

BOARD PERSPECTIVE

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In this my first year as a board member, probably the greatest challenge, frustration and encouragement has been “member linkage.”

Member linkage is a term used to describe communication of thoughts, ideas, praise, criticism from you, the co-op owners, to the board of directors and to the co-op itself. It is how connected we all are to each other. It is, I am finding, easier said than done.

Great news is that we are working on an exciting new project which is certain to increase member linkage in a really positive way.

We hope to open up a dialogue addressing each of our 5 stated values, one at a time, really exploring what each means to us individually and collectively. Together, we hope to highlight those things which are working as well as point out new ideas or areas that could use our attention.

Exactly what will this project look like? We’re working on that.

In the meantime, start thinking about what these 5 things mean to you:

1. Cooperation
2. Sustainable practices
3. Support for healthy choices
4. Belief in cooperative economics
5. Open, honest and trustworthy business practices