

Date: 8/13/2014 12:44 PM

From: Root Routledge

To: Expanded Durango Community list, about 70 addresses

Subject: KEEP DNF LOCAL Follow-up Alert Email with additional info and meeting notice

Dear Friends, Members and Supporters of our LOCAL Durango Natural Foods Co-op,

Since there are a few additions and email address corrections to my notice list, I'm forwarding here the original Monday evening DNF Board announcement email blast of their proposed merger of DNF (according to the notice, DNF Board president, Geoff Wolf has already signed a letter of intent and the Board is "perusing the next steps with a goal of completing the merger in October") into an Albuquerque-based organization (see DNF Board announcement at bottom of this string). This new organization would take managerial control of DNF and DNF would lose its independent identity as it gets merged into some non-local conglomerate. Next up in the string below is my same day reply to the Board, which I cc'd many of my local contacts I believe would be as alarmed as I was (you guys).

Next up in the string below are two *encouraging responses* from DNF staff: Brett Messé, DNF Design Lead, the next morning (yesterday, Tuesday); and Kimberly Wiggins, DNF Co-General Manager, just today, Wednesday. I've also received a few email replies of support from some of you, and got a call from Pat Blair yesterday who gave me a lot of historical background, as she and Rob Blair (Katrina's mom and dad) were part of the small group who started DNF 40 years ago. Pat was the first manager of DNF, who ran it for the first 8 years, from 1974 to 1983, and has been involved in various ways over the years ever since. She also told me about all the volunteer efforts and member financial help through difficult times throughout the years that has helped DNF survive and succeed to the point where we are now. She was as surprised and shocked as anybody, and only knew about it just before the release because she got a call from one of the directors who thought that she Pat, as a very longtime member, would want to know. Like all other members, she had no idea what was afoot.

Also, Geoff Wolf, the Board president behind this unprecedented move, called me yesterday to thank me for my letter and make sure I knew about the upcoming Board meeting this coming Monday (see details below). His tone was less 'fait accompli' aggressive than the DNF Board announcement sent to members Monday evening, which he says was 'accidentally released prematurely'. He also said that they 'won't proceed with it if the members don't want it,' which makes **Monday's Board meeting at August 18<sup>th</sup>, 5:30 pm at the Rocky Mountain Retreat Center on 3<sup>rd</sup> Avenue** (RMR; Turtle Lake Restaurant is in the back of this building), *a most crucial meeting for everyone to attend if you care about KEEPING DNF LOCAL*. There will be another Board meeting in September and a formal member vote after that in early October; *equally as crucial all DNF members vote*. They actually relocated the Board meeting venue to RMR to accommodate a large attendance, and we don't want to disappoint them so let's make sure there's a 'standing room only' crowd to protest this unprecedented move to 'give control of DNF and our membership rights' to some organization located in Albuquerque.

Where did this crazy idea come from, and who initiated it without any hint of it to DNF member-owners right down to already signing a letter of intent? Unbelievable! I can't believe how outrageous this is and, on behalf of all DNF members and the Durango community, I demand to

know who initiated this and when! Up front, let me say to the DNF Board that it doesn't matter who the potential 'merger suitor' is or what kind of pitch they intend to make, or any business argument that the DNF Board makes; that is all entirely irrelevant as we don't want *anyone* to take our local membership ownership, control and management of DNF away. PERIOD!

So, please share this email widely and get everyone one who cares to attend Monday's meeting. DNF staff tell me they will be sending out a notice to all 1600 or so members, but the only way to get this email and thoughts to them (as well as your own) is to pass this email on to anyone you know who might be a member.

Together we can stop this craziness and hang on to our beloved LOCAL Durango Natural Foods! With the move of a Denver-based corporate-supported store Vitamin Cottage (Natural Groceries) squeezing into our little community, there are only two locally owned natural food stores, both wonderful members of our community under two different local ownership business models which both need our continued support and patronage to flourish: Nature's Oasis (family owned and managed for 20+ years by the Jeff Watson family); and Durango Natural Foods (our member co-op owned and managed store for 40 years).

Spread the word! KEEP DURANGO LOCAL

Root

CC to Bill Roberts, Durango Herald – Bill please have an appropriate Herald reporter/photographer cover this important community interest meeting. Thanks!!

CC to FLC students and professors in the TO list: Please share this widely with other faculty (current and emeritus) and students.