



2020 Oshkosh Food Cooperative Board Of Directors Statement of Nomination

Name: **Marissa Armstrong**

Brief Biography (150 Words or Less):

Marissa Armstrong is a New Jersey native with New York City drive. She received her bachelor's degree in Exercise Science from Montclair State University. Shortly after moving to Wisconsin, Marissa started her second fitness business called Marissa's Fit Boutique LLC, a mindful, soulful, personal training studio located in downtown Oshkosh. The studio educates members of the community about purposeful movement and nourishing foods that support their body's needs and fitness goals. Marissa has been in the fitness industry for over 9 years as certified personal trainer, holistic health advocate and public speaker, former natural body building competitor and powerlifter. As a small business owner, she is committed to supporting local farmers, bakers, and artisans in the community. Building these relationships have increased her love for traditional cooking, and baking. Marissa has a strong passion for encouraging people to take control of their health by how they move, eat, and think.

Please respond to the following questions:

1. What would you bring/offer to the Oshkosh Food Co-op Board?

As a Board Member, I would love to offer my peers open ears, a consistent dedication to the cooperation, an optimistic attitude, reliable communication, and my well thought out opinions when needed. Playing sports from a young age has engrained into me the qualities of being a team player. I know firsthand how well a leader(s) can thrive when they have an outstanding team that fully supports the overall mission, vision, and values. As a member of the board I would bring an outsiders perspective (from living in different states), a millennial point of view on food and health, 9 years of health and fitness education, expertise in online and in-person promotion, and a really enthusiastic attitude towards promoting sustainable small farms and locally sourced food. I am constantly immersing myself into learning more about health, fitness, and food and would love to contribute, my knowledge, and people skills to the Oshkosh Food Co-op Board.

2. What is your dream for the Oshkosh Food Co-op?

SO MANY IDEAS! My dream is that the Food Co-op would be THE place people of Oshkosh and surrounding communities would think of when looking to buy ethically farmed, local, extremely nourishing food for them and their family. I would love the co-op to be a place all families can shop with confidence and peace knowing that they have high quality options when purchasing their weekly refrigerator or pantry necessities. The building would also be a fabulous place to hold educational classes for the community about the food they are buying in the store, and how/why it may be different from the commercialized food found in larger-brand name grocery stores. Also, it would be the perfect space to educate the public about why it is so important to support and KNOW your local farmer, baker, or artisan. Plus incorporating hang out spots such as a café with tables, and a lounge area with a selection of cookbooks people can purchase while sipping their organic tea. I mean isn't that what drives people to Barnes & Noble still, even the millennials who rather do their shopping online? Hot drinks, books, and chairs is the perfect combination to create a warm, inviting environment during 8 months of cold weather, and not to mention a whole grocery store to snack on too!

3. Why do you think the Oshkosh Food Co-op is important to the greater Oshkosh community?

As a health advocate, I believe that promoting health will not only strengthen the local economy financially, but mentally, physically, and emotionally. Hippocrates said — 'Let food be thy medicine and medicine be thy food.' I believe that society is being tricked by the commercialized food industry and factory farms with their happy cow labels, miss leading wording, sneaky additives, propaganda pushing fears about sustainable farming and organic foods, and their jaw dropping reasons for going against wise food traditions. The greater Oshkosh community deserves better, our youth deserves better, and our local farmers, bakers, and artisans deserve better. I truly have such a strong heart for the Oshkosh Food Co-ops community mission, and I would love to be a part of this monumental health shift.

4. Why cooperatives?

A business owned and managed by community members has a 80% chance of surviving in the community the first 5 years compared to a traditional business ownership model at a 41% survival rate. This stat was established from a study done by the Cooperative UK Network in 2015. Bringing a diverse group of people together for a cause is a great way to build community. "I see co-operatives as an essential innovation on the way to a good society." Professor Robert J Schiller, Economics Nobel Prize Winner

5. Please offer any additional thoughts you would like Oshkosh Food Co-op member-owners to know about you. **As a small business owner, I LOVE supporting other small businesses in the area. I truly believe that traditional word of mouth referrals are essential when it comes to**

small business marketing. I plan on continuing to talk highly about the Oshkosh Food Co-op as a board member or just a member. 😊