

Selene Whole Foods Co-op

Newsletter



Sept 2008

Supporting a Local, Sustainable Economy

A Letter from Dawn Ann!

"Hello there! For those of you who have not met me, my name is Dawn Ann Duboski, the new General Manager for Selene! I go by Dawn Ann.

This is a transitional time for Selene. I will be here for about six months or longer. I am not sure if you all are aware of this, but Selene has fallen on some hard times. **Today's economy has hit us hard. With that being said, we need your help!!!** Hopefully with a lot of grunt work, publicity, and volunteers, we can bring Selene back to its former glory! Or even better!

We really need some help around the store. I am hoping to have our members participate more! We need help with



inventory, stocking, cleaning, painting, manpower (to move refrigerators, cashier desk, bulk items, etc.). **Also, any suggestions you may have, please feel free to share them with me. If you have expertise in certain areas, we need you!**

Email me at selenecoop@verizon.net or stop by the store!

What we need at no cost or very low cost:

- ✓ **Stenciling or painting:** We have an old sign hanging up in the window that says Selene Co-op. I would like to replace that with stenciling or even painting on the windows to make the store look cleaner and attract attention.
- ✓ **Publicity Relations:** We had our very first Super Sunday in Media in August, and we were a success!!!! Unfortunately, many of the people didn't know we existed and were shocked to hear that we've actually been around for 30 years!!! We need to spread the word out about what we are and what we have to offer. I am sure that the community would be thrilled to learn that we

local organic produce, Seventh Generation products (soap, diapers) and other hard to find items. **I would like to**

reach out to the newspapers, colleges, radio, cable tv, and more! Does anyone have any connections we can utilize?



✓ **Volunteers:** Anyone who can help out at the store, please email me or stop by the store! We need your help!!!! We need help coordinating membership,

inventory, manpower, painting, or any skills that you feel will benefit Selene!

Special Orders: We may not be able to place special orders for several weeks, the reason being that we need time to find out which place to order that item from, and what the minimum order is for free delivery. Once things settle down around here, we will be able to place special order items. If you have items that are regularly ordered for you, please come in and let me know. We will make every attempt to complete your request as soon as we can.

Finally, **this would be good for a volunteer to do:** contact each member and find out if they have any special skills they would be willing to contribute to Selene. ☺

Please stop by and introduce yourself to me! I look forward to meeting all of you!
Sincerely, Dawn Ann"

Capital Campaign for Selene

From the Board of Directors

"After a study and inspection of the co-op, the Board has identified several needs that must be addressed. They are as follows:

- 1) Our produce case is old and not functioning well;
- 2) The borough requires a steel fire door on the basement entrance;
- 3) We need a separate washtub for cleaning produce;
- 4) We need ...food-service-grade green cleaning supplies;

Selene Whole Foods Co-op

305 West State Street, Media, Pennsylvania, 19063

610-566-1137

Manager: Dawn Ann Duboski; Newsletter: Melinda B. Parsons

Hours: Mon-Tues, 10-6; Wed-Fri, 10-7; Sat, 10-5; closed Sundays

<http://selenecoop.org>; email: selenecoop@verizon.net

- 5) Our new awning has been approved by the borough, and is ready for production;
- 6) We wish to join CGIN, the Co-operative Grocers Information Network;
- 7) We need to upgrade our cash register to an integrated Point of Sale system, to properly track and maintain inventory;
- 8) We need a new laser printer for the office computer.

In order to address those needs, the Board has approved a capital campaign to raise funds from Selene members and the general public to address these needs. **Included is a budget for this campaign, with an estimated goal of \$12,000. The campaign is divided into 2 phases.** Once the goals of phase one are fulfilled, we can begin allotting money toward phase two. These are based on information that we've gleaned from web searches and catalogs.

Please contact Dawn Ann at the Co-op regarding how you can make a contribution. Thank you for supporting Selene! *The Board*"

Capital Campaign Budget

Phase One

New produce case	\$4,000.00
Fire door	\$500.00
Wash sink (w/ installation)	\$600.00
Green cleaning supplies	\$200.00
Awning	\$1,700.00
CGIN	\$250.00
Total Phase One	\$7,250.00

Phase Two

Point of sale system	\$4,500.00
Laser printer for office	\$250.00
Total Phase Two	\$4750.00
Total Capital Campaign	\$12,000.00

A Message from the Board President

By Peter Listino

"Dawn Ann has great spirit, and she is a joy to know. Before she started, we met in private, and I had time to talk with her. On her first day, I brought her flowers to celebrate joining our cooperative community of togetherness. Since then, she and I have talked weekly to keep in touch. We are very happy of her presence, and what a kind and generous soul Ira is to assist."

Second Saturday

As always, Selene will remain open late on September's **Second Saturday, 13th September**. Because Dawn Ann is so busy dealing with the nuts (no pun!) and bolts of the shop, the Board is working on getting a band and an artist for the event. So you'll just have to go to find out! ([mystery artist credit](#))



Yoga Living

By Peter Listino

"For the past couple of years, *Yoga Living Journal* has hosted monthly events at a variety of locations around the Delaware Valley to bring like-minded, holistic people together to meet and network. I have attended nearly all of them and met wonderful people who share similar values and lifestyles. Attendees and locations have included holistic physicians, dentists, and other health practitioners; writers, Yoga practitioners, financial advisors, and many more. The event is hosted by a *Yoga Living Journal* advertiser who provides snacks and a cozy meeting place, and each attendee connects with the diverse community of members after a self-introduction. **On Friday, October 24th, from 7:00 to 8:30 pm, there is going to be an event in the same building as Selene (Enso Yoga Studio, 319 B W. State St, Media), and Bob thought that our diverse community of members would be thrilled to connect with other like-minded members of our community.... It would raise awareness of the co-op, and... there is no admission. It's fun for everyone."** *So mark your calendar, folks!!!*

So Who IS Dawn Ann???

I asked Dawn Ann for a brief biography about her background, and she modestly asked her cousin Stephanie to write it for her. So here's Dawn Ann! *"November 30th, 1976, was the day Earth welcomed a bountiful baby girl by the name of Dawn Ann Duboski. Dawn Ann completed a family of a deaf mother, a deaf father, and a deaf sister in a small town, back in the day, called Marlton, NJ. Soon after she was born, she was identified as hard of hearing, which puts her in the world between the hearing world and the deaf world. She grew up participating in both worlds. She attended a public school and participated in numerous sports. She particularly excelled in field hockey and lacrosse. As to... Dawn Ann in the deaf world, she grew up in a home with artistic, flying hands. Her days and holidays were filled with affection and American Sign Language with her deaf family members. Clearly, Dawn Ann knew how to sign from a very early and tender age.*

As Dawn Ann graduated from high school in Marlton, she went on to college in Farmville, VA. At Longwood College, she excelled in lacrosse and majored in social work. Having earned her bachelors in social work with a concentration in marketing, she went on to live in a few places outside the vicinity of NJ and PA. After several years "out there," she returned home to NJ. With rich and diverse experiences in the working world, she would always eagerly get to work with great energy. More than often, people assume that Dawn Ann is able to hear each and every word people say... without looking at her. [But actually] it's essential in communicating with her that the person makes eye contact [while facing her].... Dawn Ann is glad to be here at Selene & hopes to make a great difference in the fine store." **WELCOME DAWN ANN!**