



To Our Member-Owners,

Peninsula Co-op originally started in 1977. As we've grown and evolved including amalgamations with other Co-ops, our collective roots now date back nearly 60 years, yet we remain a locally-focused Co-op with more than 108,000 members. We are tremendously proud to celebrate our successes and share our profits with member-owners and the communities we serve.

In December 2020, Peninsula Co-op allocated nearly \$7 million of net profits back to member-owners. Our sales reached over \$190 million last year. That is an amazing track record of success for your Co-op which started as one small grocery store and continues to grow sales and annual membership rebates.

We are especially proud that we were able to donate nearly half a million dollars to charities and community events in fiscal 2021. We truly are "Moving Ahead, by Giving Back".

Like every successful business, your Co-op challenges itself to identify and act on good opportunities. Our membership structure and good governance gives us a strong foundation and ensures Peninsula Co-op stays healthy for the long term. This means running the Co-op in a socially, environmentally and economically responsible way,

aligned with the interests of our member-owners, staff and communities. Even in these times of uncertainty, your Co-op remains financially strong and able to weather this storm as a result of the strategic governance of your Board of Directors.

The accomplishments of your Co-op are a direct result of the loyalty of all of our member-owners and customers, the direction and commitment from the Board and the strong work ethic and great customer service from our employees. Our employees and members will always be the heart of our company and their health and safety is of the utmost importance to us. Although many of our service offerings have temporarily changed as a result of the pandemic, we thank you for your patience and understanding and look forward to fully serving you again soon.

We wish you health and wellness and thank you for your continued support.



Paul Hames
Board President



Dave Hoy
CEO

2021
VIRTUAL ANNUAL
GENERAL MEETING

Wednesday June 23
at 5:30pm

NEW

You can now
**VOTE
ONLINE**

Voting in this year's election is even easier!

Election packages were mailed in May 2021. Any member who joined Peninsula Co-op on or before April 3, 2021 can vote. We encourage all eligible voting member-owners to cast an electronic ballot. We are working with Survey & Ballot Systems (SBS), a trusted and proven provider of online and mail-in voting services, to give members a choice in how they cast their vote.

Members will receive a ballot package via Canada Post and have the option to:



cast a ballot by
pre-paid return mail

OR



by secure
online submission.

For voting instructions, please refer to your ballot. The ballot includes your Member Number and Election Passcode; you will require both of these details to cast your vote online.

Baker Tilly Victoria continues to support the Co-op's elections by managing member requests and safekeeping mailed-in ballots prior to tabulation by SBS.

Members who vote online will have the option to provide their email address to Peninsula Co-op and move to a completely electronic platform, conveniently receiving voting packages for future elections via email only. It's a quick and easy option that's great for the environment too!

PLUS, when you vote online and sign-up for paperless electronic voting for future elections, you'll automatically be entered to **win one of five \$100 gift cards!**

Nominees



Your vote is your voice. You'll be helping to select four Directors who will work on your behalf and represent the interests of our 108,000 member-owners. Thank you in advance for casting your vote online!



FRANCOIS EGAN. Incumbent and Endorsed

Francois has been a Director of Peninsula Co-op since 2018, a Director for North Island Co-op from 2013-2018 and previously served on the Finance and Planning Committees. He is currently Chair of the Member and Community Relations Committee and a member of the Governance Committee.

During a 40 year career in the Financial Industry, he held various positions within the Trust, Banking and Credit Union system, specializing in Lending, Investments and Branch Management. Since joining Co-op, Francois has completed the Director Certification Program Level 1 and 2. After obtaining a Bachelor of Business Administration from the University of New Brunswick, Francois took various positions in the Maritimes before advancements led him to BC and finally to Campbell River where he retired and currently resides and is active in the community.

Francois is very proud of being part of Peninsula Co-op, for the growth it has accomplished, the financial contributions to the community as an employer and as a major supporter of local projects and programs; the Co-op helps foster and build stronger and healthier communities. As a Rotarian for 35 years, a credit union member and employee, and volunteer in Cops for Cancer and other organizations, he is deeply attentive of the need for the Co-op to provide excellent service and benefit for the members, our communities and partners. As Director, Francois will continue to advance the long-term growth of Peninsula Co-op.



SHEILA ELWORTHY. Incumbent and Endorsed

Sheila has been a director of Peninsula Co-op for the past three years and had the privilege of participating on the Member Relations and Finance Committees and chair of the Governance Committee. For decades, her family has been proud members of this organization that values members and staff, and supports the larger community.

She is an accredited director (ICD.D) and serves on five other boards, ensuring sound management and strategic-planning decisions are made. She was appointed to the Finance and Audit Committee for Malahat First Nation, providing financial oversight to Chief and Council. As a CPA, CA, with a doctorate in Educational Leadership, Sheila brings accounting, business and leadership skills to the Co-op board. For twenty years, she taught Business at Camosun College and instructed at the University of Victoria. As Vice-President of Learning at CPA Western School of Business, Sheila was responsible for design and delivery of education for aspiring CPA's in Western Canada.

Sheila strongly believes in giving back to her community. She is Past President of Big Brothers Big Sisters of Victoria; over the last 16 years has served on many of its committees. She is Vice-President of the Belfry Theatre Board and sits on the Finance Committee. Sheila would be honoured to serve another term on Peninsula Co-op's Board and contribute to the review of future ventures for the Co-op and the continuance of exemplary service to members, staff and the community.



MICHAEL J. ERVIN. Endorsed

Michael brings considerable experience in the retail fuels/convenience industry to Peninsula Co-op. His 40 year career began in management with national and regional fuels marketers. In 1991 he founded MJ Ervin & Associates (MJE), becoming a nationally recognized petroleum industry consultancy, later merging with a petroleum industry data/analysis firm, where he led its consulting division as Senior Vice President until 2020.

Michael's governance experience includes the Calgary Police Commission from 2004-2008, where he also chaired its Police Complaints Oversight Committee. From 2018-2020, he served on the Governance Committee of the Power to Be charity; and an active member of the Institute of Corporate Directors since 2013.

He served in the Royal Canadian Navy as a reservist for 35+ years with a broad range of sea and ashore duties, including Commanding Officer of a reserve training unit. From this service, he has a deep connection with the West Coast. Michael is a mentor with the Peter B. Gustavson School of Business Executive Mentor Program and volunteers as a marine search and rescue crew member. Every Thursday afternoon, he devotes time to Beacon Community Services "More Than Meals" program, delivering meals to those in need. Michael and spouse Karen, six year residents of the Saanich Peninsula, spend leisure time kayaking, running, hiking and cycling.



PAT FAFARD. Incumbent and Endorsed

Pat is honored to be nominated to the Board of Peninsula Co-op. The Co-op philosophy has been a guiding life force for Pat as he has been employed or served as a director in the Co-op system for his entire career, retiring as the General Manager and CEO of Peninsula Co-op in 2012 and serving as a director since 2014. He is a firm believer in the Co-op way of doing business as it has proven to be a strong model for success and provides a win-win situation for member-owners, employee groups and the community at large.

He has served on the Governance, Member Relations, Island Merger, Finance and Planning committees; and his commitment to the Planning Committee developed the long term strategic plan for balanced growth, community commitment, financial results and membership rebates.

He helped the successful mergers with Courtenay/Comox and Campbell River Co-ops. Given the inevitable decrease of fossil fuels - the historical strength of Peninsula Co-op, he believes diversification away from fossil fuels will determine our long term success. A strong balanced Board is key to this success. The membership can be proud of the accomplishments and contribution the Board of Directors, staff team and member-owners have made to create a successful Co-op. Pat respectfully asks for and thanks you for your continued support in electing him to serve you.

Nominees

The Board seeks nominees who have solid business, leadership, community and operational experience to best guide the organization. All seven nominees were found to have demonstrated scope and depth in the qualifications and attributes needed at Peninsula Co-op and are endorsed by the Nominations Committee.



RON GAUDET. Incumbent and Endorsed

Ron has lived in the Greater Victoria area for the past 35 years and has been a loyal Co-op supporter since 1982. He retired as the Chief Constable for the Oak Bay Police Department, having worked in law enforcement for 39 years.

Ron was first elected to the Peninsula Co-op Board in 1996. During his tenure as a Director he served as a member of the Finance, Planning, Member Relations, Nominations, Governance and Executive Committees. He was the Chairperson on the Member Relations Committee for three years. Ron was elected Board President in 1999 and served in this position until 2013. Ron continues to keep current with the extensive training made available to Co-op Directors, having completed his Level 1 and 2 Certification. Over the past 25 years, Peninsula Co-op has seen tremendous growth, faced many challenges and will continue to be relevant for our current membership, their families, and future generations.

Through the past five years, Ron was part of a team that successfully saw the merger with Courtenay/Comox and Campbell River Co-ops. This sets the stage for future growth as we look to new areas of diversification with the decrease in the need for fossil fuels. As your elected Director, Ron will continue to work hard in collaboration with our Board and Senior Management Team for the best possible outcomes for our member owners. He is very thankful for your continued support.



PAUL MURRAY. Endorsed

Paul Murray is running in this election to bring a strong community connection, service orientation and his business, strategy and governance skills to the Co-op Board. He believes in the Co-op vision and mission and will help the Board continue building strong communities and benefiting all member-owners.

Paul has lived in Greater Victoria for over 30 years and is the Principal Consultant at Brentwood Advisory Group, a consultancy providing strategy, governance, financial and climate resiliency advice. He is an ICD.D Corporate Director, has a bachelor's degree in business administration from Simon Fraser University and master's degree in public administration from the University of Victoria. He is a Fellow of the Chartered Professional Accountants of British Columbia and Canada (FCPA, FCGA) and has over twelve years Board experience. He currently serves on the Boards of the Children's Health Foundation of Vancouver Island and the Saanich Inlet Lifeboat Society.

He has a proven ability to maintain positive and effective relationships in complex multi-stakeholder environments. Throughout his career he has shown himself to be progressive, astute, creative and flexible. A well-respected educator, Paul generously shares his knowledge, including as a faculty member of the Municipal Administration Training Institute which is associated with Capilano University. He gives back to his community as a marine search and rescue volunteer and Rotarian. In his spare time, he enjoys boating, cycling, gardening, and playing soccer. Paul asks you to consider voting for him.



STEPHEN O'CONNOR. Endorsed

As a CIO and Executive Counsellor with the Info-Tech Research Group, Stephen employs his strategic and leadership skills to assist IT and business leaders to deliver outstanding results through professional development, strategic planning, organizational design, the adoption of best practices, and by driving innovation and digital transformation.

Prior to Info-Tech Research Group, Stephen had a 30-year career across numerous sectors, with an emphasis on higher education including over four years as Chief Information Officer at Capilano University and subsequent consulting to Simon Fraser University in Vancouver. With decades in executive IT management for private and public organizations, in London, Vancouver, Victoria, Atlanta and Zurich, he has applied successfully his leadership, project, strategic, and transformation skills to numerous global organizations including JP Morgan, Richemont, Allied Domecq, IBM, and Western Union.

Active in the BC IT community, Stephen has held several Board positions including BCNET and the CIO Association of Canada, Vancouver. He represented technology on the BC campus advisory group promoting open educational resources, and for many years was a Board Director for a Victoria charity that ensured people in need had a Christmas to remember.

Stephen holds a Bachelor of Business Administration from Capilano University, a certificate in the implications of Artificial Intelligence on business strategy from MIT, and several Project and Program Management qualifications. He is currently completing a dual Master of Business Administration and Master in Management and Team Management from European Business School of Barcelona.

Board Vacancies

This year, the Board of Directors for Peninsula Co-op is reducing from ten board positions to nine. For this election, there are four Board vacancies. The top three candidates receiving the most votes will secure three-year terms, and the candidate receiving the fourth highest votes will secure a one-year term.

Current Board and term expiry

Francois Egan	2021	Gordon Griffiths	2022	Cathy McIntyre	2023
Sheila Elworthy	2021	Dave Page	2022	Grant Hilliard	2023
Pat Fafard	2021	Paul Hames*	2022	Patti Hunter	2023
Ron Gaudet	2021	(*vacant for remaining one year term)			

Moving ahead, by giving back

As we continue to grapple with the challenges of COVID-19, your Co-op remains committed to supporting our local communities. In addition to supporting a variety of charities across varying sectors, there's been a large spike in negative impacts on mental health this last year. Even people who may not have struggled before are now hurting and we don't have sufficient resources to provide them with the support they need.

That's why we are donating \$100,000 to help bring additional resources to our community through United Way's Blue Love Campaign. Not all hearts are red; some are black and blue but can be made better by people like you.



18 Convenient Gas Centres and Convenience Store Locations

- Campbell River
- Comox
- Duncan & Cowichan Valley
- Greater Victoria

Services

- Gas | Marked Gas
- Diesel | Marked Diesel
- Cardlock
- Home Heating Oil
- Convenience Stores
- Car Wash
- Propane | Bottle Exchange Program
- Bait

**services vary by location*

Cardlock

- 4 locations + 6 others in the Co-op network

Grocery

- One Food Centre - Keating X Rd

Travelling on Vancouver Island?

Use your Peninsula Co-op membership number in the following communities:

- Greater Victoria
- Mill Bay
- Duncan
- Cowichan
- Comox
- Campbell River

With 18 locations to serve you, we have what you need!

Member benefits

Refer A New Member

Get a **\$10 Co-op gift card**.

Refer A New Autofill

Home Heating Oil Customer
Get a **\$50 credit**.

Refer A New Employee

Get a **\$50 Co-op gift card**.

Share some Co-op love with your family and friends. They start earning a rebate and you earn Co-op gift cards or credit. Win-win!