

JEFF BRUAN

CANDIDATE STATEMENT

I am honored to submit my candidacy for the NCBA CLUSA Board of Directors. Over the past year, following my previous candidacy, I have deepened my engagement with purchasing cooperatives nationwide, further enriching my understanding of their unique challenges and opportunities. This journey has reinforced my belief in the pivotal role purchasing cooperatives play within the broader cooperative movement and has prepared me to contribute more effectively to NCBA CLUSA's mission.

As the CEO of Primera, I have had the privilege of leading a cooperative that exemplifies the principles of shared prosperity and democratic governance. Our Pillars of Excellence: **Growth, Influence, Value, and Engagement (G.I.V.E)** has not only driven our internal success but has also empowered our membership to thrive in a competitive marketplace. This experience has provided me with valuable insights into the operational and strategic facets of purchasing cooperatives, highlighting the critical need for their representation within NCBA CLUSA's leadership.

The current NCBA CLUSA Board comprises esteemed professionals from diverse sectors, including agriculture, credit unions, and housing cooperatives. While this diversity is a testament to the board's comprehensive vision, I believe that the inclusion of a representative from the purchasing cooperative sector would further enhance the board's ability to address the multifaceted needs of our cooperative community. Purchasing cooperatives are instrumental in leveraging collective buying power to achieve economies of scale, thereby delivering significant value to their members. Their representation on the board would ensure that their perspectives and insights are integrated into NCBA CLUSA's strategic initiatives.

If elected, I am committed to:

- **Advocacy:** Championing policies that support the growth and sustainability of purchasing cooperatives, ensuring they have a voice in legislative and regulatory discussions that impact their operations.
- **Collaboration:** Fostering partnerships among cooperatives across various sectors to share best practices, resources, and innovations, thereby strengthening the cooperative ecosystem as a whole.
- **Education:** Promoting educational initiatives that enhance the understanding of cooperative principles, governance, and the unique value proposition of purchasing cooperatives among members and the broader public.
- **Diversity and Inclusion:** Ensuring that NCBA CLUSA continues to uphold its commitment to diversity, equity, and inclusion, recognizing that a diverse cooperative movement is a resilient and dynamic one.

In alignment with NCBA CLUSA's mission to develop, advance, and protect cooperative enterprise, I am dedicated to leveraging my experience to support initiatives that build a more inclusive economy. By empowering individuals and communities through cooperative models, we can contribute to shared prosperity and well-being for current and future generations.

I am eager to collaborate with fellow board members to advance our collective vision and to ensure that purchasing cooperatives are effectively represented within NCBA CLUSA. Together, we can harness the power of cooperation to build a better world.

Thank you for considering my candidacy.