



BUY EXTENSION

BUY EXTENSION ANNUAL REPORT 2014

VISION STATEMENT:

To develop sustainable communities within the Treasure Valley that support and promote sustainable agriculture, celebrate art and artisans, and foster a sense of community.

MISSION STATEMENT:

Buy Extension (BE) will develop sustainable communities by establishing relationships with and among community organizations, local farmers, gardeners, artisans, and operating markets in the Treasure Valley through educational outreach, community engagement, and relationship development.

(Operating markets are recognized as anywhere that produce (fruits and veggies) and artisan products are used and sold. Examples of operating markets may include, but are not limited to, farmers markets, community markets, grocery stores, restaurants, businesses, schools (K-12, Junior High and High Schools, Universities and Colleges), hospitals, hospice and retirement homes, and hotels.)

CORE VALUES:

- Honesty
- Integrity
- Community
- Effective and efficient communication
- Sustainability and environmental stewardship
- Economic vitality

FISCAL YEAR 2014 ACCOMPLISHMENTS

Fiscal Year 2014 marks Buy Extension's first year as a nonprofit. Over the course of this year it has been BE's main priority to establish a strong foundation for operations, while working towards becoming a certified nonprofit with the State of Idaho. Our team has worked diligently to establish a reputation and rapport with farmers, gardeners, artisan, and operating market owners, along with working towards becoming a certified 501c3 nonprofit. Since March 2014, BE has:

- finalized our strategic management/business plan;
- established a board of directors and advisory board;
- held monthly meetings;
- submitted Articles of Incorporation and Employer Identification Number (EIN);
- established a mailing address and bank account in Boise, our city of operation;
- drafted, finalized and had our Conflict of Interest Policy, Bylaws, and had them reviewed by our legal advisor;
- designed and finalized logo;
- developed and launched our website (buyextension.org) and social media sites (FB: <https://www.facebook.com/buyextension?ref=hl>) and (Twitter: <https://twitter.com/BuyExtensionBE>);



BUY EXTENSION

- launched a monthly blog post called the “Blog Spot” http://buyextension.org/Blog_Spot;
- planned and hosted a Speed Networking Event;
- developed working relationships and memberships with two small businesses; Olivin and Leaf Teahouse;
- developed a working relationship with two small farms, True Roots Organics and Ohana No-Till, and linked them to the Leaf Teahouse. Now the Leaf Teahouse sources produce from True Roots Organic and Ohana No- Till;
- linked Whole Foods Market to the Leaf Teahouse- conversations began on Nov. 6, 2014;
- and developed a window decal for members to illustrate BE’s presence in Boise.

2014 OPERATIONAL PROGRAM GOALS

- Develop collaborative networks with local farmers and gardeners utilizing sustainable agriculture practices Treasure Valley;
- Develop collaborative networks with the local art and artisan community in the Treasure Valley;
- Establish a good reputation and working relationships with five local farmers, five gardeners, and five artisans, along with 10 operating market owners;
- Establish a good reputation and working relationship with two sustainable communities related nonprofits, two sustainable agriculture related nonprofits, and two art/artisan related nonprofit;
- Submit all required materials (Form 990, Form 1023, bylaws, etc.) to become a recognized 501c3 nonprofit;
- Assemble a volunteer Board of Directors and Advisory board;
- Launch the BE website (buyextension.org) and other social media sites (Facebook, Twitter, Pinterest and LinkedIn);
- Develop a continual improvement feedback loop to strengthen operations;
- Secure funding sources for the first year operational costs through grants, fundraising events, membership and donations

Sustainable Communities, Sustainable Agriculture, Art and Artisan Outreach, Educational, and Community Engagement Program Goals- 2014

- Perform site visits to farms and gardens and interview to farmers and gardeners in the Treasury Valley;
- Perform relational meetings with local farmers, gardeners, artisans and identify ways they can integrate into local markets;
- Perform site visits with local operating markets to assess interest and identify potential collaborative opportunities;
- Perform relational meetings with sustainable community, sustainable agricultures, and art and artisan related nonprofits;
- Host three interactive and educational programs that showcase sustainable agriculture in the Treasure Valley. Potential programs may include: farm and garden (front and backyard) tours, animal husbandry tours (chickens, goats, bees, cattle, etc.), tours of restaurants that locally source products from local farmers/gardeners/Artisans.



BUY EXTENSION

- Some of these tours will also serve to generate revenue for BE's operational costs.

Relationship and Partnership Development Goals

- Partner with the Idaho Center for Sustainable Agriculture (ICSA) to plan and host sustainable agriculture networking events;
- Partner with sustainable communities, sustainable agriculture, and art and artisan nonprofits in the Treasure Valley;
- Develop a working relationship, rapport, and potential collaborative opportunities;
- Participate in projects, programs, events and fundraisers to support local businesses and nonprofits working on sustainable agriculture.

FINANCIAL REPORT

- During 2014, we raised \$270 through membership fees and donations. This money is being used to cover the 1023 EZ application for to become a 501c3 nonprofit, our PO Box rental, and domain name for our website.

MEMBERSHIP/PARTNERSHIPS/SPONSORS

Members:

- Leaf Teahouse
- Olivin

Partners

- Ohana No-Till Farms
- True Roots Organic

FISCAL SPONSORSHIP

- Idaho Center for Sustainable Agriculture (ICSA)

BOARD OF DIRECTORS & ADVISORY BOARD OF DIRECTORS

BOARD OF DIRECTORS:

Tim McKinley: Board President/Executive Director

- Tim is an Idaho native has worked in the sustainability field for over 7 years. He developed a passion for sustainability while serving as an Agro-Forestry Extension Agent in Zambia, Africa with the United States Peace Corps. Tim holds a M. A. in Sustainable Communities from Northern Arizona University (NAU). While at NAU, Tim worked with graduate and undergraduate students to construct school gardens, and facilitated relationship development between local elementary schools and NAU. Prior to returning to Idaho, Tim was the Environmental Protection Specialist for the National Park Service, at the Flagstaff Area National Monuments and Glen Canyon National Recreation Area. Currently Tim serves as a Board of Director for the Idaho Center for Sustainable Agriculture (ICSA) and the Executive Director of Buy Extension. Tim enjoys volunteering, being outdoors camping and traveling, gardening, cycling, and spending time with family and friends.



Seann Sweeney: Treasurer

- Seann has worked in sustainability for over 6 years. His most recent work has been focused in community development and partnership building. Seann's interests include working on community-based programs, sustainable agriculture, sustainable food systems, renewable energy, and environmental economics. Seann has experience working at non-profits, universities, and corporations. Seann received a BA in Advertising from Michigan State University and an MBA from the University of San Francisco. Seann lives in Boise, ID with his wife, Kelle and their beloved cattle dog, Jasper. They enjoy volunteering, exploring, traveling, and riding their cruiser bikes around town.

Charlie Schelz

- Charlie was born in New York, is happily married, and has two teenage boys in Flagstaff, Arizona. He holds a Masters degree in ecology and has worked as an ecologist for the past 25 years for a number of government agencies and private organizations throughout the western United States. He and his wife run a small business, EcosConsulting, from their home on a part time basis. EcosConsulting specializes in technical editing, ecological condition analyses, rare plant and animal surveys, and the restoration of natural areas. Charlie is now working full time with the National Park Service planning ecological augmentation and restoration projects throughout the Southwest. His specialties include botany, plant ecology, historic ecological change and its causes, restoration of natural areas, and habitat assessments. He is extremely interested in using the latest technologies and supporting research that enhances the success of natural areas and native habitat restoration and preservation. His interest in gardening and sustainable living is part of his genetic makeup and goes back as far as he can remember. He has had a number of previous short careers in civil engineering, woodworking, as a business owner, and as a private consultant.

Bryan McLaren

- Bryan has a strong professional background in the social, economic, and environmental development of complex business organizations. For over a decade he has been working across a variety of roles in the sustainable development industry. McLaren holds a Bachelors of Business Administration (B.B.A.) with an emphasis on ethical studies from the University of San Diego, a Masters of Sustainability (M.A.) from Northern Arizona University, and is trained in sustainable architecture design with an accreditation as a Green Roof Professional (G.R.P.). In previous professional roles, McLaren has worked as a leader in the higher education industry as the Sustainability Manager for Northern Arizona University in Flagstaff, Arizona. While in Flagstaff, McLaren was appointment by the Mayor and City Council as a Flagstaff Sustainability Commissioner. Previously part of Waste Management's Sustainability Consulting department, McLaren has lead strategic development and operational implementation of the Zero Waste programs at Arizona State University, an institution with over 85,000 students, faculty, and staff. McLaren now works as the Chief Executive Officer for Zoned Properties, where he intends to bring his experience in sustainable development and knowledge of Corporate Social Responsibility to ensure a profitable and sustainable future for the organization. He stated,



ADVISORY BOARD OF DIRECTORS:

Nick Smith- Legal Advisor

- Nick is a dad, home gardener, bike commuter, camper, and also, unfortunately, an attorney. He specializes in business and real estate transactions, corporate governance, and entertainment law. When he's not lawyering, he likes to spend time with his partners and their three kids in the mountains. Nick is a lawyer at Ponderosa Law Group: <http://www.ponderosalaw.com/>.

Ian and Kelsey Kilgore- Farm Advisors

- Ian and Kelsey Kilgore own and operate True Roots Organics, a small acreage farm located in Marsing, Idaho. Both Ian and Kelsey have a strong passion for sustainable living and doing their part in creating a health-minded community. They became involved in organic farming three years ago while doing a work-trade program in Hawaii for a small organic farm. It became clear to both of them that sustainable farming was an extremely important part of the future, and that they had to be involved. They sell directly to the Boise community every Saturday at the Boise Farmers Market. Both Ian and Kelsey are local to the area and to them there is no better way to give back to their community than providing fresh organic food. <http://www.truerootsorganics.com/>

TESTIMONIALS:

“Being new to Boise and recently opening a store I have found Tim McKinley, Buy Extensions, to have been extremely helpful in networking, marketing and in general getting the word out to the public about the store. It is so nice to have wonderful people like the ones in Buy Extension there for support.”

–Joyce Renoff, Olivin

Local micro-businesses need to support each other to survive. Yet micro-business owners are in a constant time crunch and don't have enough time to connect to other members of their business community. Buy Extension has helped Leaf Teahouse make those connections to find producers, artisans, distribution outlets and non-profit groups. BE helps us find need and open doors to new sales. Through our participation with BE, we have become more aware of business opportunities that help create a sustainable local economy.”

–Susan Judge, Leaf Teahouse