

Co-op Communicators' Conference
October 7 & 8, 2025
DoubleTree by Hilton Akron Fairlawn
Akron, OH

Monday, October 6

- 4:00 p.m. Hike at Hinckley Reservation with Kelly McGinnis – Park Naturalist
[Worden's Ledges Loop Trail](#) (off Ledge Rd.) Hinckley, OH 44233
[Multiple other trails on-site](#) from 0.5-4 miles. Wear comfortable shoes!
- 6:00 p.m. Join us for drinks and appetizers at [Beau's Grille](#) (inside hotel)

Tuesday, October 7

- 9:00 a.m. Breakfast
- 9:30 a.m. Introduction & Ice Breaker
Please bring an item that represents you and your personality – have fun with it!
(Ex: Sweet and sour sauce if you're sassy, running shoes if you run, etc.)
- 10:00 a.m. Thinking Outside the Box and Getting Stakeholder Buy-In (Patrick Wood)
How to think creatively, execute on plans, and get the support you need
- 11:00 a.m. Breakout Sessions
Challenges at your co-op, annual reports, internal communications
- 11:45 a.m. Co-op Update with Paulding Putnam
- 12:15 p.m. Lunch
- 1:00 p.m. Elevating Your Design – Workshop (Jake Friday)
Tips for elevating your designs and enhancing your branding in Canva
- 2:00 p.m. Let's Talk Strategy (Led by Shelby Moore)
Co-ops share the work they are most proud of from the last year
- 3:00 p.m. Adjourn
- 3:45 p.m. Arrive at [Stan Hywet Hall and Gardens](#) (714 N. Portage Path, Akron, OH 44303)
- 4:00 p.m. Estate and Garden Tour of Stan Hywet Hall and Gardens, Akron
- 6:00 p.m. Dinner at [Ken Stewart's Grille](#) (1970 W. Market St., Akron, OH 44313)

Wednesday, October 8

- 8:00 a.m. Breakfast
- 8:30 a.m. Co-op Update with Lorain-Medina and North Central
- 9:00 a.m. State of the Industry Update & Q&A Session (Craig Grooms)
- 10:00 a.m. Dust Off Your Crisis Communications Plan – Workshop
Determine how to respond during a crisis, who to involve, and why – Bring your plan!
- 11:30 a.m. Break
- 11:45 a.m. Celebrating Milestone Anniversaries (Pioneer and Holmes-Wayne)
Making a splash during your co-op's next milestone anniversary
- 12:15 p.m. Lunch
- 1:00 p.m. Local Page Spotlights and Writing Tips (Amy Howat)
- 1:30 p.m. How Are You Utilizing Video at Your Co-op? (Tim Baldwin and co-ops)
Recent video projects and impactful videos used by co-op
- 2:00 p.m. Breakout/Roundtable – What's Been Your Biggest Takeaway?
- 2:30 p.m. Adjourn