

Application for Three Rivers Market Board of Directors

Candidate: Amanda Womac, member #444515000771

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Employment History

- August 2016 – Present: Director of Communications, UT College of Arts & Sciences
- 2012 – Present: Freelance Science Writer, AW Strategic Communications
- 2014 – 2016: Development Manager, Bijou Theatre
- 2012 – 2016: Nonprofit Marketing Consultant, AW Strategic Communications
- 2009 – 2012: Executive Director, The Hearing and Speech Foundation

Education

- MS, Science Journalism, UT Knoxville, 2008
- BA, Creative Writing, UT Chattanooga, 2003

Q: Are you able to work comfortably with email and electronic documents?

I am very comfortable with email and electronic documents, social media, email marketing, etc.

Community Involvement

Since moving to Knoxville in 2004, I have been involved with the following organizations:

- Current member, Board of Directors, East TN Society of Professional Journalists (President, 2010-12)
- President, UT Science Forum, 2015 – Present
- Member, Board of Directors, Association of Professional Fundraisers, East TN Chapter, 2015 – 2016
- Graduate, Leadership Blount, Class of 2011
- Founding member, Knoxville Feminist Action Brigade, 2014
- Community organizer, EarthFirst!, 2004 – 2008

I have been a member of Three Rivers Market for over a decade and have a strong commitment to local businesses.

Q: How often do you shop at Three Rivers Market?

I shop at Three Rivers Market regularly. Each weekend, I purchase my staples such as coffee, milk, eggs, etc., and usually stop by two to three times throughout the week to pick up fresh fruit or bread, etc.

Q: Conflict of Interest?

I do not have any conflict of interest if elected to serve as a director of the Three Rivers Market board.

Q: Why do you want to serve on the Board of Directors?

For several years, I have considered putting my hat in the ring as a board member for Three Rivers Market. I appreciate Dave's personal note on the letter I received in the application packet and the invitation to apply. I think my background as an environmental activist and my commitment to sustainability will prove to be valuable assets as a member of the board. I am a Southern Appalachian native with a strong commitment to the land, people, and resources. I also believe in the concept of eating within your food shed and would love to have the opportunity to share that value with the Knoxville community.

Experience with Diverse Backgrounds and Cultures

Working with individuals from diverse backgrounds and cultures is part of who I am as a communicator. My 20+ years of activism have provided me the opportunity to work with communities across the state, in the Southeast, and the country. As a member of the UT community, I interact with folks from different backgrounds and cultures on a daily basis. Although I was born and raised in Appalachia, I was fortunate to have several opportunities to travel and live outside the country and experience different cultures and customs. I have a deep appreciation for diversity and believe it is crucial for a functioning community. If elected, my experience could help cultivate relationships with more nonprofit organizations for the Round Up Your Change efforts and help with brainstorming ideas for programs and outreach efforts.

Q: What differentiates Three Rivers Market from other businesses or organizations?

In my view, three things differentiate Three Rivers Market from other businesses and organizations. First, the member-focused business model. As a longtime member, I have always felt my voice and ideas are welcomed and heard when expressed. Second, the focus on local suppliers and sustainability. As I mentioned earlier, I strongly believe in eating within your food shed. It made me extremely happy when I was able to purchase local meat at the coop, which is the only place I ever purchase meat. Finally, the investment in our community. I love being able to round up my change to local nonprofits working to support animal welfare. I think this program is a brilliant idea and one that helps educate members about needs that exist in our community. If elected, I hope to be able to contribute ideas to expand this program and education efforts.

Q: What experience do you have with Three Rivers Market, and what role do you think it will play in Tennessee's future?

My experience with Three Rivers Market is as a member and advocate. Whenever possible, I encourage people to shop at the coop, become a member, and support this local business. Over the years, I have watched Three Rivers Market expand from the house on Broadway with a leaky ceiling and holes in the floorboards to a sustainable building with more produce, cheeses, meats, breads, and options for community engagement. I am proud to be a member of Three Rivers Market. I think the role of Three Rivers Market for the future of Tennessee is setting the standard for a member-owned coop that invests back into the community by supporting not only the farmers, local agriculture, and small businesses, but also the nonprofit organizations that support the people, pets, and places that define Tennessee.

Q: What experience, occupational skills, or perspectives will you bring to the Board?

If elected, I will bring my skills as a strong communicator, strategist, and activist to the table. I am also a very passionate individual who follows through with my commitments.

Q: Which of the 10 cooperative values resonate with you the most and why?

Of the values listed on the website, the ones that resonate most with me are democracy and education. These go hand-in-hand; we cannot have a functioning democracy without education. The cooperative value of democracy on a small-scale has a potential ripple effect for a community. Strong educational and outreach efforts on why a coop, such as Three Rivers Market, exists is essential to building a community of people who share the values of honesty, openness, and social responsibility.

Q: How will you stay focused on the larger vision of Three Rivers Market?

First, I do not have the time nor the energy to get bogged down in the day-to-day operations of Three Rivers Market. The folks employed have done a great job before me and will continue to do a great job regardless of my status as a board member. I have served on several boards, as well as provided training for board members, and understand the role of strategic leadership and vision that is necessary for a functioning board. I have seen too many boards and organizations suffer at the hands of members who get bogged down in the daily operations. That is why organizations have staff members. I will stay focused on the tasks assigned/chosen as a board member.

Personal Leadership Style

My personal leadership style as a board member include the following from the list of options:

- Effective Communicator
- Strategist
- Detailed Oriented