

Ratification of Appointment

Carol Connell



Tell us about yourself and what you would bring to the Board (experiences, skills and abilities) that will contribute to Fiddleheads ongoing success.

I have held multiple leadership roles in both pharmaceutical companies, contract research organizations and in not-for-profit companies. I have authored several scientific manuscripts, co-authored a book chapter on project management, and presented at multiple international scientific and professional meetings. As part of my work with the Board, I would like to help develop a long-range strategic plan for Fiddleheads Food Co-op; addressing the challenges we face today with sufficient flexibility to address the needs of tomorrow.

In what way(s) can we ensure the Fiddleheads Board of Directors focuses on strategic thinking and long-term visioning for the Co-op?

Issues and trends that are expected to influence the food industry in the next decade include climate change, fair trade, obesity and diet-related illnesses, food safety, and consumer trust. The greatest challenge I see for Fiddleheads Food Co-op in the coming years is the ability to strategically differentiate itself in an increasingly competitive natural foods marketplace. This a major concern of the co-op industry as a whole, and one that we cannot ignore.

The Fiddleheads Board executes its fiduciary responsibilities to the co-op in a rigorous and ethical manner, monitors the Ends appropriately, and Board members take their individual development seriously. To ensure a thriving future for Fiddleheads, I also believe we need a 5-year strategic plan to address the issues we face and guide how change will be implemented.

After serving on the board for the past 6 months and participating in a number of training opportunities, I feel my values align well with Fiddleheads Food Coop and look forward to continuing that service.