

Your Co-op

Overall the Best Deal in Town



How It All Began

Fern was second in line the day the Co-op opened its doors 1981. He desperately wanted to register as member #1. When it went to the person ahead of him, the quick-witted Fern requested, and received, number #101.

Being the chair of the steering committee had some advantages, he says with a laugh.

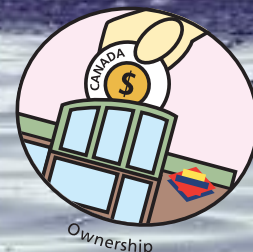
Fern and his committee were the driving force that defied Co-op naysayers.

Our demise was predicted so many times. There were lots of hurdles, lots of challenges but we showed our mettle, he says. A membership-owned store was a tough sell nearly thirty years ago. Fern says the membership fee was \$7 a week, considerably higher than the \$1 a week it is now. But by keeping overhead low, employing just two employees (one manager and one cashier), and having members stock shelves, he and his crew did what no other store did in town.

We put merchandise on the shelf for what it cost us to put it there. Before the Co-op, people were getting (financially) gouged, Fern says.

The first Co-op store was on the ground floor of the Roman Empire building downtown. Before moving into the present location on Old Airport Road, members hammered the nails and raised the roof on the second store, which now houses Co-operators Insurance.

Looking back, Fern, who is a retired mine worker, former union president and French language advocate, says introducing the Co-op to Yellowknife was worth all the headaches. To this day, customer purchasing power has been greatly enhanced by the Co-op because it has helped to keep prices down. Like my grandfather said, a dollar that we save is a lot easier to earn than a dollar we work for.



Fern Denault – founding member of the Yellowknife Co-op

On March 10, 1981, these 18 people signed the Memorandum of Association of the Yellowknife Co-op...

Fernand Denault	Iris Yuzdepski
Daniel Costache	George Horswell
Shari Dives	Dennis Lowing
Gordon Davidson	James Dives
Richard Nancarrow	Edward McRae
Katherine DaCorte	Pearl Benyk
Andrew Goussaert	James Atkin
Simon Fraser	John Monroe
Peter Dawson	Emil Homenuik

Stellar Service to Members!

Anush Sargsyan always takes time to smell the roses... especially fresh cut, in-store flowers.



Co-op Annual General Meeting

Tuesday, April 28

7:00 pm

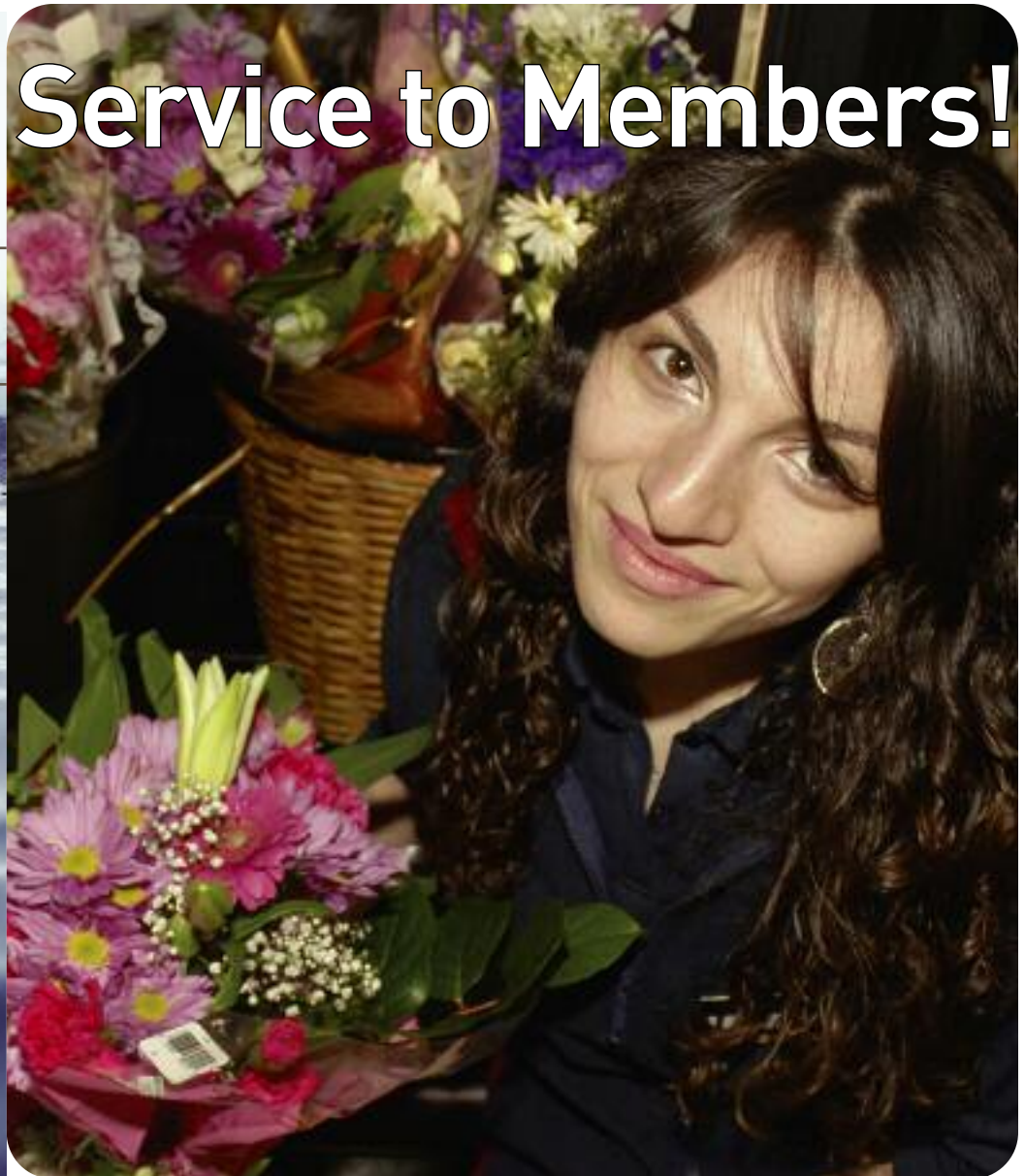
Tree of Peace

Multi-Purpose Hall

The evening begins at 6:15 with a light meal of deli meats, fruit and vegetables and refreshments provided by your Co-op.

The AGM is your chance to hear how your Co-op is doing, about plans for the coming year and to vote in new Board members.

Members interested in serving on the Board may contact Board members Susan Ledrew, John Curran or Mark Needham.



Anush was promoted to Front End manager in late February. Her job involves scheduling, cashing out, balancing tills and helping cashiers.

She received news of her promotion with excitement and nervousness.

"I love the Co-op and I'm already familiar with the store so I'm happy to have more responsibility," says Anush, who was previously a Front End supervisor.

Anush moved to Yellowknife from Armenia with her husband in 2004. She quickly fit in. Not only is she naturally outgoing; the slim, bright-eyed brunette has a degree in English, making it easier for her to find work and make friends.

What the former diamond polisher found difficult was returning to work after the birth of her son.

"The first week (at the Co-op) I was trying to hide my fears because I was missing my son but people were very nice and made me feel right at home."

When she helps out on the till, Anush prides herself on greeting people by name, even by their Co-op number, often by memory.

"My goal is to keep all the registers open and provide great customer service. The cashiers are the last people members see before leaving the store. If we are friendly and happy, they will leave happy, and that is what we want."

You don't have to be a member



Looking to the Future

Mark Needham likes to shop and talk. The chair of the Yellowknife Co-op board believes members do too. People who come to the Co-op tend to spend an hour visiting and shopping, as opposed to rushing in and grabbing a few items and leaving, he says.

In the last two decades, Mark has held several executive and non executive positions. His roles have changed, but Mark says the Co-op's core foundations remain the same. We stand for quality, price, selection, and value. Not to mention a family-friendly shopping environment.

There are the child-sized shopping carts, free juice boxes, nut free cookies and a

Kids Fruit Club. Kids get a free piece of fruit when shopping with their parents. We go that extra mile. Whether it is by having as many cashiers as possible to avoid line-ups, or taking members to where items are.

Mark says what sets the Co-op apart from other stores is that it is member-owned.

People actually own the business and have a say in how it is run by an elected board of directors, which includes a lawyer, accountant, marketer, business owner and a teacher. Although proud of the era when members helped unload warehouses and stock shelves, he says those days are gone.

CBC North Radio Host Randy Henderson, Mark Needham, Board president and fellow board member Jeff Gardiner check out the shelves.

to shop at the Co-op!

Co-op member Fred Wittlinger, centre, reviews member reward information with Board Member John Curran and Member Services Manager Margaret Woodley.



REWARDS WORTH MEMBERSHIP



Member Referral Rewards

Members who get new members to join the Co-op family get a "signing bonus" of a \$20 gift certificate. Recent referrals have come from:

- Teri & Peter Arychuk
- Rick O'Brien
- Frank Dwyer
- Paule Forest
- Laura Thompson
- Kathy Meszaros

Grocery Packing Dates

- March 7 – YK Playgroup
- March 8 – St. Pat's SADD
- March 21 – Yellowknife City Football
- March 22 – Great Slave Skating Club

A Co-op member for 15 years, Fred Wittlinger can recite membership rewards almost as if he's reading them off a brochure.

There's no need to convince him that membership is a good deal.

"It's especially important in our town where the cost of living is so high," he says.

Like many folks, this married father of two enjoys the quality of produce and the meat department, which he described as "about the best I've ever seen."

Plus, "the store is organized, it's clean and it's friendly."

Fred drives the Kingland Ford Shuttle for a living, so he understands the need for customer service.

"Staff members are helpful. If I'm looking for a product, they'll take me right to it."

He also likes how the Co-op is always giving back to the community, whether it's the Salvation Army, the Food Bank or one of the many other charities and community groups that benefit.

Wittlinger is extremely pleased by the newest member benefit – the Co-op Family Travel Plan.

"Not everybody works for the government. It's an incredible deal," says Wittlinger. With the deal offered to members on First Air flights to Edmonton, "it would almost cost more to drive out."

Contact us

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www.ykcoop.com

Store Hours

Mon. & Tues.	9 am – 7 pm
Wed. to Fri.	9 am – 9 pm
Saturday	9 am – 7 pm
Sunday	10 am – 6 pm

Gas Bar Hours

Monday to Sunday 6 am – 11 pm

Department

Member Services Counter	237
Member Relations Manager	270
General Manager	221
Accounting Manager	224
Human Resources Manager	245
Bakery Manager	242
Bakery Cake Orders	232

Ext.

Department

Corporate Sales	269
Deli Manager	230
Front End Manager	226
Gas Bar Manager	235
Grocery Manager	238
Meat Manager	229
Produce Manager	228

Ext.