



Your Customized Project Team for this Engagement:

Kaye Kirsch - Firebrand Cooperative

Kaye has built startups and nonprofits around the globe. She is a co-founder of HealthStore Foundation which provides healthcare in East Africa through an innovative micro-franchise model, and has served as Operations Director of a community health care center in India. Inside the US, Kaye has worked extensively in project management in the tech industry, including multiple cutting-edge startups. She was the multi-year project manager of Prairie Roots Food Co-op, successfully funding the \$2.9 million project and leading the store to open with over 1,600 owners, and she also served as an Interim General Manager. She brings two decades of project management, development and operational leadership skills to Firebrand.

Jacqueline Hannah - Food Co-op Initiative



Jacqueline worked in retail management for 25 years before joining FCI, 17 of those years in the natural foods industry, and 9 in the co-op sector as general manager of Common Ground Food Co-op in Urbana, IL. During her time with CGFC she led the co-op through two expansions, the founding of their Food For All economic access program, a store re-brand, and was the fastest growing retail food co-op in the nation from 2008-2013. In 2010 Jacqueline was named one of the “40 Under 40” business people of excellence by Central Illinois Business Magazine; in 2011 she was awarded the Innovation Award for Economic Development Impact by the University of Illinois; in 2013 she received the Cooperative Service Award from the Indiana and Illinois Cooperative Development Centers; in 2014 she was awarded Co-op Executive of the Year by the Illinois Cooperative Council.



Kevin O'Donnell - seven roots

With over 40 years in the hospitality field, he is passionate about sharing his experience. Kevin joined retail natural foods as Operations Manager at Hunger Mountain Co-op in Montpelier VT in 2013 and has been consulting since 1997. His

experience has led stores throughout the country to achieve growth and profitability in prepared foods and day-to-day operations. Kevin has been teaching at the collegiate level throughout his career.



Kim Harder and Karla Krueger - Retail Planit

Kim and Karla bring over 35 years of experience in all aspects of grocery store planning and design. Their fresh approach to projects, innovation, practicality and customer focus means that each store project they are involved with is given personal attention to reach its true potential.



Christina Nichols & Don Moffat - Columinate

Christina's experience includes:

- Twenty years in a wide range of roles in Natural Foods Cooperatives, including Operations Manager, Project Manager, Owners' Representative and General Manager

- Successful management of construction projects from 2 million dollar interior remodels to a 10 million dollar new construction build

- Full store merchandise resets to improve store flow and increased product availability

- Extensive physical plant improvements across multiple storefronts to increase accessibility and improve store sales

Don's experience includes:

- Pro forma for multiple clients, including startups and operating co-ops

- Guidance for leasing or purchasing a site

- Conference workshops for project development, finance, real estate and management

- Financial literacy webinar series for National Co+op Grocers, produced with colleague Brittany Baird

- On-site organizational readiness workshops for large capital projects with Bill Gessner

- Durham Co-op Market: Project Manager for startup

- Whole Foods Market: VP Store Development, Store Manager, Regional President

- B.Architecture (professional degree), University of Texas, Austin

- MBA, University of North Carolina, Chapel Hill