



Board of Directors

Nominee Profile

Name: William Frankland
Contact: info@bigbarnlittlefarm



What character traits do you currently possess that you feel would be an asset to the overall governance of the East Coast Credit Union Board of Directors?

I bank with ECCU because I am a strong believer in co-operatives and credit unions and the importance of member-owned financial institutions and their role in society. I am hard working and once applied to a project, I am committed to seeing it through. I thrive working as part of a team and enjoy enabling all team members to be productive contributors. I make all of my life decisions as ethically and sustainably as possible. I am always looking for opportunities to learn and use my varied skill-set for the betterment of others. I have lived a diverse life, living and travelling in different countries, giving me a unique viewpoint on global affairs and financial markets.

What skills, knowledge, and experience do you bring that you believe will contribute to our Board of Directors, i.e. community involvement, board experience, etc.?

- I am the founding member of a small co-operative, Willows Bend Collective, so I have first-hand experience of the benefits that co-operatives offer society.
- I served on the board of the Antigonish Farmers Market and I was head of the fundraising committee for the successful campaign to build the new Agricultural Center, home of the Antigonish Farmers Market.
- Our farm, Big Barn Little Farm, is dedicated to the democratization of healthy food in our community and we have worked with local grassroots organizations such as the Antigonish Women's Center and SAFE to help bring healthy, fresh, local food to low-income folks in the community.
- I am committed to agricultural resilience and teaching the skills needed to grow food. We welcome classes from schools and universities to our farm to teach organic food production.
- Our farm and co-operative organize cultural and educational events on the farm, attracting folks from the community, nationally and internally.
- As a farmer, I am fully aware of the challenges of climate change and adapt new and creative ways to mitigate the impact on our farm.