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Press Release – For Immediate Release
INFRA Names New Vice President of Member Success

St. Paul, Minnesota – August 10, 2021 – INFRA's President & CEO, Pat Sheridan, announced today at the opening of the INFRA Virtual Conference that Danelle Rydel has officially accepted the newly created position of VP, Member Success. Rydel's new role is primarily responsible for growth in membership, growth at member stores, and growth in new opportunities for the association.

"I look forward to serving our growing, dynamic membership in a new way. We have excellent cooperative voice and volume that we can leverage to realize INFRA's vision," said Rydel. "I am equally thrilled to work with, and build on, our visionary and forward-thinking team to ensure members are getting the best of what INFRA and the natural grocery industry have to offer."

"INFRA's commitment to growth to support our membership makes this the right time to create this member-focused strategic role. Danelle's commitment to our members and her success growing membership during the pandemic make her the ideal candidate to follow through with our growth initiative. We're fortunate to have her continue leading the INFRA team in this way," said Sheridan.

Rydel has been with INFRA since 2016 and has assumed a variety of roles, most recently as Director of Member Relations. Before INFRA she spent more than 15 years in the natural food cooperative sector as an Operations Director, Store Director, and Culinary Director. Danelle currently serves on the board of CoMetrics, the industry's leading financial benchmarking cooperative.

About INFRA

Vision: Leading the Movement. Driving the Industry. Feeding the Community.

Mission: Strengthening our members through collaboration to forge a sustainable future.

Independent Natural Food Retailers Association (INFRA) is a purchasing cooperative owned and governed by natural and organic food retailers of all sizes working together to forge a sustainable future. INFRA facilitates member collaboration with programs, tools, and in-person events to strengthen independents' position in the marketplace. @infretailers
www.naturalfoodretailers.net

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