

Timeline Sketch – Rochester Project

1. City of Rochester awards development rights (4/8/2011)
2. Proposed goals of La Crosse/Rochester partnership defined (4/16/2011)
3. Rochester/La Crosse/Onalaska market study report received (4/21/2011)
*PFC GM emails the executive summary to the PFC BOD and the RGFSC BOD with assessment (4/22/2011)
4. Board discussion between La Crosse and Rochester re: goals and vision for future (5/9/2011)
5. Due diligence process begins with Rochester Good Food Co-op (5/10/2011)
6. Engage legal/accounting professionals to help develop merger plan as well as capitalization plan (5/13/2011)
7. Member engagement plans developed for both co-ops (5/17/2011)
8. Store concept paper written by PFC GM with input from Rochester GM delivered to both boards (5/23/2011)
9. Member announcement by both boards to their memberships via letter (6/1/2011)
10. Project budget developed – 1st Draft (6/13/ 2011)
11. Capitalization plan developed (6/15/2011)
12. Member input in La Crosse and Rochester –execution of member engagement plan (June/July 2011)
13. Special PFC Member meetings re: merger and bylaw changes (8/13 at 10am and 8/15/2011 at 6:30pm)
14. Rochester and La Crosse members vote on merger (Voting from July 30 to August 15, 2011)
15. Lease signed with developer on Rochester site (after August 15, 2011)
16. Capital drive kicks off (late August 2011)
17. Project team hired - store design, project management, etc. (September 2011)
18. Business plan finalized (September 2011)
* September 21st PFC BOD meeting
19. PFC begins managing operations of existing Rochester location (September 26,2011)
20. Ground breaking on project build (November 2011) 10-12 months
21. Store construction and set up – Projected opening November 1, 2012