



## Human Service Cooperative Community NEWS LETTER May 2009

### Federated HSC® Membership Growth

#### THE FEDERATED HSC NEW MEMBERS

The Federated HSC has been working hard to enhance and grow the HSC community. We are proud to announce that we now have 7 HSC Member organizations.

With continued interest we anticipate growing even more in 2009. Thank you all for your support and membership.

#### Our 2009 Certified HSC Companies:

ASCENT, HSC Flagstaff, AZ

AZA United, HSC Phoenix, AZ

Inspire Co-op, HSC Phoenix, AZ

Freedom Co-op, HSC Memphis, TN

Keep Marin Green Cooperative, HSC San Rafael, CA

Community Choices Cooperative, HSC Champaign, IL

Total Link 2, HSC Northbrook, IL

### SAVE THE DATE!

For the 5th Annual Federated HSC Conference

**WHEN:** October 15th - 17th

**WHERE:** Comfort Inn  
7350 East Gold Dust Scottsdale AZ 85258  
480-596-6559

This year we are passing the mic to the real experts. HSC Co-op Members take the stage to lead conference sessions and tackle important issues.

An opening presentation of "Knowing Your Future: Potential, Passion, and Purpose" will be followed by a Co-op Showcase. You don't want to miss it!

Stay tuned as we will be sending out registration information as details are finalized.

For more information call us at: 602-404-7334

# HSC Companies Surviving The Economy

Over the past three decades, the Federated HSC and its Members have established a comprehensive service system supporting people with disabilities.

We are proud of our accomplishments but they have not come without challenges. Today we face a new challenge; the struggling state of our economy.

Economic crisis and budget shortfalls are forcing states to make cuts that directly impact the services people with disabilities rely on for daily living. At the same time states are faced with a

rising demand for improved quality and more self-directed opportunities.

Many human service systems are not known for being cost effective, they miss the point of self-direction, and often don't tap into local community resources.

The Federated HSC views the economic crisis coupled with the rising demand for self-direction as an opportunity for continued HSC growth.

## Service Marks

Organizations create service marks to identify and distinguish them from others in the same industry. Service marks differ from Trademarks that are used to distinguish products rather than services.

Service marks are legally protected but the organization must preserve its integrity. Organizations preserve their service marks by monitoring for infringement and use of the registered mark symbol (R). The registered mark symbol should be used at least once with the intended mark when referring to it in a document, presentation, promotional material, or advertising piece, etc. In addition the mark should always be used in its original form.

The Federated HSC established service marks with the United States Patent and Trademark Office to protect the identity and interests of its Members.

The Federated HSC maintains service marks for the following:

HSC  
Federated HSC  
Federated Human Service Co-op  
Federated Human Service Cooperative  
The Power of Many  
The Federated HSC Logo

The Federated HSC grants permission for its HSC Members to use the HSC mark. Permission is given upon issuance of a Membership Certificate that is renewed annually.

For additional information on the Federated HSC service marks and their proper use please contact Sara Wilson at [sara@federatedhsc.coop](mailto:sara@federatedhsc.coop) or call 602-404-7334. You can also go online to the US Patent and Trademark office: <http://www.uspto.gov>

Is driven to help in the quest for self-directed service alternatives. The HSC Educational Foundation offers resources ranging from learning opportunities and fundraising, to outreach and awareness.

For additional information on how to get involved and learn how to access the Foundation's benefits, email:

[holly@federatedhsc.coop](mailto:holly@federatedhsc.coop)

### **Contact Information**

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