

# CGIN – Year in Review



December 2008

Co-ops · Community · Connections



## We're here for you!

"Enhanced services for members." That phrase sums up CGIN's 2008 progress.

A common theme echoed in our annual member survey is that time is at a premium. Members simply do not have enough time to fully take advantage of the value-added resources available on CGIN. As we continue to add new

services, time will also play a factor in how those services are used.

The purpose of this newsletter is to review new CGIN services and how they can save you time.

Please keep this newsletter as a reference.

And, to ensure CGIN members are getting the most

out of their membership, we'll be hosting quarterly Webinar tours of the CGIN site. Stay tuned for more information on that front.

The CGIN board and staff are appreciative of the support you and other CGIN members have provided to make CGIN the valuable resource it is in its 11th year of supporting food cooperatives.

## CGIN accepts online payments!

CGIN members can now pay their 2009 membership fees, as well as other invoices, online through PayPal. To use this service, log in to the CGIN site and go to: <http://cgin.coop/membership/renewal/>. Your organization's amount due will appear on that page, with further instructions.

## Share your comments!

It's the eleventh hour before your newsletter copy is due. You need one perfect article discussing the importance of co-ops, but don't have the time to draft the copy. What do you do?

You log on to CGIN, go to the "About Co-ops" newsletter subtopic, click "View page in order of ranking," and voila! The article appearing on top is exactly what you're looking for. You make sure to add a comment on how the article made your job easier and you insert the

story into your newsletter.

Okay, so that might be an extreme example of the comment and rating system that has recently been implemented on the CGIN site, but it could happen. The comment and rating system is a tool CGIN members can use to let others know about valuable resources, share how they have implemented them in their stores, and help you find that one perfect resource to help your co-op become a stronger organization.

Comments and ratings are allowed in the Basic Resource Library, Photo Gallery, Deli Recipes and CoopTube sections.

All staff persons and directors with access to CGIN can leave comments and ratings after completing a short form. Anonymous postings will be removed.

We hope this new service is useful to you and look forward to receiving any feedback you'd like to share.

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#### Interesting numbers:

- 565 subscribed to CGIN's Basic listserve
- 142 subscribed to CGIN's M&M listserve
- 99 subscribed to CGIN's HR listserve
- 349 subscribed to our new Board listserve started in June 2008
- 1,803 Basic Resource Library items
- 586 deli recipes
- 82 photo exhibits
- 148 retail members
- Average of 5,059 individuals who use the site each month
- 450 - highest number of site visitors on a single day in 2008 (June 23)
- \$275 - average cost of operating CGIN in 2008 per member

## Updating board listserve subscribers

By now, you likely know CGIN hosts a listserve just for co-op directors. If you don't, you can find more information about it at: <http://www.cgincoop.org/listserves/board>.

We ask that only current board members subscribe to the list. To help facilitate this request, you can find the list of subscribers after logging in to the CGIN site and clicking "My Account." Then, click on the link,

"Update my board listserve subscriber list." You'll be taken to a section featuring your contributor's profile.

To add a subscriber, just enter their name and e-mail address and hit "Submit." Likewise, to delete a subscriber, simply remove their personal information and hit "Delete." The changes will then be made by the CGIN office.

New subscribers will receive a welcome message; former subscribers will receive an unsubscribed message.

The annual cost to participate in this listserve is \$100 per co-op. Contact the CGIN office if you have any questions regarding this listserve.

## Compare CGIN member data

One benefit of CGIN membership is the ability to view specific data about other members, such as the number of members on your board, your co-op's member benefits, management structure, year-end profit, equity requirements, etc. However, you'd have to click on each CGIN member to view this data, which can be time consuming.

Now CGIN members can download a dynamically generated spreadsheet that shows all the data entered for each member. This information is up-to-date each time you download it.

You can filter specific data to view co-ops that, perhaps, participate in Policy Governance, or which ones have three-year versus two-year board terms, or how many CGIN members are doing over \$10 million in sales.

To make this an effective system for all CGIN members, we hope you'll ensure your co-op's profile information is current.

To edit your profile, log in to the CGIN site, click on "My Account." Click on your organization's name and then "Edit." You'll be taken to your co-op's profile. Enter all the data fields and be sure to click "Submit" after the information has been confirmed!

## Need new deli recipe ideas?

CGIN members have contributed 30 Sure Fire Winner recipes that are bound to be a hit with your members. Among them are recipes for Balsamic Wild Rice, BBQ Tofu, Emerald Sesame Kale, Mega

Omega Salmon Salad and Sweet Potato Quesadillas.

If you haven't taken a peek at the Deli Recipe Exchange lately, we encourage you to take a little tour. With 586 recipes available, you're certain to

find a new favorite for your co-op's use.

If you'd like to share a favorite recipe with the CGIN community, submit go to: [www.cgincoop.org/resources/submit](http://www.cgincoop.org/resources/submit).

## We want to see your store!

CoopTube was launched late this summer to provide a way for co-ops to share videos, saving CGIN members and others interested in co-ops, time in conducting searches on other video sites.

Currently, CoopTube features 17 videos, including TV ads, healthy cooking ideas, producer tours, why members love their co-op, and student film projects featuring co-ops as well as NCGA's Co-ops Rocks! and Co-op Advantage videos.

Some videos are only available to CGIN members. Others are available to a wider audience.

We're always looking for new videos, especially store tours or training videos. That said, has your staff created a safety or shoplifting prevention video? If so, share it with other CGIN members!

Other video topics include: About co-ops, ads and press coverage, consumer information, store tours,

vendor tours, and We're CGIN members!

To save members money, CGIN does not house the videos. Instead, videos must first be uploaded to YouTube, GoogleVideo or your own website. Next, complete the online CGIN video submission form at:

[www.cgin.coop/resource/su/bmit](http://www.cgin.coop/resource/su/bmit). Be sure to include the video's URL (web address).

Once you've done that, you can specify if you want the video accessible by the general public or solely for the CGIN community.



### JOIN THE BOARD!

Two seats on the CGIN board are up for election in 2009. If you've thought about joining this great group of people who direct the focus of CGIN, please contact our

Nominating Committee –

Doug Walter

[dwalter@davisfood.coop](mailto:dwalter@davisfood.coop)

or Gail Graham

[ggraham@msmarket.coop](mailto:ggraham@msmarket.coop).

## CCMA Community Notices

Each year before the Consumer Cooperative Management Association (CCMA) Conference, CGIN's listserves light up with a flurry of people in search of rooms, roommates, and other hotel-related information.

To help alleviate this online traffic and provide a more useful networking system, CGIN introduced the CCMA Community Notices forum in 2008. The forum is devoted to facilitating CCMA room sharing, organizing peer meetings (i.e., front end managers), and other CCMA location -

related requests (i.e., brewery tours).

The forum enables CCMA attendees to post if they need a room, have a room and or have other CCMA information. If you plan to use this resource, be sure to include information describing yourself (i.e., are you a partier or an early bird? Do you take long or short showers?) to help find an ideal roommate.

We know there were numerous posts placed and hotel rooms filled in 2008. We are confident the system will continue to be

useful in the future.

The notices will be available in mid-April in preparation for the 2009 CCMA in Pittsburgh, PA.

CGIN continues to be the go-to website for CCMA information. As CCMA information comes available, you'll be able to find it online at:

<http://www.cgin.coop/public/food-coop-info/ccma>

If you have specific questions about the Conference, contact Ann Hoyt – [ahahoyt@wisc.edu](mailto:ahahoyt@wisc.edu).

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*CGIN: where you go for  
great ideas to use and  
share!*

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*CGIN Board of Directors:*

*Steve Cooke  
Sevananda Natural Foods  
Co-op*

*John Eichholz  
Franklin Community Co-op*

*Dan Gillotte  
Wheatsville Food Co-op*

*Gail Graham  
Mississippi Market*

*Alysen Land  
Ozark Natural Foods*

*Deirdrie Lang  
Kootenay Food Co-op*

*Doug Walter  
Davis Food Co-op*

*Karen Zimbelman  
NCGA*

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**We're on the Web!**  
See us at:  
[www.cgin.coop](http://www.cgin.coop)

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## See you in 2009!

Be sure to mark your calendars for CGIN's Annual Meeting on 11 June, 2009.

The annual meeting is always an exciting time to learn what's new with CGIN, meet the great folks who sit on the CGIN board, receive an awesome CGIN gift, and provide

feedback to the people who can make it all happen.

Plans are in the works to ensure this year's meeting is chock-full of informational tidbits, and belly-rolling laughs.

## About Our Organization

CGIN (Cooperative Grocers' Information Network) is a membership organization founded to support the growth and development of food co-ops.

CGIN is a non-profit 501(c)3 organization.

Our purpose is:

*To strengthen all retail food cooperatives by creating community and facilitating the sharing and development of resources among members.*

CGIN would like to thank our web sponsors for their continued support:



Interested in being a CGIN sponsor? Contact the CGIN office!