



President's Letter

December, 2011

Dear Members:

This is my second message in an effort to increase communication between the member / owners and the Board. I'm hoping that you will find the information I share both interesting and informative and would encourage any feedback or questions you might have as a result of receiving this message.

It's hard to believe but we've just completed our Annual Member's Appreciation Week and are now into the Christmas season! During Members week the Board of Directors saw an opportunity to connect with a large number of members to do an important survey regarding the use of credit cards at our store.

I'm sure you've noticed that some of the other large retailers only permit the use of a specific credit card to make purchases at their place of business. If you participated in our survey you are aware that the yearly cost to FDCC for credit cards is \$800,000! We've heard many of you talk about your dislike of service fees – the Board and Operations have been jointly looking for any opportunity to be able to eliminate these fees for the member / owners and this was one of the opportunities we wanted to explore with you.

Well...we wanted your feedback and we got it! From our survey results it is clear that having the option to use your credit card at FDCC is important to a significant number of members. I want to thank you for taking the time to give us this important feedback and I assure you that as a result the Board of Directors has heard your concerns and there will be no change in the credit card service that your Co-op provides to you. While reviewing the survey results I want to ensure you that all perspectives were considered and the Board takes these difficult decisions very seriously.

I hope you'll come out on December 17th and celebrate "Managers Madness" with me – an evening of 15 minute specials on all the things you'll need over the Christmas holidays. I know I will be there taking advantage of all the terrific specials and savings and look forward to chatting with you while we wait for the next announcement.

This will be my last message before Christmas and probably my last message for 2011 – on behalf of myself and the other Directors I want to wish you all a heartfelt Merry Christmas and a very Happy New Year!! Please stay safe – don't drink and drive – and enjoy some time with family and friends!

Cindy Riley
President – Board of Directors