

OZARK NATURAL FOODS STAFF

Board of Directors

Danielle Dotson, Ben Ozanne, Colleen Pancake, John Bailey, Hayden Henningsen, Connor Corley, & Joshua Youngblood

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MISSION STATEMENT

Ozark Natural Foods is a locally owned consumer cooperative dedicated to healthful living and sustainability by providing our owners and the Northwest Arkansas community with natural and organic products and related services.

VISION STATEMENT

We envision a world strengthened by cooperative economics and driven by concern for the health and well-being of the planet and its inhabitants.



COOPERATIVE BALANCING ACT

*Interim Board Member
Connor Corley discusses
Owner engagement*

In my experience, most businesses have to do with a single helicopter owner. They hover over everything and are always keeping tabs on every employee, transaction, and interaction. At Ozark Natural Foods, our ownership numbers in the thousands and is composed of everyday people. These people are like you and me, with jobs, school, social lives, family, volunteer commitments-- a full life outside of the cooperative we own together. This presents a unique challenge to us board members: to invite you to the table to take part in ownership of the cooperative without forcing your hand and making it a chore that you come to resent.

In my few months of experience on the board this issue has arisen time and time again. Problems arise at two extremes, either when we need owner input and cannot access owners, or when owners desire or require input and they cannot reach the board. To keep these two situations from arriving we strive to uphold the cooperative principles. Specifically by upholding Principles 5 and 7, those being "education, training, and information", and "concern for community" respectively. These principles are driven not just by a desire, but rather a duty of the board to host functions and events that ignite interest and support engagement by our fellow owners.

The biggest successes I've seen so far have been the dinners with the board. The concept is so simple that it just works. Any owners are

free to RSVP for themselves via e-mail, and the board provides food and conversation in a low-key, no-pressure environment. Through these dinners we are not only able to connect on a personal level with individual owners, but also collect written responses to questions we have about opportunities, successes, and new ideas that we can carry forward. This, in fact, is the beauty of the cooperative model in action-- that anyone who shares in ownership can through their own interest and desire have an equal seat at the table and share in the vision of Ozark Natural Foods.

It is no great secret that the natural food industry has been growing rapidly, but with competition arriving in town over the last few years, that reality has really been highlighted within our small community. Now, more than ever, is a time of innovation and fresh ideas at ONF, and we as a cooperative have so much that we are capable of. I'd like to invite everyone to take just an hour or two once or twice a year to join us -- whether at dinners, board meetings, or any other function -- and help craft the future of Ozark Natural Foods!

Yours in cooperation,

Connor Corley
Interim Board Member and 2017
Board Candidate

**Mark your calendar for the next
Dinner with the Board,
November 13th.**