



The Voice of the Keweenaw Co-op Market & Deli

# Circumspice

HANCOCK, MICHIGAN

WINTER 2008

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### **kir-'kum-spi-ke**

The name Circumspice, Latin for look around, was inspired by Michigan's state motto—*Si Quaeris Peninsulam Amoenam Circumspice*. Which means, "If you seek a pleasant peninsula, look around." The motto originally appeared on the Great Seal in 1835 designed by Lewis Cass.



## Celebrating 35 Years of Cooperation!

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*Circumspice*

1035 Ethel Avenue  
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(906) 482-2030  
www.keweenaw.coop

#### STORE HOURS

Mon-Sat 10am-8pm  
Sunday 10am-5pm

The Circumspice newsletter is published four times a year for the members and customers of Keweenaw Co-op. The newsletter is published to provide information about the Keweenaw Co-op, the cooperative movement, food, nutrition, and community issues. Views and opinions expressed in this newsletter do not necessarily reflect those of the Co-op management, board, or members. Submissions must be received one month prior to publication. The next deadline is March 9th. Refer submissions and questions to faye@keweenaw.coop.

Editor: Faye Carr  
General Assist: Barb Hardy  
Printer: Book Concern

The Circumspice newsletter is printed on post consumer recycled paper. This paper is recyclable.

The Circumspice newsletter is also available on our website www.keweenaw.coop.

## featured products

Staff selections from their department. Try a few out!



### Grocery — Kay Lang

*Liz Lovely Cookies*

They're back! Handmade artisan cookies from Vermont. In 4 lovely flavors: Cowboy Cookies, Ginger Snapdragons, Chocolate Moose Dragons, Goats a' Grazin (oatmeal raisin). Two good-size scrumptious cookies for \$3.99. Organic, Fair Trade, and vegan.



### Produce — Jessica Juntunen

*MycoLogical Wild & Organic Gourmet Mushrooms*

MycoLogical's mission is to raise public awareness of the symbiotic relationship between wild fungi, healthy forest ecosystems, and their mutual sustainability. Half of net profits go to forest conservation efforts. In the produce department by the scale.



### Health & Body Care — Karen Rumisek

*Sunbeam Candles*

Beeswax candles made with unbleached cotton wicks and pure essential oils. Located near Ithaca, NY, this small company operates on solar power out of a building constructed of recycled materials. Portion of profits donated to charitable causes.



### Wine — Daniel Krueger

*Mommessin Beaujolais Nouveau Goes Plastic?*

This season's Beaujolais Nouveau wine is packaged in lightweight 750ml PET bottles. Less packaging material means less processing and transportation energy expended, which means less impact on the environment, and a reduced price for customers.



### Cheese — Anitra Bennett

*Mimolette - France*

Spherical like an Edam but with a rough moon-like surface and a bright orange interior. As the cheese ages, evidence of mites can be seen in the pitted and moon like surface which appears on the cheese. A most unusual cheese.



### Co-op Gift Boxes — Faye Carr

*A Local & Regional Gift*

The Co-op offers custom order gift boxes all year long. Choose from over 100 products from 30 local and regional suppliers. Even the White Cedar box is made locally at Vocational Strategies Incorporated and burned with Co-op logo. A Co-op keepsake!

## From the GM

by Curt Webb — General Manager

Given the state of the economy, "How's the Co-op doing?" is a natural question, and one that people pose to me quite often these days. I am happy to be able to respond positively. The Co-op Board and staff are working hard, and the reward is a supportive and loyal community. And that loyalty keeps the Co-op thriving.

Nonetheless, the Co-op feels the turmoil in the economy. Things—particularly food—cost more. The increase in food costs is second only to the rise in energy costs. Credit is tight. Money doesn't go as far as it used to. Although recently there has been some relief from high fuel prices, and some vendors have lowered their fuel surcharges, the Co-op has yet to see that price drop reflected in the cost of goods.

The Keweenaw is in many ways removed from economic booms, so when the bubble eventually bursts (as it inevitably does), we rarely have as far to fall as the rest of the country. Our highs are less high, and so our lows are less severe. Plus, I believe that people living up here tend to be more careful with money in general. We prioritize our spending, and place a high value on healthy, quality foods.

Thanks in part to hard work and in part to good fortune, Co-op sales remain strong. Nevertheless, in recent months the Co-op has experienced the tapering off of sales growth matching the trends of the organic foods industry as a whole. So far this year sales are up 14 percent over last year (at least 6 percent of that growth is due to the increased price of food, however). The Co-op enjoyed strong sales this Fall, and

had the largest sales day in the Co-op's history the day before Thanksgiving. That record was broken one month later on the Wednesday before Christmas.

The Co-op member base is stronger than ever. Member purchases now account for over 60 percent of our sales, and that number is climbing. The Co-op is approaching an exciting benchmark: 1,000 active members. More than 25 percent of everyone who's ever been a member of the Co-op is a current

*"The Co-op is approaching an exciting benchmark: 1,000 active members."*

dues-paying member today. Given the Co-op's been in business for 35 years, that's an impressive statistic.

Amidst all this relatively good news some people—including Co-op shoppers and members—are suffering

because of the economic downturn. As part of the Co-op's mission to serve our membership and our community, we're working to lower our margins on targeted items throughout the store. And strive to keep the prices on our staple goods as low as possible.

Still, we recognize that some people are having a hard time paying for even the most basic necessities, and in our time of success, we want to give back to the community. That's why we've set up an ongoing donation to the Western Upper Peninsula Food Bank, and ask members and customers who can afford to, to join in. The Co-op will take advantage of vendor deals to match community donations. Look for the collection box near the cash registers. ::



**Give Thanks. Give Back. Give Local. Give Now.**

Donate to the Western Upper Peninsula Food Bank at the Co-op

(Accepting all non-perishable food items including bulk goods)



## From the Board

### The Phoenix, Bylaws, and the GMM

by Roger Woods — President

I have always been fascinated by the legend of the Phoenix, the rebirth of the legendary animal being consumed by fire. Be assured I am not recommending that the Keweenaw Co-op burn down, but instead, look at the concept of legal rebirth through reincorporation.

As the Board reported last year at the General Membership Meeting (GMM) we have been looking closely at needed revisions to the Co-op's current Bylaws. The Bylaws Committee went through a thorough process of reading and analyzing the current Bylaws with a goal of providing some recommendations at the next GMM. The Committee discovered that not only were the Bylaws confusing, but they limit our ability to relocate due to lack of an equity structure.

Rather than rewrite the current Bylaws, the Committee is working with a Co-op lawyer to research transitioning to a true cooperative business structure. This transition will require reincorporating, and will ultimately strengthen the Co-op as a business.

### Why reincorporate?

- Current Articles and Bylaws have no provision for member equity. All the relocation experts and successfully relocated co-ops agree that demonstrated member-owner investment (equity) is the key to success.
- The current discount system distributes a return to members without knowing if the Co-op can afford it. A move to a patronage rebate system would allow investment in the future of the Co-op while members still receive a monetary benefit.
- Reincorporating will provide additional member equity and the ability to offer member loans as a funding source for potential relocation.
- To encourage member economic participation; shared risk, shared reward.
- To organize the Keweenaw Co-op as a true cooperative.

*“The committee discovered that not only were the Bylaws confusing, but they limit our ability to relocate due to lack of an equity structure.”*

The Board believes that reincorporation will provide us the necessary organizational and financial basis to achieve a successful relocation effort.

The Board originally targeted this year's GMM as the point to take the issue of reincorporation to a member vote, but decided the first priority is to educate the membership. Throughout January and February the Board will create educational opportunities for members and will use the GMM as a venue for discussion rather than a vote. The Board plans to hold a special general membership meeting after the February GMM to vote on this issue.

Please join us at this year's GMM to explore our “Phoenix” as a co-op.

**The 2009 General Membership Meeting (GMM) is on Thursday, February 26th at the First United Methodist Church on Quincy Street in downtown Hancock. See back page for event details.**

## board of directors

**Chris Alquist**  
calquist@hotmail.com  
Director  
Term ending 2009

**Cindy Drake**  
scorpios2@live.com  
Director  
Term ending 2011

**Robyn Johnson**  
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Director  
Term ending 2010

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Term ending 2010

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Vice President  
Term ending 2009

**Sigrid Resh**  
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Term ending 2010

**Rhiannon Schmidt**  
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Director  
Term ending 2011

**Roger Woods**  
roger@homerproductivity.com  
President  
Term ending 2009

**Curt Webb**  
General Manager  
curt@keweenaw.coop

**WELCOME** to the following new members who joined the Co-op between September 16 through December 15, 2008:

Christina Hermann  
Bertha & Robert Hommer  
Jeff LeClair & Kat Salter  
Jane VanEvera  
Karen & Garry Connell  
Laura Riley, Dawn Bodrie,  
Rhiannon Thrasher  
Denise Zitnik, Jacque Blom,  
Katie Reed  
Leah Cass & Jake Reed  
Ralph Suominen Family  
Renee Stahl &  
Matthew Chamberlain  
Claudio & Lynn Mazzoleni

Tiffany & Scott Schwarz  
James & Katie Mount  
Christina & Andrew Lahti  
Dean & Janice Woodbeck  
Mildred Neph  
Susan & Robert Giesen  
Scott Robinson & Kendra Benson  
Dana & Kevin Heras  
Carl & Kirsti Arko  
Mary Lou and Holly Driesenga  
Wendy & Todd Van Valkenburg  
Maria Slocum  
Vance Tesanovich Family  
Nathan Miller

Luke & Hanna Peterson  
Joann, David & Kirsti Taivalkoski  
Janine Partridge  
Allison & Roger Helman  
Sam Raymond  
Jay Mallonee  
Stephen Hill  
Deborah & George Gruver  
Glen & Bonnie Moilanen  
JB Heikenen  
Christopher Maxson &  
Kristin Beck  
Joan & John Pastore  
Liddy & Jamey Markham

Nicole & Rejean Kangas  
Angela Tomasi & Jenna Hase  
Carol & Peter Elestrom  
Jennifer Lynn  
Priscilla Khocekey  
Cindy Hinkel Family  
Karl & Lisa Makinen  
Buddy Sasquach  
Jeff Valenski  
Eric Hinstila  
Dan Lankenen  
Grant Perusi  
Ann & Don Mentink  
Lynn Murphy & Joseph Youngman



Elizabeth & James Martin  
Preston & Tenia Hodges  
Evonne Hanna  
Franz X. Tanner & Kathleen Feigl  
Dale & April Hoffman  
Brett Helzer  
Tom Wright & Jessie Hadley  
Bill and Eloise Haller

## co-op classes

Classes, workshops, and demonstrations are open to everyone. Unless indicated otherwise, all events take place in the Community Room on the second floor of the Co-op. If you need assistance with the stairs please contact Faye Carr at the Co-op (906-482-2030). Sign up at the Co-op.

### Flavorful Foundations of Mexican Cooking

*The cuisine's classic ingredients*

**Saturday, January 31**

12:00 pm to 2:00 pm

Members: \$20

Non-members: \$25

Instructors: Cynthia Hanifin & David Orozco

*Traditional Mexican cuisine is built upon a handful of essential ingredients combined in infinite ways to create a universe of tastes. Use some of these foundational flavors to make classic dishes and improvise your own. Create several diverse dishes with cilantro, onions, Mexican oregano (very different from the Italian variety!), tortillas, cheese, tomatoes, avocados, mangos, beans and the star of south-of-the-border cuisine, chile peppers (which can be used in ways that will appeal to even the most fire-phobic eaters!) Class includes samples of the dishes you've made, a recipe booklet and extra Mexican oregano to try your new skills at home.*

### Herbal Plant Medicines

*Making Herbal Teas*

**Saturday, February 21**

12:00 pm to 4:00 pm

Members: \$20

Non-members: \$25

Instructor: Andrea Copolongo-Smith

*Create a personalized herbal tea blend that nourishes your specific body type, and helps to heal chronic discomforts. Recognize patterns of health and disease in yourself and those around you. Determine your constitutional type and identify potentially unbalanced organ systems in your body.*

### Wine and Cheese Pairing

*An evening with the Deli giants*

*Daniel & Anitra*

**Wednesday, March 11**

6:00 pm to 8:00 pm

Members: \$20

Non-members: \$25

Instructors: Daniel Krueger & Anitra Bennett

*A tasty exploration of wine and food and the art of pairing them up. The Co-op Deli staff will provide cheeses, fruits, and appetizers (plus anecdotes). Attendees bring a bottle of wine to share (and their taste bud vocabularies).*



## Neighborhood Watch

by Diane Miller — Local Food Group

As many of you are aware, Michigan's WIC (Women, Infants & Children) supplemental food program has previously not allowed its recipients to use WIC resources to purchase organic food. (The brochure is stamped with "No Organics Allowed" in several places.) The Detroit Free Press, in early December, seemed to be the only one to report that in 2009 this policy will change to allow organics. To a degree, this is good news.

The article quoted one WIC client, "As a low-income family, proper nutrition is the only health insurance we can afford." The bad news is that the state will continue to limit brands, and at this point, it looks like only food from large corporations will be acceptable to WIC. People who have something to say about this issue can reach Janet Olszewski, Director of the Michigan Department of Community Health at this email address: [norris@michigan.gov](mailto:norris@michigan.gov) or visit their website at [www.michigan.gov/wic](http://www.michigan.gov/wic). ::

## Co-op Annual Party

### Celebrating 35 Years of Cooperation!



On the front cover (from left to right): Adeline Goldman, Marguerite Goldman and Chris Alquist.



Sacha Froese bobbing for apples with the help of Kaeleen Ringberg.



Good music with good food and friends. Above from left to right: Sue Ellen Kingsley, Phyllis Fredendall, and Norm Kendall; (below) Matt Bradley, Melissa Davis, and Greg Wright (not shown).



Graeleigh Storer, face painter, applying a fun design on Cameron Triana-Juntunen.



Keweenaw Co-op  
Natural Foods Market & Deli  
1035 Ethel Avenue  
Hancock, MI 49930

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# 2009 GMM

## General Membership Meeting

Thursday, February 26

5:00-9:00 pm (Dinner at 5:00)

First United Methodist Church  
401 Quincy Street • Hancock

***Specially prepared buffet from the Co-op Deli • Childcare provided***

### 2009 Agenda

The GMM agenda is posted at the store three weeks in advance of the meeting. Members may submit agenda item requests to the board president, Roger Woods, no later than January 25th. Requests must be in writing and include: (1) title of the agenda item, (2) why you think this subject is of interest to the Co-op membership, (3) a copy of any supporting material or related literature you would like prepared for the membership. There is no current process in the Bylaws to decide what can or cannot be on the agenda. The Board has decided that all agenda requests will be included and the allotted time on the agenda will be split evenly among agenda requests.

*Note: The 2008 Annual Report will be available in the store 2 weeks prior to the General Membership Meeting and online at [www.keweenaw.coop](http://www.keweenaw.coop).*