



NEW LEAF

market

COOPERATIVELY OWNED

Board of Directors

Nomination

Booklet

2011

Who Can Run?

In order to be eligible to run for the Board of Directors (BOD) you must be the primary member-owner in your household. If you are not already an owner, you may become one by purchasing a share at the front desk. Directors must also be owners in good standing, which means that you may not have any late payments with purchase of shares, bounced checks, or anything else that would cause you to be out of good standing.

About the BOD

The term of office is three (3) years. We use consensus to make decisions and a facilitator runs our meetings. We use a governance model developed by John Carver to carry out our responsibilities. You can learn more about our BOD by attending one of our meetings. You can learn more about Policy Governance by visiting www.carvergovernance.com. Our meetings are usually held the last Monday of each month. You may contact our Elections Committee for more information: Dave Watson (576-6891), Jim Terrell (681-3627), or Hugh Boyter (878-2748).

How to Run

To become a candidate you need to complete the Declaration of Candidacy form included in this packet. The Declaration needs to be completed and returned to the Customer Service desk, or it may be mailed to New Leaf Market in care of Dave Watson, so that it arrives by the deadline. It may be useful to keep a copy for yourself. Your candidate statement photo* will be taken at New Leaf Market by appointment. The statement and photo will be included in our newsletter and in-store publicity. If you need to speak with a director, Dave Watson is available to answer your questions. You may call him at 576-6891 or email him, at shirtman9@embarqmail.com.

*To arrange to have your photo taken please contact the Marketing Department at 942-2557.

New Leaf Market's Vision

New Leaf Market members see a world in which humans live in harmony with their environment and each other. We offer an alternative approach where people and the environment come first. We learn to cooperate with each other to build something greater than ourselves. Offering wholesome foods and educating the community about products we sell is our contribution to a healthier future generation.

New Leaf Market's Mission Statement

New Leaf Market exists to serve Tallahassee and surrounding communities by providing high quality products and nutritious food in a pleasing and appealing atmosphere. As a member-owned cooperative emphasizing socially and environmentally responsible practices, we provide education and information about our products and the cooperative principles upon which we are based.

Our Ends Policy

New Leaf Market creates healthy communities and a sustainable environment. Because of New Leaf Market:

1. Tallahassee and surrounding communities have access to food and products from local, natural, organic, cooperative, and fair labor suppliers.
2. Interests and needs of cooperative owners are expressed in operation of a full-service store.
3. People are educated to make consumer choices with confidence.
4. There is broader community awareness of cooperative principles including environmental considerations.

Our Guiding Principles

The co-operative principles, our vision statement, our mission statement and our Ends Policies are our guiding principles.

Cooperative Principles

Created by The International Cooperative Alliance, 1996

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: The cooperative principles are guidelines by which cooperatives put their values into practice.

1. **Voluntary and Open Ownership:** New Leaf Market is a voluntary organization; open to all persons able to use our services and willing to accept the responsibilities of ownership, without gender, social, racial, political, or religious discrimination.
2. **Democratic Owner Control:** The Co-op is a democratic organization controlled by its owners, who actively participate in setting policies and making decisions. New Leaf Market recognizes that owners have different motivations, needs and expectations. Owners are encouraged to participate at a level and on the issues that they choose. Men and women serving as elected representatives are accountable to the ownership. In primary cooperatives owners have equal voting rights (one owner, one vote).
3. **Owner Economic Participation:** Owners contribute equitably to, and democratically control the capital of the Co-op. At least part of that capital is the common property of the cooperative. Owners receive limited compensation, if any, on capital subscribed as a condition of ownership. Owners, through their Board of Directors, allocate surpluses for any of the following purposes: developing their cooperative, possibly by setting up reserves, part of which at least would be indivisible; benefiting owners in proportion to their transactions with the cooperative; and supporting other activities of the cooperative.
4. **Autonomy and Independence:** The Co-op is an autonomous, self-help organization controlled by its owners. If the Co-op enters into agreements with other organizations, including governments, or raises capital from external sources, it does so on terms that ensure democratic control by the owners and maintains the Co-op's autonomy.
5. **Education, Training and Information:** New Leaf Market provides education and training for its owners, elected representatives, managers and employees so they can contribute effectively to the development of the Co-op. New Leaf Market has

a responsibility to educate the local community about co-ops and cooperative principles. The Co-op informs the general public about the benefits of natural products.

6. Cooperation Among Cooperatives: New Leaf Market believes that cooperatives serve their owners most effectively and strengthen the cooperative movement by working together through local, regional, national, and international structures. As a part of the greater cooperative community, the Co-op works to strengthen and support other cooperatives.
7. Concern for Community : The Co-op seeks to be a model of an environmentally aware, socially just, community based business that uses responsible employment practices. New Leaf Market has an active role to play in the local community in building thriving sustainable relationships between owners, the local community, and the environment. The Co-op's values and beliefs are integrated into all of its interactions.

Is Experience Necessary?

No, but some experience on boards means you may catch up more quickly. What counts most is your interest in the Co-op, your common sense, your willingness to spend time working together with a group who cares about our co-op, learning to use the tools we have chosen.

Time Commitment

We usually have 12 regularly scheduled meetings each year. We also have one planning session, usually a day long retreat in the fall, with training from the national level. There may be another day long session in the early spring if needed. You should plan to spend an average of 10 hours a month as a director, preparing for and attending meetings; committee work; and completing other tasks as needed. It's important to make sure you have space in your life for this commitment. Directors may be removed from the BOD for missing too many meetings.

Legal Liabilities

The BOD is legally responsible for running the Co-op. Directors have the responsibility to keep informed, to think carefully and to act for what they believe is the best interest of the Co-op in an honest and open manner.

BOD Duties and Responsibilities:

As stated in our Policy Manual...

Directors are responsible for overseeing best business practices and sound financial management of the operations and finances of the Co-op. The Board will govern with an emphasis on (1) outward vision rather than an internal preoccupation, (2) encouragement of diversity in viewpoints, (3) strategic leadership more than administrative detail, (4) clear distinction of Board and chief executive roles, (5) collective rather than individual decision, (6) (a vision for the) future rather than past or present, and (7) pro-activity rather than reactivity.

Specifically, the Board of Directors is responsible for:

- Interacting with the owners to understand their values and vision for the store.
- Developing, monitoring and revising a body of policies that guide the store to achieving outcomes that are consistent with the owners' values and vision.
- Ensuring, through consistent monitoring mechanisms, that management achieves the goals set by the Board and that the Board operates according to its established processes.

In return, Board members:

- Receive training in Policy Governance and other specific areas as needed.
- Build skills in group dynamics and group process.
- Receive a 15% in-store discount and a monthly honorarium.
- Have the opportunity to ensure the success of their community-owned cooperative.

Some Words about Consensus (Our Governing Format)

Consensus is defined as, “a group process where the input of everyone is carefully considered and an outcome is crafted that best meets the needs of the group. It is a process of synthesizing the wisdom of all the participants into the best decision possible at the time.”

“The heart of consensus is a cooperative intent where the members are willing to work together to find the solution that meets the needs of the group. Key attributes to successful participation include humility, willingness to listen to others and see their perspectives and willingness to share your own ideas but not insist they are the best ones.”

Consensus gathers the wisdom and experiences from the whole group, builds relationships between people, encourages shared leadership and participation, and depends upon each person to honor the best interests of the group.

Traits for consensus building: be a good listener, be concise, be patient, be solution-centered, be open to the outcome.

For more information about consensus visit:
<http://www.ic.org/nica/process/Consensusbasics.htm>.

A Word about your Candidate Statement

You want people to read it! Too long and you lose them, not enough information and people won't know why they should support you. You should explain your involvement with New Leaf Market, your qualifications, your views of the Co-op and anything else you think is important. In addition to your statement, we would like to use a picture. Please submit these no later than Thursday August 26, 2011.

(Please see Sample Candidate Statement that follows.)

Sample Candidate Statement:

June Wiaz

I have been in Tallahassee for more than 11 years, having moved down here from the Washington, D.C. area when my husband took a job in Florida's capital city. Leaving my job at the Environmental Protection Agency and raising our two girls far from family and old friends was a difficult decision, but probably one that turned out for the best. One of the reasons is Tallahassee's small-town feel and the wonderful sense of community that even transplants such as myself experience on a daily basis. And one of the best examples of community is the one that New Leaf Market brings together from across the city.

My background is rather mixed, but all of the same vein. For years I worked in the field of energy and environmental policy, including a stint with Peace Corps in Guatemala. In Tallahassee, I focused on raising our girls and squeezing in writing when possible, mainly focusing on environmental issues, but also working on a second Bachelors degree, this one online in alternative health from the Clayton School of Natural Health. The interest in nutrition probably extended mostly from my older daughter's multiple food allergies. That interest is about to reach a milestone by the end of the year; a career shift to clinical nutrition. (I anticipate receiving as M.S. in clinical nutrition from FSU in the fall.)

I know that New Leaf is experiencing—maybe more accurate to say, creating—an exciting phase in its history as the general public has joined the organic/fresh food bandwagon. I would be honored to help implement the ideas generated by the dedicated Board members who have created this vision for one of the nation's best-run, locally owned food retailers. As a director, I would strive to be true to the ideals of NLM that relate to providing healthful food from local growers to the extent possible, to help educate the public along the way, and to continue to make NLM be a pleasurable place to work and shop.

Declaration of Candidacy for the Board of Directors

I declare that I am a candidate for the New Leaf Market Inc. Board of Directors, for a term beginning October 2011 and ending September 2014. I recognize that as a Director I will have a duty to make decisions on behalf of the ownership at large and to act in their best interest (and not those of any faction thereof).

I have read the attached materials and understand that serving as a Director is a job, which requires that I:

- (1) Prepare for and attend monthly Board and annual Ownership meetings,
- (2) Attend any Board training sessions,
- (3) Serve on at least one task force, committee or special project.
- (4) Become familiar with the Co-op’s Bylaws, policies and financial statements.
- (5) Sign a code of conduct agreement.
- (6) Accept a fiduciary responsibility to the Co-op.

I qualify to serve as a Director in that:

- (1) I am, or shall become before the start of my term, a shareholder, investing all required shares, and
- (2) I have been an owner in good standing continuously since joining.
- (3) I am not related to, share a household with, or in a primary relationship with any other Board member or candidate.

I have read and intend to abide by the Co-op’s election policies. I understand that if I submit a candidate’s statement of not more than 350 words by August 26, 2011 it will be published in *Natural Times* .

Name (Please print): _____

Signature: _____

Home Phone: (May we print your phone number?): _____

Email address: _____

Date Filed:: _____

Shareholder Name: _____

Rec’d by _____ Date _____ Time (AM/PM) Eligible? _____ BOD init _____

Please check all that apply to your experiences that might serve you well on the Board.

- Business Planning
- Financial Planning
- Prior or current BOD/Civic Office experience.
- Community Development
- Personnel Development
- Cooperative Outreach
- Business Management
- Communication/ Interpersonal Skills
- Planning
- Organized Evaluation
- Collaborative Work

Ownership Number: _____

Relevant Employment History

Reasons for seeking a position with the New Leaf Market Board of Directors:

Calendar for 2011 Events

July 13, Wednesday

Orientation for potential candidates: Forum begins at 6:30 p.m. in the New Leaf Market meeting room (report to Customer Service desk for directions).

July 27, Wednesday

Second orientation for potential candidates: Forum begins at 6:30 p.m. in the New Leaf Market meeting room.

August 11, Thursday

Declaration of Candidacy is due at Customer Service Desk.

August 26, Friday

Once interviewed and nominated to run by the Board, the candidates' statements and photos are due at the customer service desk. Those not endorsed by the election committee will need to petition to run for a seat on the Board. The petition must be signed by at least 20 owners at least one month before the annual meeting.

September 14, Wednesday

Election forum and bylaw changes: Forum begins at 6:30 p.m. in the New Leaf Market meeting room.

September 28, Wednesday

Second election forum and bylaw changes. Forum begins at 6:30 p.m. in the New Leaf Market meeting room.

October 8, Saturday

Annual ownership meeting and the first day of elections. To be held at Optimist Park in Indian Head Acres from 9:00 a.m. to 1:00 p.m.

October 23, Sunday

This is the last day of elections.

October 30, Sunday

Election results will be announced and candidates will be notified by this date.

November

Weekend Board training.