



Board of Directors Candidate Application

Any Whitewater Grocery Co. Owner is able to run for a seat on the Board of Directors. This application gives owners information about your background and expertise, what you can offer to the Whitewater Grocery Co., and what interests you about serving on the Board. A Steering Committee member may call you for further information, but generally, these answers will be your way of communicating to other Whitewater Grocery Co. Owners why you should be a Board member. Feel free to contact the steering committee if any questions arise.

Name	Lacey Reichwald
Address	11727 County Road N. Whitewater, WI 53190
Phone #	608-335-5320
E-mail	lacey@sweetspotwhitewater.com
Place of Employment	The SweetSpot
Position / Title	Co-Owner
Education: (degree, major, etc.)	BA in Interpersonal Communication
How many years have you lived in Whitewater?	11
How long have you been an owner of Whitewater Grocery Co.?	Since May 5th, 2017
Whitewater Grocery Co. Owner Number	1

Please also include a photograph of yourself. Portions of your application may be published on our website, included in our newsletter, and distributed through other ownership communication channels.

Candidate Questionnaire

*Please answer the following four questions **as thoroughly as possible, while keeping your answers to 200 words or less.** Your answers may be published on the Whitewater Grocery Co. website and included in our newsletter. We encourage you to be concise and thoughtful in each of your responses.*

1. Why do you want to serve on the Board of Directors of Whitewater Grocery Co. Co-op?

As a founding member of the Whitewater Grocery Co. and the current Steering Committee Chair, I simply do not feel that my time is up yet and wish to continue with the work I am doing. I am energized and excited about this project and the potential for the Whitewater community. I want to continue to be a part of this process during these early stages and help develop the next generation of cooperative supporters in Whitewater.

Candidate Questionnaire (cont.)

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2. What is your passion? How could we see that passion in action in your day-to-day life?

My passions lie in generating ideas, starting projects, motivating other people, and making things happen. I am passionate about a job well-done and am constantly surveying a situation to see what could be done better.

You can see my passions in action at my business, The SweetSpot. I am constantly evaluating, correcting, and updating the environment and the offerings in order to improve the customer experience.

I also get to motivate my team members to be the best version of themselves. My biggest joy is seeing someone blossom into their full potential and to follow their dreams with confidence. I'd rather be remembered for helping someone level up in life, than for a project I did by myself.

I bring this high level of passion to every project I am a part of.

Candidate Questionnaire (cont.)

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3. List some of the organizations, causes, initiatives, and groups of which you have been a part. How do you believe your involvement with these groups has prepared you to serve on the Whitewater Grocery Co. Board of Directors?

I am currently the Chair of the Whitewater Grocery Co. Steering Committee, a member of the Outreach and Ownership Committee, and the Chair of the Annual Meeting Planning Committee. I have also served on the Board of Directors for Downtown Whitewater, Inc. and helped establish the Whitewater City Market. I served, for two years, as the Social Media Communication Officer of the Lincoln Elementary Family/Teacher Partnership.

My involvement in local Whitewater organizations has given me an awareness of the various needs, opportunities, and challenges in our community. I also understand and appreciate the unique business climate in Whitewater.

Candidate Questionnaire (cont.)

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4. Describe an experience in which you have worked on a team. What did you offer the team? How did you compromise for the team's benefit?

I have had multiple different experiences working on a team. I enjoy the collaboration and shared workload of being on a team -- and often find that a team is greater than the sum of its parts. I am comfortable leading a team and also work to make sure that all members of the team feel heard and understood.

As the leader of The SweetSpot team, I offer the tools and training that the team needs to be successful and then I empower my teammates to get the job done without micromanagement. I believe that a strong team is built by individuals who have various talents but the same goal in mind. The leader's job is to make sure the goal is known and shared by all.

I am also comfortable with being on a team in which I am not in a leadership role. I believe that all members of a team have much to learn from one another and listening is the most important part of communication.