

Date: 8/7/2014 7:22 AM [Saturday late afternoon]
From: Mark Goehring [CDS Consulting, DNF consultant facilitating “merger” with LMC]
To: Geoff [DNF Board president]
Cc: Key DNF merger Board members; Terry, LMC GM
Subject: Merger Timeline notes [Kim highlighted key timeline data; **it will be readily apparent that the intent is to catch DNF members off guard, not expecting to lose their coop**]

Geoff (and others):

Here are my notes re the timeline.

Definitive agreement work begins. Initial draft ready by Sept 3. Segments provided earlier. [based on contents of already signed letter of agreement between Geoff and Terry]

Continue with 1:1 calls [this is the sales effort to key members; regular members have no idea what is going on at this point]

Send email to members on Tues, Aug 12 [this is the planned timing of PR to members]

Send press release to newspapers Tues for Thursday (or later) distribution

Sept 8, information packets ready (though final deadline for this would be Sept 22) [less than two weeks before voting starts]

Sept 9, begin communications with members [this would have been the first point when members would have any idea of what this “merger” meant, depending on what they planned to share; 7 days before deadline for definitive agreement]

Sept 16 final deadline for definitive agreement

15 day warning no later than Sept 19

Ballot prepared

Sept 22... information meeting for Q&A maybe with La Montañita [less than two weeks before voting starts]

- Meet with key staff re communications

Oct 5 informational meeting and harvest festival [voting starts this day]

- 1 hour special info session

Oct 13, voting period concludes

Sat, Oct 18... La Montañita Annual Meeting and Co-op Cafe

Information packet to include:

General description of what's going on – includes board support of recommendation of member approval of merger

Press release

Q&A with predictable questions (if helpful)

La Montañita information

Voting process...

Voting will begin on Oct 5 and be conducted via a paper ballot.

The information packet and ballot will be available in the store.

Mark Goehring, CDS Consulting