THE COOPERATIVE ADVANTAGE SUMMIT

NOVEMBER 5–6, 2026 | MYRTLE BEACH, SOUTH CAROLINA

BETTER TOGETHER. STARTING HERE

Thurs **05** Nov, 2026

DAY ONE

8:30-9:30a | BREAKFAST

9:45-10:45a | SESSION I: The Cooperative Advantage in an Era of Disruption

Roundtable Discussion with Virginia Brown & Maurice Smith

This opening session answers the question every senior leader in the room is quietly asking, "Why am I here instead of at my desk"? You cleared your calendar, drove or flew in, and walked into a room of people you know and some you barely know. That tells us you believe cooperation works. Not just as a principle on a wall, but as a strategy. **As a competitive advantage.** As a better way to do business.

The cooperative model is not a historical frame of reference. It is a strategic advantage that, when leveraged, positions us to make a lasting impact well beyond this moment. During this session, we're going to test that belief, together. And we'll do this with an honest, cross-sector conversation that perhaps has not happened in a while. We're all busy running organizations of varying sizes. So, for the next 60 minutes we are going to get somewhere better together by discussing ***the moment we're in, what P6 actually means in practice, CCC's role and how we'll move forward together.***

10:45-11:00a | 15-MINUTE BREAK

11:00-12:15p | SESSION II: The CEO's Playbook

Workshop with Ronaldo Hardy

This session moves from inspiration to application. Every leader leaves the room with a completed **Cooperative Canvas**, a 1-page strategic tool mapping their organization's P6 opportunities and at least one cross-sector commitment documented.

Commitment Documentation
Each table nominates 1 commitment to share with the full room. These same commitments will be shared with all attendees within 72 hours of the Summit.

12:30-1:30p | LUNCH

1:30-2:30p | SECTOR ROUNDTABLES

Skipper Jones (AgCarolina Farm Credit), **James Watts** (Weaver Street Market), **Janiqua Jackson** (Three Sisters Market), **Brookes Versaggi** (Brunswick Electric Membership Corporation)
Small-group conversations organized in a cross-sector manner wherein each group surfaces shared challenges and real partnership opportunities to carry into the rest of the Summit.

2:45-3:45p | OPEN NETWORKING

3:45-5p | OPTIONAL ACTIVITIES

Unstructured time
Informal conversation, a walk on the beach, or rest before **The Gathering**. No agenda. Just space to connect.

6:00-8:00p | THE GATHERING: An Evening Reception

Summit Welcome: Aisha Everett | Reception Toast: Lauren Whaley
This is where the Summit earns its name.

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Fri **06** Nov, 2026

DAY TWO

8:30-9:30a | BREAKFAST

9:45-10:45a | SESSION I: Do We Have An Advantage?

Roundtable Discussion with Aisha Everett & Ivan Canada

The cooperative model was not built for easy times. It was built for exactly this moment: economic disruption, eroding public trust, and consumers who are hungry for something they can actually believe in. The question is not whether cooperatives are relevant. The question is whether we are taking full advantage of that relevance together.

This session brings the region's top cooperative leaders and practitioners into an honest, cross-sector conversation about what the cooperative advantage actually looks like in practice right now, and what it requires from us to activate it. Principle 6 is not a footnote. It is a business strategy. And the organizations in this room represent its most underutilized potential. We are here to change that.

10:45-11:00a | 15-MINUTE BREAK

11:00-12:15p | SESSION II: From Commitment to Action - Building Our 90-Day Roadmap

Workshop with Ashley Beach-Reid & Ronaldo Hardy

The Summit's closing session. Cross-sector working groups turn the ideas surfaced on Day One into a real 90-day roadmap: the initiative, partners, first step, and who's leading it.

Strategies without timelines are just intentions. This closing session is where the summit becomes more than a good conversation. Working in cross-sector groups tied to the P6 opportunity areas that surfaced on Day One, participants co-design the first 90 days of at least one collaborative initiative.

You'll leave with a roadmap, a partner, and a starting date that names:

- **The P6 initiative you're committing to pursue**
- **The organizations involved and each one's role**
- **First action, owner, and target date**
- **How CCC can support the work between now and the next Summit**

We'll close with a brief charge from CCC's Executive Director and a **Commitment Wall** – every participant posts 1 action they're taking within the next 30 days. These commitments, along with those made on Day One, will be compiled and shared with all attendees within 72 hours.

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