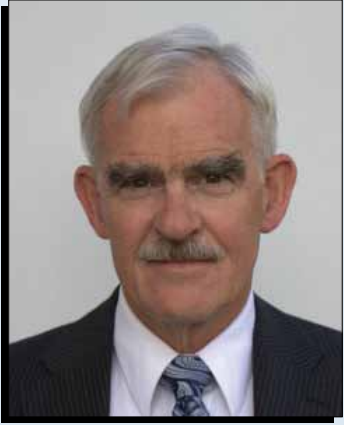


2010 Calgary Co-op Director Election Candidate



Roy Goodall

403-219-6041,
ext. 6342

Education and professional designations: BA (Economics). MA (Public Administration). Conflict Resolution (Mediator) Certificate. Financial Management Advisor®.

Occupation and work experience: Retired Canadian Forces (38 years). Currently a Financial Management Advisor.

Involvement with Calgary Co-op and its subsidiaries or other co-operatives: Member since 1990. Member of the Member Relations Committee from 2005 to 2007, and 2009 to present.

Affiliation with employees, contractors or anyone associated with Calgary Co-op or its subsidiaries: None.

Community or volunteer involvement: President, Calgary Branch National Association of Federal Retirees (FSNA Calgary and District Branch) Vice-President, CARP Calgary Branch

Board related experience, skills and/or qualifications: 33 years experience with community boards and 20 years of professional board experience (labour relations, safety, policy formulation, infrastructure budgeting, operations and maintenance budgeting) including seven years with international boards in Europe and the USA.

Platform and other comments: As the economic downturn continues new ways must be found to increase total sales, decrease costs and convince members who are buying lower priced products from our competitors to return to the Co-op. Measures which will encourage all members to increase their purchases of Co-Op products include:

- Improving the pricing competitiveness of our products.
- Expanding organic and Asian food product lines.
- Opening a 24 hour grocery store.
- Providing a greater selection of products packaged specifically for seniors and singles.
- Adding two medical supply stores (one in the NW another in the NE).
- Revitalizing member services to eliminate those which do not provide value and improve those which best meet members' needs.
- Reducing the employee turnover rate by ensuring our compensation package is competitive, and our working conditions superior to those of our competitors.

As a Director I will respond to your suggestions or queries. I will use the governance knowledge and skills I developed during 30+ years of board experience to ensure the Calgary Co-op meets the needs of our members, adheres to its co-operative principles, and develops stronger links to our members and community organizations.