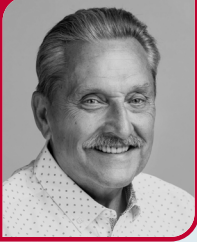


Board of Directors 2024 Election



Grant Hilliard
Board President

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 120,000 members. We are tremendously proud to celebrate our successes and share our profits with member-owners and communities we serve. In December 2023, Peninsula Co-op allocated \$7.8 million of net profits back to member-owners. We are especially proud that we continually donate half a million dollars to charities and community events each year. 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 and growing the Co-op in a socially and economically responsible way, aligned with the interests of our member-owners, staff, and communities. Part of this growth in the last year has been through the acquisition of seven Liquor Express stores this past fall, along with the recent acquisition of the Brentwood Bay Metro Liquor location. These new additions are a testament to the Co-op's ongoing commitment to providing our member-owners with a diverse range of services and ensuring long-term sustainability.



Corey Gillon
CEO

The Liquor Co. 1977

As part of our liquor expansion, which now offers 10 locations to our members, we're aligning our various acquisitions all under one name. Get ready for the new look of a familiar feeling! Over the coming months, you will see our PenCo Liquor, Metro Liquor, and Liquor Express stores transition to The Liquor Co. 1977. Crafted from our Peninsula Co-op origins, our 70s Van Isle roots are the inspiration behind our new look. But it's not just about savouring the past; we invite people to craft memorable moments, one sip at a time while pouring love back into our community. Explore more at www.liquorco1977.com

Your Co-op remains financially strong because of the strategic governance of your Board of Directors. The accomplishments of your Co-op are a direct result of the loyalty of all 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.

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

YOUR VOTE IS YOUR VOICE

As a member-owner, you have the opportunity to vote for qualified candidates for the available positions on the Board of Directors. Each year, the Board appoints a Nominations Committee of Directors who are not seeking re-election in the current year. The Committee undertakes an evaluation of the current Board, and identifies additional skills, business experience, or qualifications which would enhance the Board's effectiveness and diversity for the benefit of the membership. The Nominations Committee carefully reviews the nominations received and endorses individuals who offer significant expertise to Peninsula Co-op's Board. The Nominations Committee assesses all the information provided by each nominee. Nominees are only endorsed after an extensive process involving meeting with the Nominations Committee, analysis of past work experience and their community contributions.

For voting instructions refer to your ballot which includes your Member Number and Election Passcode. Both are required to cast your vote.

**VOTE
ONLINE**



OR

**MAIL
IT IN**





Board of Directors 2024 Election



NOMINEES

THE PROCESS OF SUCCESSION

The Board seeks nominees who have solid business, leadership, community and operational experience to best guide the organization. All six 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.



SHEILA ELWORTHY. Incumbent and Endorsed

For the past six years, Sheila has had the pleasure of serving as a director of Peninsula Co-op. Sheila has served as Board Chair, chair of Governance and Finance committees, and on the Nominations, Human Relations, and Member Relations committees. For decades, her family has been a proud member of this organization that values its members, its staff, and supports the larger community.

Sheila is an accredited director (ICD.D) who sits on other boards where she helps ensure sound management and strategic-planning decisions are made. For twenty years, Sheila has served on for-profit and not-for-profit boards and, as a member of the Finance and Audit Committee, provided financial oversight to Chief and Council for the Malahat Nation.

As a CPA, CA, with a doctorate in Educational Leadership, Sheila brings accounting, business, and leadership skills to the Co-op board. Sheila taught business courses at Camosun College, University of Victoria, and at a New Zealand college. As Vice-President of Learning for CPA Western School of Business, Sheila was responsible for design and delivery of education for aspiring CPAs in Western Canada.

Sheila believes in giving back to her community. Sheila is Past President of Big Brothers Big Sisters of Victoria board, past Vice-President of the Belfry Theatre board, and a member of the Artspring board on Saltspring Island.

Sheila would be honoured to serve another term on Peninsula Co-op's board and contribute to the review of future opportunities and the continuance of exemplary service to members, staff, and the community.



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 and has become our top priority. 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.

CURRENT BOARD AND TERM EXPIRY

This year, there are four vacancies to join the Board of Directors for Peninsula Co-op.

Sheila Elworthy	2024	Francois Egan	2025	Grant Hilliard	2026
Pat Fafard	2024	Jacques Van Campen	2025	Patti Hunter	2026
Ron Gaudet	2024	Vacant	2025	Randy Bogle	2026



Board of Directors 2024 Election



NOMINEES



DOUG LANG. Endorsed

Doug is a Chartered Professional Accountant with a rich history in corporate governance. Boards that Doug has served on include Co-operatives and Mutuels Canada, Coastal Community Credit Union, Central 1 Credit Union, Campbell River Community Foundation, Chartered Professional Accountants of British Columbia and Coastal Community Insurance Services (2007) Ltd. Doug has also served on the boards of publicly listed companies.

Doug's service on various boards includes the position of board chair (Coastal Community Credit Union and the Campbell River Community Foundation) and serving on numerous board committees such as, Governance, Audit & Finance, Risk Management, Human Resources & Compensation, Investment & Lending, to name but a few.

Volunteer service past and present include the Robron Performing Band Society, Campbell River Assessment & Referral Service Society, the Campbell River Community Foundation and the Stewardship Advisory Committee for the B.C. Conference of Mennonite Brethren Churches.

Prior to retirement Doug worked for the City of Campbell River as their Chief Financial Officer and as Corporate Services Director. Doug was part of the city's executive management team. Under Doug's direction the City twice received the Canadian Award for Financial Reporting.

Doug has a passion for the co-operative sector. This passion has been put into action through Doug's involvement with the credit union (financial co-operative), and other co-operative organizations.



CATHY NOEL. Endorsed

Cathy is asking for your support in the upcoming election. She has over 35 years of career experience in business, government and roles involving charity and not-for-profit organizations. She is the owner of a successful event management company and a Realtor in Greater Victoria.

She has been an entrepreneur for over 30 years, organizing community events, working with charities, businesses, and different levels of government. She has pivoted her business and organizations by gathering relevant information, listening to stakeholders, building, and implementing plans to keep organizations moving forward. She has managed budgets, worked with volunteers, and created finish lines for over 1 Million participants so they can strive to reach their goals.

She holds a Bachelor of Recreation Degree from the University of British Columbia, a Real Estate License, and a Community Support Worker Diploma.

She understands the strength and sustainability of Peninsula Co-op is based on membership. She has spoken to members, both new and long term, and she has not come across many complaints. In the future, there will be challenges due to evolving government regulations, the goal to reduce carbon emissions and to move from fossil fuel to other fuel sources. She feels that she can contribute to the strategic planning process and explore diversification ideas so Peninsula Co-op can continue to thrive for the benefit of all the stakeholders.

Cathy would be honored to bring her compassion, enthusiasm, and skills to the table to serve as a Director on the Board.

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 Survey & Ballot Systems (SBS), a trusted and proven provider of online and mail-in voting services.

Members who vote online will have the option to provide their email address to Peninsula Co-op as we move to a completely electronic platform next year. It's a quick and easy option that's great for the environment too!

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!



Board of Directors 2024 Election



NOMINEES



ADRIAN NYLAND. Endorsed

Adrian Nyland brings over two decades of IT and facilities management expertise to Peninsula Co-op. With a distinguished career at Victoria Airport Authority, he excels in strategic planning and operational excellence, embodying the skills essential for a Director on the Board. His tenure at Monk Office and Carmanah Technologies showcases significant achievements in ERP and LEAN implementations along with software development, aligning with Peninsula Co-op's commitment to operational efficiency and innovation.

Peninsula Co-op, deeply rooted in Greater Victoria since 1977, champions community engagement, local ownership, and sharing profits with its members. Adrian's leadership qualities, combined with his experience in fostering team growth and spearheading technical projects, resonate with the co-op's values of People First, Integrity, Excellence, Accountability, and Respect. His active participation in community volunteering further underscores his alignment with the co-op's mission to support local charities and education, demonstrating a shared dedication to community upliftment.

Adrian's blend of technical acumen, strategic foresight, and community involvement makes him a fitting candidate to contribute positively as a Director, enhancing the co-op's mission while fostering community growth.



NICHOLA WADE. Endorsed

Nichola Wade has 30+ years' experience in the BC Public Sector – in key positions such as Executive Director, Treaty Negotiator, and Senior Policy Advisor. Her last position before retiring in 2019 was the Executive Director, Strategy, Business Intelligence and Marketing in International Trade.

Nichola has a wealth of experience serving on non profit and corporate boards including several years on Swan Lake Christmas Hill Nature Sanctuary, Greater Victoria Public Library, Royal-MacPherson Theatres Society, and the Elk/Beaver Lake Equestrian Society to name a few. She currently serves on the BC SPCA, Vancouver Island Arabian Horse Association and on the Vancouver Island Salvation Army Advisory Board.

On retirement, Nichola apprenticed as a dog groomer currently working part time at Bark and Fitz in Brentwood Bay. She also volunteers in the community shopping for seniors with Sendial. She and her spouse David, love to ski, hike with their dog Kofi and ride and compete with her horses.

Nichola built on her wealth of experience in project management, strategic planning and issues management as a District of Saanich Councillor and a Central Saanich Councillor. Nichola is known for her ability to build and maintain positive stakeholder relationships, and for her success in developing and implementing significant corporate policies, and financially sound, negotiated settlements. In 2006, Nichola was awarded the YWCA Woman of Distinction Award in the category of Public Service. Nichola has an MBA from the UWO Richard Ivey School of Business and is a certified Negotiator and Mediator.

VOTE ONLINE

We're moving to online voting! Next year, Peninsula Co-op is moving to a completely electronic ballot. Members will continue to receive election packages by Canada Post; however, votes will be cast via an on-line ballot platform. It's quick and easy and great for the environment too! For any members unable to participate in electronic voting, a paper ballot can be requested. For members who have opted-in to receive all election information via email, it will be the same easy process as this year: receive the election notice via email and cast your ballot online.

This year's election period opens on Tuesday, May 21st and closes at end of day Friday, June 7th. Digital ballots can be cast until midnight, June 7th. Paper ballots must be post-marked June 7th, and must be delivered by Canada Post to Baker Tilly offices by Wednesday, June 12th.