

the **Coop**



something to chew on...

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PROFITS & LOSSES

by Jeff Spicer

We are very fortunate to have such a wealth of expertise and passion in our little community and that is definitely reflected in our candidates this year as the time has come for another board election.

To recap the board situation for those who have been out of the loop, Clark resigned midway through his two year term to focus on his family responsibilities. This is when I moved up a chair into the president's seat and we brought on Ken Youens-Clark to fill the vacated spot. Ken has been a great help in digitizing and archiving the board's records and we'll share with you some details on that at the General Meeting. Ken will have to be elected in order to continue on the board.

Krystopher no longer lives in Dixon and so she feels she is not as connected to the community as she was as a resident and has decided to resign here at her term's midpoint. She has been a great asset to the board and we will miss her knowledge and financial expertise.

Emily and I have finished out our terms and so will be leaving the board. Ron Monsour (the lone seat holder) has also been a great asset to the board. His years of managerial experience have been very instructive for all of us and we're lucky that he still has at least another year of service left.

This leaves 4 seats open and we have a terrific set of candidates to select from this year. So take a look

on the back page here to familiarize yourself with these 6 folks if you haven't had a chance to do so already.

Although we will have a lot of details to share at the general meeting (Sunday, January 26th at the Elementary School Gym), I would just like to pass along as I depart the Presidential throne here, that we began the year in a rather precarious spot financially. The board along with the staff, spent a great deal of energy worrying about the health and future of our treasured little store. We got the deli up and running and it proved an immediate success, but it cannot carry the whole store. As an aside here, I'd like to pass along my gratitude to Maggie for directing her energy and passion for good, healthy food into making the deli a tremendous asset for the Co-Op and the community.

As we reviewed our profit and loss sheets month after month, we felt we weren't making much headway, but one thing remained puzzling. How, if we started the year so deeply in the red could our bank balance remain so robust?

In October, as our p&l told us we were still \$3000 in the hole, Nelson felt extremely confident that by the end of the year, we would be in the black. In November, it seemed we'd lost another \$3000. Everyone left that meeting feeling pretty disheartened.

Last week as Nelson and our bookkeeper, Barbara Malisow reviewed the year's end numbers, it became really clear that something was simply not right, and they called next door to the library and asked Felicity (our

former bookkeeper) to come help and work on this puzzle.

After a bit of tinkering, it dawned on the group that a single number had been throwing a major part of our p&l formula out the window. It seems that in calculating the Cost Of Goods Sold, we had been using an outdated multiplier (a number derived from our physical inventory, which we do once a year).

With a new formula (now that we'd just completed the yearly inventory) a whole new light was shone on our finances. What we'd originally thought was another \$9000 loss for the year, was actually a \$9700 profit One of our most profitable years!

It's a great relief to be able to pass this news along to the membership. It's also a good lesson in how complicated the finances of a small store can be and how keeping the whole thing afloat really does require a broad cross section of talents, knowledge and experience.

As a founding member of the Co-Op board and as a daily user of the store, I am grateful to the staff, board and membership for their energy, patronage and dedication. I feel confident that as the reins of the board change hands (and with a new batch of board candidates that DOES have that broad range of experience) the store WILL be here for years to come. 🐣

2014 Dixon Cooperative Market Board Candidates



LisaAnn Edenfield

I would love to serve my community by becoming a board member of the Dixon Co-Op. While my family is new to the Dixon area, we intend to make it our home. We have lived in northern New Mexico for the past five years-two of those years were in Pilar. My family originally comes from Florida-fifth generation. I have a son who attends Dixon Elementary and a daughter attending UNM and a son in the National Guard.

I am a nursing coordinator for adults with disabilities. I have been a nurse for 22 years. I believe healthy, local foods are imperative to the well being of my clients and my family. The Dixon Co-Op provides this to the community and I would be honored to be part of that process.



Amalio Madueño

Amalio is Principal of Community Development Consulting Associates, a private consulting firm & consultant to NM Tribes, local governments, institutions, nonprofits, private business and corporations. Currently a contractor to the Community Programs Office of Los Alamos National Laboratory on development of regional community development programs, projects, infrastructure initiatives, plans and projects. Areas of expertise include: legislative proposals, finance, fundraising, feasibility analysis, strategic planning and entrepreneurship training. Prepared and packaged \$25+ million in approved community projects since 1992. Consultant to more than 2,000 small businesses in New Mexico. Assisted the very first Co-Op board with feasibility study and business plan for establishment of the Dixon Coop in 2002.



Patty Nielsen

I have lived in the Embudo area for most of the last 47 years. I have been involved with the Co-op since it's inception, serving on the board, as a volunteer cashier and as a sometimes manager. I would like to represent our invaluable volunteers in board decisions and support the staff in their decisions, and to draw more of the community into membership. As a farmer, I hope to expand the sale of locally grown produce on a more year round basis, and to encourage customers to use and enjoy these products.

I have experience in business management, and would like to help the store find a secure financial path.



Eddie Scheps

I have lived in New Mexico for 19 years and owned land in Dixon since 2005, which is also when we joined the Co-op. We built a home here in 2009 and my wife and I plan to live here full-time in the spring.

From 1974-1987 I worked in retail and wholesale natural and gourmet food companies and have run my own successful business for 27 years. I have a keen interest in food, cooking and grocery stores. I would like to help the Dixon Co-op grow and continue to serve this community.



Christen Vogel

I have lived in Dixon with my family for fifteen years. In that time I have been an active member of the community including the Dixon Elementary PTO, The Dixon Studio Tour, the Family Literacy Program, and others. I would like to offer my time and experience to the Dixon Coop board.

I left the corporate world as a graphic designer to begin a new phase in my life as a mother. In those twenty-three years of raising three children I've spent my fair share of time in grocery stores large and small. My experience planning and budgeting for a family of five will be a valuable insight for the Dixon Co-op board.

My husband Jim and I also have our own business, Vogels' Artshop, where I am responsible for the bookkeeping, ordering supplies as well as creating frames for my husband's paintings. In short, I keep the business running like a well-oiled machine.

I have many attributes that can serve to bring a fresh perspective to many of the challenges involved in keeping our thriving store alive and well for many years to come.



Ken Youens-Clark

I have been a resident of Dixon well nigh 35 years. I'm a professional computer programmer, an amateur musician, and live with my wife, Lori Kindler, and our three children on the first arroyo. I assumed a vacated Co-op board seat in 2013 and so have some experience with the board and its mission.

The Annual Co-Op General Membership Meeting will be held Sunday, January 26th at 3pm at the Elementary School Gym. It will be a potluck, so bring something to share if you like.