mission Statement

To Support and champion the cause of quality housing through education, legislative actions, partnership, and advocacy for housing cooperatives

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Housing Cooperatives and Social Media

Cyntheia Pentiuik

Social media is becoming more popular than ever, this presents the question of whether or not your housing cooperative should utilize this forum. Consider that Americans spend an average of 37 minutes daily on social media, a higher time-spend than any other major Internet activity, including email.¹ Last year nearly 2 billion people worldwide were actively engaged in the use of social media, and it is expected to double in 2017. By January 2014, Facebook alone had 1.23 billion monthly users active on their website, 600 billion of them logged into their account from their mobile device.² Twitter's user's numbered 255 million monthly users in 2013 with over 500 million tweets being sent daily.³

It's clear that Social Media has been recognized for the way they have changed how public relations professionals conduct their jobs. They provide an open arena where people are free to exchange ideas on companies, brands, and products. Over 80 % of social media users in the U.S. prefer to connect with a business on Facebook, and it is reported that Facebook's local business' average 645 million views per week. Social media generates nearly double the marketing leads that come from direct mail advertising, telemarketing and trade shows.⁴ Virtually 46% of web users turn to social media prior to making a purchase.⁵ More than half of all consumers say the integration of social media makes them more interested in sharing important information, products and services.

With such staggering statistics, the question of whether or not your cooperative should engage in the use of social media is emphatically, YES, of course! Part of the appeal of the original compilation of the Midwest Association of Housing Cooperatives was to connect with others through a network of like-minded people who, with the help and support of other cooperative members and professionals, would formulate an organization serving to elevate, educate and strengthen the Housing Cooperative movement. What better way to accomplish this mission than with the massive appeal of social media.

Consider the following applications of Social Media for your Cooperative:

- To connect, engage and exchange with other housing cooperatives and cooperative associations nationwide as well as in your own community.
- To spread the word about the Housing Cooperative movement and the appeal of what this movement represents.
- To engage with members to offer support and assistance.
- To promote Cooperative Events (picnics, after school activities, yard sales, community events...).
- As a means of keeping people informed on day to day Cooperative announcements and important news worthy topics.

(Continued on page 10)

Housing Cooperatives and Social Media

(Continued from page 9)

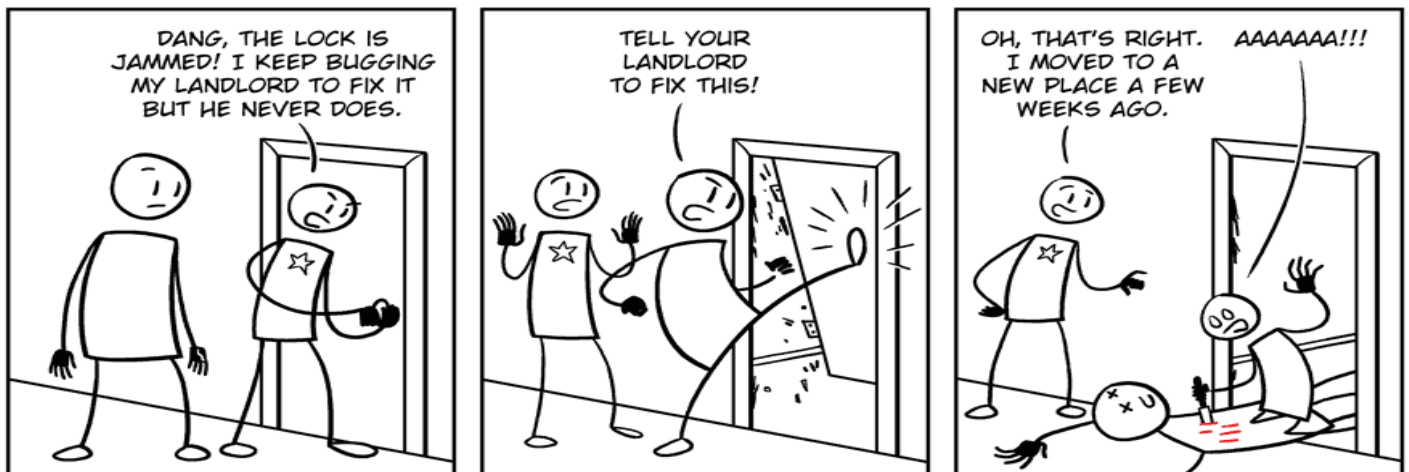
- To provide access for members to the governing documents.
- To promote your cooperative and attract potential new members.
- To motivate existing members to engage and become involved in the participation of Cooperative elections and board meetings.
- Depending on your state laws, you can even utilize it to address important member business and even elections.

The possibilities are endless... You may want to consider addressing this subject at your Cooperative's next board meeting. Your communication should be a consideration of the type of social media forum you will pursue (Facebook, Twitter, LinkedIn, YouTube...). You should also seek to set goals for the cooperative's social media experience along with projecting a target audience, compiling a mission statement about what your intended influence should be. Further you will want to address the question of whether or not you will offer customer service, you will want to appoint personnel to oversee social media operations, set guidelines on engagement as well as arrange the implementation and initial set up, and management of your social media endeavor. Hopefully, this article has encouraged you to at least consider your cooperative's social media options. Look for more to come on this subject in the MAHC Messenger, you will want to stay tuned specifically for more information about the legal dos and don'ts of Social Media as well as other topics that further address this subject.

¹ <http://www.business2community.com/social-media/social-media-important-business->

² <http://en.wikipedia.org/wiki/Twitter>

LOL!





ROBERT RULES!

He rules! Even if we don't have a clue who he is?...

Question:

Isn't it necessary to summarize matters discussed at a meeting in the minutes of that meeting in order for the minutes to be complete?

Answer:

Not only is it not necessary to summarize matters discussed at a meeting in the minutes of that meeting, it is improper to do so. Minutes are a record of what was done at a meeting, not a record of what was said. [RONR (11th ed.), p. 468, ll. 16-18; see also p. 146 of [RONRIB](#).] <http://www.robertsrules.com/>.

PLEASE NOTE: You could run the risk of exposing valuable legal advice which could destroy your attorney client privilege.



Cooperative

Dos & Don'ts



Do— Member Selection

Committee members should meet privately and come to a decision together.

Don't—Approve an applicant just to fill a unit.



MAHC Messenger-

We welcome your article contributions of 500 words or less submitted in MS Word format. Please feel free to forward them to the editor at the address listed below. If you are a Management Company and would like to contribute to the "Cooperative Dos and Don'ts" section of the MAHC Messenger please submit your suggestions to MAHCeditor@gmail.com.

If you are interested in placing an ad in the MAHC Messenger, please contact the editor at MAHCeditor@gmail.com

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MAHC is Going GREEN!

(at least we're going to try)

But we need **YOUR** help to do this.

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you have an e-mail address,

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Cynthia Pentiuk @MAHCeditor@gmail.com

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world a little **greener!**



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