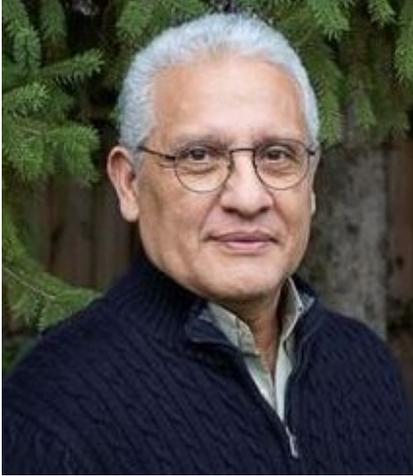




2022 Board Candidate

## Rudolph Alvarado



Hello, my name is Rudolph "Rudy" Alvarado. I've lived in Ypsilanti for 27 years and have been a Co-op member for 6 years. I am a writer, publisher, and producer. I moved here in 1995 after completing my PhD at Texas Tech University. Previously, I was employed by The Henry Ford, Ford Motor Co., Ave Maria College, Eastern Michigan University, and the University of Michigan. I am the Executive Director of Caballo Media Productions, a non-profit, dedicated to producing works that bridge cultural differences through all forms of media. I learned about the Co-op after seeking donations for the Band Boosters at Washtenaw International High School. Since that time, my wife and I have shopped there at least once a week. It was after meeting the people who work and volunteer at the Co-op that I became interested in running for the board. I have vast experience in working for nonprofits having served on a number of boards, including El Centro of Lubbock, WIHI Band Boosters and La Sed of Detroit. I am currently a member of the Ypsi Co-op's JEDI Committee and write articles for the newsletter.

1. What role do you think the Ypsilanti Food Co-op will play in Ypsilanti's future?

The Ypsilanti Food Co-op will serve as an example of diversity and acceptance for the entire Ypsilanti community, as well as provide access to healthy and sustainably produced food. The co-op will also educate the community about

sustainable and equitable business practices and serve as a model of democratic governance.

2. In what ways are you working to contribute to and improve the Ypsilanti community?

I work to contribute and improve the Ypsilanti community by volunteering as the Executive Director of Caballo Media Productions, a non-profit with a goal of bridging cultural differences. Our programs will be, and are, available in Ypsilanti. I also serve on the Ypsi Co-op's JEDI committee.

3. If you can find healthy, organic food at another grocery store, why choose the Ypsilanti Food Co-op?

I choose to purchase healthy, organic food at the co-op provides because I know that careful consideration has been given to each product, not only in quality, but in the production of the item. I also know that I am supporting the local economy and doing my small part to provide employment for local residents as well. On a deeply personal level, I am grateful to those who work at the co-op. From day one, they welcomed me and my wife with open arms!

4. What issue within the food system is the most important to you, and how would you address it?

Accessibility to sustainable and healthy foods and educating all, especially economically challenged individuals, about the importance of a healthy diet and exercise. If elected to the board, I would definitely work with the group/community to develop and implement an educational and outreach program that addresses this, and similar issues.

5. What is your past experience with the Ypsilanti Food Co-op and cooperatives in general (working, volunteering, shopping, etc.)? Include what you have done to improve and support the Ypsilanti Food Co-op.

My first experience with the Co-op was in asking for a donation in support of the WIHI Music Department. Needless to say, the Co-op donated year after year! To the point that the WIHI Music Boosters presented the Co-op with a certificate of gratitude. As a boy living in Texas, I assisted my mother in selling vegetables, and although this experience wasn't necessarily co-op based, my mother never denied food to anyone who didn't have the money. She also taught me about the importance of healthy living. I shop at the Co-op every chance I get and support and improve the Co-op by being a member of the JEDI committee and writing articles for the newsletter.

6. What has the Ypsilanti Food Co-op done for you?

The Co-op has provided me with a safe place where I can feel free to shop knowing that I am welcomed and respected. The Co-op has also provided me with the experience of shopping in a store that reminds me of my childhood. The Co-op has also served to bring my wife and I closer. There's nothing we love

more than walking the aisles together. Finally, the Co-op has allowed me to meet others who have the same passion as me---to serve others---while making the world a better place.

7. What skills and strengths would you contribute to the Board?

Skill wise, I am good at developing and implementing goals, well-organized, a good writer, a great listener, good at providing positive/reaffirming feedback, familiar with all sorts of computer programs, an excellent communicator, great at bringing together people to achieve a goal, and I also have over 55 years of business experience.

Strength wise, I am overly enthusiastic, respectful, compassionate, organized, passionate, driven, and excel at offering and accepting feedback. I also excel at historical and biographical research.