

# 2016 Candidate Questions and Answers

## Terry Davis

### 1. **Why are you interested in serving on the Board of Directors of the Co-op?**

Irish-American novelist, J.P. Donleavy said, "When I die, I want to decompose in a barrel of porter and have it served in all the pubs in Dublin. I wonder, would they know it was me?" While this sentiment may seem grotesque, I believe it speaks to every home brewers dream: having your creation enjoyed and appreciated. I'd like to infuse my obsession for craft beer and business acumen into an experience that can assist High Five in achieving its goals while expanding my skill sets in business and home brewing.

### 2. **What goals would you like to see High Five Co-op achieve in the next year? Five years?**

I believe it's time to re-excite members and the community. I'd like to develop an aggressive grassroots marketing strategy that can leverage the 'Beer City' mentality into additional members and investors. Once achieved, I'd like to focus on creating the High Five experience i.e. creating an atmosphere and culture that both sets High Five apart from local breweries and complements the current scene.

### 3. **What qualities and past experience do you have for serving on the High Five Co-op Board of Directors?**

It's been said that I have the charisma to sell times shares alongside Chernobyl (it's a zero risk venture and the radiation burns are the new winter fashion). Which may explain why I chose to study Advertising and Public relations at GVSU. I've been home brewing for four years and have shared that skill with many. My charisma, curiosity, willingness to learn, and delicious brews led me to a volunteer role with Final Gravity Brewing Co. in Decatur, MI. Some examples of my responsibilities include:

- Brewers Assistant on a 2 barrel system
- Performed all cellerman duties: filtering (DE filter), transferring, ensuring proper fermentations, tank and filter CIPs, and daily fermentation checks
- Attended 30+ beer festivals as a Brand Ambassador
- Developed sales and marketing strategies

### 4. **Name one way in which you'd like the High Five Co-op Pub and Brewery to stand out from other local brewpubs.**

There isn't a way to learn from the pros in the area unless you're fortunate enough to have an in. Establishing home brewing workshops where the community could come and learn various aspects of brewing from High Five members and brewing staff would be a significant differential from other breweries in the area.

### 5. **What is your favorite Co-operative Principle and why?**

The principle of Education, Training and Information is my favorite. As I said before, I'm a naturally curious person who enjoys learning and teaching. It absolutely excites me to have the chance to leverage those traits to garner others interest in beer and home brewing. Knowing my teaching could spark someone else's passion, which could lead to the creation of the next beer sensation, is inspiring.

## Mike Blackport

**1. Why are you interested in serving on the Board of Directors of the Co-op?**

Grand Rapids is a great town, brimming with breweries, but no co-op breweries! This is such an innovative and fun idea, I want to help out as many ways as possible.

**2. What goals would you like to see High Five Co-op achieve in the next year? Five years?**

First year, find and move into a building. Five years, turn a profit with a loyal customer base.

**3. What qualities and past experience do you have for serving on the High Five Co-op Board of Directors?**

I have a degree in marketing and business management, and have run small businesses for the last 25 years.

**4. Name one way in which you'd like the High Five Co-op Pub and Brewery to stand out from other local brewpubs.**

We will stand out because we will be serving our customers beer! The whole co-op idea is fresh and new. We will stand out!!

**5. What is your favorite Co-operative Principle and why?**

A co-op is much more flexible than a corporation, its customers and employees are all owner - everyone wins!

## Elena Bridges

**1. Why are you interested in serving on the Board of Directors of the Co-op?**

I want to serve on the Board of Directors of the High-Five Co-op because I love beer, very interested in the processes of making beer, and my skills and knowledge in building Veterans Community Action Teams (VCAT) throughout the state will be an excellent asset to bring to the team.

**2. What goals would you like to see High-Five Co-op achieve in the next year?**

I would like to see the Co-op achieve its goal of being a member run Brewery that offers education and support for all our members.

**3. What qualities and past experience do you have for serving on the High-Five Co-op Board of Directors?**

I serve as the Executive Director for the West Michigan Veterans Coalition, [www.westmichiganveterans.com](http://www.westmichiganveterans.com). With my leadership, the WMVC has become a leading network providing support for veterans, their families, employers, and service providers. I also work to support the State of Michigan regional VCATs. I look at it this way, substitute veterans for the HF Co-op, my experience as a team player, community organizer, and beer lover will greatly benefit and help make the dream to a member owned brewery happen.

**4. Name one way in which you'd like the High Five Co-op Pub and Brewery to stand out from the other local brewpubs.**

One way we can stand out is through education, offering classes and supporting our members' recipes by having them on tap at the brewery.

**5. What is your favorite Co-operative Principle and why?**

My favorite Co-operative principle is Education, Training, and information. Because everyone that brews wants to know how to do it better. I believe we must share the knowledge and spread the excitement about brewing and drinking beer.

## Ron Strauss

### **1. Why are you interested in serving on the Board of Directors of the Co-op?**

I like our High Five Co-Op Brewery's Total Concept! I would like to be as much involved in this creative enterprise as much as possible! I would like to be involved beyond being an owner and investor! I want to help further along our total vision!

### **2. What goals would you like to see High-Five Co-op achieve in the next year?**

To bring in more owners, investors, brewer's, and skilled marketing people to achieve our first year goal! Then continue to further future goals and plans by getting a building site and work towards becoming in 5 years a fully operational brewery!

### **3. What qualities and past experience do you have for serving on the High-Five Co-op Board of Directors?**

- a. 4 year college experience with a BA in History and a Minor in Business Management! I was active in Student Council over Organizations and the Student Council Rep. to the University Board of Regents at the University of Michigan and after this Eastern Michigan University! All while employed part time at Meijer Inc. and helped open up 2 Stores in Ann Arbor and Canton, Michigan
- b. Finished my Degrees at Aquinas College while working at Steelcase Inc. Office Furniture Company!
- c. I worked at all levels of production and lower management positions at 5 plants over 34 years!
- d. I was over Employee work teams and a workers rep on plant management Boards to improve Employee Relations with management, Productivity Standards of Quality and Output, and over all Department Improvements!

### **4. Name one way in which you'd like the High Five Co-op Pub and Brewery to stand out from the other local brewpubs.**

To form a total Local Brewery Concept that all aspects of our Brewery are Pure Michigan! Then be involved in creating a Brewery Co-Op of Michigan Smaller Breweries and a Michigan Hop Co-Op!

### **5. What is your favorite Co-operative Principle and why?**

All involved in the Co-op have an equal chance of being owners and investors and all being part of decision making in a true Democratic Way!

## Arick Hopper

**1. Why are you interested in serving on the Board of Directors of the Co-op?**

I would like to help High Five get through this critical investment phase so that we can get our doors open sooner rather than later. High Five is at a make or break point. We have to raise the remainder of \$100,000 in the next nine months, or suffer a setback we may not be able to recover from. I want to help ensure that we are successful in raising the necessary capital.

**2. What goals would you like to see High Five Co-op achieve in the next year? Five Years?**

Raise the remainder of the capital for our investment drive, retain a location, and begin construction in the next year. Finish construction and have our doors open within 24 months. Over the following three years I would like to see High Five grow to be a community fixture in West Michigan. High Five has so many unique attributes that will set us apart from all other breweries, and I want to help us achieve our potential.

**3. What qualities and past experience do you have for serving on the High Five Co-op Board of Directors?**

I have been working closely with the board over the last year helping where I could. I serve on the brewers committee, and helped setup and/or brew 3 collaboration beers over the last year. As a homebrewer, I plan to reach out to my fellows in order to expand our membership and seek out investors.

**4. Name one way in which you'd like the High Five Co-op Pub and Brewery to stand out from the other local brewpubs?**

Attaching faces to the beers we brew. Our recipes are largely sourced from homebrewers, and they have put a lot of work into perfecting those recipes. I would like to see them recognized for that contribution. So far we have been doing this and I for one can attest that it is very satisfying to have fellow Member-Owners tell me how much they enjoyed my beer.

**5. What is your favorite cooperative principle and why?**

Education, Training, and Information. I love to share my knowledge and passion for brewing with others and appreciate that High Five gives me an opportunity to grow my knowledge and brewing skills. High Five will be unique in that we share everything with the community, from recipes to business plans. That to me really makes us special.