

ANNUAL SPRING MEMBERSHIP MEETING

May 14, 2011



Ever' man Natural Foods Co-op

ANNUAL REPORT 2011

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Ever' man Ends Statement

Because of Ever' man, the community will have:

- * *education about health and nutrition and environmental issues*
- * *access to healthy and natural food and products*
- * *support for responsible and local agriculture and small business*
- * *an example of green business practices.*



A Message from the General Manager:

"What happened yesterday is history. What happens tomorrow is a mystery. What we do today makes a difference - the precious present moment." University of Alabama Football Coach Nick Saban



During the past year, our co-op has been through some very difficult times. We have made several changes in the operational management of the organization. We have also had several changes to the Board of Directors. During these times, we have tried hard to make the transition seamless to our members. Sure, there have been some bumps in the road, but our co-op has continued to grow. I would like to thank the Board, our staff, and volunteers for their hard work this and every year, and our members for their financial support.

We have also been steadily working on our plans to refurbish our store. We have received a huge amount of suggestions and ideas from our members and staff. We have hired a store-planning consultant from an arm of the National Cooperative Grocers Association called the Development Cooperative (DC). They help food co-ops around the country start up, remodel, enlarge and even relocate. Our main consultant with the DC (C.E. Pugh) has many years of experience in planning and executing these types of projects. C.E. has visited our co-op several times and has already begun the preliminary work on our project. We have started the interview process for a local architect and construction company. We are hoping to break ground around October of this year.

As you read the following pages, please notice the hard work and accomplishments of our staff and volunteers. They have made great strides in meeting our new Ends Policy created last July. Please remember, we could not have done any of it without the continued support of our loyal members, our hardworking staff and our dedicated Board of Directors. Again, I would like to say thanks for their efforts here at Ever'man. In "Cooperation," we can meet and exceed our goals and desires.

YOUR BOARD of DIRECTORS: Forging the Future

Your member-directed board has eight current directors. Please refer to the Bylaws section of the Ever'man website for more information on how your directors govern the co-op on behalf of its members.

During the past year, your board has focused on the following areas of governance:

- ◆ Hiring a general manager and empowering him to proceed with the store expansion.
- ◆ Reviewing the legal and tax structure of our co-op.
- ◆ Implementing updated governance reporting and accountability.
- ◆ Detailed examination of the by-laws.

Your board meets 10 times a year in the Ever'man community room. A meeting schedule can be found under the Board section of our website. Board meetings are open to the membership and minutes are posted in the store.

Below (L to R): Lauren Southern-Godwin (Pres); Eric Schneider (Vice Pres); Dawn Vorthmann (Treas); Mike Kovach (Sec); Dave DeBlender (Dir); Mary Mundy (Dir); Scott Arnold (Dir); Lynn Jackson (Dir)



MEMBERSHIP SUSTAINS OUR CO-OP!

For a low annual fee, our members are able to: vote for and even run for the Board of Directors; subscribe to the newsletter; take advantage of member specials and coupons as well as seminar and gift card discounts; and have a voice in the policies that govern our co-op. Additionally, membership in and patronage of our co-op puts your purchases to work in support of local, regional and national organizations and vendors who embrace and practice our cooperative principles.

We hope you've noticed the many new products, programs, and events that we have added to better serve you, our valued members.

Over the last year, we have implemented or refreshed some programs to assist our membership:

- Updated signage for Member Specials, Produce, Gluten Free, Local, and Organic products. More window and display signage to explain co-op events and changes.
- Many more seminars and events are being offered, as well as more sampling!
- More social media usage and launching our e-newsletter for more frequent updates.
- Added web version of HealthNotes® - similar to the in store HealthNotes kiosk. It is located on our home page toolbar, so it's easy to locate. HealthNotes provides recipes, diet tips, and vitamin/supplement information.
- Added outdoor seating.
- Pushed our suppliers harder on obtaining lower prices on staples. Tried to incorporate more "deals" and "specials" in our product offering.

We're always looking for opportunities to improve our service and selection! Keep those ideas and suggestions coming!

Thanks to all our members for supporting Ever'man!!!



Member Specials		
	SALE	REGULAR
BULK		
Organic Dark Red Kidney Beans	\$1.79/lb.	\$1.99/lb.
Organic Pearled Barley	\$1.19/lb.	\$1.59/lb.
REFRIGERATED		
Earth Balance-Organic Buttery Spread	\$3.79 ea.	\$4.69 ea.
Nancy's Low Fat Cottage Cheese	\$2.79 ea.	\$3.49 ea.
GROCERY		
Dighe's Organic Chocolate Bars	\$1.79 ea.	\$2.79 ea.
DeBolis - Assorted Pastas	\$1.99 ea.	\$2.79 ea.
Green Mountain Tortilla Strips	\$1.69 ea.	\$3.19 ea.
Health Valley Organic Cereal Bars	\$3.49 box	\$4.79 box
Kashi-Golden Cereal	\$3.89 box	\$5.49 box
Mountain Organic Refried Beans	\$1.79 ea.	\$2.59 ea.
Once Again-Organic Sunflower Nut Butter	\$4.69 ea.	\$6.79 ea.
Rustic Coast Old World Pizza Sauce	\$2.79 ea.	\$4.19 ea.
Newman's Organics Pretzels	\$2.49 bag	\$3.39 bag
VITAMINS		
Amazing Grace Organic Wheat Grass Powder	\$18.99 6oz.	\$24.99
Gala Herbs Black Elderberry	\$19.49	\$21.49
Naturex Spirulina Tablets, 500 mg	\$9.99	\$13.19

Co-op Deals signage (left); Member Specials (right); product signage (below)



YOUR CO-OP IS EXPANDING...REALLY!

Through member surveys and employee input, we have collected your opinions on store areas where you would like to see improvements. Cooperative consultants have provided market research and are developing design strategies. Local architects are meeting with the General Manager to provide construction scenarios addressing form, function, and environmental stewardship. Our GM has experience with capital projects, so along with the Board's oversight, this expansion project is in good hands!

During the lengthy process of designing the construction plan, you have hopefully noticed interim improvements in your co-op over the preceding year. Volunteers and employees have worked on our green areas, the produce department has been rearranged and stocked with an abundant array of fresh local produce, and some of the aisles have been re-arranged to improve selection and convenience. We have also added extra lighting behind the store for improved employee and customer safety. Let us know if you like the changes... we value your feedback!

Stay tuned for future communication on our expansion plans... we believe that these long overdue improvements will merit your continued support of our co-op for many years to come!



Garden Improvements (above left) and Produce Department Reset (above right);
Possible Preliminary Site Plan (below); Member Survey Requests (at right)



Top 10 Verbal Requests:

- Outside seated café & shade seating
- Deli Hot bar
- More Local produce
- More bulk
- Wider aisles
- Keep Garden space
- Express checkout
- Larger produce section
- Larger deli
- Fresh meat section

YOUR CO-OP REMAINS FINANCIALLY STRONG!

Ever' man has maintained a strong financial position in spite of a severe, prolonged recession. Locally, we have witnessed increased competition as the national and regional conventional grocers moved into the natural and organic product markets.

As we shop the financial markets for our store expansion loan, we must be positioned for steady growth to fulfill our financing obligations. The co-op consultant who is assisting with our store expansion will also mentor our management team on timely financial reporting.

This past year, consideration has been given to all expenditures and contracts to maximize your co-op's financial resources. Some examples of financial savings achieved are as follows:

- ◆ Converted physical inventory to inventory at cost rather than retail, a more accurate measure.
- ◆ Shopped property and workers' compensation policies and changed carriers to achieve premium savings.

We've also put your co-op \$ to work to support local vendors, our community, and other co-ops. Our \$250,000 in certificates of deposit at the National Cooperative Bank provide some interest income and funds protection while bolstering that institution's ability to fund other co-ops like ours.

The balance sheet and profit and loss statements are being compiled by our CPAs (O'Sullivan Creel LLP) for the fiscal year ended March 31, 2011. Some financial data presented below will be amended as a result.

Fiscal Year Ended March 31, 2011 Balance Sheet & Statement of Income and Members' Equity (Draft)

Balance Sheet

ASSETS		LIABILITIES & MEMBERS' EQUITY	
Total Current Assets	\$2,935,719	Total Current Liabilities	\$452,067
Property & Equipment, Net	\$1,767,471	Long-Term Liabilities	\$1,295,893
Other Assets	<u>\$94,953</u>	Members' Equity	<u>\$3,050,183</u>
Total Assets	<u>\$4,798,143</u>	Total Liabilities & Members' Equity	<u>\$4,798,143</u>

Statements of Income and Members' Equity

Net Revenues	\$7,169,010	Members' Equity, Beginning	\$3,001,042
Cost of Revenues	<u>\$4,456,178</u>		
Gross Profit	\$2,712,832	Income Before Income Taxes	\$145,899
Selling, General & Administrative Expenses	<u>\$2,535,445</u>	Fair Value of Interest Rate Swap- Building Loan	-\$96,758
Operating Income	\$177,387		
Other Income/ (Expense)	<u>-\$31,488</u>		
Income Before Income Taxes	<u>\$145,899</u>	Members' Equity, Ending	<u>\$3,050,183</u>

A DIVERSE WORKFORCE STRENGTHENS OUR CO-OP!

As our co-op consultant recently stated, a well-trained, engaged, and enthusiastic staff is vital to our future success. As we expand and invest in our facilities this year, we must also expand and invest in our employee base.

We have welcomed many new "faces" this year and celebrated some milestones. We remain committed to training our employees to better serve our members.

Recruiting: We continue to emphasize past experience/knowledge of natural and organic products in our recruiting process. We have amped up taking applications via our website. Once our expansion is complete, we anticipate additional hiring activity at our co-op.

Training: All managers and employees received training on the 2010 - 2011 Business Plan and the co-op governance model. A comprehensive Ever'man developed training program on co-op products was rolled out last year and is being delivered to a second group of employees this year.

Participation: Our employees enjoy participating in many area activities including community gardens, Halloween and Christmas decoration contests, and fitness events such as walking around beautiful downtown Pensacola.

Thanks to all of our dedicated and hard-working employees!!!



Brian Hayden (above) is shopping in the Produce Dept.

William Rolfs (right) tried on his pirate look at Earth Day this year.

Lyn Sparks (right) had us guessing what look she was going for at our Halloween gathering...

Mrs. Doubtfire???

Mama????



Nothing brings out employee smiles like a wine tasting. Here (at right) we see William Rolfs, Jill Cicero, and Elie Barnes happily serving adult beverages and tasty treats.



Christian Wagley (Produce Mgr. at far left) represented the Clean Energy Works (CEW) coalition of organizations, including the National Wildlife Federation, Environmental Defense Fund, Environment America, League of Conservation Voters, Sierra Club, The Audubon Society, The Alliance for Climate Protection, and others working to pass clean energy and climate legislation in Congress this year. Their visit to Capitol Hill addressed the effect the oil spill was having on their lives, the economy and the environment.



Above, we were all amazed by Miss Jill's creativity in making this burlap cow, complete with working udders, for her Story Sprouts class. Here we see Jill Cicero showing one of the children the source of milk!

MERCHANDISING FOR MAXIMUM VALUE!

Our merchandising philosophy continues to follow organic guidelines whenever possible with additional emphasis on all natural, preservative and pesticide free products. Environmental sustainability, fair trade, and purchasing from the lowest carbon footprint source are additional purchasing criteria. Increased consideration has been given to local vendors as our members are more interested in obtaining fresh produce, meat, and dairy products. Responding to your inquiries about gluten-free products, we now carry the largest selection of these products in Pensacola and the surrounding areas.

As part of the National Cooperative Grocers' Association (NCGA), our co-op benefits from collective bargaining on pricing from the larger natural and organic industry suppliers. Another benefit is the Co-op Advantage coupon books that allow our members to try new or familiar products at lower prices.

Balancing profitability, which enables a living wage for our employees, the community support projects we undertake, and other goals in keeping with the cooperative principles, with our overall goal of trying to be an affordable place for our members to shop is one of our most challenging endeavors. Here are some of our accomplishments:

-Spread across 141 sub-departments, we have added 1,871 new items resulting in net sales of \$389,228.00 with a net margin of \$145,977.42.

-We have begun relationships with 40 new independent vendors. There are 18 NEW LOCAL vendors supplying products to the co-op.

-We now have our own 'Private Label' brand, Field Day. You will never see this brand in any of the big box stores or chains. This brand offers our members certified organic products at an exceptional value every day. We currently offer 49 items spread over 13 sub-departments. We will be expanding our offerings in this line as we go forward.

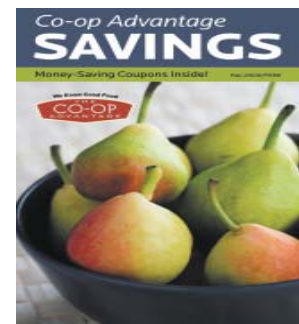
Reducing prices to save \$ for our members: Ever'Deal program- We partner with our vendors to achieve deeper discounts for a period of time that are passed on to our members. Breadbasket program- We've expanded our offerings, slashing our margins in half to offer targeted 'essential' items more affordably.

Popular Product Trends to Note: Coconut water and all other things coconut; gluten-free products.

Many product suggestions have been addressed in the Ever'man *Healthy Alternative* Newsletter. Keep them coming!



Above (L to R): Co-op Deals Signage and Flyer; Gift Card (2,4,6,8 discount program). Below (L to R): Member Special; NCGA (membership enables volume purchasing discounts); Bread Basket Program; Co-op Coupon Books



OUR VENDORS SHARE OUR VISION!

Our co-op is fortunate to have many vendors who are committed to delivering products and services that meet our stringent merchandise guidelines. We count on them to supply our co-op as well as contribute generously to our educational and outreach efforts. Here are some examples:

- ◆ Membership Services held our second annual Local's Day in December.
- ◆ Local vendors represent 30% of our purchases. Florida, regional (tri-state), and local offices of national vendors are represented by 22% of co-op purchases.
- ◆ Our local vendors often assist with hosting in-store sampling, contributing to co-op events, and conducting educational seminars.

A big thank you to all our vendors who make a special effort to offer healthful products to our members!!!



A special thank you to our vendors who donated goodies for Membership Day:

- | | |
|-----------------------------|-------------------------|
| Adair's Herbs | Lundberg Farms |
| Alberts Organics | Mary's Gone Crackers |
| Alvarado Street Bakery | Mediterranean Organic |
| Annie Chun's | Namaste Foods |
| Atlanta Foods International | Nancy's Yogurt |
| Blue Diamond | National Republic |
| Cascade Fresh | Native Forest |
| Destiny Organics | Natural Sea |
| Divina | Newman's Own |
| Drew's All Natural | Organic Prairie |
| Eden Foods | Organicville Foods |
| Edward & Sons | Pensacola Bay Brewery |
| Fillo Factory | Premier Beverage |
| Glee Gum | Southern Wine & Spirit |
| Global Organic Specialty | Supreme Paper Company |
| Hastings Farms | Thumann's |
| Just Desserts | Tinkyada |
| Lakewood | Vermints |
| Late July Organic Snacks | Whole in the Wall Pesto |
| Lightlife | Woodstock Farms |
| Wynn Haven Foods | |

Above: Locals Day event promoting local vendors. Upper left: Chef William Guthrie (Sin-in-a-Tin); Upper right: Randall Hastings (Hastings Farms); and below: Mark Heinds (Smoking Chunks)






At left, Theresa Finkbeiner (Coyote Moon herb company) can be seen gathering herbs in a breathtaking wilderness area. At right, Mary Bartlett, our floral supplier, beams above a bouquet of beautiful sunflowers.



MARKETING: TELLING OUR STORY

At Ever'man, marketing is about far more than advertising our co-op. We feel that we have a unique story to tell... a story of the only food retail cooperative in our area that has been serving the needs of our community for almost four decades... a story that is being retold with the emphasis of our revised Ends statement. Our marketing activities and expenditures are undertaken with the objective of serving our members as well as our community. We have a two year plan (2010 to 2012) with the following goals: To increase membership to 12,000 by the end of fiscal year 2012, a 33% increase; to have a more viable presence in our community; and to increase community outreach. Here is a summary of our goals and activities:

Advertising	Public Relations	Education and Outreach
Print media: Downtown Crowd; Visitors' Guide; Event specific ads	Donation/Sponsorship program: Aligning with Ends Statement; Sponsor more events; Post program results in newsletters & create bulletin board in store	In-house seminars: Offer greater variety specific to Ends Statement; serve those with special dietary needs through more cooking classes; expand StorySprouts; expert speakers on array of subjects
Radio: WUWF (88.1)	Demo program: More demos, more often	Off premise health & wellness fairs: Will be more proactive with our participation; reach out to those with unique needs, like Seniors
Outdoor: Transit bus; billboards	 	On-premise events: Locals Day; Membership Day; membership drives; tent sale
Newsletters: Healthy Alternative; e-newsletters		Community & Education projects: More gardening & composting, both on-site and in participation with community garden sponsors; promote films that support our vision
Target marketing: Direct mail		Community Room Improvements: With our co-op expansion, plan for aesthetic and technological improvements
Guerilla marketing: Visiting downtown merchants, area hospitals, tourist centers, & universities		Employee training: Continue rotating new hires and all employees through this extensive, customized training program
Social media: Increased website content; more Facebooking & tweeting		
Branding, signage, & brochures: Rebrand store signage, refresh brochures, & new member packets; create info cards for bulk bins		



Whenever possible, such as with our support of mass transit, our marketing investment serves the dual purpose of spreading the word about our co-op and providing financial support for a service that benefits our community. Our story, hopefully for future decades, will be one of becoming the greatest resource in our community for healthy foods and education about how co-ops like Ever'man can and do make a difference socially, economically, and environmentally.

EVER'MAN EVENTS ARE EXPANDING!

The events that your co-op sponsors or participates in are many, and we love it when our members support us!

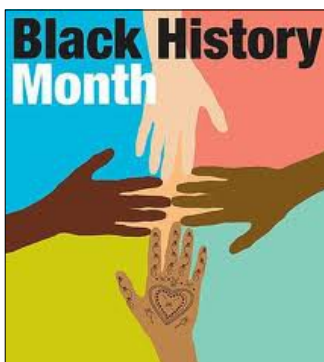
Here is a sampling of our in-store events:

- ◆ First Friday Movie Night.
- ◆ Food Sampling Extravaganzas.
- ◆ Free Yoga every Tuesday Night.
- ◆ Wine Tastings.
- ◆ Participation in Black History Month.
- ◆ Participation in Hemp History Week.
- ◆ Story Sprouts Class with guests Dee Dee Green, Recycling Coordinator at Escambia County Solid Waste Management, local author Doreen Ingram, yoga teacher (and Story Sprouts mom) Beckie Sathre, and ballet teacher (and Story Sprouts mom) Tricia Crawford.
- ◆ Easter at Ever'man.
- ◆ Herb Walks.

We love serving our members and the community with these fun, entertaining, and educational activities. Come join us... we have something to offer everyone!



Above (L to R): Story Sprouts: Peace is Silent; Healthy Thanksgiving; Easter Bunnies. Below (L to R): Black History Month; Mad City Chickens documentary; Pensacola Wine Festival; Hemp History Week



CARING FOR OUR COMMUNITY!

Our Membership Services/Community Outreach team has substantially increased our activities this past year. Some of the events that we have participated in include:

- Earth Day- Ever'man was again a sponsor and vendor.
- Sponsoring the Ever'man Relay for Life Team for cancer education and prevention.
- Gallery Night- partnered with Blue Morning and Quayside Gallery Co-ops.
- Soles4Souls shoe collection- We collected over 400 lbs. of 'gently worn' shoes, which are shipped around the world for those in need.
- Ever'man Partnered with Manna Food Bank and LeaP (Leadership Pensacola) class of 2011 on their Let's Grow project, which established school gardens within four area schools, paired with health and nutrition curriculum. Ever'man provided free organic seeds for each school garden, take-home recipes, healthy cooking classes and other incentives for the selected Let's Grow schools.
- We participated as a sponsor and vendor at Peace Fest, an opportunity to promote peacemaking and nonviolent conflict resolution in people's everyday lives.
- Ever'man provided lunch and speaker support for Manna's Community Gardening Day. Participants were taught how to start community gardens or maximize individual gardens. Featured speakers were national leaders from the Atlanta Urban Gardening Program, the American Gardening Association, and our own Christian Wagley.
- Speaking events: ARC, Resource Rangers Bay Day, Capstone Academy, Bellview Middle School, West Florida Dietetic Association, Girl Scouts, Let's Grow kick-off party at Fish House.
- Participated in National Walk to Lunch Day.
- Joined Unite Escambia, a community resource for environment, health, and education.
- Ever'man hosted a 'Bike Repair Clinic'. Carl Bradtmiller, colon cancer fundraiser and travelling bike repairman, made a brief stop at Ever'man to repair bikes and raise money.

We appreciate the opportunity to serve our community on behalf of our members!

Below (L to R): Relay for Life & Garage Sale fundraiser; Let's Grow Garden Project ribbon-cutting ceremony and logo; Soles4Souls



COOPERATING WITH OTHER CO-OPS!

Ever'man has advocated the principle of Cooperation among Cooperatives in the following ways:

- Maintained cash on deposit with NCB (National Cooperative Bank) to help River Valley Market Co-op with their bank loan.
- We maintain an additional \$245,000 with NCB who makes loans to other co-ops.
- Our GM is part of a co-op working group that assists other co-ops with operational and competitive challenges.
- We've made several trips to New Leaf Co-op in Tallahassee and have brought back a wealth of knowledge on multiple topics, including expansion, finance, information technology, and sales. We purchased our produce racks from New Leaf as well!
- Participated in Gallery Night with Blue Morning Gallery, a local art co-op.
- Continue to purchase some goods for resale from other co-ops.
- Support co-op organizations that provide valuable services to current and developing co-ops: NCGA (National Cooperative Grocers Association); CDS (Cooperative Development Services); (CGIN) Cooperative Grocers Information Network.
- Most recently, we signed a contract with the NCGA Development Cooperative to assist us with our co-op expansion.

Go Co-ops!!!



(At left) Our resident artist, Elie Barnes (Membership Services) painted a picture of New Leaf's storefront as a thank you gift for our friends at New Leaf.



(At right) Ever'man partnered with a local artist cooperative, Blue Morning Gallery, for Gallery Night.



The United Nations has declared 2012 as the International Year of Co-operatives.

<http://www.thenews.coop/news/Worldwide%20Co-operation/1695> (source):

"The UN resolution recognizes the co-operative business model is a major factor of economic and social development, promoting the fullest possible participation in the economic and social development of people in both the developed and developing world, and that, in particular, co-operatives contribute to the eradication of poverty. The resolution also encourages all governments to create a more supportive environment for co-operative development, particularly when it comes to securing finances for capacity-building."

Newly-elected President of the International Co-operative Alliance, Pauline Green said: "What sets this model apart from others is that all co-operatives, whether they are small farmers or large consumer-owned entities, share the values of democracy, solidarity, equality, self-help and self responsibility, creating businesses that serve the greater good as opposed to maximizing profit for the very few."

ENVIRONMENTAL STEWARDSHIP

This past year, we witnessed an environmental disaster in the Gulf of Mexico that will impact our beautiful beaches, sea and shore life, and livelihoods for years if not decades to come. This manmade disaster brings home the fragility of the natural environment where our members live and work, and the importance of exploring opportunities to be the best environmental stewards that we can be. Ever'man donated 1% of Membership Day 2010 sales to the Wildlife Sanctuary of NW Florida (member selected agency) to assist their efforts with wildlife treatment.

Your co-op continues to look for ways to foster sustainable practices, reusable resources, and a reduced carbon footprint. Here are some examples of current and ongoing environmental initiatives:

- ◆ We continue to function as one of Escambia County's Drop-Off Recycling Sites. We have two large, green recycle bins conveniently located in our back parking lot. This benefits members as well as our community.
- ◆ Every attempt is made to purchase 100% recycled paper products such as copy paper. We recycle paper, aluminum, glass, and plastic products used in the store and offices.
- ◆ Purchased pleated carbon air conditioning filters.
- ◆ Planning for our store refurbishment will include careful consideration of environmentally friendly building products and maintenance practices.
- ◆ Offering option for members to subscribe to an electronic-only version of our bimonthly newsletter, reducing the environmental cost associated with the paper version. This option also helps the co-op financially by cutting printing and mailing expenses.
- ◆ We hosted the 10-10-10 Global Work Party on our green space. The mission of this activity was to teach the community residents how to reduce their carbon footprint.
- ◆ We continue to participate in Earth Day, offering healthy refreshments and educational materials.
- ◆ We planted a garden and started composting for the garden in our green space.



Above (L to R): Ever'man recycling bins at back of store; recycling message from our newsletter; 10/10/10 Global Work Party signage. Below (L to R): Ever'man herb patch; Healthy Alternative issue devoted to all things green; Earth Day signage



NEWSWORTHY!

Ever'man is occasionally mentioned in our local media as well as in cooperative industry news. Some examples follow:

Newspaper Mentions:

Pensacola News Journal: 9/22/10 article: "Mad About Muscadines"; Pensacola News Journal's *Bella* Magazine featured Ever'man in an article written in its February 2011 issue. The article's theme is healthy food, supplements and fitness. Quincy Hull (employee) was featured in "Raise Your Verse", an article on local poets.

Best of the Bay 2010: Winner: Best Health Food Store (Pensacola News Journal).

The **Independent News (IN)** weekly publication featured Ever'man's Christian Wagley in their Local edition. Christian Wagley discussed local produce and the specifics of USDA certification. Quincy Hull was interviewed and quoted several times in the *IN Weekly* feature cover story, "Black Exodus."

Best of the Coast 2010 [Independent News]:

- Winner: Best Place to Count Your Calories
- Runner Up: Best Green Business
- Runner Up: Best Independent Market
- Runner Up: Best Place to Buy Local Produce
- Runner Up: Best Vegetarian/Vegan Cuisine



Downtown Crowd.

Television Appearance:

UWF's **Staying Healthy Series** - We were invited to be the featured business on UWF's Staying Healthy television program. Christian Wagley was the guest speaker; the show aired Saturday, May 29, 2010.

Other Media:

Facebook explosion; occasional Blog mentions from other sites.

E-newsletter success: November 2010 was the first issue; number of subscribers expanding.

DONATING & CONTRIBUTING!

Below (L to R): Our GM, William Rolfs, being "arrested" for the MDA fundraiser; Scott Satterwhite at the 'Open Books' book drive; Garage sale held on our green space to raise money for Relay for Life



DONATING & CONTRIBUTING!

The demand has been great this year for donations and contributions to many worthy causes and organizations. It is true that community needs are greatest during tough economic times and natural disasters. This past year saw both, with the continuation of the recession, the BP oil spill, and the tornados in the southeast. Here are some of the ways that you and your co-op are helping out:

- ◆ We conducted a survey asking members which organizations they'd like to see Ever'man support.
- ◆ We donated \$27,000.00 in food to our local charities (Waterfront Rescue Mission, St. Joseph Soup Kitchen, Blessing & Glory Ministries, etc.).
- ◆ Ever'man and its employees donated hundreds of labor hours for charitable events.
- ◆ Earth Day sponsorship: \$250.00.
- ◆ Howard Bowers (National Cooperative) donation: \$681.08.
- ◆ Ever'man assembled a team of employees to participate in the American Cancer Society's 2011 Relay for Life, culminating with the Relay for Life walk on May 20th-21st. The goal set by the team is \$2,000 but Team Ever'man is pushing to exceed that goal through a range of fundraising activities. The garage sale netted \$827.00 and members and employees have donated \$267.00 so far.
- ◆ Through a book sale from books donated by members and employees, we raised over \$700.00 for Open Books, a local non-profit, volunteer run book store.
- ◆ We donated \$262.77 (% of store sales) to the Wildlife Sanctuary of Northwest Florida as our contribution to the BP oil spill cleanup effort. Our members voted for this organization to receive the funds.
- ◆ We gave \$100.00 to the Greater Good Music & Art Festival.
- ◆ William Rolfs and Sandy Gazdyszyn raised over \$1,500.00 in "bail money" in support of the Emerald Coast Muscular Dystrophy Association's executive lockup fundraiser.
- ◆ Collecting for American Red Cross Tornado/Flooding relief at the registers. We'll match up to \$500.00.

We receive many requests for donations of products and gift cards. Here is a sample of some recent donations:

Date	Organization	Amount	Explanation
1/1/2011	Pensacola Catholic High School	\$19.80	shopping bags to be filled by students to serve the homeless population. We gave them 20 bags
1/6/2011	Fixed on Fitness, Inc.	\$13.86	one year Ever'man membership for fitness challenge
2/22/2011	Girl Scouts of America	\$42.06	two groups of homeschooled girl scouts cook foods from around the world, for 200 people. We gave them organic apples and sunflower oil.
1/25/2011	Leap Let's Grow Gardening Project	\$56.94	seeds for the school garden projects
2/11/2011	UWF, fitness department	\$24.29	gift bag with recycled shopping bag, snacks from Jill's demo shelves and two \$10.00 gift cards with membership information.
2/25/2011	Ballet of Pensacola	\$34.79	yearly request: re-cycled wine bag, coffee cup, choc. bar \$25.00 gift card, yearly membership. 501c3
3/2/2011	Leap Let's Grow Project	\$37.17	seed for the school garden project
3/15, 2011	Dogwood Dash/St. Joseph's Church Rape Crisis Center @ Lakeview, "Run for Their Lives"	\$2,097.00	300 coupons for \$6.99 dlei entrée, buy one get one free, coupons go to each runner.
4/1/2011		\$25.22	one long sleeve tshirt and two 30 yr. coffee mug
5/2/2011	Montessori Gala	\$25.00	\$25.00 gift card and 2 anniversary mugs
Total to Date		\$2,376.13	

Thank you to our members, Board of Directors, and employees for your many donations and contributions!!!

VOLUNTEERS ARE V.I.P.s!

Our volunteers are essential to our operation. Some of our Volunteer VIPs and the important functions performed by them are shown in the table to the right: →



Volunteers like Sara Phelan (below) have sewn these shopping bags using our recycled billboards!



Volunteer Name	Volunteer Services & Contributions
Johnny Ardis	Runs our Movie Night on the first Friday of the month
Rachel Detoro	Master gardener, works on the garden, demonstrates composting how to's, & helps shoppers on the store floor
Tom Garner	Works on the garden & store landscaping
Michol Hite	Represents Ever'man at some health fairs
Theresa Inge	Helps with bagging our specialty bulk items, dried fruits, nuts, energy bars, etc.
Betty McCullough	Helps with all food activities every Saturday
Suzanne and Brian Fisher-Miller	Suzanne sews recycled bags and helps with Story Sprouts, Brian is helping clean all our bulk bin and coffee bean containers
Renee Perry	Worked on our garden
Sara Phelan	Sews shopping bags from our recycled billboards
Beckie Sathre	Teaches yoga every Tuesday night
David Seiken	Assists customers, especially seniors, to help them find products, on Saturdays
Nielah Spears	Represents Ever'man at some health fairs
Lois Stephens	Helps every Saturday with foods demos and assists shoppers on the floor; also leading our Cancer Prevention Series
Ed Sweep	Works twice a week in the garden (watering, weeding and plant care)
Robin Tillman	Serves as secretary to the Board of Directors
Joe Trapp	Provides chair massages, bags groceries and keeps products fronted on the shelves
Hugh Ed Turner	Recycles Ever'man boxes, shipping peanuts, bubble wrap and generally keeps his eye on us!
Pearl VanHoove	Helps every Saturday with foods demos
Audrey Waldrop	Assists with Story Sprouts; sews shopping bags

Below (L to R): Betty McCullough; Joe Trapp; Hugh Ed Turner; Lois Stephens; Suzanne Fisher-Miller; Tom Garner; Rachel Detoro. Other volunteers aren't pictured but they are much appreciated!!!



Above (L to R): Michael and Kendall assist with the garden project. Below (L to R): Ed and Bruce toil in the soil for the garden.



Above (L to R): Volunteers assemble bamboo climbers for the garden; Johnny Ardis assists with the book sale. At left, Renee Perry and Ed Sweep work on the raised beds for the garden.

Ever'man Natural Foods Co-op

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<http://twitter.com/#!/evermancoop>

**Ever Natural. Ever Better.
Ever'man**