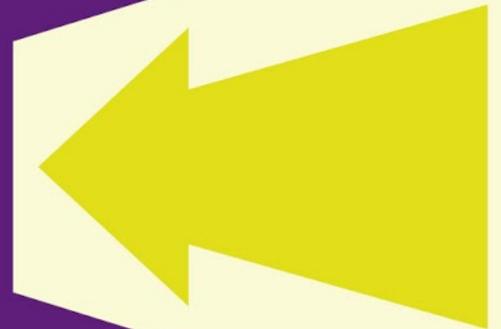
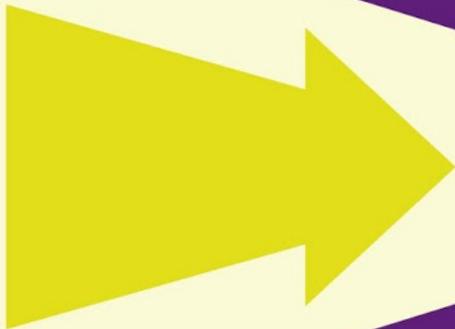


willy street co-op
BOARD OF DIRECTORS
CANDIDATE PACKET

Deadline for applications:
June 3rd at 12pm





Information on Running for the WSGC Board of Directors

Greetings,

Thank you for your interest in running for the Willy Street Grocery Co-op's (WSGC) Board of Directors!

This is an exciting time to be involved in the Co-op. With the leadership of our General Manager, our outstanding staff, and over 35,000 Owners, the Co-op is a thriving, important part of our community. We have seen great success and growth with the opening of Willy North in 2016, and just last year, we were thrilled to expand and remodel Willy West to better serve our Owners' needs.

This year, three seats are up for election for 3-year terms. We are seeking a wide variety of talent in new candidates and we orient new Board members prior to their first official Board meeting.

The Board of Directors plays a critical role in ensuring the continued success and health of WSGC. We represent all Owners in setting the standards for the Co-op's performance. We are engaged primarily in developing the vision and long-term viability of WSGC; we do not run the store nor do we have direct control over the daily operations of it. The Board uses the Policy Governance Model to oversee the Co-op, a system that emphasizes values, vision, and the empowerment and accountability of both the staff and the Board. More information on policy governance can be found later in this packet.

Please read the following application packet carefully, and feel free to let us know what questions you have at bdc@willystreet.coop.

Thanks again for your interest in serving your Willy Street Co-op!

Yours in cooperation,
The WSGC Board of Directors

Mission, Ends and Cooperative Principles

Mission: The Willy Street Co-op is an economically and environmentally sustainable, cooperatively Owned grocery business that serves the needs of its Owners and employees. We are a cornerstone of a vibrant community that provides fairly priced goods and services while supporting local and organic suppliers.

Ends: Willy Street Grocery Co-op will be at the forefront of a cooperative and just society that:

- has a robust local economy built around equitable relationships;
- nourishes and enriches our community and environment; and
- has a culture of respect, generosity, and authenticity.

7 Cooperative Principles

1. **Voluntary Open Ownership:** Open to all without gender, social, racial, political, or religious discrimination. You may shop, you may join, and you may leave the co-op at any time.
2. **Democratic Owner Control:** One Owner, one vote. Your voice will be heard.
3. **Owner Economic Participation:** Owners contribute equitably to, and democratically control, the capital of the cooperative. The economic benefits of a cooperative operation are returned to the Owners, reinvested in the co-op, or used to provide Owner services. You control the capital.
4. **Autonomy and Independence:** Cooperatives are autonomous, self-help organizations controlled by their Owners. Together, you are autonomous.
5. **Education, Training, and Information:** Cooperatives provide education and training for Owners so they can contribute effectively to the development of their cooperatives. They inform the general public about the nature and benefits of cooperation. You can develop yourself into the consumer you want to be.
6. **Cooperation Among Cooperatives:** Cooperatives serve their Owners most effectively and strengthen the cooperative movement by working together through local, regional, national and international structures. You are more successful when you cooperate with others who know how to cooperate.
7. **Concern for the Community:** While focusing on Owner needs, cooperatives work for the sustainable development of their communities through policies accepted by their Owners. You can do something for the community even as you keep succeeding.

Frequently Asked Questions About Serving on the Board

What is the Board of Directors and what does it do?

The Co-op is governed by a nine-member Board of Directors that is democratically elected by its Owners. A maximum of two Directors may be employees of the Co-op. The Board, including any elected employees, represents ownership at-large and is directly accountable to Owners for the activities and accomplishments of the Co-op. Directors serve three-year terms.

Specific Director responsibilities include:

- Creating a shared vision for the Co-op's future
- Developing, monitoring and revising policies to clearly outline expectations of both the General Manager and the Board
- Delegating ownership of, and authority over, stated goals
- Using monitoring mechanisms to ensure management and the Board operate within set goals and policies
- Collaborating with the Co-op's General Manager and Management Team staff
- Communicating clearly with Owners and striving to understand their values and visions for the Co-op

The Board is committed to doing its work through a governing system called "Policy Governance," developed by John Carver. Prospective candidates are advised to carefully read the enclosed information on Policy Governance, as it is integral to the function of the Co-op. The Board governs the organization and delegates all operational duties to one employee, the General Manager, Anya Firszt.

What does the Board of Directors avoid doing?

The Board of Directors does not make decisions about, or take part in, the day-to-day operations of the Co-op. The Board manages the General Manager, who in turn manages Co-op staff and the operations of the Co-op.

What are the requirements for running for the Board of Directors?

Directors must be members of the Co-op who are in good standing¹. They must not have any substantial conflicts of interest from affiliation with organizations that are in competition with the cooperative. Once elected, Directors must disclose any potential conflicts of interest.

Directors must be 18 years or older and be willing to provide background or personal information for themselves or their spouse in order to meet operational needs such as licensing applications.

¹ Any application that does not include a verified Owner number matching that of the named applicant as either the primary or secondary name on the Ownership account as of June 1st, 2019 shall be rejected. Candidates must submit an individual or household account number to be eligible; no business or organizational account numbers will be accepted. If a Board member should be removed as a secondary Owner on their account, they must contact Willy Street Co-op administrators immediately to inform them of their new account number. If a Board member should terminate their Ownership, or if their secondary account member status should be removed prior to creating a new account, or should they fail to maintain good standing as an Owner, their Board membership will automatically be terminated in accordance with the Willy Street Co-op bylaws.

As for personal qualifications, previous board experience is helpful, but not a prerequisite for service.

More importantly, Directors will have:

- Interest in serving the Willy Street Co-op and commitment to its mission and values
- Willingness to work closely and cooperatively with other Directors
- Commitment to providing the time and energy necessary to accomplish the Board's objectives (approximately 10-15 hours a month) and to fulfilling the term required
- Understanding of, and commitment to, Board requirements for confidentiality
- Ability to learn quickly
- Strong organizational skills
- Ability to read financial statements
- Communications, social media, marketing, or branding experience

In addition, we are seeking potential Directors who are able to bring more specialized skills to their service. Some of those skills may include any of the following:

- Strategic planning
- Financial analysis expertise
- Sustainability experience in operations/facilities, farming/gardening, or food systems development
- Experience with organizations setting goals based on the triple bottom line—people, planet and profit
- Leadership and group facilitation skills
- Experience with nonprofits/for-profits, with small or large scale operations, and with retail or wholesale (especially grocery) operations
- Other co-op experience

How much time is required by Board members?

The Board meets monthly on the third Tuesday from 6:30pm to about 9:00pm at our Central Office (1457 E. Washington Ave. in Madison). Dinner is served at 6:00pm, and some meetings may run longer than expected. In addition, Directors spend an average of 2-3 hours per week preparing for monthly meetings and serving on one or more committees, which tend to meet monthly. Directors also attend an orientation after being elected, various Owner meetings, including the Annual Meeting and Party (the second Thursday in July), and work on outside projects or proposals. Board strategic planning retreats are held at least once a year. Directors are encouraged to attend national or regional co-op conferences. Directors with leadership roles, especially the President, can expect to devote an additional 5-10 hours per month on Board service.

What is the compensation for serving?

The chief reward for serving on the Board is the satisfaction that comes from doing useful work. Currently, Directors are compensated monthly with a check for \$200. The Board President and Vice President receive \$400 and \$300 per month respectively. In addition, all Directors receive a 15% discount on WSGC purchases. Regularly scheduled evening meetings include a shared meal. The Board provides special training for new Directors and ongoing training for all Directors. Finally, reimbursement for child care expense while attending Board meetings, as well as for printing Board materials, is provided.

I'm sure I have time to commit and I want to serve Willy Street Co-op; how else can I make up my mind on whether or not to apply?

Additional information about Board service may be obtained by contacting any member of the current Board of Directors; you can find email addresses for each of them and the phone number for the Board President on page 7. This may provide a more personal perspective on Board service. Board meetings are open to all Owners, meetings are scheduled for the third Tuesday from 6:30-9:00 pm. Finally, Board meeting minutes are available on request; contact us at board@willystreet.coop.

I've decided to run, now what?

To prepare for running and help Owners make an informed decision on who they will vote to represent them, we ask that you complete the Board candidate activities listed below. **Please submit your answers to the candidate questions no later than 12:00 pm on June 3rd, 2019.** All submissions should be sent to Ben Becker, Board Administrator (b.becker@willystreet.coop) or dropped off with a Customer Service representative in any of our stores.

Required Board candidate activities include:

1. Attend one Board Orientation Session
 - Willy East: April 28, 2019; 12:30-1:30 pm
 - Lakeview Library: May 4, 2019; 2:00-3:00 pm
 - Willy West: May 9, 2019; 6:00-7:00 pm
2. Attend one of the following Board Meetings, held at the Co-op's Central Office (1457 East Washington Ave, Madison WI 53704). Board meetings start at 6:30 pm.
 - March 19, 2019
 - April 16, 2019
 - May 21, 2019
 - June 18, 2019
3. Schedule a time for Co-op staff to take your photo at one of our retail locations. The photo must be taken no later than June 7th, 2019. To book a time, email Ben Becker at b.becker@willystreet.coop.
4. Submit 20 signatures of support from Owners (see the last page of this packet for signature page).
5. Submit answers to the Board Candidate Questions (450 total word maximum for all three questions).
 - Why do you believe Owners should choose you to represent them?
 - What skills and experience do you bring to the position of Board Director?
 - WSGC is founded on the seven International Cooperative Principles. Please choose one of the principles and describe how you think the Board can encourage and foster that in our cooperative (see pg 2).

6. In addition to answering these questions, please submit a 50-word summary statement to be included with your photograph and candidate statement in the Reader. Each candidate may also submit one additional website (blog, Facebook page, Twitter handle, etc.) for inclusion in candidate materials.

Strongly Suggested: Plan to attend the Annual Meeting on **July 11th, 2019**. Come prepared to make a brief statement and answer Owner questions.

Candidate information, including your answers to each of the candidate questions, will be shared with Owners in the Co-op Reader and online.

If you are interested in running for the Board but are unable to fulfill the requirements, please contact bdc@willystreet.coop.

When will the election be held?

The 2019 election will be held July 1st-16th, 2019. The Board will hold a special meeting to receive a tally of the votes the evening of July 16th, 2019. All ballots must be received by 6:00 pm.

Thank you for considering running for the Board of Directors of your Co-op! Having a diverse array of qualified candidates helps to shape the strategic direction of the Co-op and ensures our continued success.

Policy Governance

The Willy Street Co-op Board uses the Policy Governance™ model to maintain accountability and focus our vision regarding the “big-picture”. The model allows the Board to clearly delegate by defining the expectations of the job being delegated; assigning expectations with no ambiguity; and checking that expectations were met. This process provides us with the information we need to fulfill our fiduciary duties, ensure our Owners and stakeholders are well served, and accomplish our organizational purpose.

Policies are our primary vehicle for reporting accountability, and we monitor compliance with policies on a regular basis. We have four general categories of policies that express our expectations and the acceptable means to meet them:

- A. **Ends Policies** broadly state the desired organizational outcomes and ongoing priorities of what should be achieved and for whom.
- B. **Executive Limitations Policies** delineate job expectations and acceptable boundaries within which the General Manager can act.
- C. **Board Process Policies** describe the Board’s function, process, and products.
- D. **Board-Management Relationship Policies** describe how the Board delegates to our sole employee, the General Manager.

We start crafting policies using broad statements regarding allowable and prohibited behavior and then specify further as needed. We limit the level of detail in our written policies to that which is required for the Board to remain accountable, then delegate the means to achieve compliance to the General Manager. This approach allows for the maximum flexibility and creativity within the established boundaries.

The Policy Governance model enables the board to:

- Focus leadership on the future and larger issues while allowing others to decide on smaller issues and day-to-day operations
- Delegate genuine authority to others while remaining accountable
- Assess compliance with policy and evaluate performance regularly
- Clearly articulate expectations for the Board, General Manager, and committees.

The Board of Directors exists for the sole purpose of ensuring, on behalf of our owners, that the organization performs as it should. We must constantly evaluate our purpose -- the impact we want to create for owners, our community, and for the broader world – that justifies our existence. This brings us to the most important question: what difference does having this co-op in the world make to you?

Policy Governance was developed by John Carver; the term is registered and protected and is often called "PoGo" by the hipsters. Carver's website address is www.carvergovernance.com.

Policy governance information is adapted from Eastside Food Co-op. Used with their permission.

Current Board Members

Jeannine Bindl, President 608-393-4589 — j.bindl@willystreet.coop

Meghan Gauger, Vice President — m.gauger@willystreet.coop

Brian Anderson — b.anderson@willystreet.coop

Pat Butler — p.butler@willystreet.coop

Trevor Bynoe — t.bynoe@willystreet.coop

Michael Chronister — m.chronister@willystreet.coop

Ann Hoyt — a.hoyt@willystreet.coop

Dan Ramos Haaz — d.ramoshaaz@willystreet.coop

Stephanie Ricketts — s.ricketts@willystreet.coop

Owners Supporting Your Candidacy

	First Name (printed)	Last Name (printed)	Signature	Owner Number	Date
1					
2					
3					
4					
5					
6					
7					
8					
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10					
11					
12					
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I, _____, a Candidate for the Willy Street Co-op's Board of
Your signature

Directors, verify that I have collected these signatures.

Your printed name: _____ Your Owner number*: _____

This form must be submitted to Ben Becker, Board Administrator, via email (b.becker@willystreet.coop) or at the Customer Service desk in any store by 12:00 pm on June 3rd, 2019.

* See footnote on page 3 for information about including your Owner number.