

April 20, 2018

GreenTree Cooperative Grocery  
214 N Franklin St  
Mt. Pleasant, MI 48858

Dear Co-op Owners and Members of the Board,

I am writing to express my interest in becoming a member of the Board of Directors of the GreenTree Cooperative. Being a local resident and Co-op Owner, I believe that with my experience as a long-time teacher, and my interest in promoting healthier eating, while supporting local producers, I can make a positive contribution to the continuing success and growth of GreenTree.

During my years as an educator, I have developed an ability to consider and appreciate different perspectives in a variety of settings. As an avid traveler and resident of different parts of the world, I can also contribute fresh points of view for the exploration of new opportunities and the advancement of GreenTree's core mission of promoting healthier lifestyles and improving our community. These skills are important when trying to establish dialogue and reach a consensus among diverse groups of people.

It has been five and a half years since I moved to Mount Pleasant, and in broad terms, I am convinced that GreenTree has a great potential for a purpose-driven expansion. While regular Co-op Owners are committed to its core mission, we could broaden our appeal to other constituencies within Mid-Michigan communities, and thereby help raise awareness about the importance of eating and consuming locally, not just as a way to help the local economy and the environment, but also as a way to promote community "ownership" and involvement. In that sense, our Co-op might consider a long-term strategy that includes diversifying what is sold at the store, together with the possible opening of a deli/coffee shop. This would create a communal space, where residents could gather, turning the Co-op into a community center, not just a grocery store. In turn, this would expand our presence locally/regionally, attract new Owners, broaden our appeal, and advance our mission.

Please do not hesitate to contact me with any questions you may have. You can reach me by phone or email (both are available with GreenTree's permanent staff Owners). I thank you for your consideration. Kind regards.

Roberto Mendoza  
425 S Franklin St.  
Mt. Pleasant, MI