

What's in a Name?

*Some ideas I brainstormed for a name of the caregivers co-op in Outagamie County
Margaret Bau, August 10, 2005*

During the seven minute drive to the office this morning, I was trying to brainstorm names for the Outagamie County caregivers co-op. According to state law, any cooperative incorporated in Wisconsin must have the term "cooperative" or "co-op" in its legal name. (Would you believe there is a \$100/day fine for any business that falsely uses the term "cooperative" in its name if it isn't incorporated as a co-op??? There must be value in calling oneself a co-op!)

Do any of these seem catchy? Please, start jotting down name ideas you dream up!

- *The Caregiving Cooperative*
- *Circle of Care Cooperative*
- *Loving Care Cooperative*
- *Cooperative Solutions*
- *Quality Care Cooperative*

What about phrases that connote being dependable, being there for the long term (rock, pillar)?
What about biblical or cultural references?

- *Rock of Ages Cooperative*
- *We Will Honor Cooperative* (as in honoring your parents in their old age, honoring everyone around us no matter their abilities)
- *And Thou Shalt Honor Cooperative* (again, biblical reference to honor our families, PBS did a wonderful documentary by this name) <http://www.pbs.org/thoushalthonor/>
- *The Sophia Cooperative* ("sophia" is Greek for "wisdom" or "knowledge," meaning that we honor the wisdom of our elders, people with other abilities, and their caregivers.)
- *Agape Cooperative* ("agape" is Greek for "unconditional love" or "unselfish love of one person for another," meaning that we provide care unconditionally)
- *Daily Dignity Cooperative* (or some variation on the word "dignity" meaning that caregiving is about ensuring people's dignity)
- *Joie de Vivre Cooperative* (French expression for "joy of living" or "hearty or carefree enjoyment of life." There was a wonderful song honoring Mother Teresa called "Joie de Vivre." But I can't imagine people would find this an easy name to pronounce.)

What about honoring someone or a movement? For example, Lori Knapp Inc. in Prairie du Chein is an agency started in 1972 by the parents of a woman with developmental disabilities (Lori Knapp). They created the agency to help her and others live life fully outside of an institution. Is there a name of a courageous Fox Valley person that could be honored? (i.e. a returned vet who fought to live independently on his own terms, someone who was an advocate of people with disabilities or the elderly) i.e. Christopher Reeves

A reference to cooperative principles or symbols?

- *Twin Pines Home Care Cooperative*

Co-op symbols – Twin Pines

Two pine trees surround by a circle is the international symbol of cooperatives. The pine is the ancient symbol of life. Two pines emphasize the mutual nature of cooperation. The trees are dark green, the color of chlorophyll and the basic building block of life on earth. The circle surrounding the twin pines symbolizes eternity.

Cooperative Care incorporated the twin pines symbol into their agency logo. The twin pines have an added meaning to the area since Wautoma (the county seat) calls itself the “Christmas tree capitol of America.” Usually the twin pines symbol is enclosed in a circle. Cooperative Care chose to encircle the twin pines with a heart to symbolize its commitment to caring. At the center of the heart and twin pines is a home, a visual reminder that caring for people in their homes is the focus of Cooperative Care’s existence.

So, start thinking. What would you like to see in you co-op’s logo or company letterhead?