

GreenTree Co-op Market

410 W Broadway
Mt. Pleasant, MI 48858

Phone: 989-772-3221

Website: greentree.coop



If you have interest in serving on the GreenTree Co-op Market Board of Directors, please complete the following candidacy questionnaire, and return it to board@greentree.coop with a current photo of yourself. This Statement will be presented to co-op owners as information for the upcoming election.

A Board Member is elected by the Owners/members in the weeks leading up to the Annual Meeting. The responsibilities of a Board Member include; committing to 3 years of service, attending monthly meetings, committee sub-group assignments, and additional tasks that may become necessary to help the Board fulfill its duties.

Statement of Board Candidacy

Name: Jennifer Campbell

Residence: 6951 Riverside Dr, Mt. Pleasant, MI 48858

Contact information: cell: 612-390-3698 (cell), jenniferlgcampbell@gmail.com

Years active as a Co-op Owner: 4 in June

1. Previous Board/Volunteer Experience?

I have experience in non-profit arts administration and sat in on board meetings as a staff representative for the Lake Superior Youth Chorus in Duluth, MN. I was also on the board of the Twin Ports Choral Project. These days, most of my volunteer efforts are in support of my school-aged boys.

2. Why would you like to commit to serve on the Board?

Serving on the board of GreenTree has been something I have been considering since relocating here in 2022. Coming from Minnesota, the "land of co-ops", I felt so fortunate to have a food co-op in my new hometown, and GreenTree was one of the first places I visited upon moving here. My boys love going to the co-op and I sincerely apologize if they have zoomed around you with the little green shopping carts! I instantly felt at home in the familiar atmosphere and was able to get a taste for Michigan-made products in a store footprint that was not overwhelming and felt intentionally curated. Having previously been an

employee at Whole Foods Co-op in Duluth, MN, and a co-op shopper for about 20 years, I feel I can contribute a voice that is both familiar with the co-op model and yet lends an outsider's perspective. I seek out food co-ops everywhere I visit because I know I will be able to find healthy options, friendly people, and I genuinely love seeing the unique way each co-op delivers similar products and showcases their unique local ingredients/producers. As a stay-at-home mom, who newly has both children in school, I now have more time to devote to things that I am passionate about. I already talk about GreenTree all the time, and it is my preferred grocery store, so I would welcome the opportunity to be a representative in a more official capacity.

3. What is your interest in the future of the Co-op beyond being an Owner?

I am an owner at three separate food co-ops - GreenTree, Whole Foods Co-op in Duluth, MN, and Free Range Food Co-op in Grand Rapids, MN. One is firmly-established, one is growing, and another is hoping to have a storefront in the next year. I want to be able to do my small part to support this business model in the communities that are most important to me, because these stores offer an invaluable resource to their constituents, care for their employees, contribute to the local economy, and support local and regional producers who deserve a place on the shelves. As a mother, I aim to provide my family with healthy and wholesome foods, and since I am raising fellow co-op enthusiasts, I hope this cooperative continues to flourish to serve another generation of shoppers.

4. What specific skills and experience do you bring?

I am incredibly organized and my skills are currently underutilized! I have experience in volunteer management and fundraising, including database management and grant writing for multiple non-profit arts groups. For my work with the Lake Superior Youth Chorus, I received an award from the MN American Choral Directors Association for revitalizing, rebranding, and exponentially growing a struggling organization and making it a gem in the Duluth community both artistically and organizationally. I am a previous front end and service desk employee at Whole Foods Co-op.