

# NORTHWIND NEWS

Since 1977

Northwind Natural Foods Cooperative

February, 1994

*"Good Things For You . . . Naturally"*

## From the President

The efforts of all the people who are involved in the co-op and interested in seeing it provide you with the best services possible, from the management and personnel, to volunteers and working members, to the Board of Directors, continue in 1994 with enthusiasm and a positive outlook for the coming year. Sales over the holiday period were very strong, and did in fact break records for our new management and personnel, Roger Margason and Once Tennyson-Barlow. They were also the highest for that period of the year that we have ever experienced in the co-op. Congratulations to everyone involved.

We are also experiencing increasing cooperation from volunteer members and working members. This is of great benefit to the co-op because it allows our manager to spend more time performing managerial tasks and less time running the cash register. We really appreciate these folks.

The Board of Directors has also been doing a great deal of work over the past few months. We have just completed Roger's first year evaluation. We are proud of him and the work he is doing and look forward to the coming years of working with him.

Through the expertise of our Treasurer, Jody DeCarlo, we have developed a business plan that will help Roger in the running of the store and will help the Board with the decisions we make over the next 12 months.

As a part of that business plan we have developed a member loan program. The program will allow members to loan money to the co-op to be used to accomplish specific goals established by the Board of Directors. You will be hearing more about this program over the next few months. By the date of publication of this newsletter the program will be finalized and literature about it can be picked up in the store.

The Board has established some very ambitious goals for the coming year. First, we have set some goals for our manager and how he can grow and improve with his responsibilities.

We also have a goal of reaching sales of \$100,000. Currently we are in the range of \$80 to

\$85,000 per year.

We feel we can accomplish this goal first of all because of the foundation we have established over the past year of working with Roger and Once and the stability that has resulted from the hard work everyone has done.

Next we want to increase the products we have in the store. This is the best way we know of to serve you, the members, more efficiently. We have a goal of increasing our inventory by \$5000. We expect to be able to do so through the member loan program we are now instituting.

And we also want to spend \$2000 on shelving and other equipment to be able to display the additional inventory. This money is expected to come from profits on sales made during the year.

As you can see, the co-op expects to do a great many things over the coming year, and there is no better way for us to do it than with the help of all our members. Thank you, to all of those who are actively involved in what we are doing, and "Come join us" to anyone who thinks they might enjoy being a part of these efforts. We are looking forward to 1994.

*-Doug Clark*

## MANAGER'S REPORT

A new year always holds new challenges, and new hopes. One of the most positive hopeful trends may be indicated by the interesting fact that three of our most recent new members made a specific point of stating that they were joining the co-op not for the discount, but to show their support for what the co-op provides to the community. We've been working very hard to let people know we're here, and that we're here for them.

We're here for you, too, of course, and we couldn't exist without your support. To say that we're counting on your continued support during 1994, and to your becoming even more involved in the co-op's growth and progress, is more than a casual remark. We really want to know what your co-op can do for YOU; what new products YOU would like to see us carry; and we are anxious to

hear any ideas YOU may have as to what we can do to further the co-op's efforts to educate the general public on good health and good nutrition.

To this end, we hope you'll seriously consider taking part in our new positive charge and member loan program -- both solid investments which will benefit both you and the co-op by enabling us to expand inventory, purchase badly needed new equipment, and generally making the store an increasingly pleasant place in which to shop.

To the end of attracting more new customers and encouraging your more frequent visits, we're continuing to add new product lines -- most recently organic baby food and home brewing equipment and supplies. With your family's health in mind, we're adding new vitamin and supplement items, and are slowly expanding the number of natural health and beauty products we offer.

We hope you'll stop in for a free cup of organic, fresh-bean Frontier coffee (we sample a different variety every day), and that you'll take advantage of our Saturday-only special 1/2 price sale on two selected bulk spices. And please, bring a friend.

If you've been in recently, you've probably notice that we've begun the repainting of the store, with an attractive stripe (thank you, Larry and Tim) running the length of the store in our new crimson-and-white color scheme. Hopefully, new shelving will soon be available to give us more space for new products.

Now more than ever we want to be YOUR co-op, and to have YOU be an active partner in its growth. Let's all work together to make 1994 our best year yet.

--Roger Margason, Store Manager



*NORTHWIND NEWS* is published by Northwind Natural Foods Cooperative for its membership. Letters to the Editor and other contributions are encouraged. Typed copy is much appreciated. Consider submitting articles on general areas of natural foods and healthy living or specific foods, nutrients, book reviews, recipes and the like. Please include your name and telephone number. Deliver or mail submittals to the store. Please notify us if you change your mailing address. This issue's editor: Larry I. Sands

## Newsletter Ads

To help cover newsletter expenses we are accepting a limited number of small business ads for the newsletter. We hope there will be support for the newsletter from co-op members who have their own businesses or professional services. The cost is very low at only \$12 for a business card size ad. However, the audience you reach is on the cutting edge of society's development, namely the members of Northwind! Contact Larry Sands to place your ad. Copy deadline for our next issue is May 2.

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## foodforethought

--the editor's two cents

As you can read in Roger and Doug's columns elsewhere in this issue, our major challenge is to increase sales substantially this year to at least \$100,000. To do this we're going to greatly increase the number of products offered in the store over the next weeks and months. The theory is if there is more to choose from, more will be chosen and sales will increase.

Of course, it takes a lot of money to add many new products and the shelving to display them. That's where you, the members, come in. We need to have loans from any of our members who can afford it. We surely need to have an influx of at least \$7000 during the next three months if this plan is going to float.

We haven't heard any talk of dissolving the Co-op for way over a year and we certainly don't hope to, but we absolutely need at least \$100,000 in sales this year or financial necessity may dictate our fate. And right now, today, we must have a successful fund raising through loans from us, the members.

At this writing, I haven't seen the finalized details of the Member Loan Program but it will be a simple, straightforward way for members to help the co-op survive while at the same time earning a better

interest rate than you're earning in your savings account! As Doug mentioned, details should be in the store by the time you read this.

In the last newsletter we introduced the Positive Charge Account. This isn't a gift or donation on your part but a type of loan where you get paid back in store merchandise instead of money. It's basically buying your food in advance and picking it up **free** when you need it. No heavy checkbook to bring when you shop; what could be more convenient!

But, of course, the main reason you'll want to open a Positive Charge Account is that it will enable the store to grow financially thereby ensuring its future. And, it's the cooperative thing to do when like-minded people join together for a common goal.

Accounts can be opened with as little as \$50 and there is a maximum limit of \$1000 per membership. A 60 day minimum wait before using the deposit to pay for purchases is required. Deposits **earn a 5% increase** in value when left unused in the account for a year or more. See the policy on the store bulletin board for all the details. Roger will be happy to sign you up today. Please be a part of the member loan program if you can.

Another good way members can help the co-op that doesn't require even one cent and very little effort is to suggest new products that you would like the store to carry. It's difficult to gauge which items will be popular with our shoppers. And about the best way for Roger to know what to stock is for us the shoppers to tell him. So please make a couple of product suggestions next time you shop.

Within a few weeks we expect to have some larger, newer shelving to replace some of the existing shelves. We're going to need about six people to help with this shelving changeover. We'll most likely do it late some Saturday or on a Sunday so that we disrupt store operations the least. Signs will be posted in the store when we know a date. If you think you'll be able to help for a couple hours call the store or stop in and have Roger or Once put your name and number down on a tentative list. Then we'll call you when we know the date and you can decide then if the date will work for you to help out.

We need to put together a little Spring Cleaning project for early April. If we have 6 to 8 people it really shouldn't take all that long. We need members to sign up for this project and would like to have someone take charge and organize it. Any

## You're Invited

The next Board of Directors meeting will be Wednesday March 2 at 5:30 pm in the store's lavish basement conference room. Please come and help us wade through the many important issues facing our co-op. Board meetings are generally held the first Wednesday of each month. Check the store bulletin board or the newspaper or radio to be sure of the exact time and date each month. All co-op members are encouraged to attend.

takers, give Roger or myself a call. Become a part of your own food chain; become an active part of your co-op.

We know of a really nice three door display freezer that's available for \$1100. Would someone like to buy it for the store?

I know that not all of our members think of coffee as a "health" food, but for those of us who do love a delicious cup of really flavorful coffee you can't do better than the certified organically grown and processed Frontier brand coffee the co-op carries. Frontier is a cooperatively owned and run wholesaler located in Iowa that maintains exceptionally high standards for their products. And they roast our beans specifically for our order on the very day they ship the order to us. As soon as the coffee arrives at the co-op we freeze it to retain that fresh-roasted goodness (ever wonder how long those dull beans have been exposed to the air in those supermarket bins?). The result is the absolute freshest coffee you can get anywhere around! Roger is steadily increasing the varieties we carry so it's no surprise that the co-op is truly our area's premier gourmet coffee center.

--Larry Sands

## Working Member Roster

A special thank you to everyone who gives of their time to help with the store work and the many other projects of the co-op. Applause to: Marian Gronquist, Marian Stecker, Werner Kivi, Kelli Reid, Terry Dunham, Ron & Jenny Weitzke, Patricia Goff-Erdman.

We'd be happy to add your name to this list!

## Welcome New Members

Marian Stecker, Karl Overholt, Carol Harmon, Nancy Caruso, Flora Strancel, Janet Patterson, Patricia Goff-Erdman, Ray & Michelle O'Dea, Michael & Mary Anne Fleury, Russell Dawson, Patricia England, Jim & Paula Walker, Chris Edde, Mike Kenevan, Jillian Kirchhoff, Joe & Myra Warren, Zona Wick.

We currently have 115 active members -- we need more to grow and prosper. Please encourage your friends and neighbors to join us.

If you haven't renewed your membership for '94 please do at your next store visit.

### STORE HOURS

Monday thru Friday

9:00 to 5:30

Saturday: 10:00 to 4:00

Sunday: closed

## Quinoa (say: *keen-wa*)

Quinoa, the super grain of the future, contains more high quality protein than any other grain. Quinoa is a complete protein, is light, delicious and easy to digest. Quinoa is quick and easy to prepare makes a nutritious breakfast cereal. It can be served like rice as a side dish; in soups, salads, stuffings; casseroles, or stuffed peppers; in all sorts of desserts. We carry a variety of quinoa products, from elbow macaroni to spaghetti. Come in and try some.

--Irene Hewitt

### Board of Directors

Doug Clark, president	932-0866
Jody DeCarlo, treasurer	561-3831
Irene Hewitt	932-5242
Karl Overholt, secretary	561-3120
Larry I. Sands, vice pres	561-2880

### Northwind Natural Foods Cooperative

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Ironwood, Michigan 49938

(906) 932-3547

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