

2019 High Five Co-op Brewery, Inc. Board of Directors Election

Candidate Questionnaires

Candidates

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About the Elections

A total of seven directors serve on High Five’s Board of Directors. Two directors are currently in the middle of serving a two year term, leaving a total of five open directorships available. Running for the board this year is one former board and four incumbent directors seeking reelection.

Elections will take place online via electronic ballot. On October 1, 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 five candidates. Every member -owner has an equal vote. Voting will close at 11:59 PM EST on October 8.

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.

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 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 have been a member-owner since October 2013 and have served on the board for the past five 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 five 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 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?

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 four 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?

I believe that co-op brewpubs and bars can empower people to provide themselves with a valued service, and a place for community to grow. I would like to assist in that effort.

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

The next year will be critical for the future, since the way that a co-op starts has long-term effects. Creating an effective operation while maintaining a culture of democratic involvement is a goal for this year. For five years, growth and opening a 2nd taproom would be my goal.

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

I've spent more than 50 years as a member, manager, developer and supporter of cooperatives and cooperation as a way of life. I was previously a board member but had to drop off the board because of other work that has since ended, and I would like to offer my services once again.

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

Opportunities for members to be involved beyond just being customers, including activities, committees, brewing and operations.

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

Cooperation among cooperatives. Together, we can take control of the businesses that affect our lives. Other co-ops are helping High Five to become a reality, and hopefully High Five in turn can become a strong part of the broader community of cooperatives.