

The Co-operator

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

Members' Extra Discount Days
Sundays: 2/13 & 3/13
Shop 8 am - 9 pm

Board of Directors Meeting
All members are welcome.
Check meeting times in store entrance for next meeting.

The Co-Operator Deadline
All submissions and ads are due 2/10/11 for the March 2011 issue.
For more information, call Member Services at 412.242.3598.

Join us for a Co-op Orientation Night
Learn the secrets every member wants to know — Tuesdays at 7pm.
Register with Outreach Coordinator Berry Breene, at 412.242.3598, ext 208, or outreach@eastendfood.coop.

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EAST END FOOD CO-OP
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www.eastendfood.coop

Alternative Food Culture & New Co-op Revive Hope in New Orleans

By Robin Asbell

It used to be that when you mentioned New Orleans, someone told a story of partying at Mardi Gras or the Jazz Fest, or eating po-boys and etouffee.

Hurricane Katrina changed all that. Now when you mention a trip to New Orleans, people talk about levees and FEMA and whether the flooded areas will ever be rebuilt.

For the residents of New Orleans, the hurricane is a constant presence, but there are genuinely good things happening there. The food scene is a crucial barometer of New Orleans culture, and it is coming back, in some ways better than before. In fact, not only are most of the old restaurants open, but new ones are springing up, too. There are even signs of a burgeoning alternative food movement.

Food co-op lovers will be pleased to hear that a budding food co-op is moving toward opening a storefront in the Ninth Ward, the neighborhood hit the hardest by the disaster. Startup volunteer Victoria Baker spoke about the new opportunities for the New Orleans Food Co-op. "It all started five-and-a-half years ago, John Calhoun held a meeting to see if there was any interest in starting a food co-op. Seven of the original members are still involved. A buying club became one way to get food access, but the plan was always to get a storefront. The site we are looking at now is on St. Claude Avenue at St. Roch, on the side of St. Claude that didn't flood."

If anything good could come from such a terrible flood, it may well be the interest in starting the food co-op. "Since Katrina, and the massive corporate abandonment of the city, people get it that if you don't own it, you lose it. When we talk about community ownership, that has tremendous power here. People in this neighborhood are just struggling, so they don't have much money to give, but we get a universally positive response." Baker hopes that the co-op can build interest and partner with organic growers. "We are going to

create a market for organics, and that will change things for the restaurants, too." (If you want to get involved in the startup, or even donate, visit www.nolafoodcoop.org.)

The Crescent City is known for reveling in decadent food, heavy on meat and fat and light on vegetables. Fortunately, there are also many chefs who love and celebrate traditional New Orleans food, but who are updating, riffing on the standards and using local ingredients in creative ways. Some of them even offer vegetarian food.

A dinner at Bayona was a highlight in that regard. Chef and owner Susan Spicer is building a national reputation while using local ingredients and flavors. "We try to use local whenever possible," said Spicer, "and steer in the direction of sustainable, humane husbandry. We have a great bounty of natural ingredients from the sea, but we have to stay informed and stay away from what is overfished."

Her signature style is slightly more international, with global flavors sneaking into Southern cuisine. "We tend to use traditional ingredients in non-traditional ways, like a crawfish tart or curry. We are also more vegetable based. I like to buy the best local produce at any given time and make the menu from that. The vegetables inspire what we do, and we keep it flexible and make vegetarian dishes as well."

In the warm, convivial restaurant, the struggles of the past years were imperceptible. "Bayona closed for two-and-a-half months, and I reopened it by commuting from Jackson, Miss., where I lived until I finally got back into my house last June. We lost all our staff. Even now, three years later, only about 50 percent of the people in my neighborhood are back. Convention business has dropped drastically, even though we are able to accommodate them now with no trouble. We want people to know, a lot of what was always wonderful about New Orleans is still wonderful."



Like Spicer, Chef John Besh cooks with a passion for his regional cuisine, adding world-class sophistication. Besh was already a famous, telegenic star chef when Katrina hit. A former Marine, he and his intrepid sous chefs came back as soon as the storm passed and cooked beans and rice in a makeshift camp kitchen, then rowed the flooded streets, giving food to survivors. "I was just trying to scrape together food, and then my old Marine buddies started bringing food from all over the country."

He reopened Restaurant August to give away food to all comers, feeding survivors and news crews what he could. Now Besh has three high-end restaurants, and you'd never know the gritty reality of his getting there.

And the new restaurants? A new wave of Vietnamese and other international restaurants have blossomed in the city. I ate Indian and Cuban food and found a German place serving rabbit and schnitzel, all in the French Quarter.

It's been a tough road and will undoubtedly take years for New Orleans to fully rebuild. Three years later, blocks and blocks of the Ninth Ward are flattened, but even these have given rise to a new revenue stream, the Disaster Tour. Buses of tourists can ride through and hear the story, then head back to the Quarter for a Muffaletta. New Orleans flourishes because the indomitable spirit of those who love her just keeps coming.

Robin Asbell teaches, writes and cooks in Minneapolis. Her articles have appeared in *Vegetarian Times*, *Better Homes and Gardens* and *Taunton's Fine Cooking*. Her first book, *The New Whole Grains Cookbook*, is available from Chronicle Press.

— See Recipe, page 7

All members are welcome to attend the Co-op Board Meetings. Check the bulletin board in the front vestibule for dates, times and agenda items. Check meeting times in store entrance for next meeting.



Dated Materials — DO NOT DELAY

East End Food Co-operative
7516 Meade Street
Pittsburgh, PA 15208
www.eastendfood.coop



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rob's corner

Hello, Co-op members. This is a special edition of Rob's Corner. We recently presented our Ends Report to the Board of Directors. This report basically summarizes our efforts to live our mission during the 2009/2010 period. This is the first time we are publishing this report for you. I hope that when you take a look, you will

A. Ends: GLOBAL EXECUTIVE LIMITATIONS

East End Food Co-op, a member-owned business, exists to create, promote and sustain a healthy, strong and vibrant local community that serves the need for physical well-being, mutual respect, social connectedness and economic vitality while ensuring sustainability in the use of all resources toward this end.

Managements Interpretations accepted by the Board the previous 3 years:

- 1) East End Food Co-op exists to support our local community with a sustainable business that offers healthful products, and education about those products, to ensure physical well-being.
- 2) We treat ourselves and our customers with respect and provide a focal point to socially connect.
- 3) We believe in supporting the local food and local/urban farming community beyond simply purchasing their products and help find ways to grow the sector to meet the needs of our region.
- 4) We support the sustainable development of our Co-op, our neighborhood, our city, and our region.

1. East End Food Co-op exists to support our local community with a sustainable business that offers healthful products, and education about those products, to ensure physical well-being.

FISCAL SUSTAINABILITY: Profit-Growth-Cash

- ▷ In preparation for expansion, for the 2nd fiscal year in a row, the staff and management of East End Food Co-op delivered a 2.2% net profit. 1% to 3% is considered to be "best practices" in the Co-op industry for net profit.
- ▷ For the 2nd fiscal year in a row, we posted 2% growth coming in at 2.3% for the year, with 4% growth in the 2nd half. Top quartile growth for Co-op's our size and type was 5.5% over the fiscal year. While not at the level of underperformance, this trend is one being addressed with improvements to inventory management systems (improving pricing and value image), and the recently approved remodel due this spring which is anticipated to have a significantly positive effect on sales growth trends at East End.
- ▷ EFC has a large cash reserve, as any co-op preparing for expansion should. At the close of the fiscal year in June, we had enough cash to pay our bills for over 40 days if operations were to be disrupted, well above the National Cooperative Grocers Association (NCGA) minimum healthy co-op standards of 10 days.

SOCIAL SUSTAINABILITY: Local-Organic-Sustainable Farming, Social/environmental Activism and Education.

- ▷ The purchasing policies in our owner guide identify the primacy of organic and local in our purchasing decisions, which we interpret as a socially sustainable practice. As an example, we are the largest purchaser of produce from Grow Pittsburgh's Braddock Urban farm, which we utilize in Café foods. These purchasing policies are being upgraded and improved once again as part of our new 5 year plan.
- ▷ We successfully worked with our vendors to develop software for highlighting local food purchases on customer receipts in 2011.
- ▷ We were a "Patron of Sustainability" of the 2010 "Farming for the Future" Conference, put on by the Pennsylvania Association for Sustainable Agriculture, making the largest single donation in our Co-op's history.
- ▷ We helped plan and sponsored the 3 Rivers Bioneers Conference, bringing our local social and environmental justice activists together to learn, network, and recharge their batteries.
- ▷ We partnered with the Penn State Cooperative Extension, Enrico Biscotti Company, and activists Fernando Cardoza & Monica Noqueira to lay the groundwork for a local chapter start-up of the Business Alliance for Local Living Economies (BALLE).
- ▷ We are a fiscal sponsor of the Cornucopia Institute, a lead-

ing watch-dog organization that works to defend organic, sustainable, and family farming practices in the United States.

- ▷ We completed our build-up to having one of the top Education Departments in NCGA-with one of the best selections of books and magazines around, focused directly upon realizing our Ends Policy through education of our consumers.
- ▷ We have invested in the sustainable redevelopment of our local community as an impetus, and core leader, of the Bridging the Busway community redevelopment project. With environmental sustainability a given for this project, we have focused our resources on social sustainability, developing the Social Equity Sub-Committee of the Steering Committee. The Social Equity Sub-Committee is chaired by long-time Co-op working member Irene McLaughlin who works on this project for us. The recent focus of the Sub-Committee has been on developing the concept of "Displacement Free Development" to address the core issues many African Americans have experienced with just about every community redevelopment project ever attempted in one of their neighborhoods in Pittsburgh.
- ▷ We sponsored the Pittsburgh Food Policy Council, hosting the monthly meetings, subsidizing a paid intern 4 days a month, and representing the organization in testimony on proposed Urban Agriculture Zoning Codes before City Planning, then the Planning Commission, and before City Council.
- ▷ We began a sponsorship of the Food is Elementary program in the Faison school, and Lincoln Elementary. This Education program which teaches local young underserved children how to make and eat good healthy food from the shelves of the Co-op was a truly inspirational experience to me when I attended a session.

OPERATIONAL SUSTAINABILITY: Business Practices and Operations.

- ▷ We developed product purchasing guidelines as part of our new Owners Manual which has already become obsolete with the central themes identified in our long-term strategic planning process.
- ▷ We initiated a new planning process to more comprehensively support our core values of Healthy-Local-Sustainable-Organic with the development of revamped product selection policies.
- ▷ We began planning a remodel to improve our ability to provide our customers with more Healthy-Local-Sustainable-Organic choices.
- ▷ We started an in-store pre-consumer and post-consumer composting program, investing an additional \$2,000/year in sustainable waste reduction. We have just this month contracted with a new local start-up composting firm to "close the circle" here at East End. This "Food to Farm Soil" program will utilize Co-op compostable waste to develop soil for local farms, as well as for sale to our customers in the store, and is budgeted to be revenue neutral in the first year, and save us money in the 2nd year, over Ag Recycle.
- ▷ We did the first Waste Audit of the Co-op to help us better manage our reduction, reuse, and recycling programs. We were pleased to discover that with the new composting program we reduced the percentage of waste (by weight) we send to landfills an impressive 59 points in the last year. Presently only 9% of Co-op waste finds its way to the landfill, with 31% being recycled and 59% now being composted.
- ▷ We continued our fine lecture/speaker series program with a focus on healthy and sustainable living.
- ▷ We completed our build-up to having one of the top Education Departments in the Co-op world with one of the best selections of books and magazines available focused directly upon realizing our Ends Policy through education of our customers on topics such as Sustainability, Food Systems, Healthy Living, Local Economics, etc....
- ▷ All new equipment purchases at the Co-op in 2010 were Energy Star compliant.

Rob Baran, General Manager



- ▷ Note: We do not control energy decisions at the Co-op as that is the province of the building owners. With this in mind, we have developed a 2011 goal for our Sustainability Coordinator to leverage our strong relationship to improve energy usage and efficiency building-wide over the next several years.

2. We treat ourselves and our customers with respect and provide a focal point to socially connect.

- ▷ For the 2nd year in a row we were compliant with the Co-op's Living Wage Policy in GM monitoring report B-2 Compensation and Benefits.
- ▷ The Management Team of the Co-op spent 6 months in 2010 reviewing and discussing the Employee Handbook and Operational Initiatives on a weekly basis to ensure that all departments are interpreting our policies the same to ensure the consistent and thereby respectful application of personnel policies and procedures across all departments.
- ▷ We followed up our first comprehensive harassment prevention training from 07/08. The management and or the staff of EEFC attended trainings sessions with our labor lawyer, a Human Resources consultant, and the Center for Victims of Violence and Crime, in 2009/2010.
- ▷ It is our intention that within the next 2 years we become known for having the best customer service in the Pittsburgh retail natural foods market. In 2009/2010 we hired an Organizational Trainer, who has begun implementation of the Customer Service Training program we developed with staff input in the previous fiscal year.
- ▷ We are a focal point to socially connect via events like Winterfest, the Art Harvest Street Fair, and the Three Rivers Bioneers Conference as well as the daily socializing our customers enjoy in our dining room and the rest of the store.

3. We believe in supporting the local food and local/urban farming community beyond simply purchasing their products and help find ways to grow the sector to meet the needs of our region.

- ▷ We are core Partners with Grow Pittsburgh, purchasing, donating, and attending events on a regular basis.
- ▷ We are core partners with the Pennsylvania Association for Sustainable Agriculture (PASA), are lifetime members, and made our largest sponsorship of any kind ever to the "Farming for the Future" Conference in 2010.
- ▷ We have been in discussions with several groups over the last year on partnering to develop a community commercial kitchen to help address the processing facilities gap defined in the Regional Food Infrastructure Network report (RFIN) of 2008.
- ▷ We hosted the Penn's Corner Farmers Alliance CSA drop on Tuesday evenings until they decided to relocate to another location last summer.
- ▷ We sponsored the Pittsburgh Food Policy Council, hosting the monthly meetings, subsidized a paid intern 4 days a month, and represented the organization in testimony on proposed Urban Agriculture Zoning Codes before City Planning, then the Planning Commission, and before City Council.

4. Further, and extremely crucial in our times, we support the sustainable development of our Co-op, our neighborhood, our city, and our region. Note: Interpretation #4 has already been comprehensively addressed in the previous 3 Interpretations, so we will mostly review a few highlights.

- ▷ We served as an informal advisor to the URA on issues revolving around urban grocery store development in the City of Pittsburgh, and have answered requests in the last year to lend our expertise to URA's efforts along these lines. It's hard to have sustainable development in the City without solving the grocery store problem.
- ▷ As noted earlier, we are core leaders of the Bridging the Busway sustainable community redevelopment project.
- ▷ We sponsored the Pittsburgh Food Policy Council.
- ▷ For the sustainable development of our Co-op, please reference your previously read Operational Sustainability section of Interpretation #1. 🍌



ENDS POLICY STATEMENT

East End Food Cooperative, a member-owned business, exists to create, promote and sustain a healthy, strong, and vibrant local community that serves the need for physical well-being, mutual respect, social connectedness and economic vitality while ensuring sustainability in the use of all resources toward this end.

Adopted by the EEFC Board of Directors, January 24, 2005

STATEMENT OF COOPERATIVE IDENTITY Definition

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural need and aspirations through a jointly-owned and democratically-controlled enterprise.

Values

Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

Seven Principles

The co-operative principles are guidelines by which co-operatives put their values into practice.

1: Voluntary and Open Membership

Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political and religious discrimination.

2: Democratic Member Control

Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and Women serving as elected representatives are accountable to the membership. In primary co-operatives members have equal voting rights (one member, one vote) and co-operatives at other levels are also organized in a democratic manner.

3: Member Economic Participation

Members contribute equitably to, and democratically control, the capital of their co-operative. At least part of that capital is usually the common property of the co-operative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing their co-operative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the co-operative; and supporting other activities approved by the membership.

4: Autonomy and Independence

Co-operatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their co-operative autonomy.

5: Education, Training and Information

Co-operatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their co-operatives. They inform the general public-particularly young people and opinion leaders- about the nature and benefits of co-operation.

6: Cooperation among Co-operatives

Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through national, regional, and international structures.

7: Concern for Community

Co-operatives work for the sustainable development of their communities through policies approved by their members.

Source: ICA News, No. 5/6, 1995.

Last updated: 2 June, 1996.

members SPEAK OUT



Comment Cards ...

Please start carrying cake yeast.

I'm sorry, our distributor carries the Red Star baking yeast, which we carry, but not the cake yeast.

— Maureen Girty, Grocery Buyer

What's up with the Tree of Life Fruit Spread? It seems like you are doing away with it.

No, in fact, we now carry more flavors and offer them at a lower price.

— Jim McCool, Stockroom

Is it possible to receive The Co-operator online and not by mail? With an e-mail notification when it has been posted on the web?

Sure! Just e-mail memberservices@eastendfood.coop or call customer service at 412-242-3598 with your request, and we will take you off the newsletter mailing list. We are not currently sending out notifications, but you can find the latest issue online at our homepage www.eastendfood.coop around the first of each month.

— Kara Holsopple, Member Services Manager

Please have bulk Sunflower Oil.

Thank you for the suggestion, but we do not have the room for this at the moment. It is possible to order a 35 pound container of it, if you are interested.

— Ian Ryan, Bulk Foods Buyer

Could you please, please, PLEASE consider having Winterfest somewhere else that has even a modicum of atmosphere AND provide more local food for it? The joy and yumminess factor has decreased so much that I will not attend anymore.

Thank you for your comments, and I am sorry that you have not been enjoying the party. Incorporating more local food is a great idea, and we will definitely add it to the list for how to improve the event going forward. We are certainly open to suggestions on locations for Winterfest, and would love to hear about any options you know about which are affordable, accessible and accommodating to a large crowd. Thanks again for your input.

— Kara Holsopple, Member Services Manager

COMMENT CARDS and the Comment Card Box can be found at the CUSTOMER SERVICE DESK.

THE JOURNEY EXPO Pittsburgh 2011 MIND, BODY & SOUL EXPO

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Limited Vendor Space Available.

the food YOU EAT

what's cookin' at the co-op café kitchen!



So these delicious treats are gluten, dairy, soy, nut, egg and legume- free! The only thing not missing is the delicious, chocolately flavor. Use a high quality fair trade cocoa powder to make the most of this recipe. To crank it up a notch for your Valentine, serve these cut into bite-sized pieces with cut up fruit in the vegan chocolate fondue that follows! Enjoy!



Beet Brownies

Gluten, Dairy, Soy, Nut, Egg and Legume-free
Makes 16 brownies

3/4 cup unsweetened cocoa powder
3/4 cup granulated sugar
1/2 cup sweet sorghum flour
2 Tablespoon ground flax seed
1/2 teaspoon baking powder
1/4 teaspoon baking soda
1/2 teaspoon salt

1 cup roasted and pureed beets (4 or 6 smallish beets)
1 tablespoon cider vinegar
1 tablespoon vanilla extract
1/4 cup boiling water
1/3 cup gluten, dairy, soy, nut and egg-free chocolate chips

1. Ahead of time, roast the beets. Preheat oven to 450. Rinse the beets, coat in olive oil and a sprinkle of salt, and wrap in a tinfoil pouch. Roast for approximately one hour, until fork tender. Let cool (I stick them in the freezer for a bit where they'll cool off quicker) before peeling. Sometimes peels will slip right off after roasting, but other times you may need a peeler. I like to peel mine under a running faucet which also helps the outer skin come clear off. Puree beets in a food processor or blender.
2. Preheat the oven to 350 degrees conventional and lightly grease the bottom of an 8x8" glass baking pan with canola oil. In a large mixing bowl, whisk together the cocoa, sugar, sorghum, ground flax, baking powder, baking soda and salt. Stir in the pureed beets, the cider vinegar, the vanilla extract and the boiling water until the batter is thick and smooth. Pour the batter into the prepared pan and bake for 25 minutes. A toothpick inserted in the center will NOT come out clean, so don't over bake. The brownies will feel firm to the touch when they are done.
3. Remove the finished brownies from the oven and immediately top with the gluten, dairy, soy, nut and egg-free chocolate chips. Spread them with a knife until they are smooth. Let the brownies cool completely before cutting. I put mine in the refrigerator when they were cool just to harden the chocolate layer. For easy cutting, dip a very sharp knife in hot water before slicing. The covered leftovers may be stored in the refrigerator for up to 3 days.

Vegan Chocolate Fondue

Yield: Serves 4-6

3/4 cup soy milk (or you could use rice, almond, hazelnut, hemp or any other non dairy milk)
12 ounces vegan chocolate

1 teaspoon vanilla extract
1/2 teaspoon almond extract (or you could use any other extract or flavoring that you choose)

1. Place milk, chocolate and extracts into a double boiler* and heat until chocolate begins to melt. Whisk ingredients together until smooth.
2. Transfer fondue to a fondue pot. Place over a candle or canned heat burner. Vegan cake, strawberries, kiwis, pears, bananas, oranges, figs and dried apricots are just a few foods that pair well with fondue, but do not limit yourself to just these items.
3. Look around in your kitchen and pantry and ask yourself, "What doesn't taste good with chocolate?"

*If you don't have a double boiler, you can improvise. Take a stainless steel bowl and set it on top of a pot with water in it. Just make sure the bowl is big enough that it doesn't fall into the pot. Another sort cut would be to microwave all ingredients and then just whisk until smooth.



It's not what we've got, but how we use it:

A review of the books *Fever 1793* & *The Life We Are Given*.

— by Claire Westbrook

Often we look at our lives, throughout our lives, from a most literal point of view. Some never really question why it is we are here, or if they do, don't give it much more thought than, "I'm here because I was born", though I would like to think that this is more the exception than the rule. As I have grown over the last three decades, I can easily reflect how I once saw my life in the most literal terms, much as the heroine of Laurie Anderson's novel, *Fever*, does, as she navigates the increasingly terror stricken city of Philadelphia in 1793 when it was (in actuality) plagued with yellow fever.

Mattie Cook, all of 14 years old, works in her parents' coffeehouse and has very much lived her life thus far working and dreaming of what it is SHE would like to do. But she have her mothers fierce work ethic to abide by, and before she even gets to finish the day that she starts as the story begins, we are shown just how quickly her life takes a turn that she couldn't possibly be prepared for.

Which leads me to look over to the other book that strangely enough, compliments quite appropriately the scenarios that ensue, though it's approach hardly befits the trials of our main character, who has anything but time. In George Leonard and Michael Murphy's *The Life We Are Given*, a long-term program for realizing the potential of body, mind, heart, and soul is laid out for those of us who seek more than just being here for the sake of being here. ITP (Integral Transformative Practice) incorporates the principles of perseverance (which Mattie must procure in spades as she navigates horror after horror in her life during the epidemic), the involvement of the complete self, being guided by several mentors (as Mattie is throughout her journey), and surrendering to prior ways of thinking and functioning if one is to be successful in mitigating their experiences in life (accepting multiple deaths and her own near miss are certainly reflected here).

Certainly there are aspects of *Fever* that don't correlate with *The Life We Are Given* (namely that the type of approach the program offers was most likely not conceivable in the 1790's and that anyone

in the throes of a life threatening epidemic are likely not going to be practicing things like the ITP Kata). But as we make our way out of the city and back again as Mattie searches for the mother that she's become separated from, it never seems as though she will give up hope for a reunion, though at times, she does fear the worst.

The self-reliance that is reflected in our young role model is what brought me to the idea that *The Life We Are Given* does exactly address this characteristic of us all and how it is absolutely necessary if we are to realize our potentialities. Granted, there is a specific set of components to consider (and commit to) when employing the work of Leonard and Murphy's mostly tried and true practice. Since the speed of life has increased dramatically in the last 200 years, folks who find themselves caught up in all sorts of busyness could easily see the benefits of practicing things like yoga, meditation, and eating more mindfully. In fact, more and more people are turning to their inner selves and listening to their hearts and beginning similar practices to those described in the *Life We Are Given*. My only struggle with any type of self improvement program (and I've experienced several) is that for the ones in book form there's the obvious lack of interaction from a teacher or teachers. Conversely this is just what is needed for me to be able to really focus on and implement the types of "exercises" suggested, since I make my own schedule. Alas, I'm not committed to doing any sort of improvement program right now, but I don't feel as though things always need improving.

Another interesting parallel to *Fever* is the improvement factor, about how the situations and the remaining featured characters of the story are shaped more by consequence than anything else. It has me wondering: How much of our improvement is intentional? The answer would certainly seem to be most of it. Various negativities abound in the world, and yet where there's still so much positivity. Is that all coming from so many people casting positive affirmations, doing yoga and imagining a better world? Let's hope so.

What's New in the Aisles

Aisle 2

- Annie Chun's Brown Rice Pad Thai Noodles

Aisle 3

- Dancing Deer Pumpkin Pancake and Waffle Mix
- Down to Earth Natural Chopsticks

Aisle 5

- Solgar Phosphatidylserine 200mg
- Renewal Back Scratchers and Massagers

Aisle 6

- Twist Sponge Blossoms
- Deli Cooler
- LOCAL PRODUCT! Arsenal Cannonball Curds Cheese
- LOCAL PRODUCT! Nittany Valley Smoked Pepper Jack Cheese

Drinks Cold Case

- Marley Bottled Teas

Shipping problems have

caused us to come up

short on Co+op Deals

flyers over the last

months.

If you don't find one in your *The Co-operator* this time, you will soon!





Become a Tree Tender in 2011!

Join over 700 Pittsburgh Residents Greening the City, One Tree at a Time

Tree Pittsburgh is excited to announce the return of their popular Tree Tender Course, with six opportunities to learn more about urban forestry in 2011! Tree Pittsburgh is an environmental non-profit organization protecting and growing our urban forest through tree maintenance, planting, education and advocacy.

Tree Tenders help young street trees to survive and live longer, healthier lives in the city of Pittsburgh. Tree Tenders learn about urban forestry practices in Pittsburgh, tree biology, proper tree care & pruning techniques, planting practices, and common challenges and stresses that affect tree health in the city. Tree Tenders participate in Tree Plantings, Pruning Workshops, Tree Care Days, Tree Identification Walks, and more with Tree Pittsburgh. Tree Pittsburgh is getting closer and closer to having 1000 Tree Tenders—could you be the 1000th?

Tree Pittsburgh is partnering with Rothschild-Doyno Collaborative and the Children's Museum of Pittsburgh and 2011's course offerings will be at these locations, with the exception of the first course being held downtown. For dates and to register for a course, go to www.treepittsburgh.org or call 412-362-6560.

According to the 2005 City of Pittsburgh Street Tree Inventory, the city has approximately 30,000 street trees, and over 3,000 of those trees have been removed due to disease, vandalism or neglect. Thousands more trees are at risk of being removed if they do not receive much needed care. Tree Pittsburgh and the City Forestry Division are working to improve the urban forest, but residents can play an important role in increasing its health and reversing its decline.

The cost of the course is \$40 and includes materials, a meal at each session, and a t-shirt upon completion. A reduced rate option is available for those on a limited income—Contact Caitlin Lenahan for details at Caitlin@treepittsburgh.org or call 412-362-6360 for more information.



within reach

by Berry Breene

Volunteer Updates

The internal gears of the Co-op turn with a lot of help from member volunteers. Stocking shelves, promoting the Co-op at special events and bagging customer groceries are only a taste of the tasks volunteers complete at the Co-op. Preferably member volunteers keep a biweekly schedule though sometimes we have special projects that only last a few weeks for which we need volunteers. Throughout the month of January, for example, you may have noticed volunteers asking customers for email addresses so the Co-op can build an email list for business purposes. In February volunteers will enter the data collected into spreadsheets. Mostly, member volunteers help out in the stock room, where they are always needed and welcomed by staff!

If you are unfamiliar with our volunteer policies, you must be a Co-op member and at least 16 years old. Member volunteers can sign up for two or four hour shifts. A two hour shift earns 10% off Co-op purchases for one week from the day you volunteer, whereas a four hour shift earns the same discount but for two weeks. Special ordering while volunteer hours are current will earn you 5% above the wholesale cost of the case (typical case discounts for members are 20% off the retail cost). Member Volunteers should always sign-in to the Volunteer Log at the Customer Service desk. Not only does this help us to keep track of who is volunteering

and for how long, but also ensures that the volunteer is covered under worker's compensation. It's a simple yet important step in the volunteer process.

New member volunteers should always contact me and we will arrange a new volunteer orientation prior to your first shift. Volunteers can help with the GASLAND screening on February 2nd, hosted by the Co-op but held at the Gemini Theater (accessible from inside the Co-op). The screening is from 6:30-8:30 pm with a discussion afterward. Popcorn will be provided and volunteers can help pop it! Of course, Member Extra Discount day, February 13th is always a good day to volunteer! March 2nd Carlow University is hosting a free presentation by green chemist and environmental activist Wilma Subra from 7-8pm in Carlow's Kresge Theater as part of their Women's History Month series. Volunteers will be needed to distribute donated refreshments.

So if you're interested in Volunteering and would like to sign-up for any of these events or get on a regular volunteer schedule, drop me a line! We look forward to working with you! Thanks to all the dedicated volunteers those yet to come!

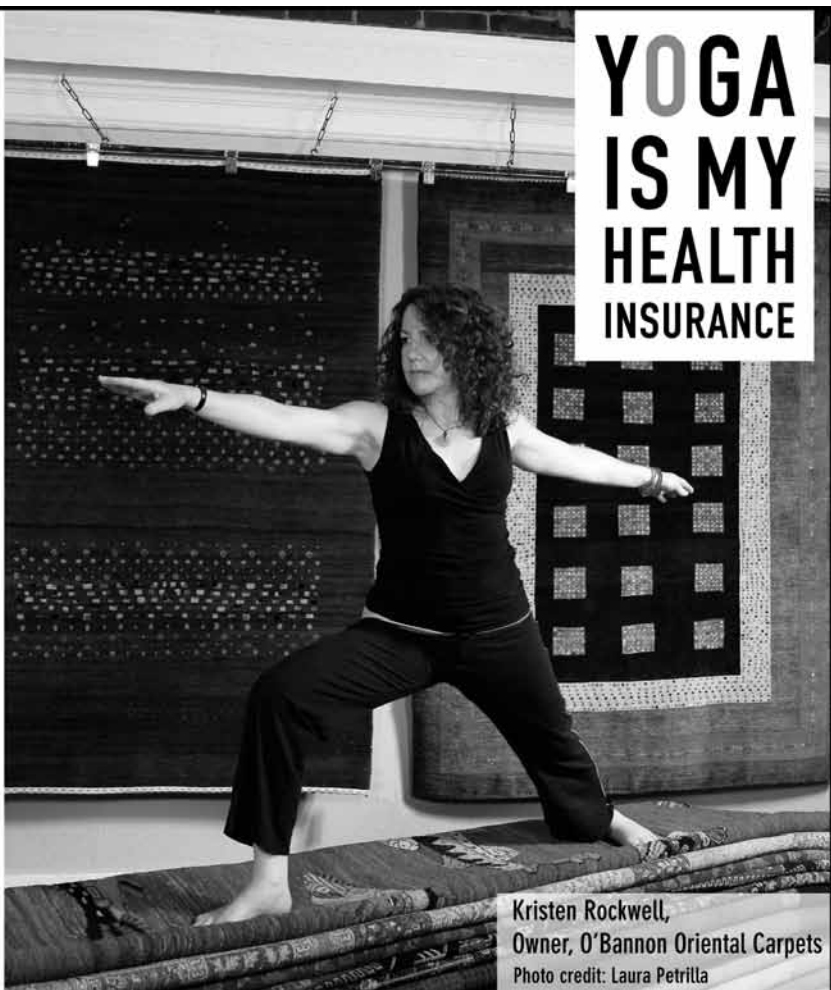
New to volunteering? Grab a Member Volunteer application from the Customer Service desk or contact outreach@eastendfood.coop 412-242-3598 ext 208.

Free Yoga for Shoppers on Members Day!

Come in your street clothes for 15 minutes of gentle chair yoga. This Yoga Is My Health Insurance session is great for all body types and mobility levels.

Sessions begin in the Gemini Theater at 10:00am, 10:30am, 11:00am and 11:30am.

Yoga Is My Health Insurance is dedicated to improving health and wellness through partnership, community development and education.



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WHO WE ARE

The East End Food Co-op is Pittsburgh's only member-owned natural and organic food market, serving the community since 1977. We offer the finest in certified organic produce and herbs, bulk foods, vitamins and supplements, cruelty-free health and beauty aids, organic and natural packaged goods and hard-to-find items for special dietary needs.

Our award-winning Vegetarian Café and Juice Bar offers a daily array of fresh, wholesome, hot entrées, soups, salads and vegan dishes.

While the Co-op is open to the public and membership is not required to make purchases, members do receive better prices, have access to the EEFC Federal Credit Union, and can vote and serve on the Board of Directors.

MANAGEMENT TEAM

Rob Baran, General Manager
Jane Harter, Administrative Manager/HR
Aaron Young, Produce Manager
Kara Holsopple, Marketing and Member Services Manager
Allisyn Vincent, Front End Manager
Thomas Murphy and Amber Pertz, Café Managers

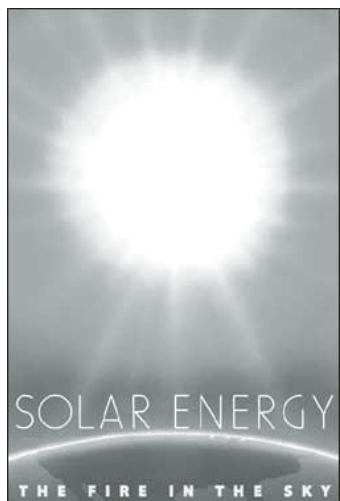
EAST END FOOD CO-OP

7516 Meade Street
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Contact information for Alan Kettler:

6928 Meade St, Pittsburgh, PA 15208
phone 401 258 4652

email alankettler@alankettler.com

CAFÉ HOURS

DAILY

JUICE BAR
8 AM - 7 PM

SALAD BAR & SOUP
8 AM - 7 PM

HOT FOODS
11 AM - 7 PM

WEEKENDS

WEEKEND BRUNCH BAR
9 AM - 1:30 PM

HOT FOODS
1:30 PM - 7 PM

The Co-operator

Kara Holsopple, Editor/Advertising Sales

Linda Raden, LR Design, Design, Layout & Production

The Co-operator is published twelve times a year and mailed to members of the East End Food Co-op. Additional copies are available at the Customer Service desk and at the entrance area to the store.

We welcome letters to the editor.

Send your message (250 words or less) to —

Attn: EEFC Member Services, 7516 Meade St. Pittsburgh, PA 15208 or e-mail to: memberservices@eastendfood.coop

Submission Deadlines

All submissions, articles and advertisements, must be received in the Co-op office by the first of each month for the following month. The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter. Opinions expressed are the writer's own and do not necessarily reflect Co-op policy.

For information about submissions and advertising, please contact Member Services at 412.242.3598.

The Co-Operator is printed by Typecraft Press, Inc.

WRITE TO US: The Editor of *The Co-operator* welcomes your letters! Send your 250 words or less to:

Kara Holsopple, Member Services, East End Food Co-op,
7516 Meade Street, Pittsburgh, PA 15208.

Or e-mail to: memberservices@eastendfood.coop

staff NEWS

CONGRATULATIONS

Congratulations to the following staff members who were recognized at Winterfest 2010 for their exceptional service and job performance throughout last year. Well done, Co-operators!

Jim McCool

Jessica Johnson

Paul Smith

Jim Lingo

Kevin Bollman

Erin Myers

Julie Smith

Leslie Clark

Justin Caputo

Rae Ivory

Travis Straub

Jamaal Davis

Debbie Folino

David Dudley

eric cressley

Jason Clearfield

Fran Bertonaschi

Ian Ryan



DID YOU KNOW...

You can find new recipes and great tips at the Customer Service Desk every month — part of the Better Eating for Life Program! This month the focus is on PORTION SIZE:

Did you know that 4 large olives = ½ tsp oil = 2 g of oil?

This month's packet includes valuable information for changing old eating habits sensibly and gradually, including portion sizes and daily serving recommendations for each of the food groups, depending upon your age, gender and activity level.

Building on last month's STEP ONE: GRAINS, Choate includes information on everything from quick and easy breakfast choices to how chocolate can still be eaten and enjoyed on a healthy diet.

This month's STEP TWO: PORTION SIZE packet also includes recipes for Cold Weather Soup, Double Lemon Poppy Seed Muffins, and Ricotta Treat Spread.

You can find the new installment of Better Eating for Life on the information rack near the Customer Service Desk each month. Previous months' installments are also available by request.

BETTER EATING FOR LIFE is a twelve part educational program for incorporating healthy eating into any diet, created by Mary S. Choate, M.S., R.D., L.D., Food and Nutrition Educator at Co-op Food Stores, Hanover and Lebanon, NH.

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New Orleans Co-op Recipe

— Continued from page 1

Goat Cheese Crouton with Mushrooms in Madeira Cream

Recipe from *Crescent City Cooking: Unforgettable Recipes from Susan Spicer's New Orleans*, by Susan Spicer and Paula Disbrowe, Knopf, 2007.

4 servings

1/4 cup fresh goat cheese, softened

2 tablespoons butter, softened

4 slices multigrain bread, lightly toasted

- Mix goat cheese with butter then spread on toasted bread about 1/8-inch thick.

- Trim crust and cut in half. Set aside.

MADEIRA CREAM

2 tablespoons finely chopped shallots

4 ounces Madeira, medium dry (Rainwater or Sercial)

3/4 cup whipping cream

- In a small pot or saucepan, simmer shallots in Madeira until liquid is reduced by half.

- Add cream, bring to a boil, then reduce heat and simmer about 5–10 minutes, until cream thickens slightly.

1/2 pound mushrooms, mix of oyster mushrooms, shiitakes or chanterelles

3 tablespoons butter

1/2 teaspoon minced garlic

Madeira Cream (prepared as above)

Salt and pepper

2 teaspoons snipped chives

- Remove tough stems from mushrooms and slice or tear into pieces. Melt butter in sauté pan and cook mushrooms over medium high heat until golden brown and crispy. Stir in garlic and Madeira Cream.

- At this point, place toast with the cheese in a hot oven or broiler just long enough to brown a little. Turn heat under the mushrooms to high and boil for about 2 minutes, until mushrooms have absorbed most of the cream.

- Season to taste with salt and pepper. Remove from heat, arrange toast pieces on plates and divide mushrooms equally on top of them. Sprinkle liberally with chives and serve.



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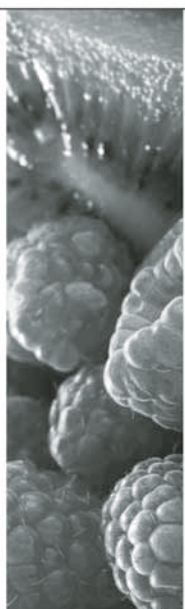
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february classes

Wednesday, February 2, 6:30pm

Co-op Screening of the film “Gasland” by Josh Fox

It's the most divisive and pressing environmental issue in our region—Marcellus shale gas drilling. Join us for a free viewing of “Gasland”, the film that looks at the issue from the filmmakers perspective. When filmmaker Josh Fox is asked to lease his land for drilling, he embarks on a cross-country odyssey uncovering a trail of secrets, lies and contamination. Come watch it with fellow Co-operators, and stay for a panel and group discussion on how gas drilling is effecting people and the environment in our area.

Visit <http://gaslandthemovie.com/> for more information on then film and director.

march classes

Thursday March 17, 7pm

CULINARY MEDICINE — PART ONE

Detoxifying Foods and Cleansing

with Deborah Uttenreither, CHC, AADP

Come and explore the benefits of spring cleansing as well as what easy strategies and foods benefit this process. Take your health to a new level with a few simple healing recipes that will be done in class. Samples will be provided.

Thursday March 31, 7pm

ASTROLOGY—

Its Insights into your Health (Physically, Emotionally and Spiritually)

With Cathy Bednar

Astrology can give us many insights and indications into various aspects of our lives, including health. Our health is not just our physical well-being; it is influenced by our thoughts, emotions, spirituality, and our ability to handle the stresses in our lives. Your personalized astrology chart can help to identify risk areas and give answers on how to best handle these potential concerns. Cathy Bednar, from Astrological Insights by Cathy, will discuss how you can improve your state of health by understanding your astrological chart.

coming this spring

Thursday April 14, 7pm

Gluten-free Baking for Holidays and Everyday

With Amanda Haney

Baking with gluten-free flour is a challenge. After taking this class, participants will be able to bake a variety of GF foods including yeast bread, rolls, pizza shells, cookies, muffins, pie crust, quick breads and cakes, among others. Techniques to adapt many regular recipes to make them gluten-free will also be included. Amanda will also present information about nutritional issues related to GF baked goods.

Participants will get a handout with many GF recipes for baked goods and tips for GF baking. The class will include a tasting of GF baked goods.

When you call to register, please let us know if you have food allergies, experience with gluten-free baking, or are vegan.

Cost: \$10 for first person, \$2 for each additional family member without handout

Call 412-242-3598 to reserve your spot!

East End Food Co-op Job Openings Part Time Assistant Trainer

Work with Co-op Trainer to maintain ongoing trainings for all staff, create training schedules, track attendance, coordinate with managers, etc. A love for teaching, excellent organization skills and experience required. To express your interest, please submit an application with cover letter at Customer Service: Attn: Jane Harter.

February 2011 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
		1 Chimichurri Tofu	2 Burrito Bar	3 Butternut & Walnut Lasagna	4 Pizza Dairy & Vegan	5 Burgandy Seitan
6 Chef's Choice	7 Szechuan Tofu & Broccoli	8 Curried Seitan Stew	9 Indian Kitchen	10 Rustic Vegetable Cobbler	11 Pizza Dairy & Vegan	12 Broccoli & Mushroom Quiche
13 Chef's Choice	14 Pasta w/ Beets & Greens	15 Spicy Peanut Tempeh	16 Stir Fry Bar	17 Corn & Squash Pudding	18 Pizza Dairy & Vegan	19 Chickpea Curry
20 Chef's Choice	21 Roasted Vegetable Mac & Cheese	22 Vegetarian Mafé	23 African Kitchen	24 Grilled Tofu in Cream Sauce	25 Pizza Dairy & Vegan	26 Penne w/ Fresh Herb Ricotta
27 Chef's Choice	28 Coconut Curry Eggplant	WEEKEND BRUNCH BAR 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! HOT FOODS BAR 11 AM to 7 PM — DAILY 1:30 PM to 7 PM — WEEKENDS				

board corner

Big Plans in Store for the EEFC

— by Jesse Sharrard

In case you haven't already heard, the East End Food Co-Op is going to expand into a second location. Exactly where our additional store will be is still a matter for discussion, planning, and careful consideration. During the remainder of 2011, the EEFC's Board of Directors will be using the Board Corner to explore the many factors that enter into the EEFC's expansion process, including:

- We have planned for this. The EEFC's management team and board of directors have been laying the groundwork for this expansion, and we have done our homework to ensure that we are ready to undertake this exciting next step in the history of our cooperative.
- We are in a good financial position. The EEFC enjoys a low debt-to-assets ratio, meaning that we have been paying down our loans and building our nest egg. Our books are solid, and we have the standing to expand.
- There will be some work associated with the expansion. We, as a membership, will need to address the bylaws under which our cooperative is organized. The bylaws will need to be updated to account for our growth from a single store to multiple locations, and doing so will require a vote.
- Increased access, increased membership. One of the best parts about expanding our reach is that we will be able to open our doors to more people. That means more access to farm-fresh foods, more access to organics and locally-produced goods, and more members under the EEFC umbrella.
- A need for continued leadership. The process of expansion requires adept leadership at the board level, and we will be looking for interested, active, and qualified leaders to run for seats on the Board of Directors.
- We're part of a national movement. The EEFC doesn't exist in a vacuum. Our plans for a second location represent just one of hundreds of cooperatives in development. This represents a huge surge in the cooperative movement, making the present era

one of the most active in the history of cooperatives in the United States.

- Voting matters. Our existence as a cooperative is dependent upon the active participation of our members, and one of the ways our members can demonstrate their involvement is by voting in our annual election and attending our annual meeting.
 - There's a lot that goes into choosing a new location. We will present an overview of the market studies and the community engagement steps that we have undertaken as part of our planning process. We will be a good neighbor wherever we go, incorporating sustainable best practices into every piece of our second home.
 - Co-operatives are progressive parts of a healthy economy. Economist David Korten has written extensively about the role that co-operatives can play in healing our economy and leading a transition from phantom wealth to real wealth. We will provide a brief overview of his theory, and examine how our expansion can play a role in our region's continued prosperity by developing more local connections.
- We are excited about what 2011 has in store for our board, our region, our cooperative, and our membership—and we hope to hear from you. Please let us know your concerns by emailing boarddir@eastendfood.coop, leaving a note at the member services desk, or attending one of our meetings—they are scheduled for the third Monday of each month, from 7-9:30 PM, with an open session at the beginning of each meeting during which any member may speak.

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East End Food Co-op Job Openings Full Time Operations Manager

OM will be responsible for smooth store-wide operations, exceptional merchandising, a radiantly clean store appearance and effective, preventative maintenance of our store assets.

Applicants should have several years of food/grocery and management experience. Merchandising focus a plus. He/she will have leadership potential, great communications skills, and a proven record of supervisory, project management and financial management capabilities. The successful candidate will also be familiar with and committed to Co-operative principles, team work and follow-through.

Serious candidates should submit their resume with a cover letter to Jane Harter, Manager – Administration.