

# JEFF BRUAN

## CANDIDATE STATEMENT

As a passionate advocate for cooperative principles and community-driven initiatives, I am honored to submit my candidacy for the NCBA CLUSA Board of Directors. My diverse background in cooperative partnerships, development and business management—both as a supplier to cooperatives and now as CEO of Primera—provides the experiences that position me to contribute effectively to the board and advance the mission and vision of NCBA CLUSA.

I have been deeply involved in fostering cooperative success for more than 15 years. With a solid foundation in cooperative principles gained from my tenure at Stanley Black & Decker in various roles in the U.S. Commercial Division, I spearheaded cooperative projects, integrations and strategies, providing a unique and comprehensive understanding of cooperative governance, finance and sustainability. My experience collaborating with stakeholders across sectors has equipped me with the skills to navigate complex challenges and drive impactful change.

If elected, I am committed to leveraging my expertise to address critical issues facing the cooperative community and NCBA CLUSA. This would include but not be limited to how purchasing cooperatives can best maximize their membership with NCBA CLUSA and create a network of purchasing cooperative leaders to take this subset of cooperatives to the next level. As a board member, I will advocate for initiatives prioritizing diversity, equity and inclusion, ensuring that all voices are heard and valued within the cooperative movement while focusing on building the purchasing cooperatives' own opportunity within its social responsibilities.

Additionally, I am passionate about advocating for policies that support cooperative development and strengthen the cooperative ecosystem. From advocating for legislative reforms to fostering partnerships with policymakers and industry leaders, I am dedicated to advancing policies that enable cooperatives to thrive and fulfill their social and economic potential. I believe this sometimes gets lost within purchasing cooperatives and creates a tremendous opportunity for engagement and learning.

Furthermore, I recognize the importance of supporting cooperative education and training initiatives to build the capacity of cooperatives and their members. Investing in education and skill-building programs can empower communities to take ownership of their economic futures and create sustainable pathways for growth and prosperity.

In conclusion, I am eager to continue learning and collaborating with fellow passionate leaders to shape the cooperative community effectively. The opportunity to contribute while gaining insights from like-minded individuals is immensely rewarding and I am deeply committed to advancing the mission and vision of NCBA CLUSA. With my experience, fervor and dedication to cooperative values, I am confident in my ability to make meaningful contributions to the

board and help steer the future of cooperative enterprise. It is an honor to serve, and I respectfully seek your support in this endeavor.

Thank you for considering my candidacy.