



President's Letter

November 2013

Dear Members:

I'm very pleased to be able to report to you that we've just finalized our year end and together we've completed a successful year in the black. Considering last year's results it is important to acknowledge that with the full support of the Board Sr. Management initiated an aggressive plan which has been reviewed weekly over the past year. Although the Board had every confidence that with your continued support and loyalty we would overcome our challenges – it's nice to have the proof in black and white. The Board is thrilled with the dramatic improvement this last year and thought the results were so positive that we needed to give you the news right away rather than wait until the AGM. Start thinking now about attending our AGM in January to get all the details!

As validation of our continued success and ability to address our challenges we have once again been recognized by Atlantic Progress Business Magazine as one of the 101 top companies in Atlantic Canada. This esteemed acknowledgement by Progress Magazine is based on volume of sales – this is our 12th consecutive year of recognition in the business community....something we can all be proud of!

Although it just seems like we finished up with a very successful Co-op Week, detailed planning is underway for Member Appreciation Week scheduled for November 25th through 30th. This is our biggest event of the year as you well know. The volume of sales generated throughout the year due to member's loyalty allows management to negotiate special pricing from suppliers to be able to offer additional savings (better prices) for members. Staff ensures that ample inventory is kept on hand throughout the week and that most non-food sale items, if required, can be reordered at the sale price. There is also great care taken to merchandise the store and arrange department cash line-ups to make the week as organized as possible. Our goal is to create a comfortable atmosphere while making it easy for members to shop and maneuver through the aisles.

Flyer details will be available the week prior to November 25th. Keep in mind during this week only your store will be open until 8:30 p.m. on Monday, November 25th and 8:30 p.m. on Saturday, November 30th . and here's a tip for you – Saturday evening is the best night to shop!!

Following every Member's Week event, your Management team meets to look for ways to improve the shopping experience. As a result of these annual reviews, Member's Week is organized and there are very few line-ups, congestion or cart issues. With that in mind, the store most definitely is busy that week and we thank you in advance for your patience and consideration of other members. If there are improvements that you would like to see, please let your management team or Directors know....our goal is to provide you with the best Member's Week ever!

In my last letter I talked a bit about a new members' at large committee we're calling "Friends of the Co-op". This committee may be of interest to those of you who want to get involved on a smaller scale from time to time or with a specific project. The goal of this committee would be to look for ways of increasing our presence in the community in an effort to market our co-operative advantage as well as looking for opportunities for increased membership/sales for our store. Opportunities the Board has thrown around for consideration are things like becoming involved in school lunch programs, making contact with community service groups, contacting local developers for participation in model suites and/or showcasing our product, cash and carry appliance/furniture expo etc. If any of these opportunities sound interesting to you or you have an idea for us to consider, speak with any of the Directors or stop at the Service Desk and leave your contact information so we can contact you.

Cindy Riley
President – Board of Directors

