

SUPPORTING
WE'RE LOCAL
LIVING LOCAL

*“If you do well
as a business,
you should
share it with
those who
have made
you successful”*

2013
Coborn's Cares
\$2.2 MILLION



BOYS & GIRLS CLUB



United Way
United Way
of Central Minnesota



BOY SCOUTS & GIRL SCOUTS



**SCHOOLS SPORTS TEAMS
RECREATION
LITTLE LEAGUE
YMCA**



CENTRA CARE
Coborn Cancer Center
a service of St. Cloud Hospital



VOLUNTEER
THE SALVATION ARMY
FOOD SHELVES



Big Brothers Big Sisters



FUEL UP TO PLAY 60



Bill & Joyce Coborn
Memorial Scholarship
Recipient

**EDUCATION
YOUTH
HIGH SCHOOL
COLLEGE**

of a bronchitis-related cough. He was moved to intensive care at the Houston hospital on Dec. 23 after he developed a fever.

197 Duane Street - Walk Park

Member FDIC
Equal Housing Lender

Every day we're thankful to live in the land of the free and home of the brave. That's why we match donations made by our generous customers to support St. Cloud's Fourth of July fireworks display. Together with our customers in 2012, we donated nearly \$9,500 for an impressive fireworks show over the Mighty Mississippi. In the past four years, we've partnered with you to donate a combined \$32,000 toward our Fourth of July fireworks. Coborn's, Inc. salutes those who fought for our freedom and continue to defend our great nation today.

TOGETHER WE RAISED

\$9,446

Coborn's Communications Manager, Emily Coborn & Grady, son of Coborn's, Inc., Graphic Designer Ann Richards

COBORN'S
Employee Owned • www.coborns.com

Invested in our community and committed to you, our customers.

WE'RE LOCAL
SUPPORTING OUR COMMUNITY
Coborn's
LIVING LOCAL

1960

1980

WE'RE LOCAL
SUPPORTING OUR COMMUNITY
Coborn's
LIVING LOCAL

Thank you to all of our customers!
Your support helps make our donations possible and our communities stronger.

Giving back to our Communities
and extending commitment to

Coborn's



Doing Good

Store design, services and size changed dramatically as Coborn's grew into a major independent retailer in the 1990s. By 1999 when Don Wetter became chief executive officer, Coborn's had blossomed to 23 grocery stores, 15 Little Dukes convenience stores, 14 liquor stores and 18 pharmacies. In the midst of growth and new opportunities, the Coborn's business and family never wavered from the company's long-time pillars of freshness, value and customer services. At Coborn's, the "Be the Best" mantra for each of its stores is more than words to inspire greatness; it's reflective of a concerted commitment to serving communities.

"If you do well as a business, you should share it with those who have made you successful," Dan Coborn said.

Coborn's has infused millions of charitable dollars into the communities it serves and provided a constant stream of in-kind goods to support fundraisers and community events.

"The first year I was here, I saw it," said Andy Knoblauch, who started with the company in 1990 as a buyer and now serves as senior vice president of center store. "I wasn't even here a year before Chris Coborn took me to a Big Brothers Big Sisters board meeting and asked me to serve on the board."



Coborn's, Inc. has proudly served Big Brothers Big Sisters since 1984.



2014 Big Brothers Big Sisters
Magic Moments Gala Fundraiser Program

Left to right:

Holly Lee, Social Media/Creative Specialist, BBBS Board Member 2013-Present
Mark Coborn, Retired Executive Vice President, BBBS Board Member 1995-2004
Rick Haakonson, Frozen/Dairy Category Manager, BBBS Board Member 2009-2013
Chris Coborn, President and Chief Executive Officer, BBBS Board Member 1984-1989
Andy Knoblauch, Senior Vice President of Center Store, BBBS Board Member 1989-2000
Jayne Ritter, Retail Meat and Seafood Merchandiser, BBBS Board Member 2004-2009

1990

2000

2010

OVER



The company annually donates more than \$2.5 million and thousands of volunteer hours toward making a positive difference in the communities it serves.

“As a business and family, we consider it essential to give back,” Dan said.

Doing good is a part of doing business at Coborn’s and has led to a series of projects and ongoing programs focused on giving back. It’s a part of what Dan calls the Coborn’s Golden Rule to “treat all with dignity and respect.” It is a rule his father passed down to him.



The Boy Scouts Thank You!

“There is so much that we do that no one ever knows about,” Knoblauch said. “Dan and Chris never ask for recognition.”

The company’s penchant for philanthropy is renowned in the state and nation. Coborn’s received national recognition in 1999 when it was named “One of the 10 Most Generous Companies in America” from a cache of 400 nominees. “I thought it was a joke at first,” Dan said.

Dan and Mabel flew to New York to receive the honor. The award was sponsored by John F. Kennedy Jr.’s magazine, *George*, and was presented by Kennedy, and actor and philanthropist Paul Newman. “We all share responsibility for the health of our communities,” Dan said.

While always humble, Dan and Mabel have long recognized the leadership role they have in the community and have made philanthropy personal. The couple opened their home for more than 20 years and hosted a lawn social to raise money for Boy Scouts. The event consistently drew hundreds of guests and became a premiere social event and major fundraiser for Boy Scouts.

“There is so much that we do that no one ever knows about.

Dan and Chris never ask for recognition.”



Leader in Giving

Coborn's generosity and commitment to promoting philanthropy became most visible early on in its history through its active involvement in United Way. Dan and Mabel Coborn became charter members of the Central Minnesota Chapter of United Way in 1967. Since then, the company has an organized and widely-promoted workplace program focused on encouraging every employee to donate to United Way. Year after year Coborn's dedicates space in issues of its corporate newsletter to sharing the importance of giving and how it makes an impact in the community.

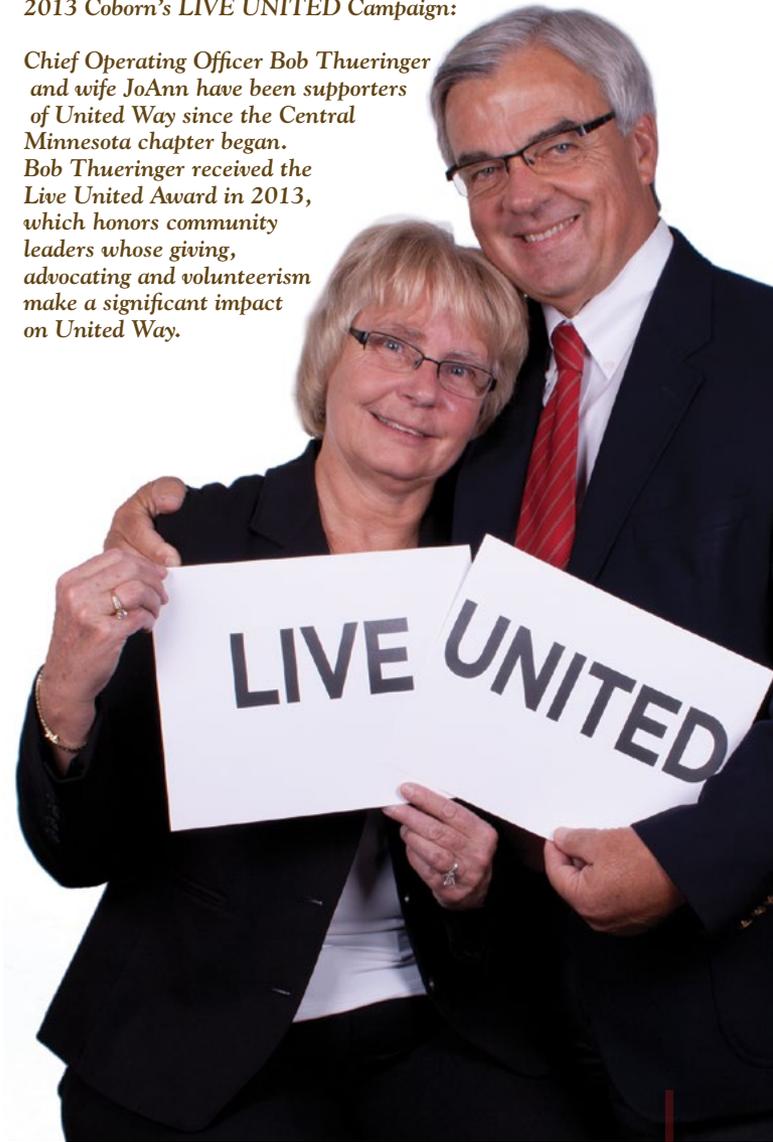
"It is often said that one of the best ways to judge a company is by how it cares for its people," Dan told employees at the start of the company's annual giving campaign in 1983. "I know we at Coborn's will certainly be judged very carefully by our response to United Way."

Coborn's became a pacesetter for United Way of Central Minnesota in the early 1980s and always focuses on raising the bar. In 1984 alone, 83 percent of the company's 512 employees, including part-time cashiers and baggers, helped raised \$22,400 for the local United Way with employee participation at 100 percent in some stores. The following year, 92 percent of all employees donated to the annual campaign to raise more than \$26,600.

As the company has grown, so has its campaign for the local United Way. Coborn's now consistently provides over a quarter of a million dollars to local United Ways through its annual campaign. The company raised more than \$362,000 in 2012 with the support of Coborn's employees.

2013 Coborn's LIVE UNITED Campaign:

Chief Operating Officer Bob Thueringer and wife JoAnn have been supporters of United Way since the Central Minnesota chapter began. Bob Thueringer received the Live United Award in 2013, which honors community leaders whose giving, advocating and volunteerism make a significant impact on United Way.



1960

1965

1967

1970

Dan and Mabel Coborn become charter members of Central Minnesota Chapter of United Way and begin company's legacy as a pacesetter for the community organization

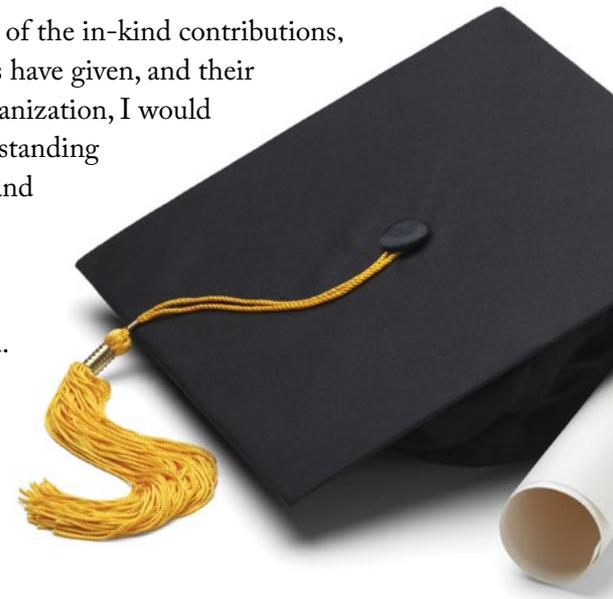
“We are thankful to our employees who share in our company’s commitment to improving the health and sustainability of our communities,” said Chris Coborn, who took the helm as president in 1999 and chief executive officer in 2007, becoming the fourth generation to lead his family’s company. “Every donation and volunteer hour supports positive change in our hometowns.”

Coborn’s has consistently been selected as one of the Top 10 Pacesetter companies for the United Way of Central Minnesota annual campaign and has received many honors for being a champion in giving.

“Coborn’s is a pillar of community support both for United Way and other organizations,” said Kathy Zenzen, vice president of operations and resources at United Way of Central Minnesota. “The Coborn’s legacy speaks to a local company growing and becoming successful and always working in partnership with the community along the way. The commitment by Coborn’s and its employees has touched thousands of people in Central Minnesota over the years, and we look forward to many years of our continued relationship with the community-based and minded organization.”

Coborn’s has made giving back a part of its corporate culture. From day one, employees are encouraged to think of others, and donate their time and money. In 2012 alone, United Way recognized 46 Coborn’s team members and executives as Leaders in Giving for donating at least \$1,000 to the annual campaign.

“When you factor in all of the in-kind contributions, the time that employees have given, and their commitment to our organization, I would rank Coborn’s as an outstanding example of a company and culture of giving back to the community that has helped them be successful,” Zenzen said.



“We are thankful to our employees who share in our company’s commitment”



United Way
of St. Cloud Area

Corporate Centre
Suite 20
26 North Sixth Avenue
Post Office Box 698
St. Cloud, Minnesota 56302-0698
Phone: (612) 252-0227

March 11, 1996

Dan Coborn
Coborn's Inc.
P.O. Box 6146
St. Cloud, MN 56302

Dear Dan:

Congratulations on Coborn's 75th anniversary in business. It's obvious by your lasting success that Coborn's service to customers is as strong as your commitment to our community. During this time of celebration for your organization I want to thank you for your on-going support of our community through United Way of St. Cloud Area.

Coborn's corporate support, in addition to your employees' support for United Way helps more than 40,000 people in central Minnesota every year. The funds help families in crisis; youth and children; elderly people; people with disabilities; improve physical, mental and emotional health; prevent abuse; and address issues of racism and rights of women.

Organization-wide United Way of St. Cloud Area and central Minnesota benefits from Coborn's supportive company environment. A number of your employees volunteer in varying capacities for our organization and others. And your generous support enabled us to launch a volunteer promotion effort in central Minnesota called Day of Caring.

Thank you again for all you do for the central Minnesota community.

Sincerely,

Handwritten signature of Teresa Reed Bohnen.

Teresa Reed Bohnen
Executive Director

Reaching Out

Just like his father, Dan had become known for his willingness to meet needs in the communities his stores served and he set the same expectation for managers at every store. A flurry of requests and Dan's commitment to fairness led Coborn's to create a formal policy that set expectations for each store to provide in-kind and monetary donations.

Causes – large and small – know they can walk into a Coborn's and receive a donation and even a spot at the front entrance to raise money through a brat stand.

“They are involved in all aspects of the community in giving,” said Jim Akervik, vice chairman of Pan-O-Gold, a family-owned commercial bakery, and long-time supplier for Coborn's. “I don't think there are too many things that can happen in the area that Coborn's, if asked, wouldn't be a part of.”

While the company gives to a variety of causes, it has formalized a commitment to helping youth organizations. A committee of employees regularly meets to review and recommend charitable requests under \$1,000. The company's reputation as a strong community supporter keeps the committee active.

“In one year, we'll receive more than 1,000 requests,” said Joyce Schmidt, an executive assistant at Coborn's who leads the charitable giving committee.

Through that committee, Coborn's has consistently been a strong supporter of Catholic Charities, Boys & Girls Club, Big Brothers Big Sisters, the YMCA, March of Dimes, American Heart Association Annual Heartwalk and American Cancer Society's Relay for Life. The company also has made college scholarships among its regular giving areas, donating more than \$25,000 to students in the communities it served in 2012. That follows other significant gifts, including a \$1 million gift to the College of St. Benedict and St. John's University in 2004.

Additionally, Coborn's provides scholarships to its employees and their dependents in the pursuit of private high school or post-secondary education through the Bill and Joyce Coborn Memorial Scholarship Fund at the Central Minnesota Community Foundation.

The family of Bill and Joyce Coborn established the scholarship fund that now awards ten \$1,000 scholarships annually. As a part of the scholarship every year, the company asks applicants about the greatest influence in their lives and how that person or event is affecting the direction of their lives. As of 2012, the Bill and Joyce Coborn Memorial Scholarship Fund had awarded 126 scholarships totaling nearly \$87,000.



*2013 Scholarship recipient, Larissa Y. (center)
photographed with co-workers
Cory P. (left) and Michelle K. (right)*

Legacy Gift

The giving doesn't stop there. Coborn's gave a landmark gift to CentraCare Health System, allowing the organization to move medical and radiation oncology services from St. Cloud Hospital and CentraCare Clinic in 2001 and build a customized cancer center at CentraCare Health Plaza in north St. Cloud.

The establishment of the Coborn Cancer Center has led to dramatic growth and expansion of cancer care services in Central Minnesota. "Coborn's contributions are life-changing for the estimated 22,000 cancer survivors and for the more than 1,400 new cancer patients that the Coborn Cancer Center will see each year in its regional market," said Mark Larkin, executive director of the CentraCare Health Foundation. "It literally is a lifeline to every person who hears 'you have cancer.'"

Chris pushed for the \$3 million contribution as a legacy gift and opportunity to inspire others in the community to support the local health care system. "Cancer touches virtually everyone, and we want to give hope and healing to those who struggle with this disease," said Chris Coborn. "It's so important to cancer patients and their families to have high-quality care they can count on close to home."

"The Coborn Cancer Center provides comprehensive, multidisciplinary care and an extensive range of treatments right here in Central Minnesota so that cancer patients and their families can stay close to home while receiving treatment," said Chris Coborn. "That proximity to home is invaluable."

Coborn's gave another \$2 million over the course of the next decade to Coborn Cancer Center and the family remains actively engaged in the center's success and growth. "The ongoing philanthropic support by the Coborn family assisted CentraCare to form a partnership with the world's leader in cancer care, Mayo Clinic," Larkin said. "Mayo chose to collaborate with CentraCare's Coborn Cancer Center because of the focus on quality and the extras provided to patients to treat the entire person – not just the cancer."

As a driving force in making the initial gift to establish the Coborn Cancer Center, Chris remains committed to providing ongoing support to ensure the center continues to expand and provide much-needed services. In 2002, he and close friend Greg Kurr, president and chief executive officer of Kemps and a cancer survivor, shared an idea of hosting a golf outing with Coborn's vendors to raise money to help children in cancer treatment. He saw it as a way to engage vendors and others in the grocery industry in the cause that has meant so much to him.

2000

2002

Chris Coborn begins Grocers on the Green charity golf event to help children in cancer treatment

2005

Coborn's, Inc. has been a sponsor many years for Surviving With Style. This event raises money and awareness for the CentraCare Health Foundation Breast Cancer Fund. The Fund uses proceeds for the Enhancement Wig program, the Halos and Hope program, Hope Chest Support Groups, an RN Care Coordination Services program, and more. Below: Carol Gebhardt (breast cancer survivor) with daughter, Sue Wendt (retired vice president of advertising at Coborn's) & Lynell Russell (breast cancer survivor, Surviving with Style committee member, Coborn's Advertising department)

Under their leadership and ongoing desire to make a difference, the Grocers on the Green event now brings upwards of 240 individuals from 70 vendors nationwide to Central Minnesota to participate in this golf fundraiser. It's a cause that Chris devotes a great deal of personal attention to, from opening his and his wife's home to participants for breakfast the morning of the event to serving as the Master of Ceremonies.

As a co-host for the event, Greg Kurr said the event consistently captures a moving testimony on the need for the Coborn Cancer Center and naturally prompts others to rally for the cause. Many business leaders leave the event interested in doing more and asking Coborn's about developing a partnership.

"Having been on your account just shy of a year, I learned more about who Coborn's is, as an organization, yesterday at the Grocers on the Green event," said an account representative at General Mills. "It was the most meaningful and fun tournament I've ever been at in my 18-year career. The pace and environment is set by leaders - and your leaders are special. Sitting in one of the first couple of rows, I got to witness the young kids' excitement first-hand. Wow, it was a heartfelt night and one that I won't forget. I'm truly honored to be working with you."

After attending the event in 2012, General Mills initiated another opportunity to support the Coborn Cancer Center. General Mills directed all the funds it raised for breast cancer awareness month through a Susan G. Komen promotion in October to the Coborn Cancer Center.



make your Pledge at
SaveLidsToSaveLives.com

4.58 Cinnamon Swirl Cinnamon Swirl 16 Oz. Soft Pack	2.50 Pineapple Pineapple 16 Oz. Soft Pack	2.55 Pineapple Pineapple 16 Oz. Soft Pack
2.54 Pineapple Pineapple 16 Oz. Soft Pack	2.55 Pineapple Pineapple 16 Oz. Soft Pack	4.55 Pineapple Pineapple 16 Oz. Soft Pack
4.58 Cinnamon Swirl Cinnamon Swirl 16 Oz. Soft Pack	Free Pineapple Pineapple 16 Oz. Soft Pack	Free Pineapple Pineapple 16 Oz. Soft Pack

Buy Any 10 Participating
General Mills Items and
\$5.00 will be donated to the
Coborn Cancer Center
through October 31st 2012

4.55
Cinnamon Swirl
Cinnamon Swirl
16 Oz. Soft Pack

Approximately 300 women are diagnosed with breast cancer annually at Coborn Cancer Center and St. Cloud Hospital. Coborn's, Inc. is a community leader in the fight against cancer, raising millions over the years to establish and support the Coborn Cancer Center.

Coborn's, Inc. is also a major sponsor of the annual "Surviving With Style" event, raising funds for the Breast Center Patient Enhancement Program, which supports patients undergoing breast cancer treatment. It's another way our spirit of hometown caring makes a positive difference in our community.

COBORN'S
Employee Owned • www.coborns.com

Coborn's Cancer Center Breast Cancer Survivors From Left to Right:
Michelle - 8 Year Survivor
Gale - 8 Year Survivor
Jane - 9 Year Survivor
Joys - 6 Year Survivor

Invested in our community and committed to you, our customers.

WE'RE LOCAL
Supporting our community since 1952

2010

Coborn's surpasses \$1,000,000 to help children with cancer treatment from the Grocers on the Green event



Chris' dedication to the cause has not wavered, as he has actively served as co-chair of the Grocers on the Green for 10 years. The one-day event consistently raises six-figures for pediatric cancer treatment, providing nearly \$200,000 in 2013 alone.

The \$1.1 million raised in the event's first decade allows children and their families to stay close to home while receiving treatment and helps fund professional child-life specialists, who work with pediatric patients and their families.



Chris & Becky Coborn



Grocers ON THE Green

chip'n in for kids' cancer



These specialists, supported fully through community donations, work to lessen children's anxiety levels when receiving treatments and help them cope in positive ways through play, reading and relationships.

To further the company's efforts, Andy Knoblauch, a long-time employee and senior vice president of center store at Coborn's, created Food for The Cure, a consumer product purchasing program. Each vendor agrees to donate money to the Coborn Cancer Center for every product sold during an annual two-week period in May. This program provides nearly \$100,000 a year for the Coborn Cancer Center.

"Chris and Dan look for creative ways to promote the message and provide funding for good cancer care, such as screenings, new technology and recruiting and retaining the best and brightest to work for the Coborn Cancer Center," Larkin said.

Dan and Mabel even opened their home to one of the center's new recruits, and invited their friends, neighbors and benefactors to welcome the new oncologist to the local community.

Their commitment to CentraCare extends well beyond the Coborn Cancer Center. Dan and Mabel served as co-chairs for CentraCare's first capital campaign with three other couples. The Investing in Health Ensuring Excellence Campaign exceeded its goal by \$4 million, raising more than \$15 million to improve health and health care for the people of Central Minnesota.

Dan and Mabel returned 10 years later to serve as honorary co-chairs of the second capital campaign. They again surpassed the goal, raising nearly \$40 million.

2010 Food for the Cure check presentation

*Left to right: Andy Knoblauch, Coborn's, Inc. Senior Vice President of Center Store
Linda Chmielewski, MS, RN, NEA,BC / Vice President, Hospital Operations/CNO
Terence Pladson, MD, MBA, FACPE, President, Chief Executive Officer, CentraCare Health
Craig Broman, MHA, FACHE, President, St. Cloud Hospital
Mark Larkin, CFRE, Vice President of Philanthropy, CentraCare Health*





Board Involvement

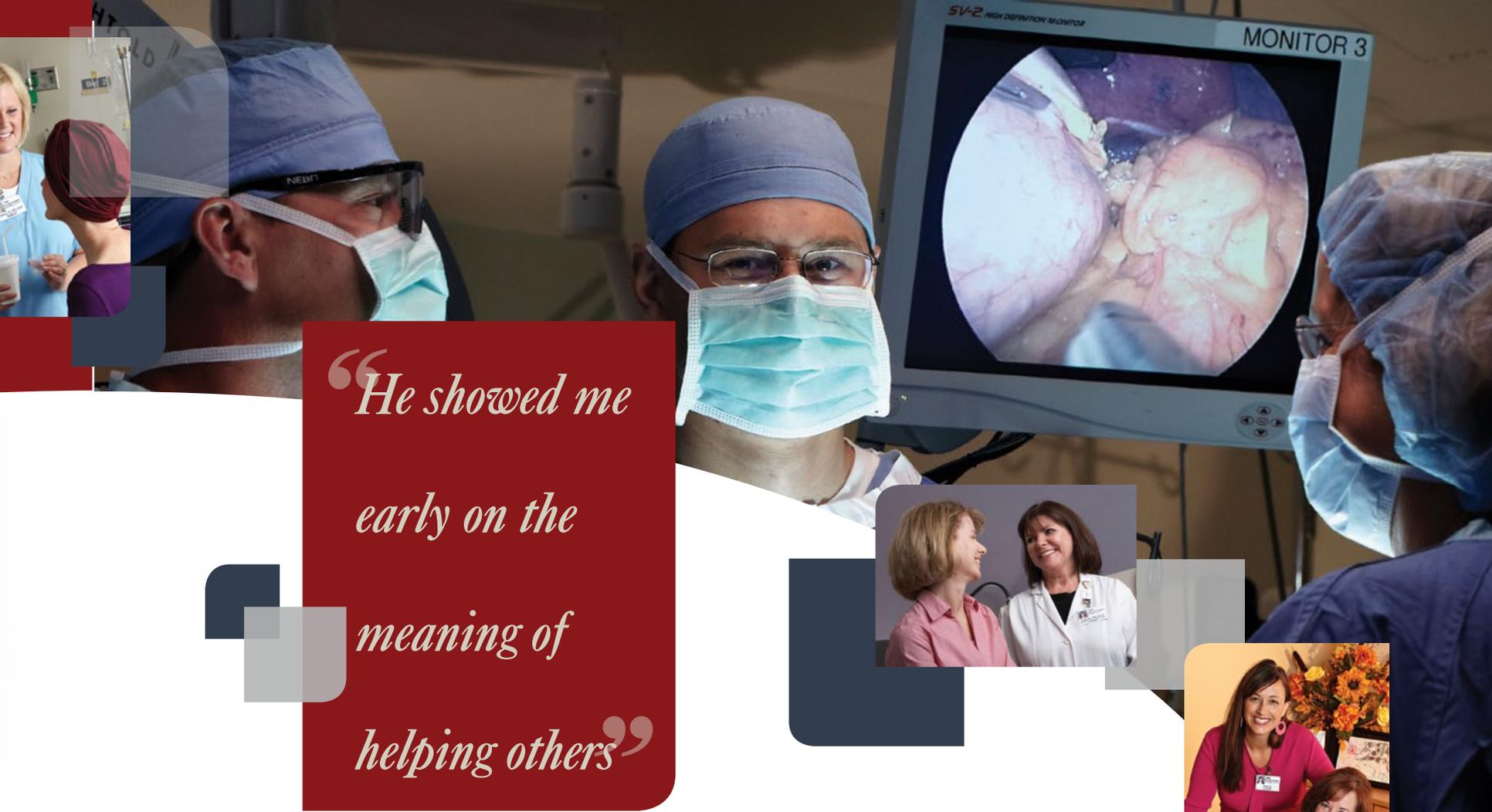
Dan and his son, Chris, are often recognized in Central Minnesota for their extensive community involvement and efforts to make giving back a part of the company's culture. The family legacy of civic leadership began with Dan's great grandfather 100 years ago. He became depot chief in the late 1800s, soon after the family first settled in Sauk Rapids. That value has never ceased in the Coborn's lineage.

In the 1900s Dan's grandfather, Chester A., clearly demonstrated his spirit of generosity through his civic service and involvement in local humanitarian aid efforts.

Chester A. became the mayor of Sauk Rapids the same year he opened the first Coborn's store in 1921 and always did what he could to help the people of his community, including extending credit beyond the norm to those in need.

"He showed me early on the meaning of helping others," Dan said.

Dan carried on his family's legacy, serving on the Sauk Rapids School Board for many years. He went on to take on various leadership roles and is credited for driving some significant changes in his local community.



*“He showed me
early on the
meaning of
helping others”*

“Dan Coborn made a profound impact by serving more than 15 years on the three main boards of CentraCare,” Larkin said.

Under Dan’s board leadership in 1995, CentraCare Health System emerged as an integrated health system through the merger of St. Cloud Hospital and the St. Cloud Clinic of Internal Medicine. This strategic move positioned CentraCare to recruit highly specialized physicians to the St. Cloud area, grow dramatically and provide nationally recognized health care.

Chris followed his father’s lead, joining the St. Cloud Hospital Board in 2009. Under his leadership on the board, St. Cloud Hospital completed its largest capital expansion in the history of the organization. The \$225-million addition transformed the hospital, creating private rooms, doubling surgical suites and adding new high-risk pregnancy services and significant growth in Intensive Care services.

It’s a value that transcends throughout the Coborn family and business. Mark Coborn, who retired as Coborn’s executive vice president in 2012, began serving on the CentraCare Foundation Board of Directors in 2009. He leads the grants committee and is active on the executive committee. Under Mark’s leadership, CentraCare Foundation raised more than \$39 million in a capital campaign during one of the worst economic downturns in the nation’s history.

Morris Kurtz
St. Cloud State University -
July 1984

Image courtesy of the
St. Cloud State
University Archives



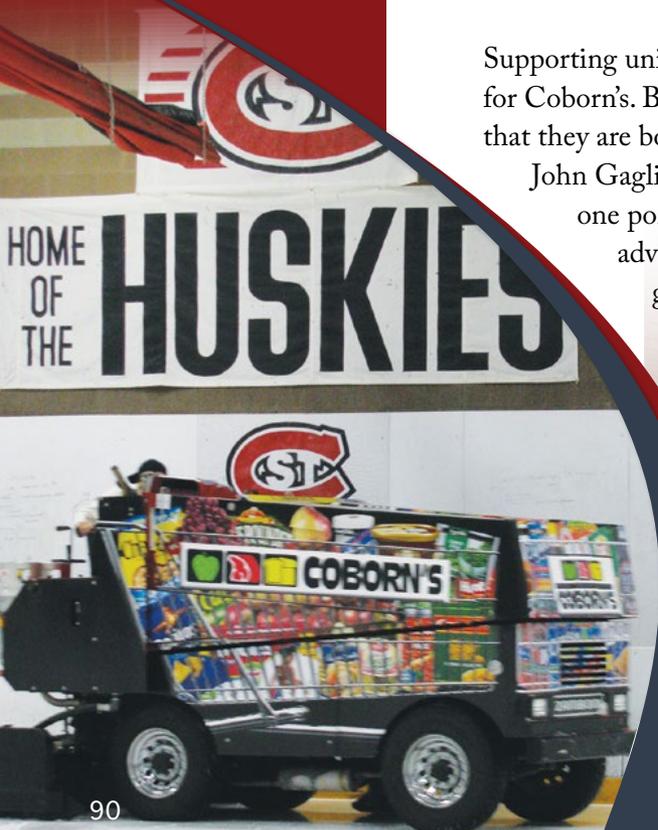
Through the years, the Coborn family has consistently stepped forward to provide landmark support for key programs and projects in the community, including a recent \$1.5 million gift to St. Cloud State University for the expansion of the National Hockey & Event Center. While not his alma mater, Chris recognized the facility's important place in the community and the opportunity to turn the well-recognized hockey center into a venue for concerts and entertainment for the entire community.

“The new National Hockey and Event Center will be an important next step in bringing the University and the community closer together,” Chris said. “It will give Central Minnesota something it doesn't currently have, which is a major destination for events, entertainment and audiences across the region. Our customers and communities have been very good to us over the years and we're proud to give back to them by supporting this exciting project.”

Chris serves as co-chair of the capital campaign for the Hockey Center and is credited, along with Dan and long-term SCSU Athletic Director Dr. Morris Kurtz, for helping the University recruit Herb Brooks as hockey coach in the 1980s. The move allowed the University to move up to the NCAA Division I level in the sport.

The University awarded the Coborn's family naming rights for their leadership and significant financial gift. The family chose to name the office complex in the National Hockey and Event Center in honor of Kurtz, who served the University for 28 years as director of Intercollegiate Athletics and recently received the University Leadership Alumni Association Award.

Supporting university athletic programming – and awarding the recognition to another – is common for Coborn's. Both Dan and Chris hold a special place in their hearts for Saint John's University, given that they are both Johnnie alumni and played football for Saint John's University's legendary coach, John Gagliardi who is the winningest coach in college football history. In fact, as the story goes, at one point during Chris' college career, he wasn't doing so well in class. Coach Gagliardi bluntly advised him, “Focus on that rather than football because you're going to be selling groceries, anyway.”



Chris got his grades back on track and played defensive back his freshman year for the Johnnies.

The company has supported numerous Saint John's University and College of Saint Benedict's capital campaigns. In March of 2009, Coborn's, Inc. made a very generous commitment of \$100,000 to help fund the renovation of the football press box at Saint John's University Clemens Stadium. The goal of the project was to add a third level exclusively for game-day hospitality and the donation helped fund the new President's Suite, which accommodates over fifty guests for each game. Coborn's also donated \$400,000 for a new soccer field at Saint John's University. The family asked that the field be named Haws Field in honor of Pat Haws, retired Saint John's head soccer coach, the winningest coach in Minnesota college men's soccer history. Haws entered the 2009 season 15th among active coaches and 19th all-time in NCAA Division III in career victories. He retired as head soccer coach in 2010, following 37 years with the Saint John's athletic department.

"Saint John's is deeply grateful to Coborn's and the Coborn family for their generous gift in support of Haws Field," said Fr. Bob Koopmann, OSB, former president of Saint John's University. "The Coborns are one of Central Minnesota's most philanthropic and community-minded families, with deep roots at Saint John's. This gift follows a long tradition of generosity to Saint John's from Coborn's and the Coborn family."

The university used the gift as a challenge to raise the remaining \$200,000 needed to construct the field in 2012.

Articles from *The Record*, the official student newspaper of the College of Saint Benedict and Saint John's University, courtesy of the College of Saint Benedict and Saint John's University Archives.

SJU

John Gagliardi Tribute Ad

WE ARE VERY ORDINARY PEOPLE,
WE DO VERY ORDINARY THINGS.
WE JUST HAVE TO DO THEM
IN AN EXTRAORDINARY WAY.

-JOHN GAGLIARDI



THANK YOU, JOHN

FOR WHAT YOU HAVE MEANT
TO YOUR PLAYERS, YOUR FANS
AND TO COLLEGE FOOTBALL.

December 16, 2012 St. Cloud Times Special Section
Coborn's Ad congratulating John Gagliardi on his 60-year
head coaching career with St. John's University



No one deserves to go to bed hungry in this land of plenty, especially in the Heartland. That's why Coborn's, Inc. is proud to partner with Second Harvest Heartland, one of the largest food banks in the Midwest. Every day we donate fresh meat, produce, dairy and grocery foods to Second Harvest food shelves in our hometowns. This year alone, we've donated 1 million pounds of food – or 790,000 meals – to those who need it most in our local communities.



Everywhere

Giving back is not a one-time event or tax-driven decision for the Coborn's family or company. It's a passion and a whole-hearted commitment to do their part to ensure ongoing success. The company and its employee owners always look for opportunities to make giving a part of doing business.

The company's partnership with Second Harvest Heartland Food Bank and local food shelves is just one example of that. Beyond providing bags of groceries that customers can buy to donate to food shelves and prompting them to add a donation to their purchases at

the checkout, Coborn's participates in a food rescue program that directs food that would have otherwise been collected as feed for local farm livestock or thrown in the garbage, to people who need it most in the community. In January 2012, the program at 23 Coborn's and Cash Wise stores provided more than 2 million pounds of food to Second Harvest affiliates that delivered more than 1.4 million meals to families in need.

"There's food in our stores that's perfectly edible, but can't be sold to customers because of appearance standards and close-dating. Examples include dented soup cans and bruised fruits," said Emily Coborn, who serves on Second Harvest Heartland's board of directors. "Our partnership with Second Harvest allows us to 'rescue' these items and redirect them to people who need it most."

Emily, Chris' daughter, joined Coborn's in 2011 as communications manager before serving as director of Topco program management and district manager for Coborn's. Emily initiated the implementation of Second Harvest Heartland food rescue program at Coborn's.

Employees immediately embraced the new program and opportunity to do 'one more thing' to help the community. "During the 31 years of my career in the grocery industry, it has always bothered me to see perfectly good food being thrown into a dumpster because of a minor flaw or a close dating issue, when there are so many less fortunate people in our communities that would be happy to eat it," said Mitch Utech, store manager of Coborn's in Big Lake, Minnesota.



“The Coborns are one of Central Minnesota’s most philanthropic and community-minded families...”

“That is why I am so excited that Coborn’s had partnered with Second Harvest Heartland. It is awesome to know that we are going to be able to use this product to help those in our community who are in need.”

Coborn’s also developed a Labels for Learning program in 2007 to help its customers infuse additional dollars into the local stores. Customers can raise money for their local schools by clipping labels on Food Club brand items they purchased at a Coborn’s or Cash Wise store. The program’s simplicity and ease for parental involvement allowed it to grow rapidly and become a mainstay in schools throughout the communities Coborn’s serves. By the fourth year, the company tripled its annual contribution, donating over \$125,000 to more than 350 schools.

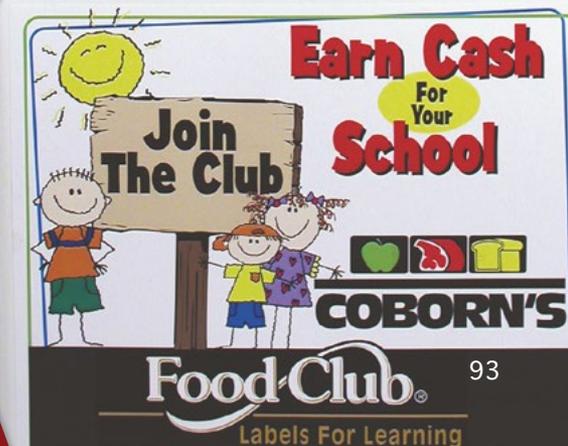
“Having a strong education system is a critical component to building a healthy and thriving community,” said Andy Knoblauch, senior vice president of center store. “With many schools being strapped for cash, we’re proud to offer the Labels for Learning program because it allows us to partner with schools and parents to improve the quality of children’s education and their school environment.”

That commitment to kids, and using company resources to do good, led Coborn’s to become the first supermarket to use its plastic grocery bags to help find missing children. Since 1998, the company has partnered with Advance Polybag Inc., a Houston-based plastic bag manufacturer, to print pictures of local missing children, a physical description and information about the abduction on the back of its plastic grocery bags at all of its stores in the Upper Midwest.

“Our customers use millions of bags a year, so we know those images are getting out there,” Knoblauch said. “Coborn’s values kids and this is just another way we can do our part to help keep them safe.”

Advance Polybag Inc. has honored Coborn’s for its efforts with dozens of plaques, each representing a child who was found after appearing on the grocer’s bags.

“It’s those plaques that really mean something and show that what we do can make difference,” Knoblauch said.



Honor Flight NETWORK™

Taking Flight

The Coborns' unceasing propensity to give prompted them to take to the skies, quite literally in 2011. On September 20, just about a week after the 10th anniversary of the September 11th terrorist attacks, Coborn's honored World War II veterans from Central Minnesota by taking 100 of them as guests on an Honor Flight to Washington, D.C.

Dan Coborn, a veteran himself, shared the experience alongside his son, Chris, who served as his guardian on the trip.

Andy Knoblauch, Sue Wendt, Diane Skillingstad, Jayne Ritter, Kim Lardy, Brenda Wright, Ted Beatty, Steve Gottwalt and many others from Coborn's committed countless hours to developing and implementing plans for the trip to make it possible and memorable for each of the veterans. They offered



Sue Wendt with her father
Bill Gebhardt



As dawn was rising at the St. Cloud Airport, so was the sense of pride inside each of us as we welcomed our veterans for their Honor Flight. The WWII veterans we were honoring on that day truly are our nation's "Greatest Generation." Each and every one was so special and it was a privilege to thank these brave men and women for their sacrifices and service to our country.

From the in-flight letters from loved ones (an emotional thank you our veterans did not expect) to the grand welcome in D.C. with fire trucks spraying a welcome arch for our plane, to the greeters inside the airport, our veterans were treated like the special celebrities they truly are.

Although the WWII Memorial was the most amazing tribute to our veterans, they were also able to tour the Korean War Veterans Memorial, a war in which many of our veterans also served. The tour also included the Vietnam Veterans Memorial, Lincoln Memorial, Marine Corps War Memorial and the Tomb of the Unknown Soldier at Arlington National Cemetery.

Planning this Honor Flight for 100 veterans and participating as a guardian to my own father and for a friend's father was the greatest gift I could give for the gift that they gave all of us!

Sue Wendt

Retired Coborn's vice president of Advertising



www.freedomflight.org



Sponsored by Freedom Flight, Inc. "The POW/MIA Hel Air Balloon Team"

Chris Coborn visits with veteran Ser Hagen while Coborn's Video and Photo Supervisor Brad Ufer (back left) looks on.

it in cooperation with Honor Flight Network and Freedom Flight of St. Cloud, and with generous funding from its vendors, who share the company's commitment to paying tribute to our military veterans for their service and sacrifice.

During their one-day trip, the veterans visited the World War II Memorial and other historic sites. For each of the veterans, this trip marked their first time visiting the World War II Memorial. The day was memorable and emotional. Coborn's partnered with the Honor Flight Network and Freedom Flight of St. Cloud to sponsor the trip.

"These brave men and women put their lives on the line to protect and preserve our freedoms," Chris Coborn said. "Coborn's wanted to give World War II veterans in our area the opportunity to visit their memorial before it's too late for us to say 'thank you.'"

Andy Knoblauch (center) with veterans Maurice "Mo" Weber (left) & Herb Schilling (right)



Andy Knoblauch shares his experience as a guardian

I had the honor of meeting a true hero from WWII - Herbert Schilling. As we made our way around the war memorials in Washington D.C., I had the distinct honor of fulfilling my "Guardian" duties for Herb and another veteran.

Just listening to Herb talk about his war stories was overwhelming. He had been a gunman who sat in the back part of the plane, protecting his comrades from enemy aircraft as they carried out their missions in North Africa, and then on the European front. Herb said he really had never talked about his duties, and he was very soft spoken as he shared his memories.

Upon our return, Herb so touched me that I had my talented wife, Teresa, make him a beautiful little scrapbook with all the pictures that had been taken of us at the memorials, on the plane, and at the grand send-off and return parties. We later met with Herb and his family and at that time, he gave Teresa and me a beautiful hand-crafted cross with the words "Prayer Works," a very nice wooden necklace holder for Teresa, and a bird house that we still proudly display in our backyard. These are all touching memories that I will never forget.



philanthropy

noun \fə-'lan(t)-thre

: the practice of giving money a
help make life better for other

goodwill to allow members of
race, especially: active effort
human welfare

Spreading Goodness

The philosophy of giving back that has become engrained in the company's culture is seen in every store the company operates.

Store management teams are encouraged to be active in service organizations in their communities. Each store's and the

company's participation rates are measured and reported annually each year. Although this philosophy is company

endorsed, it has a grassroots feel. It is almost infectious

with individuals looking for their own ways to give back and being recognized in their own communities for their

creativity, leadership and impact.

"Coborn's is very involved with the communities in which they operate and their strategy leverages this closeness to their consumers," said Bill Drake, director of executive education for the Food Industry Management Program at Cornell University and a member of the Coborn's board of directors.

Employees at the Cash Wise Foods store in the small town of Hutchinson, Minnesota, participate in more than 18 volunteer organizations in their community, and give generously to numerous charitable causes. In 2011 alone, the Hutchinson Cash Wise Foods sponsored 24 events and promoted a Summer Cookout that raised more than \$28,000 for the community of 14,000 residents.

Larry Potter, Employee since 2012

My favorite memory with this company is one that started from when I was first hired on with the company and continues to this day. My fellow employees overlook my visual impairment and push me to find other ways to do tasks that would otherwise be difficult because of my impairment. They push me to be able to perform my duties to the best of my ability, not seeing my vision loss as a deterrent but as a strength. For that, I am grateful to each and every one of my co-workers and managers.

Fresh!
BRAT SALES
A great fundraising opportunity for your non-profit group.
Inquire at Service Counter.



COOKOUT TIME! Hungry?
MN Gold BRAT \$2 - OR - HOT DOG and Pop Or Bottled Water
PROCEEDS DONATED TO: Save a lot food stores

HOMEMADE COOKOUT
Signature BRAT OR HOT DOG and Pop Or Bottled Water
\$200
Our Signature Brats & Hot Dogs are available for purchase in our Meat Department.
Proceeds donated to: FIRST PRESBYTERIAN CHURCH YOUNG MEN'S ASSOCIATION

"Coborn's is very involved with the communities in which they operate..."

“We’ve developed outstanding teamwork focused on giving our customers the best, and we’re active members of our community,” Store Manager Glenn Woelfel said.

Each year, Coborn’s, Inc. recognizes a Cash Wise store and a Coborn’s store that embody the company’s commitment to giving. Some years, so many stores have far exceeded expectations that the company has struggled choosing just two.

The Willmar Cash Wise earned the recognition in 2011. Eighteen of the store’s employees are active in nonprofit organizations in their community and the store raised nearly \$11,000 through its annual United Way campaign in 2012. The store gives back in many ways, including donating more than 83,000 pounds of bakery products to The Salvation Army and local food shelves every year.

“What I am most proud of is our people and their participation in their communities,” Dan Coborn said.

“What I am most proud of is our people and their participation in their communities.”

Nancy (Coborn) Fandel Reminisces

charitable

adjective \ 'cher-ə-tə-bəl, 'cha-rə-\

- : of or relating to the assistance of those in need
- : generous in giving to those in need
- : apt to judge others leniently or favorably
- : a set of ideas about how to do something

“That’s the story of how he lives his life – always picking people up and helping them out”

When Danny and I used to walk to school, we truly walked a mile through the alleys – not uphill both ways though. Danny was seven years older than me and was so much taller than me. When I was in the first grade, we had a very big snowstorm. I could barely lift my legs high enough to get through the snow. Danny just scooped me up and placed me on his shoulders and off we went the rest of the way to school, laughing the whole way. That’s the story of how he lives his life – always picking people up and helping them out – and always with a smile.

1994 - Dan Coborn with sisters Nancy & Betty (front)

