

# Crystal Petrie



## ***Why are you interested in joining our board?***

Prior to moving to Nelson, I was very active in the community of Kamloops, through volunteering and mentorship, and after taking some time to get settled, learn my new role at work, and complete my Master's degree, and I am now looking for opportunities to contribute my skills and experience to the Nelson community, while meeting other business minded humans

I have previously enjoyed my experience serving on a board of directors. While serving for the Insurance Brokers Association Board of Directors, I was able to contribute to the association's mandates and strategic plan, while also learning and developing my own skills around governance, strategy, and the board decision-making processes; I believe these board positions are mutually beneficial, where the Directors contribute their expertise, while also learning and deepening their own skills.

Additionally, I have a genuine passion for food and believe in the importance of supporting local, sustainable food systems. Joining the board would allow me to combine my love of food with my commitment to community engagement, making it a perfect fit for me.

## ***What do you see as the most important role of our Co-op in our community, now and in the future?***

The most important role of our Co-op both presently and in the future, is to serve as a cornerstone of local food access and sustainability. As a cooperative, it has a unique opportunity to not only provide high-quality, locally sourced products to its members but also to promote community engagement and education around food systems.

In the present, the Co-op plays a crucial role in ensuring that residents have access to fresh, healthy food options, supporting local farmers and producers, and fostering a sense of community ownership and pride. It serves as a hub for community members to connect, share ideas, and learn about sustainable living practices.

Looking to the future, we have the potential to further expand its impact by continuing to prioritize sustainability, supporting local initiatives, and adapting to the changing needs of the community. This could include initiatives such as expanding access to affordable organic produce, reducing food waste, and promoting environmental stewardship through education and outreach programs.

## ***What values will you bring to our board?***

My personal leadership values are: Human based leadership. Integrity; doing what is right

## ***Occupation (current and/or former)***

Vice President of Operations

## ***How will your personal and/or professional experience benefit our Co-op?***

My combination of professional experience, board experience, and educational background uniquely qualifies me to benefit the Co-op in several ways.

## ***What are the top five skills you will contribute to our board?***

Leaderships, Communication, Business Strategy, Finance, and Human Resource Operations.

## ***Do you have experience in the areas that the board seeks this year - finance, HR, law, or leadership?***

Yes. I have both relative work experience, as well as educational experience, in all of these areas, except for law.

In terms of finance, I have four years of executive leadership experience, and prior to that served in a middle management role, that includes responsibility for; financial management, budgeting, and strategic financial planning. I have a strong understanding of financial statements and financial reporting.

Regarding HR, I have experience in managing teams, implementing HR policies and other procedures such as onboarding, performance management and terminations. I understand the importance of effective HR practices in supporting the Co-op's staff and ensuring their well-being.

In terms of law, while I am not a lawyer, my previous board experience has given me exposure to legal matters related to governance, compliance, and risk management. I have experience working with legal counsel to address legal issues facing organizations.

Finally, in terms of leadership, I have served in executive positions that required strong leadership skills, including decision-making, problem-solving, and communication. I believe that my leadership experience, coupled with my passion for community engagement and sustainable living, makes me well-suited to contribute to the leadership of the Co-op.

***What skills or experience do you have in working cooperatively or collaboratively?***

I have extensive experience in working cooperatively and collaboratively, both within teams and across different levels of an organization.

In my current and previous roles, I have successfully managed up, meaning I have effectively communicated and aligned the needs and expectations of senior leaders with the realities of retail operations and working with human beings. This involved translating strategic goals into actionable plans, ensuring that the day-to-day operations were in line with the overall vision of the organization.

Additionally, I have experience working with my peer group to achieve common goals and drive success. This has involved fostering a collaborative work environment, promoting open communication, and facilitating teamwork and shared decision-making.