



2022 BOARD OF DIRECTORS ELECTION GUIDE



IT'S YOUR CO-OP
IT'S YOUR  VOTE

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Member-Owner
Virtual Annual Meeting
Tuesday, Sept. 13, 5:00 pm

Candidate
Statements



VOTING INFORMATION

WHO CAN VOTE?

All Valley Natural Foods Member-Owners are eligible to vote (one vote per household membership).

HOW TO VOTE:

Voting is available electronically or by paper ballot, August 24–September 12. Only one ballot (electronic or paper) may be cast per household membership in order to be valid. Subsequent or multiple voting on additional ballot types will not be counted.

Electronic Ballots:

Member-Owners were emailed a link for electronic voting. If you did not receive a MyDirectVote® email, please contact or visit customer service: Email customerservice@valleynaturalfoods.com or call 952-891-1212, ext. 221.

Paper Ballots:

Paper ballots are only available for Member-Owners who are not voting electronically (visit customer service for a paper ballot) A ballot box is provided in a designated voting area.

VOTING GUIDELINES:

There are two Board of Directors seats open for three year terms. Please review candidates and their statements* on the following pages and vote for two candidates. The two candidates who receive the highest number of votes will each be seated in one of the open positions. Member-Owner number, name and signature is required for both electronic or paper ballots to be valid.

**Note: Candidate statement submissions are not edited.*

The voting period begins Wednesday August 24, and concludes at 11:59 pm on Monday, September 12. Election results will be announced at the virtual annual meeting.

2022 VIRTUAL ANNUAL MEETING

Tuesday, September 13, 5:00 pm | The annual meeting is open to Member-Owners who RSVP in advance.

TO RSVP:

Visit: www.valleynaturalfoods.com/annual-meeting

DETAILS FOR ATTENDING:

RSVP must be made in advance.

A meeting link will be emailed to Member-Owners who RSVP for the virtual meeting. The meeting will take place on the Zoom video-conferencing platform.

All Member-Owners who RSVP in advance and attend the virtual meeting will receive one FREE meal at Local Fest on Thursday, September 15, 5:00-7:30 pm! Limit one free meal per Member-Owner number.

RSVP

today!

www.valleynaturalfoods.com/annual-meeting

AMY KAY CZECHOWICZ

Local Government Administration



1. Why are you interested in serving on Valley Natural Foods' board?

I am interested in serving on the Valley Natural Foods (VNFs) board because I could contribute to a positive element of my community.

2. What do you believe are two of the most important issues facing Valley Natural Foods over the next five years?

1. VNFs continued impact on mitigating the climate crisis
2. VNFs ability to contribute to anti-racism through food access and food knowledge

3. Please summarize the skills and experience you bring and the contributions you hope to make, as a Valley Natural Foods board member.

I believe my financial experience gained in my MBA and my budget management experience in my professional work will help me contribute to decision-making for VNF. I also believe my experience in the public sector will help me keep an eye on community impact and equity.

DELPHANIE DANIELS

INCUMBENT

Strategic Community Engagement Director

BEST BUY

1. Why are you interested in serving on Valley Natural Foods' board?

I am interested in continuing my role on the Board because:

1. I have more to contribute to ensure our values and ends are upheld as we serve our member-owners/customers and community with an equitable lens.
2. My love for Valley Natural Foods, the employees and member-owners are driving forces to why I am still interested in serving on the board. We address things that truly lead to a meaningful customer and employee experience – and that is extremely important to me.

2. What do you believe are two of the most important issues facing Valley Natural Foods over the next five years?

There are two areas of exploration:

1. Organic and locally raised foods are ubiquitous in traditional grocery stores and there is a growing number of grocers saturating our local market.
2. In addition to still being in a pandemic, we now have inflation to consider.

How we address these two issues are essential to the sustainability and growth of the coop as there are differentiating factors that make Valley Natural Foods the co-op of choice.

3. Please summarize the skills and experience you bring and the contributions you hope to make, as a Valley Natural Foods board member.

I have worked in retail for 13+ years in program management, marketing and community engagement roles. The transferrable skills, best practices and learnings are beneficial in this space and I'd like to leverage them on the Board in this capacity.

SARAH JOHANSSON

INCUMBENT

Executive Vice President

Business and Product Strategy



1. Why are you interested in serving on Valley Natural Foods' board?

I have been on Valley Natural Food board since 2013, and have seen first hand the headwinds and tailwinds our co-op has faced in the grocery business. I have served as a treasurer and as a VP. I believe given the tough competition we face, now more than ever, we need a steady leadership on the board representing our membership. Personally, I have a 7 yr old young son Daniel, who is riddled with allergies and had health conditions when he was young. It would have been quite difficult to nourish him without Valley Natural Foods. I want to make sure families have a healthy option for their groceries for decades to come.

2. What do you believe are two of the most important issues facing Valley Natural Foods over the next five years?

I think the two most important issues will be fierce competition- Amazon Fresh, Trader Joe's, HyVee and the pandemic. The competitive pressure has increased significantly in the last 3 years and shows no sign of waning. Giants like Target are struggling with making their financial goals. While the pandemic gave the grocery market a surge, the overall outlook is quite competitive.

The pandemic is now a reality we have been dealing with for 2 years but it's unpredictability along with a tight labor market compounds the issue for us as a co-op.

3. Please summarize the skills and experience you bring and the contributions you hope to make, as a Valley Natural Foods board member.

As an Executive Vice President of strategy and product for healthcare insurance, I am very adept at understanding market trends and competitive landscape. I have 23 years of experience as a business leader and have been building business strategy for the last 13+ years.

With nine years of service on Valley's board, and a deep understanding of its market pressures and forces, I believe that this co-op has a distinct value proposition that our market competition can never have. We have SO much to offer to our members and our community in ways that no Amazon could ever deliver.

I plan to work hand in glove with the co-op leadership and the board to build a strategic plan that will distinguish our co-op and its assets firmly from its competition. This plan will identify growth levers, diversify our revenue sources, strengthen and magnify our profit pools and ensure that our membership and community understands our unique service value.

In addition, the strategic plan will ensure that we have a new wave of membership in the younger demographic that will propagate the growth of our co-op. With sustainability being a clear value to our members and shoppers, I'm confident that the co-op can demonstrate a clear connection between our farms, our local footprint and our economy.

MICHELLE SANDEEN

Boutique Owner



1. Why are you interested in serving on Valley Natural Foods' board?

I've been interested in something like this with Valley Natural foods for years. I've been a stay at home mom and boutique owner for years now and have been looking into getting my feet wet in something like this outside of the home for about a year now.

2. What do you believe are two of the most important issues facing Valley Natural Foods over the next five years?

Quality and quantity. One thing I've heard a lot of moms express (in my crunchy world on Facebook and in person) is having access to products that we cannot find anywhere other than online. Whether it be organic, natural, non-toxic, etc. I have seen a lot of items available at Valley Natural foods that are of course wonderful (I wouldn't shop there other wise) but know there could be more brands brought in as well.

3. Please summarize the skills and experience you bring and the contributions you hope to make, as a Valley Natural Foods board member.

Communication (public speaking), professionalism, teamwork, time management, flexibility, personal skills.

NANCY WHYNAUCHT

Accounting Analyst



1. Why are you interested in serving on Valley Natural Foods' board?

I have been a great supporter of Valley Natural Foods even prior to becoming a member 24 years ago. I've watched the industry expand its focus on organic and local and I've seen Valley at the forefront of that movement. I'm interested in serving my co-op in an effort to help it grow and reach even more individuals and families in the area.

2. What do you believe are two of the most important issues facing Valley Natural Foods over the next five years?

It's no secret that brick-and-mortar business are challenged in today's on-line economy. Attracting young adults and families to the co-op should be one of its main focus areas. Also, remaining financially strong through double digit inflation and continuing pandemic fears will require innovation and a willingness to change to meet customer ideals.

3. Please summarize the skills and experience you bring and the contributions you hope to make, as a Valley Natural Foods board member.

With my wealth of experience in accounting and financial management I would be a valuable asset to the board as we oversee decisions that impact budget, market planning, and overall financial security of the organization. I have a great passion for the co-op and look forward to exchanging ideas with other board members that will ensure it's economic health in the future.

IT'S YOUR CO-OP IT'S YOUR VOTE

TO VOTE:

Electronic Ballot: A ballot link was emailed to Member-Owners

Paper Ballot: Available in-store at customer service, August 24 – September 12

RSVP NOW FOR THE VIRTUAL ANNUAL MEETING

ALL MEMBER-OWNERS WHO
RSVP IN ADVANCE AND ATTEND
THE MEETING RECEIVE ONE
FREE MEAL AT LOCAL FEST!



www.valleynaturalfoods.com/annual-meeting



SAVE THE DATE!

Thursday, September 15, 5:00-7:30 p.m.

Everyone is invited to come and celebrate our local vendors at Local Fest! There will be samples for tasting, a \$3 Chili Dinner with fixings, and a live DJ who will be hosting a group dance session at 6 p.m. There will also be prizes, kids activities, local brews and gluten-free house seltzers from Loon's Landing Brewery and more!