

FALL/WINTER 2011 NEWSLETTER



Christmas Open House

The Board of Directors and staff of Athol Forestry Cooperative would like to invite you to join us for our Christmas Open House

Date: Friday, December 16, 2011
Time: 2:00 – 5:00 pm
Location: Athol Board Room

Please plan to drop by and visit with the staff and check out our store specials.

Refreshments will be served.

With challenge comes opportunity and this is an ideal time to look for ways to more effectively serve both our members and the forestry industry. With this in mind the Board has asked that I step down as Chair and assume the position of General Manager for the short term and lead the Coop through a strategic planning process that will help us better understand our strengths, weaknesses, opportunities and threats (SWOT). In the very near future, we will be canvassing you for your valuable thoughts and ideas on how we can create a stronger, more effective Co-op.

With your help, our goal is to have a clear and concise plan in place by calendar year end that identifies a timeline for milestones with measurable results. I am confident that together we can make a stronger forestry Co-op.

Ian Ripley

Organizational Announcement:

It was with mixed emotion that the Board has accepted Jane Berry's resignation from the position of General Manager, effective October 30th. After eight years of dedicated service and leadership, Jane has decided to pursue an opportunity outside of the forestry industry. On behalf of the Board, staff and the membership, I would like to extend our most sincere appreciation for her commitment and support, while wishing her the very best as she moves into a new career.

The resulting vacancy, in addition to continued turbulence within the forestry industry creates a significant challenge for the Co-op.

As always in the forest industry; change is in the wind. And although we often do not like change, it can bring about a renewed vision and direction for an organization such as Athol. I have confidence that Athol can continue to grow and provide a valuable service to our members. Your opinion matters! Please take some time to respond to our SWOTS analysis and provide us with your thoughts.

It has been my pleasure to work with the Board, staff and membership over the past 8 years. During my journey with Athol I learned about an industry for which I had no previous experience and I found it a rewarding and challenging role. I am sure Ian will bring a different perspective to the organization which I feel is needed at this time.

Jane Berry



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It's that time of year again! Make sure you don't forget about our "Outdoor Store" when trying to find the perfect gift for work or play! We have a great selection of GV Snowshoes, Helly Hansen work and leisure jackets, Helly Hansen poly pro bodywear to keep you warm, and lets not forget about our Canada Goose Jackets, mittens and many more brands to suite your outdoor needs!

We at Athol Forestry hope you have a wonderful Holiday Season and many more to come!

Melissa Watters

**HAPPY
HOLIDAYS**

Store Hours

Monday—Friday 8:00am—4:30pm

If you can't find what your looking for....Just ask us!