



## The 2010 Wheatsville Co-op Election

by Lee Blaney, Secretary of the Wheatsville Board of Directors



Coming from Pennsylvania, Fall has always been my favorite season. It's the season of change: the temperature cools off, the leaves change color, and the new school year starts. Fall also represents the opening of voting season. The media has been concentrating on important mid-term elections for a couple of months now, but one election that I hope you are excited for is the 2010 Wheatsville Co-op Election. As Owners of Wheatsville Co-op, we have the opportunity to exercise our voices to ensure that our co-op continues to succeed long into the future. Try to find that at other grocery stores in Austin!

This year, we will be electing four people to your Board of Directors and will select ten non-profit organizations to support through our Community Action Wednesdays program. Three of the four Board positions are for three-year terms; the remaining position is a one-year term. Throughout the past two years, we have continued to refine our nominations process and are excited about the seven exceptional candidates running for your Board of Directors. You may have already read about the Board candidates in the September issue of the *Breeze* or in Dan's weekly emails. All of the candidates have been endorsed by the Board, which means that the candidate:

- Is a fully-invested Owner of Wheatsville Co-op;
- Turned in their application by August 1, 2010;
- Attended a Board orientation session;
- Attended at least one Board meeting; and,
- Pledged to abide by the Board of Directors' Code of Conduct.



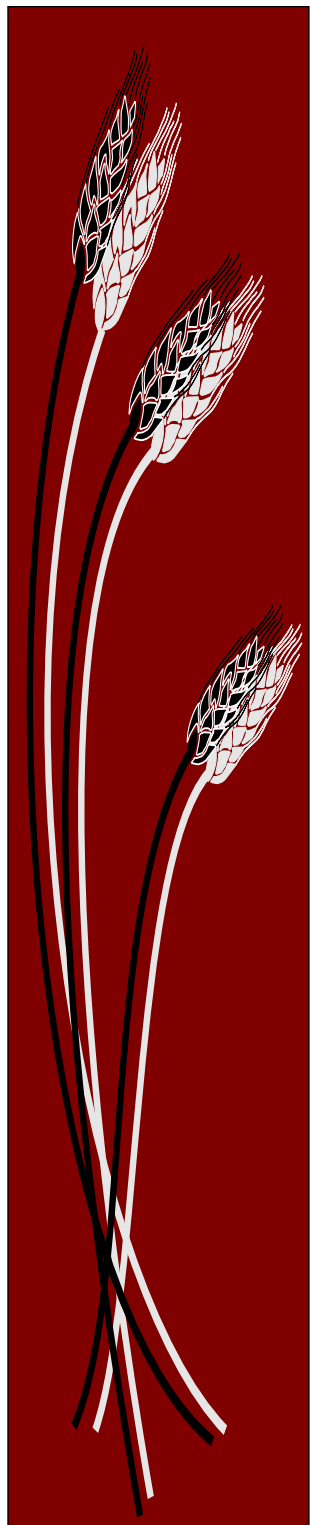
The reason for our rather extensive nomination and endorsement process is to ensure that candidates understand the role of your Board of Directors, and that they are excited to serve all of our Owners. Owners will have the opportunity to meet the Board candidates at the October 27th Fall Owner Gathering.

The election will officially open on October 1, 2010 and will run through 5:30pm on December 7, 2010. In previous years, our Bylaws prevented us from closing the vote until 400 votes had been cast; however, our current Bylaws require that the vote be open for at least 60 days. Our voting window for this year's election is 67 days. A detailed description of the voting procedure is available on the Wheatsville website (<http://wheatsville.coop/Board Policy/Procedures for Co-op Vote.pdf>).

To encourage voting, we have made it easy for you, the owners of Wheatsville Co-op, to vote. Owners may cast ballots at the Wheatsville Hospitality Desk, by mail (a ballot is included on the back page of this issue of the *Breeze*), or online by clicking the VOTE button at [www.wheatsville.coop](http://www.wheatsville.coop). Your vote will help decide who leads our organization into the future and what non-profits we support. We hope that you take this opportunity to positively contribute to our thriving co-op community.



Finally, the Board of Directors would like to thank Gabriel Gallegos for volunteering to be our 2010 Election Coordinator. This will be Gabe's second year acting as the Election Coordinator. Gabe brings a great deal of enthusiasm and thoughtfulness to the election process, and we are confident in his abilities to help run a smooth election. If you have any questions about the process, please visit the Hospitality Desk or send me an email at [lblaney@wheatsville.coop](mailto:lblaney@wheatsville.coop). As the Secretary of the Board of Directors, I will oversee the election process. Thank you in advance for participating in the election and ensuring that your co-op continues to succeed!



## Owner Appreciation Days

Owners receive 10%

off of any ONE shopping trip

Saturday, October 9th  
through Sunday, October 17th!



## Fall Owner Gathering

Wed, October 27th  
6:30-9:00pm

All Wheatsville Owners are invited to the Fall Owner Gathering! Our featured discussion is **The Cooperative Economy & YOU**

Come hear special guest **Walden Swanson** speak about Wheatsville's roots and why the cooperative economy is vital, vibrant and growing.

Walden, a Texas native and Wheatsville founder, has become a giant in the cooperative grocery world and was recently inducted into the prestigious Cooperative Hall of Fame. We are thrilled to have him join us for a lively presentation and discussion about the cooperative economy.



Following Walden's talk, he will be joined by several members of the co-op community in Austin to discuss and answer questions about what we are doing in Austin to creatively collaborate with other co-ops.

At the Fall Owner Gathering, you will also have a chance to meet the candidates running for your Board of Directors and get an update about Wheatsville's work over the last year, including a summary of our annual report.

Food and drink will be provided and there will be plenty of time to mingle, chat, eat, and meet.

Location has not yet been determined as of press time. Watch your weekly emails and Facebook for location information! RSVP and questions can be sent to [kate.vickery\(at\)gmail.com](mailto:kate.vickery(at)gmail.com).



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# Cook Globally, Grow Locally

12TH ANNUAL FALL FESTIVAL

Sunday, October 24 12-3pm

at historic Boggy Creek Farm  
located at 3414 Lyons Road in east Austin.



*A magical afternoon feast of  
local food treasures!*

This event celebrates our twelve years of feeding Austin, one garden at a time. GCP has been installing organic vegetable gardens for people in need and encouraging central Texans to grow and eat locally since 1998. Our festival-held at Boggy Creek Farm, Austin's original organic urban farm market, reflects our commitment to the local community by showcasing the best that Austin has to offer in food, drink, and music. Live music features Frank Meyer, The Melancholy Ramblers, and The Lonesome Heroes.

You can also sample a variety of the dishes presented by more than 20 of the city's best restaurants. Green Corn Project will also host a silent auction with donated specialty items from Austin's stylish boutiques, restaurants, and other favorite local establishments.

Tickets are \$35 pre-event or \$40 at the door and are available online at [www.greencornproject.org/2010-Fall-Festival](http://www.greencornproject.org/2010-Fall-Festival).

The Green Corn Project is a 501(c)(3) nonprofit organization in Austin, Texas, that assists area residents in need to grow food gardens using a low-cost, chemical-free method. Our mission is to educate and assist Central Texans in growing organic food gardens. Since 1998 GCP has helped install more than 120 bio-intensive gardens for individuals and families, schools, and community centers.

To find out about sponsorship or volunteer opportunities please contact the Green Corn Project at (512) 249-3171 or write to Green Corn Project, P.O. Box 49468, Austin, TX 78765

Email may be sent using the contact form on the website  
<http://www.greencornproject.org/civCRM/event/register?id=16&reset=1>

We've Got Mail



August 23, 2010

To Dan & all our friends @  
Wheatsville -

Thanks so much for your donation of \$100<sup>00</sup> gift certificate for our silent auction. With your help, we were able to raise nearly \$1000 to bring the women of Yo Mamas Catering Cooperative to the US Federation of Women Co-ops conference. This was an important step in their journey toward establishing Austin's first worker-owned catering cooperative. We look forward to working with you in the future to build a strong cooperative economy in Austin!

Sincerely,  
Audi Shively  
Third Coast Women for Cooperation

Austin's new, independent, locally-owned business directory

clothes - jewelry - food - landscaping - pets - remodeling - massage - music - graphic design - catering - coffee houses - clothes - jewelry - food - landscaping - pets - remodeling - massage - music - graphic design - catering - coffee houses - clothes - jewelry - food - landscaping - pets - remodeling - massage - music - graphic design

Featuring the small businesses, entrepreneurs, mom & pops and one-of-a-kinds that make Austin UNIQUE!

Local Flavor BABY!

Support Your Local Economy...  
[www.austinunique.com](http://www.austinunique.com)



The Wheatsville Breeze  
is a publication of

**Wheatsville Food Co-op**

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except where otherwise noted or not known

The Wheatsville Board of Directors usually meets at 6pm the fourth Tuesday of every month at 3105 Guadalupe (building North of store). Check [http://wheatsville.coop/pop\\_bodagenda.html](http://wheatsville.coop/pop_bodagenda.html) for details Members are encouraged to attend. Something that you would like discussed at the meeting? Contact General Manager Dan Gillotte at 478-2667 or [gm\(at\)wheatsville.com](mailto:gm(at)wheatsville.com)

**Wheatsville 2010 Board of Directors**

Rose Marie Klee, president  
Doug Addison Theron Beaudreau  
Lee Blaney Kitten Holloway  
Aditya Rustgi Steven Tomlinson  
Kate Vickery

The purpose of Wheatsville is to create a self-reliant, self-empowering community of people that will grow and promote a transformation of society toward cooperation, justice, and nonexploitation.

The mission of Wheatsville is to serve a broad range of people by providing them goods and services, and by using efficient methods which avoid exploitation of the producer and the environment. The focus of this mission is to supply high-quality food and non-doctrinaire information about food to people in Austin, Texas.

## Community Action Wednesdays

The group selected  
for October  
is the Capital Area  
Food Bank



**CAPITAL AREA  
FOOD BANK  
OF TEXAS**

The mission of the Capital Area Food Bank is to nourish hungry people and lead the community in ending hunger. Today more than 23 million pounds of food and grocery products are distributed each year. Food and grocery products distributed by CAFB go to human & social service agencies. These partner agencies provide hot meals served on-site or groceries to families and individuals in need.  
[www.capitalareafoodbank.org](http://www.capitalareafoodbank.org)





# Co-op=Power! Now Go Vote!

by Kate Vickery, Board Member

Alright, y'all. Your Board has written a lot over the past year about its

work and the work of the Co-op to create positive change in our community and our world. After months of brainstorming and revising, we recently passed a new set of Ends policies. As stated on our website [http://wheatville.coop/Board Policy/bodgov-polindex.html], "Ends policies broadly state the desired organizational outcomes. They describe the ongoing priorities of what should be achieved and for whom." Ends are what we're all about; this is the direction we have set our course for the foreseeable future. Our current Ends, guide every new project, initiative, and decision of Wheatville:

Wheatville will be at the forefront of a transformed society that has:

- a thriving community centered on hospitality, kindness, and generosity
- a robust cooperative economy
- easy access to sustainable, healthy food solutions

Simple, right? At the end of the day, we want great customer service, lots of people shopping at high-quality co-ops, and good, healthy food. We're pretty proud of

the effort Wheatville makes every day to turn these broad goals into a reality. So what does this have to do with voting? I'm glad you asked.

Co-ops everywhere are guided by the Co-op Principles and Values, which have been carefully crafted by the International Cooperative Alliance. The second of those principles is Democratic Member Control. "Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. In primary co-operatives members have equal voting rights (one member, one vote) and co-operatives at other levels are also organized in a democratic manner."

These broad goals, our Ends Policies, are set by your Board of Directors. YOU, our Owners, get to elect members of our Board every year. It is through this democratic process that Wheatville gets its leadership and through its leadership that Wheatville gets its direction and mission. We hope that you will vote in the 2010 election

and exercise your power in the organization and progress of your Co-op.

We are thrilled to introduce you to our candidates and I encourage you to read the article on the front cover by our Secretary, Lee Blaney, for all the details about how and when to vote. I hope you will take a few careful minutes to read through the statements provided by our nominees and vote for those folks who you would like to see lead your Co-op over the next 1-3 years.

Voting is both our right and privilege as Wheatville Owners, and the Board is proud to work on your behalf towards the transformation of society, while ensuring that the investment we have made in our Co-op is responsibly managed and safeguarded. I'm looking forward to meeting and working with the new directors we elect!

Hope to see you around the store—don't forget to vote!



## Wheatville Co-op Resolution to Support Black Star Co-op Pub and Brewery



**Whereas,** Wheatville Co-op is committed to practicing the sixth cooperative principle, cooperation among cooperatives;

**Whereas,** Wheatville Co-op believes that growth of the cooperative economy in Austin contributes to the transformation of society as defined in the Wheatville Co-op Ends policies;

**Whereas,** following the success of our recent renovation project, Wheatville Co-op is financially equipped to invest in the growth of new cooperative ventures in our community;

**Whereas,** Black Star Co-op is incorporated as a co-operative association under the Texas Business Organizations Code;

**Whereas,** Black Star Co-op has provided, to the satisfaction of the Wheatville Co-op Board of Directors and General Manager, evidence of a sound and viable cooperative economic business venture;

**Whereas,** Black Star Co-op is aggressively pursuing investors and making good progress towards their stated goal of raising \$475k before opening their store;

**Now Therefore Be It Resolved That:** Wheatville Co-op intends to invest the final \$50,000 of \$475k required to open Black Star Co-op through the Black Star Co-op 2010 Member-Investor Share Offering, as affirmation of our commitment to cooperation among cooperatives, demonstration of our support of growing the cooperative economy in Austin, and our expression of confidence in Black Star Co-op and its positive impact on the Austin cooperative community!

**Approved by the Wheatville Board of Directors on this 12th day of August 2010.**

Rose Marie Klee, President      Lee Blaney, Secretary

## International Cooperative Alliance: Principles for Coops

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation among Cooperatives
7. Concern for Community

Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.



### Howard Bowers Fund Cooperative Excellence

Presented to  
Wheatville Co-op

Wheatville Co-op has risen against the odds from languishing to sales growth and expansion, from an under-performing store to a regional powerhouse. Post-expansion sales have exceeded expectations, with sales growing 30% in 2006-7 and 2007-8 and tripling in 10 years, while project and staffing costs came in under budget. This happened in Austin, TX, which has a big market for natural foods.

Under the leadership of Dan Gillotte, Wheatville Co-op is integrated into the community, supports local businesses, champions the local food movement, supports local organizations through monthly donations, help other stores open or expand, and is a source of guidance, information, and support to co-ops across the country.

June 11, 2010



# Meet the Candidates for the Board

Hey Wheatsville owners! It's election time again, and I'm not talking about the contests for Texas governor and Congress coming up in November. No, I'm talking about something more important, at least to the future of your favorite local food co-op: the 2010 Wheatsville Board of Directors election. Voting begins on Friday, October 1, and ends Tuesday, December 7.

This year, the Nominations Committee has worked diligently to bring you the following seven candidates for four open seats on the co-op's nine-member governing body. The candidates, who are seeking one of three 3-year terms and one 1-year term to begin in January 2011, include current board president Rose Marie Klee and board treasurer Steven Tomlinson, plus five other Wheatsville owners. Their answers to four questions posed in the board candidate application are presented below.

Wheatsville's Board ensures organizational performance on behalf of all Owners. Our work includes developing clearly stated expectations through written policies; delegating responsibility for, and authority over, the achievement of stated objectives; and

monitoring compliance with written policies. Our purview is not the day-to-day running of the store, but rather the strategic planning, financial oversight, Ownership linkage, and community outreach that will keep Wheatsville strong and successful well into the future.

Each candidate is a fully invested Owner who has attended one of three orientation sessions the Nominations Committee held for prospective board members this summer and has agreed to abide by the Director's Code of Ethics and Code of Conduct if elected. Prospective board members also were expected to attend at least one board meeting in order to get a sense of the board in action.

The Nominations Committee and the entire board are excited about the candidates we are presenting to Owners this year, and we encourage every Wheatsville Owner to take a few minutes to learn about the candidates and to vote. The candidate profiles printed below also are compiled in a binder at the hospitality desk, and you will get a few chances to meet the candidates in person in while the election is

ongoing, including at our Fall Owner Gathering on Wednesday, October 27th and the Wheatsville Arts Festival (December 4th & 5th). One candidate will also be featured each week in Dan Gillotte's email newsletter and on the Wheatsville Facebook page, and all candidates will be invited to introduce themselves and answer questions from owners at the annual owner gathering on October 27th. Also, watch for a board member-led "get out the vote" table in front of the store on select Sundays this fall, where candidates might also be in attendance.

This special election issue of the *Breeze* includes a ballot, which Owners can use to cast their vote either by mail or at the store's hospitality desk. Online voting is available at [www.wheatsville.coop](http://www.wheatsville.coop).

Democratic control is a guiding principal of Wheatsville and all co-ops. Please exercise your responsibility as an owner and vote in the election!

—The Wheatsville Nominations Committee



Endorsed

**Elizabeth Anderson**

**COO, Paperroot**

**BA Business Economics (Brown University),  
MBA Acton School of Business**

**How many years have you lived in Austin? 1**

**How many years have you been a member of Wheatsville? 1**



**(1) Why do you want to serve on the Board of Directors at Wheatsville Co-op?**

I knew I wanted to be a part of Wheatsville the moment I walked through the store's glass doors for the first time. Whenever I step into Wheatsville, I feel alive. Strolling through Wheatsville's inviting aisles makes me feel intimately connected to others who share my love of local and organic foods that are kind to the environment. I am fascinated by the use of co-ops as a viable economic model and means to bring a community together. When I shop at Wheatsville, I feel like I am doing my part to help keep the world a happy, healthy place. Wheatsville nourishes my soul as well as my body, and as a board member I would do everything I could to expose new community members to the magic of the co-op. My financial and entrepreneurial background would allow me to engage fellow board members in valuable conversation and help ensure Wheatsville's sustained performance for years to come.

**(2) What are you passionate about? How could we see that passion in action in your day-to-day life?**

My deepest passions are for the outdoors and the environment. I recently moved around the corner from Wheatsville, so when I'm not hanging out at the store, you will find me playing disc golf with my two dogs, longboarding around town, or mountain biking on the greenbelt. Not only can you see my passions in how I spend my leisure time, but my love for the great outdoors can be seen in my career and life choices. I am in the process of launching an authentically green outdoor apparel company. I want to be a part of the change that I seek to see in the world. I strongly believe in doing everything I can to ensure the planet remains beautiful for generations to come.

**(3) Describe an experience where you worked on a team. What did you offer the team? How did you compromise for the team's benefit?**

While I was a student at Acton, I worked with a team of students to prepare and present one of my business plans to a group of investors. The plan, which forms the backbone of my green apparel company, was one that I was incredibly enthusiastic about. I went into the project with lots of ideas and beliefs that I had held for years. As a result, I offered the team a tremendous amount of passion, tenacity, and vision. However, after two unproductive meetings, I realized that I needed to give my team members something even more valuable...freedom. I had to lose all my biases for how the project "should" go, let go of my pride, and delegate different aspects of the project to each person. Divide and conquer became our motto as we each focused on what we were the most passionate about. We used our own creativity to craft something we truly believed in and were extremely proud of the final product we created together.

**(4) You've recently been elected to the Wheatsville Board. A close friend and local food producer privately asks you to help her business by having the board publicly denounce the alleged unethical business practices of her closest competitor, whose products are already sold at Wheatsville. The business owner says she will deeply discount Wheatsville's orders for her produce for a year if you help her. Briefly describe two or three possible ways you could handle this situation, and how you would ultimately act.**

In this situation, I would tell my friend that her approach is unethical. Her offer sounds very much like a bribe and I would question the motives she has for making such an accusation. As a board member, I cannot provide anyone with special privileges based solely on friendship. Additionally, product choice and operations at the store level are not in my authority but rest in the hands of the general manager. I would bring the matter to the attention of the board and suggest that my friend attend the next meeting in order to appropriately present her opinion to all board members. Although it would not be acting in good faith for us to take any action based solely on her claims, I believe that it could be important to look into the supposed unethical practices of the company as Wheatsville promotes honest and ethical businesses. Inappropriate ways to handle the situation are to remove the competitor's product from the store, or instruct the GM to order my friend's product at a discount.

—Meet the Candidates continued on page 5

**SEE WHY CO-OPS ROCK!**

**THE COOP ROCKS VIDEO CONTEST 2**

**The sweet prizes!**

- 1st Apple iPad
- 2nd \$500 Co-op Gift Card
- 3rd HD Flip Video

All the entries are in for the second-ever My Coop Rocks Video Contest. Check them out online and be sure to vote for your favorites before October 15 - the People's Choice winners will get some super sweet prizes!

[www.MyCoopRocks.coop](http://www.MyCoopRocks.coop)

Sponsors: coop, FRONTIER, [Logo]





# Meet the Candidates for the Board



Endorsed

**Reyna Bishop**



**Self Employed Project Manager/Dietician**

**MS Nutrition**

**How many years have you lived in Austin? 6**

**How many years have you been a member of Wheatsville? 4**

**(1) Why do you want to serve on the Board of**

**Directors of Wheatsville?**

In a word... time. Initially I started shopping at Wheatsville to save time. The hugeness of many of the Mega-grocery stores around town combined with crowded, sprawling parking lots, made shopping at Wheatsville feel so refreshingly easy. I could learn the layout and get in and out in no time flat. In time, I grew to appreciate Wheatsville not just for its size, but for the time the staff takes to understand it's member's needs, to thoroughly research each and every product Wheatsville sells, and to communicate to its members the larger implications our food choices have on our community and the planet. I always felt that it would be an honor to serve on the Board of Directors of Wheatsville, but in the past I wasn't sure I could commit the time needed to do justice to the position. Now, I find myself with the time and with the desire to give back to the community that has given so much to me.

**(2) What are you passionate about? How could we see that passion in action in your day-to-day life?**

I am passionate about my family and my community. I grew up in a small town where Community was a given. We lived in the country, grew a lot of our own food, and (though chains were certainly a part of the town) did a lot of shopping at locally owned businesses where we knew the owner and the owner knew us. At the time, living this way wasn't a movement or a political statement, it was just how it was. As an adult, I have lived in various cities and know how hard it can be to develop relationships when every where you go things are large and impersonal. Austin has many charms, but one of my favorite things about it is that it is on the forefront of the Sustainable movement and small businesses resurgence, which supports both family and community in a very real way. I owned a small food business in this town for a couple of years and I made every effort to include as many locally grown products in our cooking as possible, our family frequents Farmer's Markets, we have a small garden, and we "shop local" as much as possible. I try to put my dollars back into this community in order to support practices that will ensure that our family, our community, and on a larger scale, the environment can sustain themselves. I now have a 2 year old at home, which means that I not only have concern for what the world will be like for her and for her children, but it also means that I will soon be having to answer "why" for every action taken. I hope that the important values of family and community are something I can impart to her and that my answers and actions can do the importance of these values justice. I am passionate about my family and my community. I grew up in a small town where Community was a given. We lived in the country, grew a lot of our own food, and (though chains were certainly a part of the town) did a lot of shopping at locally owned businesses where we knew the owner and the owner knew us. At the time, living this way wasn't a movement or a political statement, it was just how it was. As an adult, I have lived in various cities and know how hard it can be to develop relationships when every where you go things are large and impersonal. Austin has many charms, but one of my favorite things about it is that it is on the forefront of the Sustainable movement and small businesses resurgence, which supports both family and community in a very real way. I owned a small food business in this town for a couple of years and I made every effort to include as many locally grown products in our cooking as possible,

our family frequents Farmer's Markets, we have a small garden, and we "shop local" as much as possible. I try to put my dollars back into this community in order to support practices that will ensure that our family, our community, and on a larger scale, the environment can sustain themselves. I now have a 2 year old at home, which means that I not only have concern for what the world will be like for her and for her children, but it also means that I will soon be having to answer "why" for every action taken. I hope that the important values of family and community are something I can impart to her and that my answers and actions can do the importance of these values justice.

**(3) Describe an experience where you worked on a team. What did you offer the team? How did you compromise for the team's benefit?**

I used to run a vegan and vegetarian food delivery, farmer's market stand, and catering business. Since we didn't have a physical location, packaging was a huge issue for us. We were trying to juggle our bottom line, practicality, and food freshness/preservation with a strong desire to be as eco-friendly as possible. In an effort to help our company make the most informed decision possible, I researched both traditional and alternative packaging and presented the pros/cons of both. Initially, I had hoped that we would be able to operate primarily using reusable packaging (Tupperware that either we or our customers would wash after each use) and compostable options. Health regulations prevented us from using Tupperware because we didn't have the right dishwashing set up. We used compostable packaging for several months, but got complaints that the food wasn't staying fresh and that the packaging was breaking down before the food could be eaten. In the end, our compromise was to use a combination of corn based (compostable at municipal composting facilities) and recyclable containers. This allowed us to have more quality control on our product and to still try to mitigate the environmental impact of our business.

**(4) You've recently been elected to the Wheatsville Board. A close friend and local food producer privately asks you to help her business by having the Board publicly denounce the alleged unethical business practices of her closest competitor, whose products are already sold at Wheatsville. The business owner says she will deeply discount Wheatsville's orders for her product for a year if you will help her. Briefly describe two or three possibly ways you could handle this situation, and how you would ultimately act.**

Scenario 1: I would tell the close friend that the Board of Directors of Wheatsville does not interfere in the daily management or activities of the store, but rather that it is the Board's role to provide high level oversight to ensure that general policies and objectives set out by the Board are being adhered to. I would suggest that the unethical business practices be reported to the Better Business Bureau and that any buying agreements she hoped to offer be discussed directly with the department or store manager.

Scenario 2: As in scenario 1, I would explain the role of the Board to my friend so that she clearly understands the limitations and boundaries of the role. I would do my best to be sympathetic to her concerns, but also ask that she understand that her making these requests presented a conflict of interest for me. In order to avoid any bias on my part, I would ask that she present her concerns to the General Manager of Wheatsville. If the General Manager judged the issue to be an item appropriate to be discussed with the Board, I would share my bias with the other Board Members and excuse myself from any vote (if applicable) or input.

Ultimately, I would act out scenario 2. If the friend's concerns are legitimate and the alleged unethical practices are relevant, it allows an appropriate decision to be made without my bias.

**(5 optional) Do you have any other experiences that you see as being related to the work of the Board?**

I have a background in Project Management. This kind of work requires an ability to balance global oversight with daily attention to detail in order to ensure that the project and staff are on track. I have experience conducting budget review working with team members from various business and educational backgrounds. The role of the board is strategic and visionary, but part of ensuring that the Board's vision is being realized is to provide clear policies and to monitor compliance of these policies. I think my experience as a Project Manager will help to function in both of these ways.

Meet the Candidates continued on page 6



1-800-GREENTX ♦ [www.earthshare-texas.org](http://www.earthshare-texas.org)  
[estx@earthshare-texas.org](mailto:estx@earthshare-texas.org)



## Journeys

**Saturday,  
November 6th**

**7:30pm**

**St. Matthew's Episcopal Church  
8134 Mesa Drive**

**Tickets: \$12 adults, \$8 seniors and students**

**About the Tapestry Singers** In 1987, Tapestry Singers began as a way to bring women together to celebrate their heritage and for the pure enjoyment of singing. Women from all backgrounds, lifestyles, and areas of the city come together once a week to laugh, to support, and to sing their hearts out!

[www.tapestrysingers.org](http://www.tapestrysingers.org)



# Meet the Candidates for the Board



Endorsed

**Adrian Cortez**

**International Marketing and Sourcing,  
Delicious Skin**

**BA Film Studies Yale**

**How many years have you lived in Austin? 1  
(+a few more years ago)**

**How many years have you been a member of  
Wheatsville? Less than one.**

**(1) Why do you want to serve on the Board of Directors of Wheatsville  
Co-op?**

I simply believe that a business can be run ethically and responsibly with the participation of the community and I wish to participate in and add to the process. Having spent many years in Asia, I would like to share some of my business experience and perspective on a project with a noble purpose like Wheatsville. I have always been active in my community with volunteering and community organizations in every place I have lived, and wish to continue that here in Austin.

**(2) What are you passionate about? How could we see that passion in  
action in your day-to-day life?**

I am passionate about promoting ethical business. Fair and ethical trade are much more than buzzwords to me. My experience living ten years in Asia exposed me to grand plans and ambitions, but equally exposed me firsthand to corruption and the worst parts of crony capitalism. In a place like Shanghai, the misdeeds of corporatism are easily seen and hardly surmountable. I am currently starting a business with a partner in Shanghai to provide organic goods to China, to develop the market and help educate them about organic products and sustainable lifestyles. The focus is on cosmetic products, but we hope to build a trusted brand they can then look to for more information on sustainable lifestyles and products.



**(3) Describe an experience where you worked on a team. What did you offer the team? How did you compromise for the team's benefit?**

Early in my time in Shanghai, I was the youngest member of the Shanghai Rotary Club. We had to tread lightly as the legal status of the Rotary Club was always in a grey area. The Communist authorities view any organization with suspicion. Disagreements were common with members from all over the globe, but we managed, and I focused on developing the Gift of Life program to provide open heart operations to Chinese children in need. Years later, a few of us responded to an outreach from a member of the North Korean government and organized two open heart operations for sick children in North Korea and participated in a program donating goods to North Korean orphanages. I would characterize the whole experience as being filled with compromises, as the North Koreans placed constant obstacles and tests in our way. I think I brought a vision, a tenacity and a great deal of dedication to these projects and this remains my proudest participation.

**(4) You've recently been elected to the Wheatsville Board. A close friend and local food producer privately asks you to help her business by having the Board publicly denounce the alleged unethical business practices of her closest competitor, whose products are already sold at Wheatsville. The business owner says she will deeply discount Wheatsville's orders for her product for a year if you help her. Briefly describe two or three possible ways you could handle this situation, and how you would ultimately act.**

I wouldn't rush to judgement. I would be too close to the situation. The question is: Did they really make the allegations to help their own business or is there any truth to it? I see only one clear way to handle the situation. Bring the allegations and the evidence to the Board, including all the information about the "friend" to the attention of the Board for discussion and a possible vote. My own feelings on the matter would naturally be subordinate to a Board review. I would have to recuse myself from any vote on the matter, acting as a witness to the events for the Board. While this question asks for two or three solutions, I believe the right thing to do is very straightforward and the solutions are all variations of the same thing: bring everything into the open, let the board know and vote on the issue for the owners.

————— *Meet the Candidates continued on page 7*



**Travis Audubon Society promotes the enjoyment, understanding, and conservation of native birds and their habitats.**

They protect critical habitat for the endangered Golden-cheeked Warbler at their 690 acre Baker Sanctuary. Their ten acre Chaetura Canyon Sanctuary is home to more than 30 nesting avian species and is world renowned for research and conservation of Chimney Swifts. TAS continues to spearhead conservation programs locally and support them abroad. They lead field trips and bird walks both at local birding hotspots and exotic getaways. They offer an exciting array of monthly speakers, workshops, youth birding camp, the annual Birdathon, and seasonal and monthly bird counts & surveys. TAS offers classes from the basics of birding to advanced classes for the identification of sparrows, raptors, gulls, butterflies and dragonflies, and even grasses. Their outreach programs strive to educate the community about the vital connection between conservation and sustainable, healthy human habitats. Visit [www.travisaudubon.org/fieldtrips.html](http://www.travisaudubon.org/fieldtrips.html) for more details.

## OCTOBER FIELD TRIPS

**Saturday Oct. 2nd from 8-10am Beginner's Bird Walk at Richard Moya Park Led by Virginia Rose and Shirley LaVergne** Wheelchair accessible trails. No registration necessary. For info email [virginia.rose@att.net](mailto:virginia.rose@att.net).

**Tuesday, Oct. 5th from 6am to early afternoon, Super Tuesday! at Inks Lake State Park, led by Terry Banks** State Park entrance fee is \$5 per person. Limited to 12 people, contact Terry Banks at [55bluebirds@att.net](mailto:55bluebirds@att.net) to register.

**Saturday, Oct. 9th at 7:00am and 4:00pm Monthly Bird Count at Hornsby Bend** All levels of birders are welcome and no registration is required. Email Eric [ecarpe@gmail.com](mailto:ecarpe@gmail.com) for info.

**Tuesday, Oct. 12th from 8-10am Tuesday Mystery Bird Walk!, led by Ken Zaslow** Location will be sent to registrants a few days before the trip. Limited to 14 people, register at [khz@att.net](mailto:khz@att.net)

**Saturday, Oct. 16th from 7:30am to noon Monthly Bird Walk at Hornsby Bend** For more information go to [www.hornsbybend.org](http://www.hornsbybend.org). All levels of birders are welcome and no registration is required.

**Sunday, Oct. 17th, 6:30am-1pm Lake Buchanan Area Led by Jeff Patterson & Judith Bailey** Contact Jeff Patterson at 512-487-2755 or [jepbird2@att.net](mailto:jepbird2@att.net) to register for this trip. We will plan to be back in Austin at about 2:00pm after a picnic lunch, so bring your lunch.

**Tuesday, Oct. 19th from 9-11am Two-hour Tuesday! Butterflies in Sunset Valley, led by Stan VanSandt** Meet at the Sunset Valley City Hall located at 3205 Jones Road at 9am. No registration required.

**Saturday, Oct. 23rd from 7:30-11am Smith Memorial Trail & Bull Creek Field Trip, led by Stu Wilson** No registration required. Meet at the gravel parking area for the Irving and Hazeline Smith Memorial Trail in northwest Austin off Loop 360 at 7:30am.

**Tuesday, Oct. 26th from 7-11am Super Tuesday! at Cedar Breaks Park, led by Dan Callaway** Limited to 14 people so please register with Ken Zaslow at [khz@att.net](mailto:khz@att.net).

**Saturday and Sunday, Oct. 30th 8am - Oct. 31st, 12pm, Travis Audubon Members-Only Field Trip and/or Family Camp-out at the CL Browning Ranch** in Johnson City With Laurie Foss and Shelia Hargis Registration for the field trip and the camping is required email Laurie Foss at [lauriefoss@flywayadventures.com](mailto:lauriefoss@flywayadventures.com).

## CLASSES

**Oct. 6, Oct. 13, Nov. 3, and Nov. 17 from 6:30 to 8:30 pm (classroom)**

**Oct. 9, Oct. 17, Nov. 6, and Nov. 20 (field trips)  
Travis Audubon's Introduction to Birds and Birding Class, Fall 2010**

No prior birding experience is necessary. The class is limited to 12 participants. For info or to register for the class, contact Shelia Hargis at [intro2birds@gmail.com](mailto:intro2birds@gmail.com) or at 294-0272. Include your name, phone, email address and if you are a TAS member on non-member.

**Sunday, Oct. 10th 1-4pm Travis Audubon's Nestbox Workshop at Chaetura Canyon 2010**

No carpentry experience is necessary, and ample guidance will be provided. Registration limited to 12 participants. One child 8 years of age or older is welcome with each paying adult. For info or to register contact Anne Donovan at 512-472-3030 or [ajdonovan@att.net](mailto:ajdonovan@att.net). Please include your name, phone, street address, and email address, and whether you are a TA member on non-member.

**Saturdays, Oct. 16 and 30, from 9am to 1pm  
Travis Audubon's Grasses Workshop 2010**

To register, contact Paul Wheeler at [TASGrassClass@swbell.net](mailto:TASGrassClass@swbell.net) or 512 338 1131. Registration cut-off date will be Oct. 1.

## GENERAL MEMBERSHIP MEETING

**Oct. 21, 2010**

Doors open at 6:30 pm for social time, 7pm program.

Guest Speaker: Dr. Peter English—The diversity of the Birds of South America

# Meet the Candidates for the Board



Endorsed, Incumbent

**Rose Marie Klee**



**Water Resources Engineer/Project Manager, Crespo Consulting Services, Inc.**

**M.S. Environmental Engineering; B.S. Architectural Engineering**

**How many years have you lived in Austin? 16**

**How many years have you been a member of Wheatsville? 6.5**

**(1) Why do you want to serve on the Board of Directors of Wheatsville Co-op?**

The Wheatsville Board of Directors has gone through wonderful growth and transformation during my tenure over the past years, thanks to the excellence and commitment of many past directors. We are in an exciting time when a lot of foundational infrastructure has been laid and we can do some really advanced work! Co-op boards across the country now look to Wheatsville as an example of excellence in governance.

As the Board (along with our entire organization) has evolved, we have also transitioned to a composition of relatively new directors. I am interested in supporting the entire organization with my past learning and experience as a Wheatsville board director, providing some continuity, and helping to reinforce the foundation which has been laid by our amazing directors over the past several years.

I am sincerely committed to the cooperative movement, and am particularly interested in advancing the conversation (within the community) about cooperative economics. I believe that our organization has a significant role to play in moving our society toward mutually beneficial (rather than predatory) business practices.

**(2) What are you passionate about? How could we see that passion in action in your day-to-day life?**

I am passionate about co-ops! This is evident in my daily life by the time and care I take to participate in Wheatsville activities; my participation in the local and national cooperative movement; the personal travel time I take to visit other co-ops (and even attend their board meetings); and my personal collection of co-op t-shirts, SWAG, and photographs.

Over the past five-plus years, I have spent an enormous amount of time engaged in Wheatsville-related activities, including regular board meetings, committee meetings, and the bylaws revision project, and especially in the past three years as president. I am a member of other local and national cooperatives including the Inter-Cooperative Council, Black Star, the University Federal Credit Union, Hanover (NH), and the New Orleans Food Co-op (start up). I have participated as a panelist for national-level conference and webinar discussions and have recently authored an article on board self-evaluation for the national trade magazine, Cooperative Grocer.

On a recent trip to Minneapolis, I visited seven coops in two days; and recently in New England I went to five coops in two days. (I've also been slowly "collecting co-ops" in the DC-area, and hit two new stops in the Sacramento area this past spring.)

But most importantly, my passion for cooperatives is evident in all of my conversations about fairness, economics, and social justice.

**(3) Describe an experience where you worked on a team. What did you offer the team? How did you compromise for the team's benefit?**

As a big fan of the non-profit venture, Urban Roots, I am always eager to lend a hand when asked to provide support for this amazing organization. Late last year, I was asked to participate in developing plans for a greenhouse-building workshop which would have the dual purpose of (1) teaching community members a valuable farming skill (the course included not only construction, but soil mixtures and propagation timing) and (2) constructing two green houses on the farm. Our team included several of my favorite people, including two Urban Roots employees and a well-established organic farmer.

I was able to offer the team my experience and background in carpentry, construction, and structural engineering, as well as project planning. I helped by listening to the team leader and asking significant questions about goals, constraints, budget, schedule, and resources. It was especially important to understand the resource which is each team member, including their ideas, skills, and personalities. I followed up by developing design sketches including key construction details, inspecting existing greenhouse structures, and meeting with team members to evaluate the design.

While I had some pretty major constraints on my availability, I did my best to meet their schedule needs and modify my scope of work in order to accomplish the project objectives; and, I modified construction details (from my German over-engineering brain) to better accommodate their desired construction techniques.

**(4) You've recently been elected to the Wheatsville Board. A close friend and local food producer privately asks you to help her business by having the Board publicly denounce the alleged unethical business practices of her closest competitor, whose products are already sold at Wheatsville. The business owner says she will deeply discount Wheatsville's orders for her product for a year if you help her. Briefly describe two or three possible ways you could handle this situation, and how you would ultimately act.**

The nature of this quid pro quo arrangement injects an ethical question which might best be dissected from the other logical questions about (1) whether this is a board-level matter; (2) whether, independent of an "insider request," there would be reasonable merit for our organization to take any public position on such a matter; (3) the potential benefit to Wheatsville Owners of receiving deeply discounted product.

The fact that the unethical business practice is alleged is an important consideration: it may be unreasonable for Wheatsville as an organization to take a definitive public position in the absence of definitive proof or conviction.

Because Wheatsville is a values-driven organization, there are certainly unethical business practices on which we might take a stand! Practices which are unethical but not illegal are of especial interest (and likewise are especially challenging), because our organizational purpose is to "promote the transformation of society toward cooperation, justice, and non-exploitation."

Ultimately, I would determine whether I believe the issue has enough merit to be shared with the board at all based on the specific circumstances. (If not, the producer could certainly make their request directly/independent of me.) If so, I would communicate the nature of my relationship with the person making the request and disclose my conflict of interest (which may be actual, potential, or perceived). The board as a whole is responsible for managing conflicts of interest and under some circumstances, the most appropriate process is to have a director be recused.

Meet the Candidates continued on page 8



Enjoy great food around the table and in your life. Find recipes, learn about cooking and eating seasonally, and get tips for sharing good tastes with your friends, family, and community.

Eating well is easy when you know where to find great food. Discover your shopping options, find out what to look for in the store, and learn how to support local and help build a stronger food community.

Get to the root of your food. Learn where it comes from, how it's made, and what goes into creating food that's good for you, the environment, and your taste buds.

Experience great food in your community. Find food co-ops, farmers' markets, and local food suppliers in your area, and choose your favorite neighborhood co-op to display on your StrongerTogether.coop profile.

**StrongerTogether.coop is a new online community— a place for people to gather on their food journey. It's a place to find out more about what's in food, where it comes from, where to find great food, and a whole lot more. It's also a place for consumers to talk with others about food topics they're exploring, are passionate about, or want to get involved in.**

**We'd love for you to participate at <http://strongertogether.coop> or click on the link on Wheatsville's website at [www.wheatsville.coop](http://www.wheatsville.coop).**

When it comes to food, there's a lot to talk about. Join conversations with other StrongerTogether.coop members about where it comes from, how it's made, and where to find great food and nourishment in your community and in your life.



# Meet the Candidates for the Board



Endorsed, Incumbent

**Steven Tomlinson**

**Master Teacher, Acton School of Business**

**Ph.D. Economics, Stanford University**

**How many years have you lived in Austin? 21**

**How many years have you been a member of Wheatsville? 12**



**(1) Why do you want to serve on the Board of Directors of Wheatsville Co-op?**

Wheatsville makes a difference in Austin and the world. A business that puts hospitality and generosity at the center of its mission, a business that puts people and our environment ahead of short-term shareholder profits and involves customer-owners in important management decisions – Wheatsville is proof that an ethical business can prosper. I love learning from fellow Board members (and from others in the national network of co-op grocery stores) about how co-ops around the country successfully compete with corporate giants while making safe, healthy food affordable and building great places to work and shop. The co-operative movement is an inspiring mix of grassroots democracy and free enterprise, and serving on the Board gives me a chance to be part of the action. It is an honor to be working for all of you who own a piece of this extraordinary business, support what it stands for and share my enthusiasm about its future

**(2) What are you passionate about? How could we see that passion in action in your day-to-day life?**

I am passionate about clear, creative communication, and I write everyday. Sometimes I'm working on a play or an article. Often I'm helping a friend draft a speech or conquer stage fright or figure out how to speak truth to power. My consulting practice helps people learn how to lead meetings and pitch their business ideas to customers and investors. At the Acton School of Business, I coach students for interviews and cold calls. I'm a critical consumer of TED talks. Words can trigger and stretch the imagination, expose fresh possibilities, and change how we think and act. How we talk really does matter. If you find me staring blankly into the refrigerator, I'm probably puzzling over the best way to express some idea that seems promising. Most of the time, I hope you'll find me listening intently, because that's the only way I ever find anything worth saying.

**(3) Describe an experience where you worked on a team. What did you offer the team? How did you compromise for the team's benefit?**

I was on a writing team. It was our job to produce a handbook for Socratic teachers. Although others on the team knew more about teaching than I did, I was the only one who had written a book, so we decided that we would interview each member of the team and that I would transcribe their wisdom, sort it into chapters and produce our first draft. A great plan, except that when I delivered the draft, my colleagues, much to my horror, wanted to edit and rearrange and make changes of their own. Hold on, I thought: I did the tough work of fitting all those interviews into a coherent flow. How dare you mess with my book! Some of their suggestions didn't even make sense. I locked up until a friend reminded me how deeply I respected these colleagues and that in the process of decoding and integrating their edits, I was downloading their wisdom. If I could share ownership, I could help birth something really cool. The process was messy, and we missed deadlines; but the final product was worth waiting for.

**(4) You've recently been elected to the Wheatsville Board. A close friend and local food producer privately asks you to help her business by having the Board publicly denounce the alleged unethical business practices of her closest competitor, whose products are already sold at Wheatsville. The business owner says she will deeply discount Wheatsville's orders for her product for a year if you help her. Briefly describe two or three possible ways you could handle this situation, and how you would ultimately act.**

I could relay the story she has told me to the Board and suggest that we investigate. I could invite her to present her case during Open Time at a Board meeting. I could contact the general manager (GM) on her behalf and suggest that he look into her allegations. The situation is fraught. First, the GM, not the Board, decides which products to sell. No individual board member should presume to influence any aspect of store operations. Next, since a close friend's business is involved, I have an apparent (if not real) conflict of interest, and I would need to disclose this to the Board if the issue came up. Also, my friend damages her credibility by offering discounts. If her concern is ethical sourcing, she shouldn't make it about her prices. In the end, I would counsel her to choose one of two clear routes – either offer Wheatsville's GM a competitive price without raising the ethical issue or get independent confirmation of unethical practices and present those to the GM or to the Board in Open Time. Because of our close friendship, I wouldn't bring the issue before the Board myself.

Meet the Candidates continued on page 9

**Owners!** Help us promote Wheatsville to your friends and co-workers.



Celebrate big savings by sharing your Co-op Deals Flyer with friends and co-workers. Let them see the great prices and products that we have and get them excited about your co-op! Your word of mouth is worth a million dollars of advertising!

**Sign up for the Wheatsville Email List!**  
 A few times a month, you'll get an e-mail from us informing you of upcoming events, new products or changes in the store.  
 Go to <http://wheatsville.coop> to sign up!  
*We will not sell, lease, lend or otherwise disclose your email address to any other entity.*

**We Wanna Adopt Your Mac**

Got a G4, G5 or **laptop** sitting around since you got your new Mac? We'd appreciate the donation of iMacs, G5s, G4s, or peripherals like DVD Burners, LCD monitors, laser printers, or external drives, etc. We can't offer you a tax-deduction but you will definitely amass some good karma. Call Aldia at 478-2667 or email [aldia@wheatsville.coop](mailto:aldia@wheatsville.coop) to place your Mac in a loving home.



**Pawstock 2010!**



**Silent auction, raffle, face painting and lots of good live music and food! All benefitting**

*Thundering Paws Animal Sanctuary*

a NO KILL sanctuary and non-profit 501(c)(3) organization

**Sunday, October 3<sup>rd</sup> 2010 2pm-7pm**  
**at Los Cucos Mexican Café**  
 (formerly El Arroyo)  
 12432 FM 2244, Bee Cave, TX

**Performances by: Jesse Sublett, Jackson, T. Tex Edwards, Big Chris Gates and Tiny Tin Hearts**

**Suggested donation \$15 at the door**  
**(but you can give us more or even less—just c'mon!)**

For more information, call (512) 402-9725  
 or e-mail us at [www.thunderingpaws.org](http://www.thunderingpaws.org)

Updates on performers and performance times available on our website



# Meet the Candidates for the Board



Endorsed

**Laurie Viault**

currently unemployed

**MBA International Business, Bachelor of Science in Radio-TV-Film**

How many years have you lived in Austin?  
3 in college and have been back since 2001 so over 10

How many years have you been a member of Wheatville? 1



**(3) Describe an experience where you worked on a team. What did you offer the team? How did you compromise for the team's benefit?**

I've worked on many different global teams in my corporate life. I like to think that I offer a global balanced perspective as I have lived overseas and understand different cultures and the different approaches to business. I've also studied business ethics and world religions and believe that I can help strike compromise and understanding when disagreements occur over different communication styles. I've helped to bring teams to consensus by understanding different personality types and bridging communication gaps.

**(4) You've recently been elected to the Wheatville Board. A close friend and local food producer privately asks you to help her business by having the Board publicly denounce the alleged unethical business practices of her closest competitor, whose products are already sold at Wheatville. The business owner says she will deeply discount Wheatville's orders for her product for a year if you help her. Briefly describe two or three possible ways you could handle this situation, and how you would ultimately act.**

I would tell her in a very nice demeanor that what she is asking me to do is unethical and that I could not help her in such a way.

**(5 optional) Is there anything else you'd like to tell us? Do you have other experiences that you see as being related to the work of the Board? You may, as an alternative or addition, choose to submit a resume. A resume will also be made available to Wheatville Owners.**

I've been involved in a number of professional organizations as a board member during my past 10 years in Austin. I have served as the treasurer for the Austin chapter of the American Marketing Association, the Marketing co-chair of the Young Leaders Society, as well as donated my time to various other organizations in Austin. I am a certified Competent Communicator through the Toastmasters program as well.

**(1) Why do you want to serve on the Board of Directors of Wheatville Co-op?**

I would like to donate my professional skills and experience to Wheatville Co-op because I believe in the principles of co-op ownership and I would like to be involved with an organization that directly benefits and impacts the people of Austin in a positive way.

**(2) What are you passionate about? How could we see that passion in action in your day-to-day life?**

I am passionate about animals and about physical fitness. Animals so often don't have a voice and I care deeply about ethical and compassionate treatment. I am also very athletic and participate in endurance athletic events such as triathlons and long distance running. Keeping fit is very important to me.

Meet the Candidates continued on page 10

## From Landscape Implementation to Community Cultivation

Story and photos by Theron Beaudreau, Community Cultivator



At the beginning of September, a group of Community Cultivators converged on the **Sunflower Co-op**, an independent housing cooperative in Austin, Texas, to transform a tired old landscape into a community. How did a landscape become a community? Through a simple blend of hard work, playful revelry, and a shared sense of purpose unrivaled in the co-op's long history.



On September 1st, 2010, Sunflower celebrated its 30th birthday and with it, a refreshing facelift. As we age, we tend to let some aspects of ourselves go. I'm sure you all know what I'm talking about - an extra chin or two, maybe some love handles, or the ever popular beer belly? In Sunflower's case, it was an entryway that had long lost its welcoming curb appeal. Invasive nandina had, like a few extra pounds around the hips, multiplied

into a burdensome nightmare. Choking out the native species, a weedy mess dominated the landscape, leaving little room to enjoy the sweeping Live Oaks, stately Blue Agave or even recognize the winsome Agarita stationed right by the paved pathway leading up to what was once the Co-op's main point of entry (now a resident's bedroom door).

Over the course of 3 evenings, in true PermaBlitz fashion, several residents, a neighbor or two and an impassioned lot of cooperators, cultivators and friends of the co-op came together to contribute a little something of themselves to the space. Some local organizations also deserve recognition for their contributions: **Design-Build-Live** provided advice and planning assistance; **Wheatville Co-op** graciously donated an entire bale of recycled cardboard for sheet-mulching; and **Keep Austin Beautiful** offered almost their entire library of tools to the project (making

the work much less strenuous for all us humans!) Thanks to these volunteers, the monumental task of:

- Clearing out a tangled mess of invasives;
  - Digging a luscious rain garden;
  - Creating an earthen berm for water retention;
  - Rebuilding a crumbling retaining wall;
  - Sheet-mulching 800+ square feet of garden space; and
  - Planting an attractive new selection of native plants
- ...all seemed more like a celebration of community than a landscaping project. So let us continue to celebrate the amazing achievements of our community and raise a glass to everyone who participated (even those who were unable to make it out yet still shared love, support and encouragement vicariously). With the contributions made to this project, Sunflower Co-op saved the entirety of their garden budget (yes, every single plant, every tool, every last shovel of mulch and stone placed was graciously donated by loving friends such as yourself!)

Best of all, the co-op has finally rediscovered some of those shapely curves and sexy lines that it remembers from its more youthful days. Happy Birthday Sunflower - we love you!



If you want to participate in future endeavors, contact the Community Cultivators at [theron\(at\)communitycultivators.org](mailto:theron(at)communitycultivators.org)



# Meet the Candidates for the Board



Endorsed

**Mark Wochner**



Research Associate, The University of Texas at Austin

Ph.D. in Acoustics. B.A. in Physics

How many years have you lived in Austin? 4

How many years have you been a member of Wheatsville? 2

**(1) Why do you want to serve on the Board of Directors of Wheatsville Co-op?**

The first thing that got me interested in running was the quality of the current Directors. I was invited to the most recent Wheatsville Board Retreat, where I was able to work with them on revising their current policies. I was very impressed with everyone there and liked working with them. I am currently the President of the Board of the Black Star Co-op, and I feel that because of that fact it's a great opportunity to bring these two co-ops even closer together, which is another reason I'd like to be on the Board. Also, I'm very interested in the Policy Governance model which the Wheatsville Board uses to govern and I'm also a regular Wheatsville shopper. Finally, I think that I have a lot to offer as a director. I've already been working in Policy Governance for the Black Star Co-op so I wouldn't need much time to get on my feet and start leading as a director.

**(2) What are you passionate about? How could we see that passion in action in your day-to-day life?**

I am passionate about volunteering. If you've come out to a Black Star Co-op event, you've probably seen me slinging beers or selling memberships. I'm also now involved in a new organization of cooperatives whose goal is to foster relationships between co-ops in Austin, something with which Wheatsville is also involved, and these are places

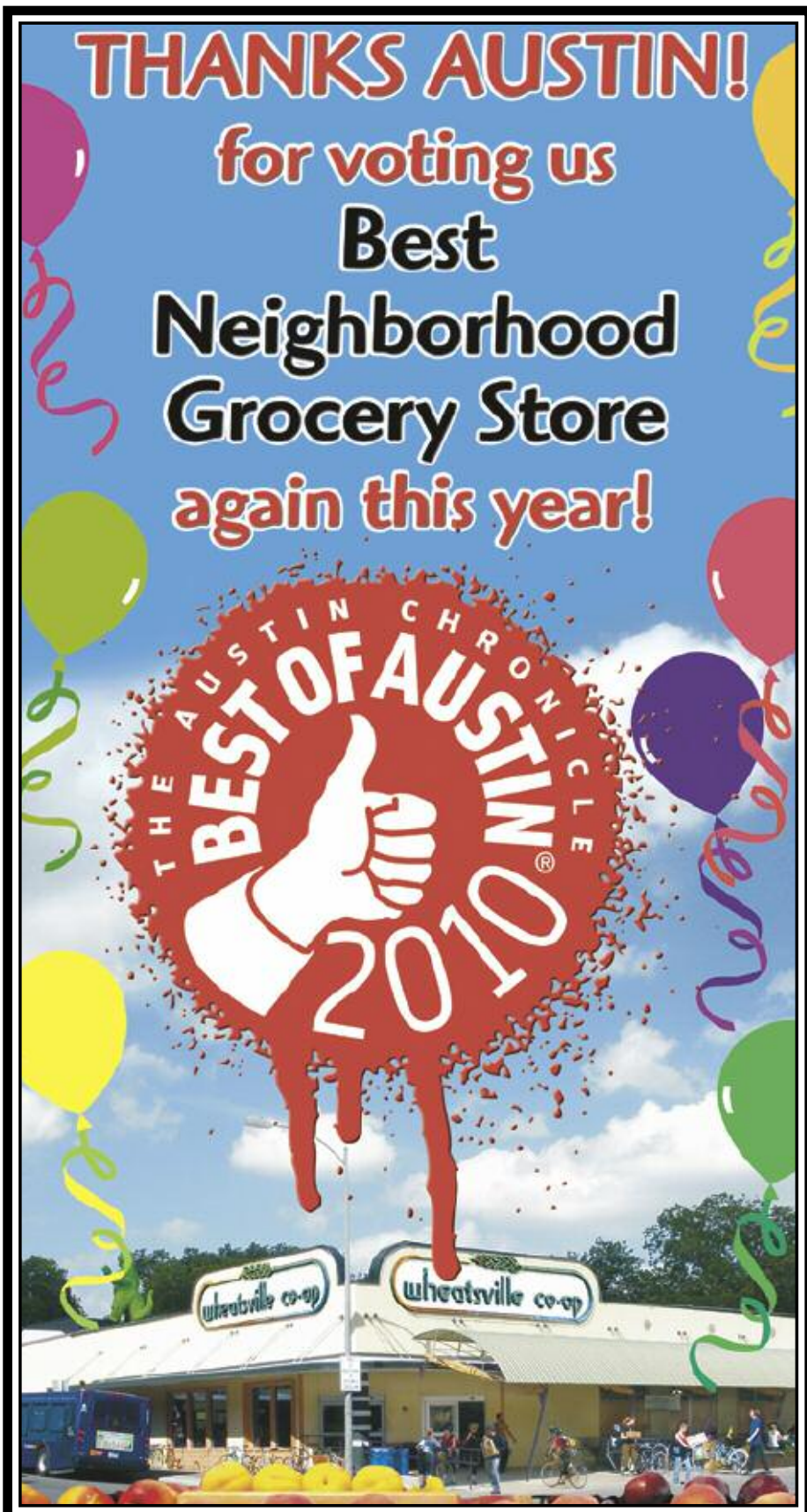
where this passion is visible. I'm a research scientist at the University of Texas at Austin which also makes me a stickler for detail, which I find comes in handy in the board room.

**(3) Describe an experience where you worked on a team. What did you offer the team? How did you compromise for the team's benefit?**

I've worked with many groups in my time at the University of Texas and I've supervised people at all ages and levels of education, but I'll go to my time as President of Black Star for a situation in which I've compromised for the team's benefit. Right now our Board is working on its Ends policies, which define the purpose of the co-op, and I came into our initial discussion with somewhat specific ideas of what I wanted for our Ends. After our first Ends meeting though I decided to compromise and start working in a different direction, one which my other directors thought was a better idea. After refining our initial concept, we're working on some policies that I think are quite innovative and I'm very glad that I compromised on that issue!

**(4) You've recently been elected to the Wheatsville Board. A close friend and local food producer privately asks you to help her business by having the Board publicly denounce the alleged unethical business practices of her closest competitor, whose products are already sold at Wheatsville. The business owner says she will deeply discount Wheatsville's orders for her product for a year if you help her. Briefly describe two or three possible ways you could handle this situation, and how you would ultimately act.**

If such a situation were to arise, the first thing I would tell my friend is that as a Director my power exists only with the other Directors as a whole while we are in session, and that a single director working independently has no more say than a regular member-owner of Wheatsville. I would also say that if there is a legitimate case of unethical business practices then this is likely something that the co-op would want to know about, but operational issues like what's stocked on the shelves aren't something that the Board decides. The point of a Board of Directors is to keep its head above water and not worry about operational things so that we can make larger, more far-reaching decisions and monitor the performance and direction of the co-op as a whole.



**EASY STREET RECUMBENTS**  
*(comfy bikes, fast trikes, and rugged tires) encourages you to support The*

**League Of.....  
 Bicycling Voters**

Yes, Austin now has a bike advocacy organization! We're building on our past success and building our membership. Check us out, join up, and help the LOBV make Austin even more bike friendly! Join today at [LOBV.org](http://LOBV.org) or at Easy Street, a proud supporter

Austin's voice for bicyclists: [www.lobv.org](http://www.lobv.org)

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# Small Farmer Co-operatives: Saving Coffee—and the Earth

by Nicholas Reid, Equal Exchange Natural Foods Sales Representative

Equal Exchange has credited co-ops with building Fair Trade coffee and making the alternative trade system possible, by keeping farmers organized in developing countries, and connecting them to consumers through co-ops like Equal Exchange and their local food co-ops. This October, while we celebrate Co-op and Fair Trade Month, and consider the values and successes of these two movements that are so intrinsically connected, Equal Exchange would like to push ourselves even further. The support and collaboration of co-ops is crucial to the future of organic coffee.



Declining yields due to soil exhaustion and global warming are threatening specialty coffee production, and the livelihoods of thousands of farming communities that rely on it. Once charged with making coffee cultivation economically viable for small-scale producers, Equal Exchange now asks co-ops to support those farmers in their efforts to adapt, innovate and invest in the future of high-quality, organic coffee.

The history of commercial farming in Latin America (and in the United States) is one of extreme short-sightedness, environmental destruction and an ever-increasing reliance on chemical and technological inputs. One need only look at the former sugar plantations of northeast Brazil, now deserts and agricultural wastelands, or the destruction of local communities and ecosystems that banana cultivation led to in Central America, to see that modern agriculture effectively raped the soil of nutrients, destroyed local flora and fauna that sustained the land, and nearly ended the possibility of human existence in those areas.

Specialty coffee grown by small-scale farmers is inherently a more sustainable form of agriculture than large scale plantations, but it, too, has felt the pressure of the corporate race to the scientific bottom. Regardless of our progress in the last 20 years, small farmers are struggling to compete, and scrambling to maintain healthy, productive farms and soil. Without the benefits of the three insidious sisters of modern chemical fertilizers (NPK) and carcinogenic pesticides, organic farmers are experiencing declining output and soil exhaustion. Traditional fertilizer techniques in composting and mulching are falling short.

Global warming, a global problem that disproportionately affects higher altitudes and subtropical regions, exactly where the majority of our coffee and cacao farmers operate, is exacerbating the problem. Changing weather, rainfall and temperature patterns are threatening coffee cultivation (and traditional agriculture, in general) around the world. The future of specialty coffee is perilous at best; organic production is threatened even further.

We, at Equal Exchange, believe it is our responsibility to support our farmer partners as they invest in modern, sustainable agricultural methods and adapt to climate change. We know we cannot rely on Monsanto or Cargill; big business cannot solve these problems. With that in mind, we have partnered with agronomists at the CESMACH co-operative, who approached Equal Exchange with a proposal for a soil fertility project in the communities in which they work.



CESMACH members in the Rio Negro community.

The first round of the project, funded by Equal Exchange and carried out by CESMACH, concluded in the summer of 2010. It involved taking soil samples in the coffee communities of the co-op, to analyze the nutrient profiles. Armed with an overview of the health and deficiencies of the soil in each community, Equal Exchange and CESMACH are preparing to implement the next round of the project, which will be funded through food co-op sales in October.

The second phase of the project will explore the potential to produce organic fertilizer to meet the specific needs of each community, using locally available, low-cost inputs. The goal is to develop guidelines for composting (and other alternative agricultural techniques) that individual farmers can use. In the long run, the hope is to develop more centralized services for soil improvement

## Small Farmers. BIG CHANGE: Creating a Green and More Just Food System

and progressive agriculture, such as a facility to manufacture fertilizers for members (and potentially to sell locally). Not only are we excited about the impact on small-scale, organic coffee production in Chiapas, but for the overall agricultural capacity in those communities: the ability to grow more food and more products to sell locally and abroad, and develop scalable models for all our partners around the world.

This October, the Equal Exchange coffee you buy at Wheatsville is funding sustainable advances in agriculture in Mexico, literally making the earth richer and securing organic coffee production for the long term. Examples of visionary collaborations like these are what make cooperative Fair Trade so inspiring. The products we consume have the potential to produce something incredibly powerful: to make farming communities stronger, and to build a healthier planet. We have the ability to buy a pound of excellent coffee and make a direct investment in a brighter future. That is Small Farmers. Big Change.



Equal Exchange's Phyllis Robinson (left) and Nick Reid (second from left) tour coffee farms with members of CESMACH.

In honor of the co-ops that make these transactions possible, Equal Exchange is raising money with our co-op partners to invest in this inspiring initiative that epitomizes the value of co-operatives. For each product sold to co-ops in the month of October, Equal Exchange will donate 20 cents (up to \$10,000) to the second phase of a soil fertility project in southern Mexico, spearheaded by the CESMACH co-operative. We hope that our efforts will not only result in higher yields and income for the co-op members, but will also create healthier ecosystems in coffee farming communities, and will build a sustainable model for soil rehabilitation for all the co-ops with which we work. To read more about CESMACH's journey as a co-op, please visit [www.smallfarmersbigchange.coop](http://www.smallfarmersbigchange.coop).

An Equal Exchange delegation walks into the Rio Negro community.



An Equal Exchange delegation walks into the Rio Negro community.







# Wheatsville 2011 Board of Directors Election Ballot

All Wheatsville members are eligible to vote. In order for your ballot to count *you must include your name, address, and owner number.* All information is confirmed and confidential.

Vote for **FOUR** candidates to fill: 3 three-year terms and 1 one-year term.

*All candidates have been endorsed by the Board Nomination Committee.*

- Elizabeth Anderson \_\_\_\_\_
- Reyna Bishop \_\_\_\_\_
- Adrian Cortez \_\_\_\_\_
- Rose Marie Klee (*incumbent*) \_\_\_\_\_
- Steven Tomlinson (*incumbent*) \_\_\_\_\_
- Laurie Viault \_\_\_\_\_
- Mark Wochner \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Owner # \_\_\_\_\_ Phone \_\_\_\_\_

Email: (*optional*) \_\_\_\_\_

Drop in the slot at the Hospitality Desk or mail to  
Wheatsville Food Co-op, Attn: Gabriel  
3101 Guadalupe, Austin TX 78705  
or vote online at <http://wheatsville.coop>

Vote for **NINE** organizations to be recipients of a monthly donation program. You may nominate an organization of your choice as your tenth vote.

- \_\_\_\_\_ **ACLU Central TX chapter**
- \_\_\_\_\_ **AIDS Services of Austin**
- \_\_\_\_\_ **All Austin Cooperative Nursery**
- \_\_\_\_\_ **Austin Parks Foundation**
- \_\_\_\_\_ **Capital Area Food Bank**
- \_\_\_\_\_ **Caritas**
- \_\_\_\_\_ **Community Partnership for the Homeless**
- \_\_\_\_\_ **Ecology Action**
- \_\_\_\_\_ **EmanciPET Mobile Spay/Neuter Clinic**
- \_\_\_\_\_ **Family Eldercare**
- \_\_\_\_\_ **Green Corn Project**
- \_\_\_\_\_ **Hospice Austin**
- \_\_\_\_\_ **Literacy Coalition**
- \_\_\_\_\_ **Meals on Wheels and More**
- \_\_\_\_\_ **People's Community Clinic**
- \_\_\_\_\_ **SafePlace**
- \_\_\_\_\_ **Save Our Springs Alliance**
- \_\_\_\_\_ **Sustainable Food Center**
- \_\_\_\_\_ **Tree Folks**
- \_\_\_\_\_ **Urban Roots**
- \_\_\_\_\_ **Yellow Bike Project**

(write in vote)

**GET TO KNOW THE CANDIDATES!**  
Read the **Candidate Forum in the Breeze**, at the Hospitality Desk or online at [www.wheatsville.coop](http://www.wheatsville.coop)



## Wheatsville Community Action

We donate 1% of sales each Wednesday (one organization per month) to benefit community groups involved with causes important to our owners. Owners vote on the recipients each year, expanding democratic involvement and owner participation in our co-op.

Twenty-one local non-profit organizations are on the ballot. Owners may vote for 9 groups of their choice plus vote for an additional write in group.

The lead vote-getters will each be assigned a month and may have a table in front of the store on Wednesdays of their month. We encourage them to invite their supporters to shop on those days.

November and December of each year are reserved for the Wheatsville Community Cooperative Fund.

## Short Description of each of the Community Action Wednesday Nominees

Our rights as individuals depend on our willingness to defend them. The **ACLU of Texas** has established or is supporting projects to target specific civil liberties issues: Police Accountability, Cyber-Liberties, the Banned Books Project, and the Prison & Jail Accountability Project.

**AIDS Services of Austin** provides services that enhance health and well-being in the face of an evolving epidemic. Services include confidential HIV testing with pre- and post-test counseling, prevention programs, temporary emergency financial assistance for basic living needs, food, nutritional supplements and personal care items to case managed individuals, free legal assistance to low-income persons with HIV.

**All Austin Cooperative Nursery School** is a community of parents, teachers, and children, working together to provide high-quality experiential learning for children in a secular environment. Established in 1953 as one of the first interracial and intercultural schools in the state, this non-profit school is run by a board made up of parents, the director, the teachers, and members of the Austin community. Each family is responsible for a support job, and parents take turns assisting in the classroom.

**Austin Parks Foundation** seeks to fill the gap between what needs to be done and what our parks department can afford to do. Since 1992, APF has initiated, promoted, and facilitated physical improvements, new programming, and greater community involvement for Austin's parks. Each year, APF generates millions of dollars in volunteer time, in-kind donations, and financial support for city parks.

The mission of the **Capital Area Food Bank** is to nourish hungry people and lead the community in ending hunger. Today more than 23 million pounds of food and grocery products are distributed each year. Food and grocery products distributed by CAFB go to human & social service agencies. These partner agencies provide hot meals served on-site or groceries to families and individuals in need.

Since 1964, **Caritas of Austin** assists with basic needs in times of crisis. Caritas works to prevent homelessness and hunger by assisting low-income community members and refugees with basic needs and promoting self-sufficiency. Caritas is one of Travis County's largest non-governmental sources of assistance.

**Community Partnership for the Homeless** is dedicated to ending homelessness by providing safe, affordable housing. They create alliances and networks to maximize resources, increase coordination, and avoid duplication of services. They acquire & develop housing, refurbish sub-standard housing & administer transitional shelter & affordable housing.

**Ecology Action** operates a recycling drop-off and processing center in downtown Austin, a rural recycling drop-off and provides recycling for special events and music venues in downtown Austin. They conduct tours and provide hands-on volunteer opportunities, staff booths at various events, conduct classroom visits to educate children about recycling, host Austin's Earth Day Celebration each year, and serve as a clearinghouse for information about recycling and waste prevention.

**EmanciPET Mobile Spay/Neuter Clinic** is dedicated to the emancipation of pets from euthanasia and overpopulation through the provision of low-cost or free, easily accessible surgical sterilization of dogs and cats. Since 1999, over 35,000 animals have been sterilized at the mobile hospital. Their goal is to make Austin the nation's second "no kill" city.

**Family Eldercare** is the primary agency serving frail elders, people with disabilities and their caregivers in Central Texas by providing an array of services designed to prevent abuse, neglect, self-neglect and financial exploitation; promote health, well-being and dignity and prolong independent living in the least restrictive environment. All services are provided to the community on a sliding fee scale, based on need.

**The Green Corn Project** helps area residents to grow nutritious, affordable food in a low-cost, chemical-free way that "grows" topsoil, that conserve natural resources, promote self-reliance, and strengthen communities. Since 1998, GCP has helped build home and community food gardens. The whole community benefits when gardeners share their new skills and excess harvest.

**Hospice Austin** serves terminally ill and bereaved persons with integrity, compassion and respect. Services are designed to improve comfort, manage symptoms and provides important emotional and spiritual support to families and friends as they cope with caring for a loved one with an advanced illness, and grief after the loved one dies.

**Literacy Coalition** services support a network of over 70 organizations providing literacy services, including English as a second language classes, GED preparation classes, family literacy, health literacy, and workforce literacy within the 5 county region of Central Texas.

**Meals on Wheels and More** Volunteers deliver hot, nutritious lunchtime meals to the homes of homebound elderly or disabled people who can no longer prepare balanced meals for themselves. Other services offered include medical transportation, grocery shopping assistance, daily telephone reassurance phone calls, safety-related home improvements, and additional groceries free of charge.

**People's Community Clinic** is Austin's largest comprehensive primary health care center serving the uninsured working poor. All services are offered on a sliding scale basis. A dedicated, professional staff of doctors, nurses, and other health care workers provide a full range of primary care treatment and prevention services. By forming partnerships and strategic alliances within the community, health care is dignified, affordable, and accessible.

**SafePlace** works to end domestic and sexual violence through crisis intervention, prevention, education, long-term support and advocacy. The Center for Battered Women and the Austin Rape Crisis Center merged in 1998 to create a unified source of assistance and hope for survivors of sexual and domestic violence.

**Save Our Springs Alliance** advocates protection of Barton Springs, the Edwards Aquifer, and their Hill Country watersheds. Permanent land protection also preserves wildlife habitats, rural characteristics, scenic landscapes and helps prevent downstream flooding and erosion.

**The Sustainable Food Center** is dedicated to improving access to local, healthy and affordable food for children and adults in Central Texas. Their community and youth gardens, Austin Farmers' Market, neighborhood farm stands and cooking and nutrition education classes benefit an estimated 10,000 Central Texans annually. Cultivating Communities from the Ground Up!

**TreeFolks** grows the urban forest through tree planting, education and community partnerships. TreeFolks works to educate and involve businesses, schools, government, citizen groups and individuals in tree planting and care. TreeFolks has planted thousands of trees in the Austin and Central Texas area creating a healthier environment and enhancing the quality of urban life.

**Urban Roots** is a youth development program that uses sustainable agriculture as means to effect lasting change for youth participants, and to nourish East Austin residents who currently have limited access to healthy foods. Young people cultivate a local 2 - 5 acre, diversified organic farm, sell a portion of their harvest and donate a portion to local hunger relief programs. Through this process young people learn leadership, entrepreneurial and life skills, and the importance of giving back to their community.

The Austin **Yellow Bike Project** is dedicated to providing human-powered transportation for the people of Austin, running a community bike shop, and educating kids and adults. The project promotes cleaner air, land, and water, while encouraging people to meet their transportation needs through an active lifestyle and community participation.