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CGIN Board Report

This year has been a busy one for CGIN's Board and Staff. With one eye on our growing members' needs and the other on CGIN's capacity and long run vision, the Board determined to restructure membership offerings, bundling services in a sensible, more responsive manner.

We feel confident that our new offerings work to balance as well as support member needs and long-term CGIN capacity.

This year, we think we have a membership level that addresses the needs of smaller co-ops for general information. We also have an enhanced level that allows larger co-ops easy access to more resources. We trust this will enable CGIN, in the long run, to respond to all changing climates with ingenuity and exceptional technological solutions.

Happily the Board of CGIN approaches this mission in partnership with Bella Waters, CGIN's Operations

Manager. Her talent and where-with-all keeps many, many project initiatives moving and improving.

Likewise, we deeply appreciate everyone's continued participation and your belief in CGIN as a real benefit to cooperative business during this difficult economic period.

May it be a happy, healthy New Year for all!

- CGIN board

General CGIN Account Housekeeping

Please take a few minutes to check off the following tasks related to your CGIN account:

- CGIN contact person and their information is up-to-date
- User accounts are still current. Those users not employed at the co-op are blocked
- Board listserve subscribers are current directors
- Passwords changed during January
- Specialized listserve subscribers are up to date

For information on how to complete these tasks go to: <http://www.cgin.coop/help>

CGIN accepts online payments!

CGIN members can now pay their 2011 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 with further instructions.

What members are saying about CGIN services!

"The CGIN lists provide a community of colleagues at my fingertips. Cooperators share their ideas freely on these lists so we can grow the movement together."

M&M listserve subscriber
Elizabeth Archerd
Membership and
Marketing Manager
Wedge Co-op

"Countless times I have seen us support one another as we might face something at our stores that is causing us stress. The listserve also allows us to form relationships with our peers, so when we finally meet at a conference we already know something about one another and feel automatically included."

M&M listserve subscriber
Lisa Smith
Brand Development
Manager
Neighborhood Co-op
Grocery

"Joining this (HR) listserve has been so beneficial to me as a newbie to the big (and sometimes scary) world of HR. You can draw on the infinite wisdom from folks that have either experienced the same situations or can offer a different perspective. [About the CGIN site] The archived information is also very helpful. Why re-invent the wheel if you don't have to? Our co-op has utilized or viewed many of the documents available in the resource section."

HR listserve subscriber
Kimalee Szumilas
HR Manager
Belfast Food Co-op

CGIN Expands Services and Membership Options

Three New Listserves

CGIN will be launching three new listserves: Deli, IT and HABA to facilitate discussion and information sharing among managers in those functional areas. These listserves were chosen based on member response to our Ask Cooper survey which identified these departments as the most useful additions. For more information regarding these and the other CGIN listserves, please visit: www.cgain.coop/listserves.

CGIN Membership and Sponsorship Options

There are a growing number of food co-op resources available on CGIN! Membership options have been updated to encompass these new resources:

Membership Options

Basic CGIN Membership - \$350
Basic membership is ideal for smaller stores or stores with fewer staff and provides access to CGIN's online resources as well as two

listserve subscriptions.

Enhanced CGIN Membership - \$500

This all access membership offers access to all listserve subscriptions (board and departmental listserves), online resources as well as discounts for CGIN purchases. **Associate CGIN Membership - \$650**
Offers the same access as Enhanced Membership, but to non-retail organizations that provide professional services to food co-ops.

Enhanced Associate Sponsor - \$900

Includes Associate CGIN Membership, discounts, online recognition, Facebook promotions and logo in CGIN's Annual newsletter.

Individual Associate Membership - \$300

This membership is for individual professionals that provide services to food co-ops. It includes access to CGIN's online resources as well as a listserve subscription.

To view the full descriptions and chart of membership options, please visit:

<http://www.cgain.coop/2011membership>. We hope

these updated membership options provide your organization with the ability to take full advantage of the many services CGIN has to offer. Thanks for your support and for enhancing the food co-op community!

Sponsorship Opportunity

CGIN page sponsors receive online recognition and home page listing, company logo in CGIN's annual newsletter and Facebook promotions starting at \$350. Online sponsors will also have improved control over the content on their pages. For more details, please see "Preview of 2011 Projects" on page 3.

CGIN Releases Updated "How To" Manual

In November, CGIN released the updated "go to" resource, *How to Start a Food Co-op Manual*. The free manual offers a step by step guide for starting a co-op.

This guide, first released in 2002, offers detailed recommendations about what to do, how to go about it, and importantly, how to avoid common pitfalls when starting a co-op.

The guide's recommendations are reinforced by real world examples of food co-op startups through a series of case studies of the following co-ops:

- Friendly City Food Co-op
- Dixon Cooperative Market
- River Valley Market
- Eastside Food Co-op)
- Just Food Co-op
- Basics Cooperative
- Boulder Cooperative Market and Midtown Food Co-op, both of which closed

The *How to Start a Co-op Manual* is available free of charge on CGIN:

<http://www.cgain.coop/start-a-food-coop>.

Please refer interested parties to this great resource.



An online guide to starting a food co-op
provided by the Cooperative Grocers' Information Network (CGIN)

A Preview of 2011 Activities

We've got some exciting things planned for 2011.

First, contact persons can administer their co-op's listserv subscriptions through CGIN's new listserv maintenance system. CGIN contact people can view who at their co-op is subscribed to which listserv, as well as add or remove subscribers by going to the Mail List Tab in My Account. Individual users can now view which lists they're subscribed to, temporarily unsubscribe, quickly access the archives or request subscription to a specific listserv, all under their CGIN My Account Mail List tab.

Building on the individual login platform, each user will soon be able to

customize their CGIN homepage. You'll be able to subscribe to receive notifications of new item postings to select library sections, view current discussion on your listservs, see sponsor updates, implement other widgets and maintain a list of your saved searches and favorite documents.

In our continued quest to make it easier to find useful materials, we'll be transitioning from the five star rating system to a 'useful/helpful' flag system. This system will be similar to the popular 'Like' system, so all you'll need to do is click a button to rate an item. Then when you're on a certain page, other similar items that members found useful will be referred to you.

We will also be providing CGIN sponsors the ability to customize their pages and alert members to workshops or other announcements. CGIN sponsors play an important part in the CGIN community; in addition to providing services to co-ops directly, their support of the CGIN food co-op community helps keep membership dues low.

We'll also continue to refine the CGIN site to make it easier to use. We'll be forming a Focus Group to help us determine what specific improvements should be made. If you're interested in participating in this group, please send an email to admin@cain.coop.



JOIN THE BOARD!

Two seats on the CGIN board are up for election in 2011. If you've thought about joining this great group of people who direct the focus of CGIN, please contact our Nominating Committee:

Alysen Land
Alysen@ozarknaturalfoods.coop

Travis Hance
travis@syracusedfood.coop

Board of Director Resources on CGIN

Directors play a vital role in the support of food cooperatives and CGIN has the following resources available to help support their work:

- Resource Library: Board of Directors (annual reports; board orientation and manuals; general manager duties, evaluation and compensation; policy governance and policies)
- Resource Library: CDS Consulting Co-op Resources
- Resource Library: CCM A Workshops
- Resource Library: Member Relations and Governance (Articles and Bylaws; membership application; and membership brochure)
- Photo Gallery exhibits
- Ask Cooper surveys
- CoopTube videos
- NCGA's Western Corridor LEADer program (www.cain.coop/leader)
- Board listserv and archives (www.cain.coop/listservs/board)

Remember, current board members can access CGIN with the special board login information that can be found in the CGIN Member news section of the website (www.cain.coop/member-area)



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

CGIN Board of Directors:

John Eichholz
Franklin Community Co-op

Dan Gilotte
Wheatsville Food Co-op

Travis Hance
Syracuse Real Food Co-op

Jane Harter
East End Food Co-op

Alysen Land
Ozark Natural Foods

Deirdrie Lang
Kootenay Food Co-op

Doug Walter
Davis Food Co-op

We're on the Web!
See us at:
www.cgin.coop

Join us on Facebook:

facebook

Follow us on Twitter:

twitter

See you in 2011!

Mark your calendars to attend CGIN's Annual Meeting on June 16th during CCM A. CCM A will be held in San Diego at the Hard Rock Café Hotel on June 16-18th.

As with our 2010 meeting, your attendance will determine how much money CGIN donates to local food organizations. Last

year we were able to donate over \$2400 to well deserving organizations.

The annual meeting is always an exciting time to meet the great folks who sit on the CGIN board, and provide feedback to the people who can make it all happen. See you there!

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:

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!
866.209.2667, ext CGIN or admin@cgin.coop