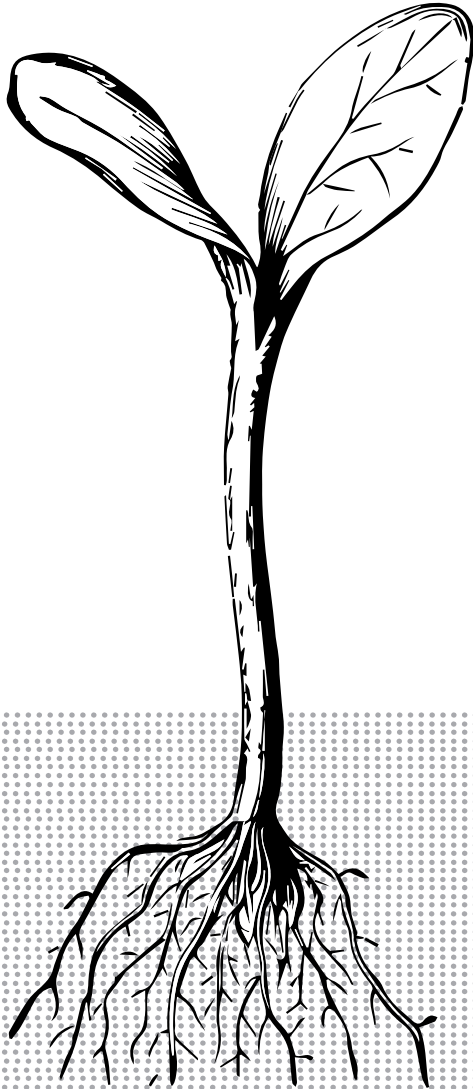


# FOOD *for* THOUGHT

**Marquette Food Co-op**  
Newsletter

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Spring 2016





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*This newsletter is published in-house four times per year for owners and friends of the Marquette Food Co-op.*

## Marquette Food Co-op

906-225-0671 • open daily, 8am to 9pm  
info@marquettefood.coop  
www.marquettefood.coop

## Board of Directors

Tom McKenzie PRESIDENT  
Brian Brady VICE PRESIDENT  
Barbara Krause TREASURER  
Phil Britton SECRETARY  
Cori Ann Noordyk  
Mike Potts  
Janna Lies  
Emily Wright  
Bradley Jackson  
Matt Gougeon GENERAL MANAGER  
Emily Weddle BOARD RECORDER

Everyone is welcome to attend Board Meetings, held the third Tuesday monthly at 6pm in the Co-op's Community Classroom. For board member contact info:

[www.marquettefood.coop](http://www.marquettefood.coop)

## Disclaimer

The views within this publication are as diverse as the 4,000+ households sharing ownership of our Co-op, and thus do not represent the store, its Board of Directors, or staff. The Co-op does not prescribe health treatments or products. We offer the extensive knowledge of our staff, and encourage you to prescribe for yourself—every individual's right.

## Marquette Food Co-op Global Ends

The actions of the Marquette Food Co-op provide access to local, organic, and wholesome products, and the benefits of a healthy, diverse, educated, and sustainable community.

*These actions shall be guided by:*

- 1 Economic Vitality**  
MFC successfully uses the cooperative business model, primarily through a retail storefront, as a component of a robust local economy.
- 2 Outreach and Education**  
MFC uses multifaceted approaches to proactively engage our community and promote cooperative principles and support the operations of the store.
- 3 Owner Engagement**  
MFC maintains connection and relevance to its owners and encourages them to take an active role in order to sustain the cooperative.
- 4 Wellness**  
MFC promotes health and wellness in our community through the principles of eating good food, staying connected, being active, and rest.
- 5 Community Leadership**  
MFC takes a collaborative leadership approach to positively impact our community.
- 6 Local Emphasis**  
MFC gives preference to local products and services that align with operational principles.
- 7 Environmental Stewardship**  
MFC strives to conduct its operations in an environmentally conscious manner.
- 8 Model Workplace**  
MFC fosters a workplace in which there is a professional culture of mutual support and open communication, while balancing personal and organizational needs.
- 9 Food**  
The MFC provides access to local, organic, wholesome, and fairly-traded food and products.

## The Cooperative Principles

Voluntary and open ownership.  
Democratic owner control.  
Owners' economic participation.  
Autonomy and independence.  
Education, training, and information.  
Cooperation among co-ops.  
Concern for the community.



# Calendar

## Board of Directors' Meetings

March 15

April 19

May 17

(tues) 6pm

## Wellness Days

March 27

April 24

May 29

(sun)

5% off all body care items, bulk herbs, teas & spices, general merchandise

## Getting To Know Your Co-op

March 14

April 11

May 9

(mon) 6pm

rsvp 225-0671 x724

## Acoustic Brunch at The Co-op

March 6, 13, 20, 27

April 3, 10, 17, 24

May 1, 8, 15, 22, 29

(sun) Noon - 2pm

Every Sunday the Co-op Kitchen will feature hot breakfast food, tea, and coffee. Listen to musicians perform in the café while you dine

## Annual Board of Directors Election

March 4 - 14

vote online @ [www.marquettefood.coop](http://www.marquettefood.coop)

## Annual Owner Meeting & Social

March 18

(fri) 5:30pm @ NMU Great Lakes Rooms

## Easter

March 27

(sun) Co-op closed all day

## Cooking Classes

March 22 or 29: Mexican Street Food

April 5 or 12 : Dosas, Idlis, & Uttapoms

May 24 or 31 : Spring Northern Italian

6pm

in the Co-op Classroom

register @ [www.marquettefood.coop](http://www.marquettefood.coop)

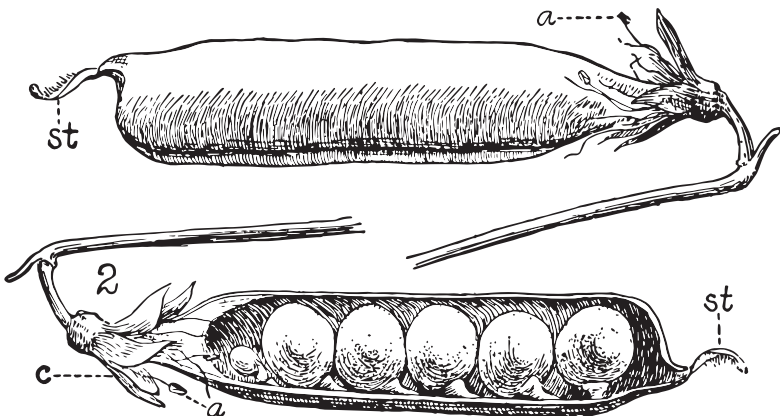
or call 225-0671 x723

## Memorial Day

May 30

(mon) Co-op closed @ 7pm

Visit [www.marquettefood.coop](http://www.marquettefood.coop) for full event details.



# Begin with the “Ends”



**Y**ou may have seen posted in the store or linked to our Facebook and website, a copy of our Ends Report for 2015. I recommend you find it and read it. As you know, your Co-op runs via Policy Governance, a method employed by our Board of Directors to limit the activities of and monitor the operations of our store. That means there’s a fat policy register that contains all the policies for running the store, governing it, and for how communication happens between the board of directors and operational management. Part of the board’s job is to adopt, write, and alter policy reflecting the needs of our members. My job, as GM, is to interpret these policies and make operational actions happen toward compliance and fulfillment of them. There are policies about every aspect of running a consumer cooperative; financial management, customer treatment, asset protection, budgeting, communication, and more. The board also has policies it follows for things like accountability, delegation to the GM, agenda planning, and conduct. Some policies are more specific than others. As the GM, I report on compliance with policy. This means I provide the board with an interpretation

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## **The policies reflect the growth of our organization and its changing role in our community.**

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of a policy and provide them with data that shows whether or not we are in compliance. This is not a “right” vs. “wrong” judgement but just whether, or not, we are meeting policy as written by the board who represent the members. The board’s job is to judge whether my interpretation of policy is reasonable and to also determine whether the data provided to them is enough to show compliance. This method of monitoring operations is effective because the policies provide a common language for the board and management to communicate through. It also helps greatly in defining the roles each of us play in moving the organization forward in a positive and impactful direction.

The broadest policies in our register are the Ends Policies. The Ends are meant to determine the big picture activities of our cooperative. You know, those things that, at the end of each day, we’ve tried to accomplish as a community owned business. We have one overarching Global Ends Policy and nine sub Ends Policies. I’m happy to tell you that the Ends Report for 2015 was accepted by the board, as written and submitted to them by management, and found to be in compliance.



this is significant in that this was the first year of reporting on new Ends Policies that were written by the board in 2014 and adopted in 2015. The policies reflect the growth of our organization and its changing role in our community. Included in the Ends are new characteristics like community leadership, being a model workplace, economic vitality, and the direct promotion of community wellness.

So, if you haven't found this report yet, follow this link: [www.marquettefood.coop/community/co-op-news/](http://www.marquettefood.coop/community/co-op-news/) and see how your co-op continues to be integral to this community and throughout the Upper Peninsula. Think for a moment about how unique and successful this relationship between members, policy, and management has been. We have solid organizational systems

in place that keep us safe from exploitation, keep the members leading the way, and keep operations supported as we continue to grow this cooperative and do the good work we do for more people for years to come. I look forward to another year of finding ways to meet member need through fulfillment of policy written by the members of this cooperative.

**Matt Gougeon**  
**General Manager**

906-225-0671 x710 / [gm@marquettefood.coop](mailto:gm@marquettefood.coop)



# ANNUAL

*Board of Directors*

# ELECTION

**Vote Online**

*March 4<sup>th</sup> - March 14<sup>th</sup>*

at

**[www.marquettefood.coop](http://www.marquettefood.coop)**





# ANNUAL OWNER MEETING & SOCIAL

2016

*Come join us for an evening of good food, good friends, and an update on our store provided by Co-op management, board, and staff members!*

**Friday, March 18**

**Great Lakes Rooms**  
NMU University Center

**5:30 - 8:30 PM**

7:00 "State of Our Co-op" Meeting

**\$5 for Adults**  
**Kids under 12 FREE**

Meet & greet of newly elected Co-op Board members

Heavy Hors d'œuvres  
*(something for everyone, including gluten-free & vegan)*

Coffee, Tea & Flavored Water

Live Music by **Soul Pasty** *(jazz)*

Cash Bar *(featuring Michigan beers & wines)*

Incredible door prizes!

*including 2 grand prizes:*

- \$300 Co-op Gift Card
- Private Co-op Cooking Class for up to 8 people

# Board of Directors Candidates

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## 4 Candidates 3 Open Seats



### JAMIE ACOCKS

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I'm a Marquette native who enjoys all of what the UP has to offer—especially the beaches and our amazing community! I live in Marquette with my husband Scott and our daughter Nola.

With my long history of membership, volunteering, and employment at the MFC, I bring an “insider” perspective to the Board of Directors.

I have been shopping at the Co-op since the 90's when the store was in the tiny house on Washington St. I have fond memories of discovering new food, food politics, and I loved getting to know another part of our community whose commitment to bringing healthy and diverse foods to MQT was not just a “job” but a passion.

I volunteered at the co-op unloading the UNFI truck beginning in 2005, and from there I was hired into the Front End Manager position (2006-2014).

I have BIG LOVE for the MFC. Through my years of employment I realized that the MFC is more than a grocery store—it's where people go to relax, connect, discover, have mini food adventures, and to share a window into their world. The MFC is where everyone in our community can be themselves—happy, grumpy, inquisitive, from doctors & lawyers, to off-gridders, snowplow operators, hockey coaches to ballet teachers, old, young, and everyone in between! The MFC is a well-known, well-loved, and well-respected hub of positivity in Marquette.

I hope to influence the next phase of the MFC's growth by offering my time and working with the other board members to support the staff, management, and ownership as we come out of the expansion phase and into the next great phase in MFC history.

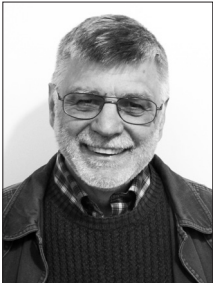




## **MICHELLE AUGUSTYN**

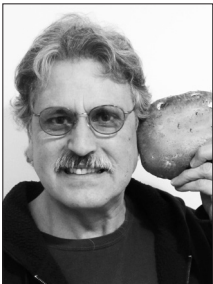
I am a mother of three beautiful people and a wife to one best friend. I spend most of my time caring for my family and finding creative ways to keep balance, peace, and personal prosperity in our lives. My own hobbies include cooking, preserving food, eeking out every possibility from my garden, dancing, hiking, sewing, reading, and playing softball.

I would like to serve on the Board of Directors because the Marquette Food Co-op has been an integral part of my life since moving to Marquette eight years ago. I became a member right away, and I continue to shop at the Co-op for a majority of my needs. I would be honored to have the opportunity to represent our Co-op community as a member of the Board.



## **RICHARD KOCHIS**

Having served on the MFC Board from 2006 through 2013, the last two years as Board President, and having been part of co-ops since the 1980's, I believe I have the experience to be an active and involved Board member. I have been a practicing social worker in the Marquette area for almost twenty years. Looking forward, my goals include helping put the Co-op on strong financial footing, especially looking for ways to reduce the current debt load. Also, I believe that the Co-op needs to continue to be a strong partner to our local producers who work hard to provide quality food and other items to our owners. It is the Board's primary responsibility to ensure that the management meets the needs and desires of the membership. To that end, every board member needs to be an active partner with management, while staying in touch with the expressed needs of the owners.



## **JOHN MALLO**

I moved to the Upper Peninsula in 1980 because I was interested in living a healthier and more natural lifestyle. I am very appreciative of the opportunity the Marquette Food Co-op has provided to help my family achieve that goal. I would like to volunteer my services to maintain and continue this effort to help our community have healthy food and lifestyle options.

# Something new is growing at MFC

## MFC PROMO TEAM



**N**ow that we are settled into our home at 502 West Washington we have the opportunity to take a good look at our Co-op – who we are, what we are doing and where we are going through the implementation of an Operational Strategic Plan. Exciting stuff! One of the Big Ingenious Goals (BIGs) outlined in our Operational Strategic Plan is the creation of a “comprehensive marketing /branding plan.” Our Co-op is fortunate to have an amazing and talented staff committed to the creation and implementation of such a plan. As our Director of Communications and Marketing, I have the honor and pleasure of leading the group that is working to develop this plan.

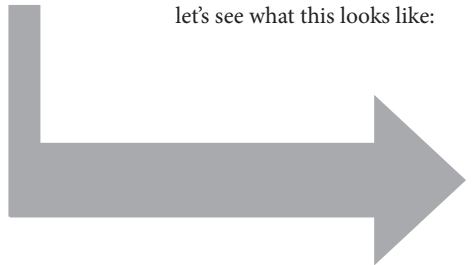
**This shows how invested our employees are in our Co-op and how willing they are to lend their time and energy into making our Co-op the best that it can be.**

sprang up at our Co-op. Grow Teams are open to all staff and are led by Promo Team members. The role of the Grow Teams is to make innovative recommendations to the Promo Team relative to

their team’s Big Ingenious Goals (BIGs) and rooted in a “boots on the ground” perspective. Grow Team members are expected to bring forth ideas that strengthen MFC’s identity/brand—internally, externally, virtually, and tangibly as it relates to the subject matter of their respective Grow Team. Ultimately the Grow Teams identify areas for improvement and propose solutions.

Each of the six Grow Teams has a BIG that is unique to that team as well as two BIGs common to all teams. Here, let’s see what this looks like:

This past October marked the beginning of our work. First came the creation of the Promotions Team (Promo Team) in early October whose purpose is to assist in the development and implementation of an MFC marketing strategy as well as the promotional plan to support that strategy. By the end of October, six Grow Teams



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## **GROW TEAM BIGs**

*(Big Ingenious Goals)*

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### **Team #1 OWNERSHIP**

Make Co-op ownership more exciting and accessible for EVERYONE.

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### **Team #2 CUSTOMER SERVICE**

Improve our Co-op's customer service program and its consistent application across departments.

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### **Team #3 IN-STORE ENVIRONMENT**

Determine the best smell, taste, look, feel and sound for our Co-op's in-store environment.

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### **Team #4 ADVERTISING**

Determine the best tone and personality for our Co-op's external and internal print, TV, radio, social media, and guerilla marketing materials/tactics.

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### **Team #5 PRICING STRATEGY**

Create a store-wide pricing strategy that appeals to a broad customer base while maintaining our Co-op's commitment to selling food that is healthy, green, fair, and affordable.

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### **Team #6 STAFF COMMUNICATIONS**

Ensure that all MFC staff understand the ins and outs of the identity/brand that we are creating for our Co-op and the role that they each personally play in that identity/brand.

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## **COMMON BIGs**

*(Big Ingenious Goals)*

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- Conduct a successful audit of your team's area of focus.
- 
- Put together 6-10 recommendations to potentially serve as the basis for this area of MFC's overall marketing plan.
- 

At the end of February 2016, after each group has conducted an audit of their respective focus areas and put together recommendations for improvement, the Promo Team will vet the recommendations. The vetting process will be based on practicality of implementation, cost, fit with overall marketing plan, and relative ROI (return on investment) as defined by the triple bottom line of people, environment and profit. Vetted recommendations then go to our Co-op's administration team for final approval and inclusion in our Co-op's marketing plan.

This has been a huge and worthwhile project that stands to bring great rewards to our Co-op. 44 of our 95 staff members signed on to be part of a Grow Team. This shows how invested our employees are in our Co-op and how willing they are to lend their time and energy into making our Co-op the best that it can be. Each team member and each group has been innovative, thoughtful, and fun in their approach. The new Marketing Plan will roll out this Spring. Be ready to catch the wave of excitement and experience the improvements it will bring to your shopping experience.

**Natasha Lantz**  
**Director of Communications & Marketing**

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**Marquette Food Co-op**  
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