

2022 FRIENDLY CITY FOOD CO-OP BOARD CANDIDATE



CHERI GREENFIELD

Share a little about yourself. Please provide a few sentences about your hobbies, interests, family and/or career, and community involvement.

I have lived in the Shenandoah Valley for 30 years, beginning when I moved here from Michigan to attend university. I fell in love with this landscape and community over the next four years, and I put down roots. I live west of town in Rawley Springs with my partner, John, our two teenagers, Chloe and Gracy, and our two dogs, Jax and Ruby. I am a mental health counselor and owner of Rooted Therapy Practice in downtown Harrisonburg. I love the work that I do—I get to know people deeply and hear their most meaningful stories—it’s wonderful work. I am also an artist, and I sell my leather work at the Harrisonburg Farmer’s Market through Hummingbird Creative, LLC, my side hustle. I enjoy hiking and spending time in the woods, reading, sewing, painting, and just about anything in the art realm. I’m a huge fan of food and love the variety this area has to offer—both through local farms and produce, as well as the amazing locally owned restaurants in town.

Why would you like to serve on the board of Friendly City Food Co-op? Have you ever served on a board before, and if so, which one(s)?

We have been customers and owners at the Friendly City Food Co-op for years—since shortly after opening—and I am a big fan of the work and mission of the Co-op. I am passionate about food and cooking, and I believe in equitable access to fresh quality food. We are fortunate in this area to have both the Friendly City Food Co-op as well as a strong community Farmer’s Market with an incredible selection of locally grown food. As someone who benefits from this, I would like the opportunity to give back to this community and take a more active role in the Friendly City Food Co-op. While I have not formally served on a board in the past, I feel confident in my abilities to work well with others and serve in a leadership capacity.

What particular skills, knowledge, and/or life experience do you bring to Friendly City Food Co-op that enables you to support and advance its mission?

Before I became a counselor, I worked as a high school teacher and case manager for
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CHERI GREENFIELD (CON'T)

students with learning, emotional, and behavioral disabilities. I regularly led meetings regarding the care of my students, and I also served in several leadership positions within my high school, including mentoring/advising new teachers and student teachers, event planning, and serving on school and statewide teams to bring positive initiatives to our learning communities. I currently facilitate groups of future counselors in a mentoring/consultative capacity, and I enjoy this role immensely. I have strong leadership capabilities, as well as several years of experience collaborating with other professionals. As a small business owner, I manage all aspects of my practice—scheduling, advertising, finances, maintaining the physical space, and of course, actual service delivery. These multiple roles keep me busy, but they also keep life interesting, and I have enjoyed building my business.

What experience do you have with Friendly City Food Co-op, Co-ops, and small businesses?

I might be the Friendly City Food Co-op's biggest fan. Seriously, we're in the store all the time. I love to support small, locally owned businesses, and I think this is very important for the life of our community and local economy. Local businesses are invested in our town, in creating friendly spaces for folks to meet and feel welcome. One of my early experiences in this city was working at Wilderness Voyagers, a locally owned retail store that was known for quality hiking gear and good people. This was a life changing experience—this store was a family, and the owner, Bix Houff became a dear friend and mentor to me during a time of my life when I really needed mentoring. This experience opened my eyes to the importance of small businesses in a local economy, as well as how a business can offer a sense of community. I feel this when I shop at the Co-op.

Friendly City ignites my passion for...

Community, good food, love of people, and bringing goodness to the world!

The item I can't live without at Friendly City is...

2 things: Mortal Kombat Black Magic Kombucha and the Sausage, Egg, and Cheese breakfast muffin!