

KC Ceccarossi

Owner + CEO, Common Media

Why do you wish to serve on the Board?

When I moved to the valley from Boston a decade ago, I chose Greenfield very intentionally because of Green Field's Market. Its size and presence within a Main Street landscape in a socio-economically complex town, its scrappy but steadfast energy and its notable and enduring commitment to local ag/producers and organic practices, among other things, have always impressed me.

Since then the co-op has been a critical third space for my family, a regular resource we rely on (sometimes almost daily) and an expression of the character that has defined our lives here.

The town has changed a lot since I moved back. More young families have arrived from metropolitan areas. Main Street has had a lot of turnover. We got a new library and a Starbucks. The town leadership has changed. The tension between old and new feels more present now than it did when I arrived. But in many ways, a lot about Greenfield has stayed the same. It remains an economically challenged community, even with the influx of new and more money, and like its promise to grow into something more robust and welcoming has been stuck on pause.

I want to return to the co-op board for the same reason I joined it years ago: because I care deeply about this co-op and this community. I believe Green Field's expansion will help get that promise of growth unstuck. The co-op's ongoing viability is going to influence the shape of this town and county forever.

I said this in my original application and it is worth saying again: Often people in my particular season of life (parenting young children) take a step out of civic work because time is stretched, but as our population slowly shifts with more families like ours making a home here, I feel an obligation to support the people and places that make Franklin County the place we've all chosen to call home.

What do you see as the significance of the co-op and what is your relationship to the Co-op/that significance in the community?

The co-op is the centerpiece of Main Street. It is consistently the most active commercial space on Main Street. People meet there, build relationships there, change their relationships to their neighbors and the place where they live there. I have always loved what I have perceived as a cross-section of the town in the co-op, though I know there is a need and a commitment to do better to serve a wider population at Green Field's and McCusker's. But location and the generous, spacious welcome both physical spaces provide already do a lot in that direction. The co-op is also the physical manifestation of the fruits of our local farmers — the produce and so many products there reflect the breadth and labors of so many other businesses that are essential to the county and the valley at large.

The co-op is the primary place where my family shops for food because of its commitment to local, organic food and because of our commitment to the co-op. Our frequent visits have introduced us to so many people in the community we may not have met or encountered otherwise, including the staff and other members.

Having served as a board member for three years only made my relationship to the co-op even richer.

How has your work/life experience taught you the general skills listed on page 2 of the Board information sheet? Please be specific. Which of the specialized skills (listed on page 2 of the information packet) or other community or organizational experience would you bring to your board service? Again, please be specific.

I'm going to address both of these questions in this answer.

I have worked in a leadership role in newsrooms, in public media, on a large organic farm and in tech over the past 15 years. My work has required me to understand and oversee large budgets, hire and manage personnel and, as such, practice communication and group processes on a daily basis.

My career began as a newspaper reporter and editor around New England and Florida, which I always point to as the best education I've ever received in the art of listening. I spent 10 years getting curious with people, distilling sometimes highly complex information and creating a narrative that was compelling and accessible with all that I'd heard.

When I moved to the valley, I worked at Red Fire Farm for three years and coordinated all wholesale and logistics, including our relationship to Green Field's, and performed the role of HR manager, which meant scaling the staff up to a large crew at the height of the season across multiple farming locations.

Currently I own a digital studio (Common Media). We build and manage websites for mission-driven clients and we regularly contribute to and provide pro bono services to community organizations. Our annual revenue is \$1 million. We are not co-operatively owned but our ethos is very similar; we are committed to a fair, ethical and balanced way of doing business and seek to actively contribute to and support the community we live and work in.

I also have practical experience with real estate acquisitions as the owner/landlord of multiple residential properties in the county.

And lastly, I served on the co-op board for three years and was part of the board voted in favor of pursuing the Wilson's move and participated in the board that initiated revisions to our ends policies.

Is there anything else, relevant or irrelevant, that you would like us to know about you?

It seems worth noting that I am from a working class, under-educated Italian American family from Boston. I spent the first 20 years of my life with no relationship to or even awareness of places like the co-op. When I moved to the valley to study at UMass I got my first introduction and it was bumpy. I saw the aisles of whole foods and organic products, the shoppers and eating habits that bore no resemblance to me, my family, or how I grew up. And I saw prices that seemed impossible compared to major chains. I was actively uncomfortable in spaces like Green Field's but I consciously experienced a shift in that over time. My connection to food and agriculture changed, I developed a different sense of community — and these critical changes were nurtured by individual relationships. I am very interested in cultivating this kind of shift for others and I am very committed to making the co-op a place that is welcoming of and in service to everyone in Franklin County, with a personal awareness and sensitivity to issues of class, culture and race. As a co-op we need to grow into a fuller identity that reflects and serves the community we are a part of.

NOMINATION FORM

Candidate's Name: KC Ceccarossi

Candidate's Town or City: Greenfield

Year Member-Owner Joined: 2013

Nominations for the directors shall be made by petition, signed by at least three member-owners of the Co-op. (Only one signature per member-owner number per nominee.)

I nominate the above candidate to run for a seat in the 2026 Board of Directors election of Franklin Community Cooperative:

1. Member-owner name (print): wendy sibbison

Town or city of residence: greenfield

Signature:  Signed by: 20156878AA764A8...

Approximate year member-owner joined: 1990

2. Member-owner name (print): Tamara J. Erickson

Town or city of residence: Greenfield

Signature:  Signed by: 9EA3172418F042E...

Approximate year member-owner joined: 2020

3. Member-owner name (print): Jen Stromsten

Town or city of residence: Greenfield

Signature: 

Approximate year member-owner joined: 2007

Date Received: _____

Please Return Form To: BOD Clerk, by January 30, 2026