

# The Co-operator



The monthly newsletter of the East End Food Co-op • Pittsburgh, PA

## Reduce, Reuse, Recycle: Getting Smart about Back-to-School

by Jen Lawton, Promotions & Merchandising Coordinator

It's that time of year: new classrooms, new friends, and—invariably—new school supplies. You may be surprised to learn that even in this digital age, 14 billion pencils are produced every year, many made with wood from ancient forests. Additionally, Americans use about 31.5 million tons of printing and writing paper each year, requiring 535 million trees (most paper is made from virgin tree fiber) and 12 billion gallons of oil for production. But we can all help: The way we approach those back-to-school purchases can make a big difference.

### Tip & Tricks for an Eco-Friendly Return to School

**Buy used or reusable items when possible:** All those old, partially-used school supplies have to end up somewhere, and fortunately that “somewhere” isn't always the landfill. Shop for second-hand binders and notebooks at our local nonprofit, Pittsburgh Center for Creative Reuse, which is right around the corner from the Co-op, and sells 3-ring notebooks for only 50 cents!

**When buying new, look for products made of recycled materials:** Recycled materials help save landfill space, and the EPA has found that recycling reduces water pollution by one-third and air pollution by 75 percent.

**Look for the FSC label on papers and pencils:** The Forest Stewardship Council certifies wood and paper products that come from forests that are grown and managed responsibly. Many of these paper products are made from trees specifically grown and harvested for papermaking,

which helps preserve delicate rainforest ecosystems that might otherwise be logged.

**Purchase supplies with minimal packaging:** Packaging makes up about one-third of the garbage that piles up in landfills. And less processing and packaging means less energy going into production, which means less global warming pollution being created.

**Clean and sanitize naturally:** Reach for natural cleaners and hand sanitizers to keep germs at bay without inviting chemicals in. A growing number of companies making products that kill germs without relying on ingredients that pollute our families and environment.

**Reduce waste:** One of the biggest contributors to the waste stream in schools is packed lunches. It's estimated that the average school-age child who brings food in disposable containers generates 67 pounds of waste per school year. That's about 18,760 pounds of lunch waste for just one average-size elementary school! With the use of reusable containers, like tiffins or bento boxes, your kids will be eating in style and not contributing to our growing landfills (not to mention the money saved and, possibly, better nutrition to be had by taking homemade food).

### Back to School at the Co-op

Here at the Co-op we have everything you need to pack a healthy, waste-free lunch, from reusable water bottles to food containers, lunch boxes and bags—we've got you covered! We have a number of other eco-friendly products, too, that you



can feel good about sending to school with your kids this year. Be sure to check out Decomposition Book notebooks, made from 100% recycled post-consumer waste. Their covers come in a variety of colors and designs. And you don't have to worry about kids absorbing harsh chemicals when they use CleanWell Natural Foaming Hand Sanitizer.

There will be a number of sales and deals on popular items this month. You

can also join us on August 13th at 7 PM in the Café seating area to learn more about planning and packing a waste-free lunch that your kids and the planet will love! My presentation, Tips & Tricks for School Lunches, will include a discussion about creating efficient and eco-friendly lunch menus, and we'll all sample some delicious, kid-friendly fare. Learn more on page 8 and RSVP for this free event at Customer Service, or by calling 412-242-3598. We hope to see you there!

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### BOARD OF DIRECTORS:

The next meeting will take place on Monday, August 17th at 7 PM.

### NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 ext. 438 or email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop).

### MEMBERS ONLY:

Be sure to use your 10% quarterly discount by September 30th! The next quarter goes from October 1st - December 31st.

### E-NEWS:

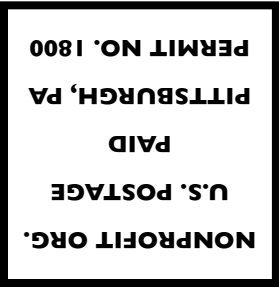
Would you prefer to receive *The Co-operator* online? Email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) for details.

East End Food Co-op • 7516 Meade St. Pittsburgh, PA 15208 • [www.eastendfood.coop](http://www.eastendfood.coop) • 412.242.3598 • Open to Everyone, Every Day 8 AM – 9 PM



DATED MATERIAL:  
DO NOT DELAY

East End Food Co-op  
7516 Meade St.  
Pittsburgh, PA 15208





## Member Drive Success

by Erica Peiffer, Member Services Coordinator

On Sunday, July 12th, we capped off another successful Member Drive. During the week-long drive, 55 new members made an investment in our Co-op. To put this number in perspective, our Co-op grew by an average of 12 members per week during the last fiscal year. Membership growth is important for our Co-op—it strengthens the equity of our cooperatively-owned business, enabling us to sustain and improve the quality of service offered.

The main goal of the drive was to encourage shoppers to invest in a member share, but a variety of activities taking place aimed to celebrate the advantages of cooperative ownership with everyone in our store. Beginning on the International Day of Cooperatives, July 4th, Marketing & Member Services staff interacted daily with shoppers at a table set up on the sidewalk in front of the store. The display included dry erase boards prompting people to share their reasons for supporting the Co-op, informational brochures and handouts, and—the most popular



attraction—a prize wheel loaded with gifts for current members. A Member Mixer event midweek invited members to sample cooperatively-made products and learn more about our Co-op in a fun and social setting. Incentives to join during the drive included a free reusable tote bag, a small gift, and all new members that joined during the drive were entered in a raffle for a \$50 gift card. A separate gift card raffle encouraged current members to refer a friend to join the Co-op. (Winners have already been selected and notified.)

Many thanks to everyone who supported the efforts of the Member Drive, including members who joined or referred someone during the drive, Co-op staff for their extra efforts, donors from our Community Partners program and fellow cooperative businesses for the great prizes and snacks, and everyone who took the time to stop by the table to chat. We look forward to continue engaging with members throughout the year until our next Member Drive!



## Board Corner

by Mike Collura, EEFC Board Director

This past June I had the privilege of attending the 59th annual Consumer Cooperative Management Association (CCMA) conference, which was held in Boise, Idaho, this year. The conference theme centered on innovating, growing, and leading.

This year I represented our Co-op in a panel discussion about our process of searching for and hiring a general manager. In addition to myself, the panel consisted of staff and directors from Good Foods Market in Lexington, Kentucky, and Onion River Cooperative – City Market in Burlington, Vermont. We discussed our challenges and successes, as well as our recommendations for others about to undergo the same process.

Commitment to Cooperative Principle Six, cooperation among cooperatives, was a strong theme throughout the conference. Fittingly, the opening plenary session was a group discussion with a panel representing a variety of co-op sectors that successfully communicate the cooperative advantage to their members and other customers. The panelists discussed the value of cross-sector collaboration as a way to promote the cooperative brand and identity, and showed many real-world examples of opportunities for collaboration across the agriculture, utility, finance, and retail sectors. Although various sectors deliver different products and services, cooperatives have a high degree of crossover in their mission and vision. The panelists showed ways that they had supported each other's membership and

promoted the value of their co-ops. While co-ops have been collaborating with each other for many decades, we are only relatively recently starting to cooperate in a more comprehensively organized fashion. Co-ops are now members of other co-ops themselves, enabling them to share information, skills, and money, and to combine their buying power. In many cities, co-ops are even working together across business sectors in order to join efforts in meeting their similar missions. They are leveraging their shared values and principles to make the biggest possible impact in their communities.

Communication was another big focus of several of the sessions offered throughout the conference. This ranged from explaining cooperative values to members and potential members, to having constructive discussions among directors, or between directors and members. One session focused on how to recognize when conversations are moving into an aggressive or passive tone, and how to redirect the conversation toward a productive dialogue.

Of course, one of the biggest draws to a national conference such as CCMA is the opportunity to meet other directors and employees from co-ops around the country. This allows us to share our ideas, concerns, and solutions so that we can use our collective expertise to support each other.

Together, we are all working to create a better future. Think globally, act locally!

*Have questions or comments for the board? Email [boarddir@eastendfood.coop](mailto:boarddir@eastendfood.coop).*

### Members: Interested in sharing your thoughts with other members?

Consider submitting content for our “Members Speak Out” column, featuring articles, updates, and notices from members in the Co-op community. Please email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) to note your interest in making a submission and to request the guidelines.

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## 2015 ANNUAL MEETING

**DATE:** Saturday, September 12th  
**TIME:** 5:00 - 8:00 PM  
**VENUE:** East End Cooperative Ministry  
6140 Station St, Pittsburgh, PA 15206

- Meet board candidates and vote for the 2015 board of directors
- Get updates on the past year of business at your Co-op
- Participate in an interactive exercise that will explore what members value about the Co-op
- Children's activities will be available
- Dine on a delicious meal from your Co-op's Cafe
- Wine and beer will be provided (ID required)

This event is FREE, but RSVPs are requested.  
Stop by Customer Service to reserve your space, or call 412-242-3598.

More information will be available on our website soon at:  
[www.eastendfood.coop/co-op/membership/member-events](http://www.eastendfood.coop/co-op/membership/member-events)



ENDS POLICY STATEMENT

East End Food Co-op exists to enhance physical and social health in our community. To these ends, we will create:

- A sustainable member-owned business open to everyone
- An ethical and resilient food infrastructure
- A vibrant, dynamic community of happy, healthy people
- A creative vision to transform the future

STATEMENT OF COOPERATIVE IDENTITY

Definition

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

Values

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

Principles

Most cooperatives around the world follow the core principles that were adopted by the International Co-operative Alliance in 1995. Cooperatives trace the roots of these principles to the first modern cooperative founded in Rochdale, England, in 1844. These principles are guidelines by which cooperatives put their values into practice.

1. Voluntary and Open Membership

Cooperatives are voluntary organizations, open to all people able to use its services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.

2. Democratic Member Control

Cooperatives are democratic organizations controlled by their members—those who buy the goods or use the services of the cooperative—who actively participate in setting policies and making decisions.

3. Member Economic Participation

Members contribute equally to, and democratically control, the capital of the cooperative. This benefits members in proportion to the business they conduct with the cooperative rather than on the capital invested.

4. Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their members. If the co-op enters into agreements with other organizations or raises capital from external sources, it does so based on terms that ensure democratic control by the members and maintains the cooperative’s autonomy.

5. Education, Training and Information

Cooperatives provide education and training for members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperative. Members also inform the general public about the nature and benefits of cooperatives.

6. Cooperation among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.

7. Concern for Community

While focusing on member needs, cooperatives work for the sustainable development of communities through policies and programs accepted by the members.

Customer Comments

Please carry somac and za’atar in bulk herbs section.

I am asked for these herbs now and then, so I have ordered them in 4 oz. packages from the one supplier who carries them in organic form, and I will continue to order them regularly. Thanks!  
-Mary Beth, Bulk Herbs

Compostable Compost Bags?

We currently carry If You Care brand compostable food waste bags and compostable tall kitchen bags. We also carry BioBag brand compostable food waste bags.  
-Ian, Grocery

Please consider Wilksburg Beautiful community gardens for the Register Round-Up Program. They are doing wonderful work in my old neighborhood.

Thanks for the suggestion! All local non-profits can request to be considered for our Register Round-Up program. Feel free to send the info along to this group and encourage them to apply. The request form can be found online at [www.eastendfood.coop/co-op/community/donations](http://www.eastendfood.coop/co-op/community/donations).  
-Heather, Marketing & Member Services

Have a thought that you’d like to share?

We’d love to hear from you!

Submit a comment card at customer service!

August’s Round Up Recipient: Assemble



Assemble is a nonprofit organization dedicated to fostering learning and creativity. Assemble has served the community since 2011 by focusing on teaching STEAM principles (science, technology, engineering, art, and math) through a variety of classes and events. People of all ages and ability levels are invited to connect with artists, technologists, and makers by participating in Assemble’s interactive gallery shows, community talk backs, learning parties, and educational programs.

Assemble collaborates with local organizations, schools, educators, and volunteers to put resources for making and learning in the hands of children and their families. By providing instruction and support from experts in the field of art, science, and technology, Assemble creates an environment where challenges feel less daunting, building confidence outside the classroom and reinforcing an interest in skills that will build a stronger Pittsburgh workforce.

Assemble envisions a diverse community that creates, connects, and learns through the experience of art and technology. To learn more about Assemble and the programs hosted at their space in Garfield’s Penn Avenue arts district and throughout Pittsburgh, visit their website or give them a call at 412-432-9127. And if you want to support them in their mission, be sure to tell your Co-op cashier that you want to Round Up your total this month!

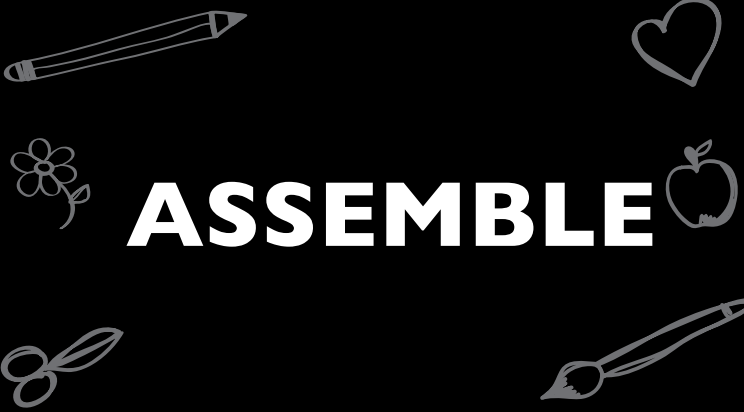
Spare change can result in positive change!

[www.assemblepgh.org](http://www.assemblepgh.org)

CO-OP CAFÉ ARTWORK

Each month, East End Food Co-op partners with a local school or community organization to beautify the Co-op’s Café seating area with artwork created by area youths.

This provides an opportunity to highlight the importance of art education in the Pittsburgh community while strengthening our partnerships with local educators, many of whom use the Co-op to help teach young folks about nutrition and local food. Be sure to check out this month’s art exhibit created by:



Featuring Vegan and Vegetarian Cooking

including;

Meatless Stroganoff

Peanut Sunflower Tofu

Roasted Cauliflower Mac & Cheese

our “Veggyro” Vegan Gyro





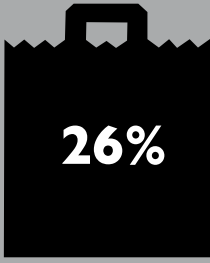
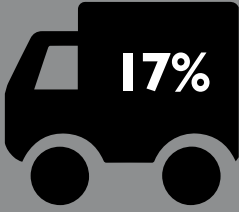
and our famous Seitan Wings!

Meat items also available!



2339 EAST CARSON ST ★ PGH, PA 15203  
412-390-1111 [DOUBLEWIDEGRILL.COM](http://DOUBLEWIDEGRILL.COM)

# COMMUNITY IMPACT

<b>OUR CO-OP GREW BY</b>  <b>37</b> <b>NEW MEMBERS</b>	<b>OUR OUTREACH REPRESENTATIVES REACHED</b>  <b>46,687</b> <b>PEOPLE AT EVENTS</b>	<b>OUR CO-OP RAISED</b>  <b>\$3,552.04</b> <b>THROUGH THE REGISTER ROUND UP FOR</b> 	<b>LOCAL PRODUCTS MADE UP</b>  <b>26%</b> <b>OF TOTAL STORE SALES</b>	<b>OF OUR PURCHASES</b>  <b>17%</b> <b>WERE FROM LOCAL SUPPLIERS</b>
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DATA COLLECTED DURING JUNE 2015

## Featured Community Partner: Body Harmony

The East End Food Co-op is proud to partner with Body Harmony Massage Therapy. The Community Partners Program aims to provide Co-op members great benefits and, at the same time, to promote local businesses. Because we are committed to supporting our community, we truly value the partnerships we build through this program.



Owned and operated by Marcia Smith, Body Harmony serves the East End and eastern suburbs of Pittsburgh. Marcia has been practicing massage therapy since 1994, specializing in Shiatsu and neuromuscular techniques, pregnancy and geriatric massage, as well as workshop offerings and renewal retreat services. Body Harmony strives to support your overall wellness through the combination of focused muscular work to prevent or recover from injuries and pain, along with the creation of a peaceful state of mind during the session. Marcia looks at how different parts of the body interact through balance and imbalance. Marcia also helps clients recognize how their job, recreation,

sleep habits, and other activities affect their muscles and how they feel.

Fully-paid Co-op members will receive \$20 off their first visit, and \$5 off visits thereafter. To take advantage of this discount, members must be sure to present their plastic membership card at the time of payment. If you have any questions about the Community Partners Program, contact Member Services at [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) or call 412-242-3598 ext. 438. You can check out the full listing of your Co-op's partners on our website at [www.eastendfood.coop/co-op/community/community-partners-program](http://www.eastendfood.coop/co-op/community/community-partners-program).

## New In The Aisles

- ONCE AGAIN - Honeybears
- NURTURME - Organic Quinoa Baby Cereal
- NURTURME - Yumaroo's Organic Toddler Snacks
- DANG - Chili Lime Coconut Chips

## Mojito Watermelon Salad

### Ingredients

- 2 cups seeded watermelon, cut into cubes
- 1 large red heirloom tomato, chopped
- 1 large yellow heirloom tomato, chopped
- 1/4 cup fresh-squeezed lime juice
- 2 tablespoons tequila (optional)
- 1 tablespoon white wine vinegar
- 2 teaspoons agave nectar
- 3 tablespoons olive oil
- 2 tablespoons minced fresh mint
- Pinch each of salt and black pepper



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### Preparation

- Place the watermelon and tomato pieces on a paper towel to absorb excess moisture.
- In a large bowl, whisk together the lime juice, tequila, agave nectar, vinegar, mint, salt, pepper and olive oil.
- Add the watermelon and tomatoes, toss well to coat and serve immediately.

### Serving Suggestion

This salad is a refreshing complement to grilled or blackened strip or flank steak. Add cucumber for extra crunch, feta cheese for a sweet/salty contrast, or papaya and jicama for a colorful Latin-style treat.



## Leave A Legacy

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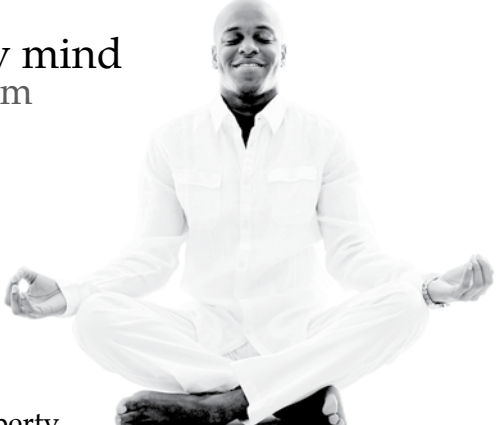
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[schoolhouseyoga.com](http://schoolhouseyoga.com)

- gentle yoga
- prenatal yoga
- yoga levels 1,2,3
- ashtanga yoga
- yin yoga
- kids yoga



squirrel hill north hills east liberty



THE CO-OP

The East End Food Co-op is Pittsburgh’s only member-owned natural and organic food market, serving the community since 1980. 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 and perishable 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.

The Co-op is open to the public and membership is not required to make purchases, but members do receive better prices, have access to the Federal Credit Union, and can vote and serve on the board of directors.

7516 Meade St. Pittsburgh, PA 15208  
www.eastendfood.coop

BOARD OF DIRECTORS

Sarah Aerni, President  
Mike Collura, Vice President  
Mark Frey, Secretary  
Dennis Schauer, Treasurer  
Dirk Kalp ‘15  
Emily Mercurio ‘15  
Jared Evanoski ‘16  
Maria Bowman ‘17  
Tina Russell ‘17

MANAGEMENT TEAM

**General Manager:** Justin Pizzella  
**Human Resources:** Jen Girty  
**Finance:** Shawn McCullough  
**Marketing & Member Services:** Heather Hackett  
**IT:** Erin Myers  
**Grocery:** Maura Holliday  
**Café:** Amber Pertz  
**Front End:** eric cressley  
**Produce:** Evan Diamond

THE CO-OPERATOR

**Editor:** Heather Hackett  
**Design & Layout:** Molly Palmer Masood  
**Printed By:** Indiana Printing & Publishing

The Co-operator is a monthly publication mailed to East End Food Co-op members. Additional copies are available in the store’s foyer, and at outreach events. The Co-operator is also available online at www.eastendfood.coop.

Opinions expressed are the writers’ own and do not necessarily reflect Co-op policy. The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter.

**Contact Us:**  
If you are interested in more information about advertising or would like to submit an article, please contact Member Services:

Email: memberservices@eastendfood.coop  
Phone: 412.242.3598 ext. 103

Show how much  
you “LIKE” us  
and **follow**  
EEFC online!



EMPLOYEE  
OF THE MONTH



Congratulations to **Shane Eazor** who was chosen as the Co-op staff pick for Employee of the Month. Shane is the produce receiver and he has worked at the Co-op for one year and seven months.

Q. What are your favorite products at the Co-op?

A. Eggs and milk.

Q. What is one interesting thing you’ve learned in your time working here?

A. It takes bananas a month to get here.

Q. If you could change one thing about the Co-op, what would it be?

A. The building. It keeps us really limited, compared to what we could be.

Q. What wouldn’t you ever change about the Co-op?

A. Our buying principles. #1: Local Organic.

NEW FACES

**Doug Nuhfer, Grocery**

Doug comes to us because he wanted to work somewhere locally that gives back to the community. Outside work, Doug reads, bikes, plays video games, and does woodworking and gardening. Doug’s goal, as his life evolves and changes, is to be happy.

**Danni Smithson, Grocery**

Danni is here because of the great people and the unique food that he loves—and he is looking at options as he considers becoming vegan. Danni describes himself as a community person and he believes we need more community support in this country.

YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

<b>Germaine Gooden-Patterson, HBC</b>	<b>19 Years</b>
<b>Wendell Smith, Produce and POS</b>	<b>6 Years</b>
<b>Bethany Chiarizio, Produce</b>	<b>4 years</b>
<b>T.J. Guzy, Café</b>	<b>4 Years</b>
<b>MaCall Scott, Front End</b>	<b>4 Years</b>
<b>Mike Eaton, Grocery, POS, and Marketing &amp; Member Services</b>	<b>3 Years</b>
<b>Maura Holliday, Grocery</b>	<b>3 Years</b>
<b>Chad Nelson, Front End</b>	<b>2 Years</b>
<b>Emile Heffern, Café</b>	<b>1 Year</b>
<b>Cathy Brunetti, Front End</b>	<b>1 Year</b>
<b>Jen Egolf, Front End and Marketing &amp; Member Services</b>	<b>1 Year</b>



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# ELECTION UPDATES & BALLOT

## GET OUT AND VOTE

## 2015 BOARD OF DIRECTORS ELECTION

The Board Perpetuation and Elections committee is pleased to present you the slate of candidates for the 2015 board election. We would like to take this opportunity to remind members about the role of the board and their responsibility to represent all members.

The East End Food Co-op utilizes the Policy Governance model to manage the Co-op. Under this model, the board of directors does not make decisions on how Operations should get work done. Instead the board focuses on defining the Co-op's Ends, vision, and operational oversight. The board does this by establishing policies that clearly state the goals of the membership that elects them. These policies work on the basis of limitations—they do not say which means can be used to fulfill these ends, but rather which cannot. The policies provide a way for the board to examine the activities of the Co-op. Through monthly and annual monitoring and reporting, the board decides if the policies have been followed and if there has been sufficient progress towards our goals.

All board members are bound by our Code of Conduct policy which, among other

things, requires that directors demonstrate unconflicted loyalty to the interests of the Cooperative's owners. This accountability supersedes any conflicting loyalty such as that to advocacy or interest groups, membership on other boards or staffs, and the personal interest of any director acting as an individual consumer or member. Under the Co-op's bylaws, directors shall be under an affirmative duty to disclose their actual or potential conflicts of interest in any matter under consideration by the board or a committee. Directors having such an interest may not participate in the decision of the matter nor, unless the board or committee otherwise directs, in the discussion of the matter.

A copy of the policies and bylaws are available on the Co-op website under the board section or at Customer Service by request.

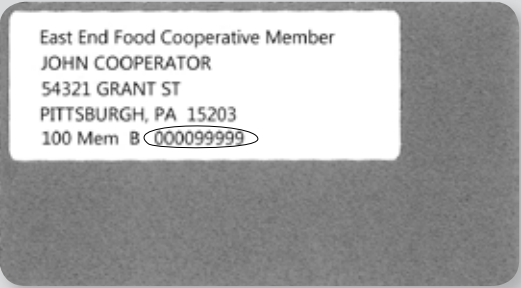
Fully paid household members can complete a ballot, located below, and mail it in or drop it off at Customer Service. Ballots will also be available at Customer Service and at the Annual Meeting on September 12th (more information on page 2). Ballots must be received before the end of business hours on September 30th.

**Thank you for participating in this year's election!**

*If you have questions or thoughts to share about elections, please email [eefc.election@gmail.com](mailto:eefc.election@gmail.com).*

### FINDING YOUR MEMBERSHIP NUMBER

If you have the brown paper card, please include all nine digits of your member number (circled in the example to the right).



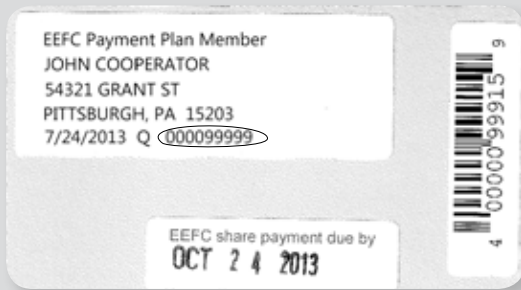
If you have the older plastic card, please skip the first two digits at the beginning of your number and the very last number (circled in the example to the right).



If you have the newer plastic card, please skip the first two digits at the beginning of your number and the very last number (circled in the example to the right).



If you have the green paper card, please include all nine digits of your member number (circled in the example to the right).



### VOTING INSTRUCTIONS FOR EEFC BOARD OF DIRECTORS

**THANK YOU IN ADVANCE FOR CASTING YOUR VOTE IN THIS YEAR'S BOARD OF DIRECTORS ELECTION.**

Please take some time to learn more about the candidates on Page 7 or in the store. After you have read their statements, please complete the ballot below.

• Mail it to the Co-op (7516 Meade St., Pittsburgh, PA 15208) so that it is received by **September 30th ... OR**

• Drop it off at the customer service desk before the end of business hours on **September 30th ... OR**

• Cast your ballot at the **Annual Meeting on September 12th** at the East End Cooperative Ministry.

If you are unsure of your member number, please call Customer Service at 412-242-3598.

**A FEW THINGS TO REMEMBER:**

• **We can only accept one ballot per membership number.**

If a household has a membership, only one vote is allowed from that household. If there are multiple votes from one membership number, ALL will be disqualified.

Please follow the member number instructions in the left column.

• **Do not allow anyone else** to fill in your ballot or deposit it in the ballot box for you.

Proxy voting is not allowed per the East End Food Co-op Bylaws and Policies.

**BALLOTS WITHOUT A COMPLETE MEMBER NUMBER WILL NOT BE INCLUDED IN THE FINAL COUNT.**

### EAST END FOOD COOPERATIVE

### 2015 BALLOT

4 0

X

MEMBERSHIP NUMBER (REQUIRED, SEE LEFT FOR INSTRUCTIONS)

MEMBER NAME (OPTIONAL)

DATE

#### VOTE FOR BOARD OF DIRECTORS

• Fill in the box to the left of the candidates of your choice.  
• Vote for up to three candidates, but **no more than three**.

- ☐ Mark Frey (Incumbent)  
☐ Dirk Kalp (Incumbent)  
☐ Alice Leibowitz  
☐ Caldwell Linker  
☐ Thomas Pandaleon



# CANDIDATES FOR 2015 BOARD OF DIRECTORS

## MARK FREY (INCUMBENT)

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?** I’m an incumbent that has served on the Board for the past 5 years, and I bring a lot of experience from my time already served on the Board. I’m a software engineer, and I think a lot of lessons from the tech world (in terms of knowledge sharing, collaboration, growth and entrepreneurship) could translate well to a retail grocery sector that’s not very accustomed to some of this kind of thinking. I also have direct experience working on a CNG farm, so I have some (admittedly minimal) familiarity with local food production infrastructure successes and failures.

**What do you think are some important short-term goals for EEFC?** It is my belief that the Co-op could do a better job of accentuating its strengths in the face of a competitive marketplace. There are lots of places to get healthful, sustainable and local food now (which is a huge win!). We should strive to communicate our differences — how and why we are different from (and better than) other options available to our members, shoppers, and community.

**What do you think are some important long-term goals for EEFC?** EEFC should continue to focus its strategic resources (time, money, skills development) on either in place or second store expansion. A larger economic footprint in our region, be it through a larger store or another store, is the most important thing our co-op can do to expand our ability to foster outreach- and infrastructure-based ends work.

**Why do you want to be on the board of directors?** Our co-op is a valuable alternative to local and national for-profit ‘natural/organic’ retail food stores. Money spent at the co-op stays in our region and our community. Our policies guide purchasing and inventory that builds trust as a consumer — unlike other chain groceries, I rarely find myself having to analyze the ‘clean’-ness of a product, or second-guess the motivation for stocking it when I’m at the co-op. I want continued access to this kind of business, and I want others to know about and build a relationship with it, too. Expanding our footprint can help this to be.

## DIRK KALP (INCUMBENT)

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?** EEFC member since 1985, board member about 30 years, depth of understanding of our business operation/finances, navigated some fiscally challenging times, served as board treasurer for decade or so. For dozen years prior to EEFC, member of Semple Street Co-op in Oakland, served on that board in its last years, learned what it takes for a co-op business to fail. Grew up on fruit/vegetable farm, worked in grocery store in high school, did organic farm certification, and served on the Future of Westmoreland County Agriculture Board. Been involved in starting some technology ventures, experiencing both modest successes and failures.

**What do you think are some important short-term goals for EEFC?** Very broadly and in the context of our EEFC Ends Policy Statement, our short term goal/focus is “to create a sustainable member-owned business and to create a resilient food infrastructure.” We’ve had some modest success at this evidenced by the growth in our cooperative business venture — sales, membership, staff, parking congestion, etc. We’ve built direct and mutually supportive relationships with local farmers and suppliers as first steps towards resilience. True sustainability and resilience will evolve from embracing a more expansive and inclusive definition of “our community” and engineering the ancillary pieces of the food infrastructure to achieve resilience.

**What do you think are some important long-term goals for EEFC?** Again in the context of our Ends, the long term goal is to instantiate that “creative vision to transform the future” and “create a vibrant, dynamic community of happy, healthy people.” I believe that consumer ownership and the cooperative business model are the unique and foundational elements key to realizing our goals/ends. Once we succeed in creating the resilient food infrastructure, we can move onto applying our cooperative model to other domains where consumer needs are not being adequately met. Some of these could be healthcare, education, transportation/mobility, housing, repair services, etc.

**Why do you want to be on the board of directors?** I am interested in figuring out how to sustain and replicate our cooperative business model across our greater community to achieve a regionally resilient food infrastructure, using that success as insight on applying that learning to other domains. There are many interesting challenges to explore. What kind of organizational structure is most effective in meeting unique consumer needs in each sub-community/neighborhood — should it be loosely or tightly coupled? What is our capacity for growth and expansion? Will it be driven by a methodical plan or opportunistic? How do we contain and minimize risk? What does governance look like?

## ALICE LEIBOWITZ

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?**

Co-op Experience:

- Involved in the Willimantic Food Co-op since 1990;
- Lived in Nottingham housing Co-op;
- Staff member at the Eagle Heights Food Co-op;
- Participated in ten-week training through the Cooperative Development Institute;
- Trained developing co-ops in conflict resolution.

Board experience:

- Served on the board of directors for the Windham Whirlers, Lavender Country Folk Dancers, and the Transcending Boundaries Conference;
- Consulted with/trained the board of directors of the Spanish Speaking Center, the Spanish Community of Wallingford, and the West End Community Center.

Skills:

- Extensive experience leading inclusive community dialogs and large-group decision-making processes;
- Twelve years’ experience managing a small business.

**What do you think are some important short-term goals for EEFC?**

- Undergo a member-led process for deciding whether and how to expand the physical store.

- Reinstate ways for member-owners to invest their labor — as well as their money — in the Co-op.
- Become a fully GMO-free store.

**What do you think are some important long-term goals for EEFC?**

- Expand our mission to include making food available to low-income residents of Greater Pittsburgh.
- Increase employee ownership and decision-making power in the Co-op, by empowering employees to form a worker collective or by becoming a multi-stakeholder co-op, where workers as a group have the same number of votes as consumers as a group.
- Use our membership in national organizations as leverage for policy change. For example, if food co-ops across the country refuse to buy GMO products, that can pressure suppliers to become GMO-free. National organizations could also lobby for better legal recognition of co-ops as a unique business entity.

**Why do you want to be on the board of directors?** I am strongly committed to increasing member leadership of the Co-op. A co-op is only a co-op if its members determine its fate. I would like to offer my community inclusion and group process skills to make this possible.

## CALDWELL LINKER

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?** As a employee at the Co-op for almost 3 years I developed a deep love and understanding of EEFC. I have also spent time working at other Co-ops (including wheatsville) and several grocery stores both natural and conventional including Giant Eagle, Earth Fare and a store that is now a whole foods (I moved around a lot before settling in Pittsburgh). This has given me a lot of knowledge and insight about the retail food market. I have also worked with community based organizations like The Kelly Strayhorn theater providing me knowledge about the sometimes difficult balance between serving the needs of a community and funding/profits. I have a deep thirst for knowledge and how things work, so every job and experience I have had, I have learned from.

**What do you think are some important short-term goals for EEFC?** Creating a cohesive, identifiable, unique and appealing “brand identity” is crucial in our tricky market. Identifying what we do better than anyone else, and getting the word out about that is how we will thrive. The face of our Co-op is the employees. Ensuring they have adequate training, compensation, and a safe work environment in which to thrive and build lasting relationships with members/customers new and old is critical. Finding new and creative ways to stop financial waste as well as creating an

environment of fiscal accountability at all level. Better disability access.

**What do you think are some important long-term goals for EEFC?** Expansion. Growing lasting bonds with local vendors, media, community, and member/customer base. Being clear in Co-op principles, and maintaining those, and our unique identity, at all costs. Finding creative and innovative ways to encourage more member/owner participation. Facilitating an phenomenal shopping experience. In many ways short and long term goals are interchangeable, and a dynamic and flexible board, staff, administration, and member base needs to be able to focus on short and long term objectives in the most efficient and effective ways possible to stay relevant in a rapidly changing world and market.

**Why do you want to be on the board of directors?** I deeply love and value our Co-op and its community and want to find ways to be more actively involved. Two mantras guide where I put my energy; “The personal is political” and “Think globally, act locally.” I truly believe that actions made on a small level can have ripple effects and massive impact. I want to see our Co-op live up to its fullest potential as a community resource and vehicle for positive social change, something I think we are not even close to yet. My unique perspective and talents can help us reach that.

## THOMAS PANDALEON

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?**

1. Member - Greenstar Co-op, Ithaca, NY, 1979-1989;
2. Member - Alternatives FCU, Ithaca, NY, 1980-present;
3. Member - EEFC, 1989-present;
4. Member - EEFCFCU, 1993-present (President, Loan Officer);
5. Parkinson Foundation of Western PA., (Board member, President)
6. Chamber Orchestra of Pgh., Board Member, 1/15-present;
7. Attorney in general practice, 1993-present;

**What do you think are some important short-term goals for EEFC?** The most important short-term goal for our co-op is to re-establish opportunities for substantive Member participation in the daily life and governance of the co-op. These opportunities, such as (1) the terminated “volunteer” or Member-labor program, and (2) at-large Member service on committees, which has been allowed to fade, are essential distinguishing elements of what a good consumer food co-op is. With a rejuvenated culture of participation, which will take time, decisions such as the ones our co-op will make on Expansion, will become true community decisions, rather than decisions made, as more recently, by a select few.

**What do you think are some important long-term goals for EEFC?** Our task as a co-op is to create the future of our co-op, and consumer food co-ops generally, by adapting intelligently to the changing socioeconomic, environmental circumstances we find ourselves in, while simultaneously preserving what is better about co-ops. Our cooperative runs a natural foods store for its Members. That is our natural food store’s essential difference. But we are a co-op first and foremost. Thriving as a co-op is our primary long-term task, especially in an economy where the pressure to become something less, something watered-down in the interest of commercial efficiencies, is powerful.

**Why do you want to be on the board of directors?** I am concerned that we are headed in a direction that is stripping away the best qualities of our Member-driven organization. Shocked by the termination of the Volunteer Program last July, I became an activist. While our co-op is not a collective, a few major decisions are properly made collectively, given our co-op structure and traditions. The “Expansion” and Volunteer program decisions should be made by our Members, as in other food co-ops nationally. While all Members need not participate to the same degree, the nurturing of a true participatory culture is the co-op “difference” I will work towards.

Café Specials • August 2015

SUN	MON	TUE	WED	THU	FRI	SAT
						1 AM: BRUNCH PM: QUESADILLAS
2 AM: BRUNCH PM: COUNTRY KITCHEN	3 LASAGNA	4 ASIAN KITCHEN	5 INDIAN KITCHEN	6 ITALIAN KITCHEN	7 BURRITO BAR	8 AM: BRUNCH PM: QUESADILLAS
9 AM: BRUNCH PM: COUNTRY KITCHEN	10 LASAGNA	11 ASIAN KITCHEN	12 INDIAN KITCHEN	13 ITALIAN KITCHEN	14 BURRITO BAR	15 AM: BRUNCH PM: QUESADILLAS
16 AM: BRUNCH PM: COUNTRY KITCHEN	17 LASAGNA	18 ASIAN KITCHEN	19 INDIAN KITCHEN	20 ITALIAN KITCHEN	21 BURRITO BAR	22 AM: BRUNCH PM: QUESADILLAS
23 AM: BRUNCH PM: COUNTRY KITCHEN	24 LASAGNA	25 ASIAN KITCHEN	26 INDIAN KITCHEN	27 ITALIAN KITCHEN	28 BURRITO BAR	29 AM: BRUNCH PM: QUESADILLAS
30 AM: BRUNCH PM: COUNTRY KITCHEN	31 CHEF'S CHOICE					

STORE HOURS:

OPEN DAILY:  
8 AM - 9 PM

Café HOURS:

JUICE & COFFEE BAR:  
8 AM - 7 PM

SOUP & SALAD BAR:  
8 AM - 7 PM

HOT FOOD BAR:  
11 AM - 7 PM

WEEKEND BRUNCH:  
9 AM - 1 PM

AUGUST 2015  
COMMUNITY EVENT SERIES

6<sup>TH</sup>

7:00 PM

COOKBOOK CLUB

East End Food Co-op  
Café Seating Area  
Are you looking for an excuse to try out a new recipe? Join us for another meeting of our Cookbook Club! Bring a dish to share and a list of ingredients. Space is limited, so call now to reserve your spot!

13<sup>TH</sup>

7:00 PM

SCHOOL LUNCH TIPS & TRICKS

Jen Lawton, EEFC Promotions Coordinator  
Café Seating Area  
Find out how to pack a healthy, waste-free lunch that your kids and the planet will love! We'll share our tips for creating efficient and eco-friendly lunch menus, and sample kid-friendly fare.

26<sup>TH</sup>

7:00 PM

BENEFITS OF AN ALKALINE DIET

Mary Beth Steisslinger, EEFC Herbs Clerk  
Café Seating Area  
Learn about alkalizing foods that improve your energy and immunity, reduce your risk of disease, eliminate unwanted viruses, bacteria, yeasts/fungi, and help to more easily reach your ideal weight.

These events are **FREE**, just call 412-242-3598 to reserve your spot!  
[www.eastendfood.coop/events](http://www.eastendfood.coop/events)



Save the Date!



Learn how GMOs are impacting  
our food and our farms



64 nations already require genetically  
engineered foods to be labeled. The United  
States does not. Together, we can change that.

Including Presentations &  
Panel Discussion By:

**Greg Boulos**  
Local, Organic Farmer - Blackberry Meadows Farm

**Ron Gargas**  
Local, Organic Farmer - Ron Gargas Certified Organic Farms

**Tim Schwab**  
Food Researcher and Journalist - Food & Water Watch

**Justin Pizzella**  
General Manager - East End Food Co-op

When?

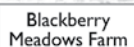
Saturday, October 24th  
6:30 PM - 8:30 PM

Where?

East End Cooperative Ministry  
6140 Station St, Pittsburgh, PA 15206

Be on the lookout for more information on our website in the  
coming month, or in next month's issue of *The Co-operator*.

Thanks to the following organizations  
for their participation and support:



Look for your Co-op at this  
upcoming event:

Saturday, August 22nd, 8:15 AM for 1.5 Mile WALK/9:00 AM for 5k RUN:  
Our Co-op is proud to sponsor **Run Around the Square**, one of Pittsburgh's  
largest foot races! Join us in cheering on our friends and neighbors!  
More information: [www.runaroundthesquare.com](http://www.runaroundthesquare.com).