

2017 High Five Co-op Brewery, Inc. Board of Directors Election

Candidate Questionnaires

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About the Elections

A total of nine directors serve on High Five’s Board of Directors. One director is currently in the middle of serving a two year term, leaving a total of eight open directorships available. Running for the board this year are four member-owner candidates and four incumbent directors serving one year terms and seeking reelection.

At the June 11th Annual Member’s Assembly meeting held at Grand Rapids Brewing Company, we had a nice interactive discussion with a small gathering of member-owners regarding the future of the co-op. Members who were there urged us to move forward with a scaled down production only brewery. Following that meeting, the board met and voted to delay the elections and send out a survey to all our members to gauge interest and help determine what direction we should take. We received a lot of great feedback. Thank you!

Following the survey results, the board of directors has decided to continue with the annual elections. We want to get a new board in place to utilize the feedback from our members and begin working on making our brewery a reality.

Elections will take place online via electronic ballot. On July 10, all member-owners will be sent an email to their address on file with the co-op. The emails sent will contain a link to vote for up to eight candidates. Every member -owner has an equal vote. Voting will close at 11:59 PM EST on July 24.

After the election has closed and the winners have been announced, the new board of directors will vote among themselves to determine who will serve as President, Vice President, Secretary and Treasurer. Each candidate was asked to affirm their desire and eligibility to run for the board and to answer five questions. Their answers are given in their own words.

Wayne Bond

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

I am interested in serving on the board because I feel this is a great opportunity to add my skills and background to the initiative. Currently I work as an event coordinator with Western Michigan University and have been able to develop and implement programming and collaboration with many organizations; some of these including local co-ops in the West Michigan region. With my knowledge and experience, I can be a valuable member in developing the future of the Co-op.

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

Short Term Goals (July 2017 – May 2018)

- Become a location that displays artwork during Art Prize
- Establish a connection with local brewing material stores which can help drive memberships
- Develop local community volunteer opportunities and provide beer for events
- Become integrated in airing of popular media. Example Game of Thrones or Tour De France Viewing sessions

Long Term Goals (Ending in June 2022)

- Interactive phone application that can be used by members all over the country
- Establishment of a brewers competition to bring in members and interested parties from all over the country
- Develop a connection in which students in the brewing program at GVSU and WMU can earn an internship brewing beer
- Establish connection with Brewers from Michigan, Wisconsin, Ohio, Illinois and Indiana so that different brews can be placed on tap at each location
- Develop the brewpub location to one in which local performers can perform music or stand-up

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

My experience is that I have held positions on various committees within my academic career. The University Cultural Events Committee evaluates and distributes grants based on if standards have been met in regards to creating more cultural events on campus. This experience has allowed me to work with individuals from various backgrounds and compromise in the development of budgets, and to make compromises in the distribution of funds.

A committee that I was a part of earlier in my career was based in developing a student lounge area for the University. This experience serves as great value due to the nature of the project. During this time, we sought to make a space into one that could act as a location for programming and one for food. This allowed me access into the barriers and needs when trying to renovate a space to fit the various needs and objectives for the given project.

My third qualification is serving as the Co-Chair of a program initiative at WMU. In this role, I steered a University wide initiative which had all departments reevaluate themselves in respect to services offered. My experience in managing such a task will allow me to transition into assisting in steering the High-Five Co-op brewery towards a goal that represents efficiency, effectiveness and an inclusive nature that can represent all interested parties.

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

I wish that the Co-op will take advantage of its unique configuration. Having many people able to make decisions towards the direction of the organization allows for a nuanced dynamic that other locations are not able to tap into. By taking into considerations the ideas of our members that come from all different backgrounds and viewpoints, the High Five Co-op can become a brewpub that can cater to all walks of life.

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

When evaluating the seven principles by which the co-operative adheres to, the point that stands out for me is the seventh point. The notion of "Co-ops work with their communities through policies approved by their members" is an idea that reflects my vision for the brewpub and the standards it has been designed by. Through our members, we will be able to develop projects and programs that can stretch all over Grand Rapids. Our democratic infrastructure is one that encourages all walks of life to have a voice at the table, and in my view sets us apart from all other establishments in our region.

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

I have an interest in serving on the Board of Directors stemming from my love of beer and a long time interest in brewing my own beer and one day owning a brewery. When I was presented with the opportunity to become an owner-member of this establishment, I was enthusiastic about the potential of many members coming together to make a common goal and interest a reality. Currently, the Co-op is in a crucial stage of development and growth with obtaining a location and financing this growth. I believe that my skills in the financial field would aid in the progression of this business stage.

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

Within the next year, I would like to see the brewery progress into finding and establishing a store front location and become fully operational. Within the next five years, I would like to see the brewery expand operations to bottling/canning and successfully operating at profitable margins.

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

Holding a Master's degree in Accounting, I believe that my business and financial skill sets would be of benefit to the Co-op and the Board of Directors. I have knowledge of market analysis and research that I believe would be useful in the progression of the brewery.

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

I think one unique way for High Five Co-op Brewery to stand out from other brewpubs would be to incorporate the essence of what it means to be a member owned and operated business. I think one way to integrate our members into all aspects of the business is to brew special beers that are inspired by the members.

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

I have always wanted to learn to brew beer, so my favorite Co-op principle is Education, Training, and Information. I am excited about the opportunity to learn new things with High Five and the opportunities for growth and personal development that High Five can offer to me.

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

If I can help this thing become a reality, I would like to.

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

With-in the next year: I would like to at least be making beer. Whether it's bottles on shelves, handles in bars, or ideally in our own tap room. With-in 5 years: Having our own production & tap room facility, possibly with a kitchen.

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

Have worked for years in bars, & currently work at a beer bar in town, have worked on the production side at breweries. Pretty actively involved in the local craft beer scene.

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

I'd like to see us sourcing as much as possible, if not everything, locally.

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

That all of the owners have equal say. That we're all in this together.

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

I am a member, and have a responsibility to myself and other members in ensuring our project succeeds if this is possible. Being on the board now will give me a chance to help sustain the cooperative and develop it into something that draws, supports and engages members.

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

A product and means of producing it, and thus ability to move on to questions of distribution. Even just one good product in five years isn't bad, if everything is sustainable and distribution is working solidly. Still, I'd be damn excited to see more than that and always consider how it adds up in the long term.

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

Though I don't have some of the most strongly needed skills in the context of a brewery, I've spent years participating in grassroots organizations often in administrative capacities. I've been around the coop since the early Bartertown days. I am very busy with a handful of projects, and work, but I am interested to continue learning about brewing and cooperatives and help the work along.

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

There's a handful of possibilities. I had a list of five, but they all essentially boil down to becoming a clear, visible promoter and supplier for the interests of beer consumers and workers, alongside other cooperatives for the interests of all consumers and workers.

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

"Democratic Member Control"; empowering and entrusting members with real control over important institutions is critical in ensuring they are served by these institutions, invested and aware of their functioning on a greater basis than just whatever personalities may otherwise be fronting it.

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

I have been a member-owner since October 2013 and have served on the board for the past three years. I want to continue working towards growing the membership, raising more capital, and helping the Co-op achieve its goals.

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

I'd like to see the Co-op membership grow substantially in the next year through more events and encouraging members to recruit new buy-ins. I'm hopeful we can at the very least, find a location and start a production only facility. I also want to make a taproom a reality as soon as it's feasible. In five years, I hope we are a well-known success story not only in West Michigan but in the craft beer scene as a whole. I hope we can make "Beer City" proud to have a successful member owned Co-op brewery in its town.

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

I've served on High Five's board for the past three years and would like to be considered for re-election.

I have a BBA in Marketing from GVSU and have been working as a marketing professional in the corporate environment for over 20 years. I'd like to help the Co-op with its marketing efforts to build brand recognition, increase social media presence, continue communication among members, and promote more events. Also, as a woman, I feel it's important to have more female representation in the craft beer industry. We love beer too!

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

There's no question that there is a lot of competition in West Michigan when it comes to breweries. High Five has already produced a number of fantastic beers by collaborating with local breweries. Continuing that quality, and building our brand with a little creative marketing is essential, but more importantly we need to teach people how the co-op concept is different than any other brewery in town. High Five is member-owned which allows people from the community to come together to learn about brewing, make great beer, and drink with other enthusiasts.

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

I like the 5th principle: Education, Training and Information. I've learned so much about craft beer in the last five years by serving on the board, visiting breweries, reading articles, and attending events. Personally, I'd like to continue to learn about brew techniques, hop varieties, and the industry itself so I not only appreciate what I'm consuming but I can also speak knowledgeably on the topic of craft beer. I love that education is also a key component to High Five's future and that there are plans to offer training to the community.

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

This opportunity to create a co-op brewery in Grand Rapids makes sense on so many levels to me that I joined quickly and remain committed. The general Grand Rapids conviction to individual effort and hard work, the Beer City USA title, and Michigan's natural resources all lead me to believe a co-op brewery is meant for Grand Rapids. Current and past board members have led High Five through the groundbreaking legal requirements and built the foundations of this co-op. Now the push is for new Member-Owners and new capital to complete the task, I want to be there to make this work.

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

I see a location being chosen very soon with doors opening about a year later. Once open, we will host classes and events and work with local farms and businesses promoting co-ops and Michigan beer. We will also offer brew days, and recipe exchanges to remind ourselves that we are a co-op community dedicated to educating others. Our home will include several Member-Owner offerings on tap giving everyone at High Five bragging rights.

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

It starts with liking good beer and I think everyone can relate to a "like" becoming a "passion". I've served the past two years on the Board watching our business plan be completed, our investment drive succeed and our location hunt make great progress. Additionally, much of my work history has been in an architectural environment where I coordinate differing agendas, work with a milestone approach to projects and adhere to and develop company policies.

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

It's more than just the beer you can take home; it's education and knowledge too. Imagine a working knowledge base of beer appreciation and brewing to share with the public. For a homebrewing Member-Owner to learn and expand their personal craft and have the opportunity to size-up and work with a big system would be symbolic of High Five. A certain part of the allure of each brewery is their experimental nature. High Five has the potential to break this wide open.

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

I believe the co-operative principle of education creates a huge differentiation from a traditional business. Internally, Member-Owners educating and training each other serves as a personal and business benefit. It's not just brewing beer either. It's restaurant management, cooking for larger parties, marketing, and more. Externally, a business sharing this knowledge is almost unheard of. What auto mechanic or furniture maker is going to show you how to do their job? High Five can share their wealth of knowledge to inspire and encourage others.

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

As a beer drinker and long-time home brewer, I have witnessed a revolutionary change in American brewing over the last 25 years. To my mind, the co-op represents the next logical step in this revolution. It is an opportunity to lower barriers and provide curious, motivated individuals with access to great recipes, quality ingredients, and a top-notch brewing facility. I don't know what will happen, but I want to be part of that process.

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

Working backwards from a bricks-and-mortar vision, in the coming year I would like to see us put together a concrete business plan with defined goals and milestones. Implementation of this plan should lead us to open doors on our brewpub within the next 5 years.

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

I have home-brewed for more than 30 years. I am a cell biologist with research experience that can be applied to yeast culture and cryopreservation. I have management experience as a former Deputy Director at the Van Andel Institute and as a lab head for more than 15 years. I am community oriented; I volunteer as a coach for the Griffins Youth Hockey Foundation, I am a member of the PTSA at my daughter's high school where I served as treasurer (>\$100K budget) for two years and auditor for 4 years, and I am a regular blood donor with MiBlood.

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

That is simple. Brew-on-premises will distinguish us from the crowd of awesome brew pubs in the area. Give everyone the opportunity to brew quality beer using our collective brewing experience, quality equipment, local ingredients, and best recipes. Throw in live music and good food...how can you go wrong?

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

This is another easy question. I favor the first principle that membership is open to all persons without gender, Sexual orientation, gender identity and gender expression, social, racial, political or religious discrimination. If we can't embrace this, then our interests do not align and I am not interested in being a part of this. I am intrigued by the African philosophy of Ubuntu -the concept that my humanity is derived from my interactions with those around me. Diversity in all aspects makes us all stronger and more secure.

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

I'm looking forward to helping High Five Cooperative develop as both a premier brewer of craft beer in Grand Rapids, and also as a strong community of member-owners who are empowered to guide their own enterprise. High Five must be an excellent brewpub to succeed, but in addition, it should be a strong cooperative where people are valued for their contributions and participation, rather than seen as just "customers."

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

In the next year, I would like to see a successful capital campaign, securing of a prime location, and the start of our brewpub. This will be a critical year for our cooperative, and we will need to mobilize both our membership and the broader community in order to succeed.

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

I have served for the past year on the board of High Five, and for more than 44 years as a staff member or director for numerous co-ops in Michigan, Texas and nationally. While most of my experience has been with housing cooperatives, I was on the founding boards of Wheatsville Food Co-op in Austin, the University of Michigan Credit Union, the North American Students of Cooperation, and the National Cooperative Business Association.

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

I would like to see High Five stand out from the crowd of local brewpubs as a member controlled organization, responsive to member needs and part of a growing cooperative movement. I believe user -ownership will always bring a better result, and that cooperatives are tools we can use to meet our needs.

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

This is a hard one –I love them all. But Principle #6, "Cooperation among Cooperatives" is particularly important to me. Because I see cooperatives as a tool for solving problems, I have to believe that a community of cooperatives working together can achieve more than any one acting separately. High Five, working with other co-ops and credit unions, can define our community as more than just a place to live, but rather as a place where the average person can make a difference.