

Jean Bergstrom

Nomination Statement for BOD

It has been my pleasure to serve on the Co-op BOD for the last year. We started off with a bang last February, energizing the community to participate in Pizza Night and Sunday Brunch. I was a volunteer taking your orders and cheering us on. You know the story – as Covid hit, we were forced to get more creative regarding ways to connect with our membership.

As Co-point person for the Communications and Member Outreach Committee, with Lori Lynn Hoffer, I have enjoyed working with this amazing BOD and volunteers and the dedicated supporters in the revival of our community hub and store. We are responsible for weekly group emails to our community via mailchimp, Leverett Connects, and Shutesbury Next Door. We have a lively Facebook following and have initiated the Super Shopper Gift Baskets to encourage shoppers to spend more during our slow months and meal of the week suggestions to show folks what we have on the shelves.

I organized the fundraising online auction in September that ran with our Rattlesnake Gutter Festival. I must thank my auction helpers for their computer savvy, time, advice and encouragement. It was a big job and we succeeded in ultimately raising \$7,500 to meet our goal and receive a matching donation, for a total of \$15,000!

As a citizen of Leverett for almost 40 years and Co-op member since the beginning, I feel that the Co-op is an important part of our community and worth saving. I believe that my networking connections, involvement in the community, my energy and creativity are an asset to the Board. I am hoping that as we feel more safe in this Covid world that we can begin to move forward into offering more community events. I'd like to continue for another year to insure that the Co-op's survival is insured. Thank you for your vote!

