

Interviewer: What would you like to share about your background and history?

Rocky: The store has been owned by my family for decades. We've been here for over twenty years, since 1998. I've been here myself since then. All in all, working here since I was a teenager. We've been in this neighborhood for quite some time. Building up and we're still here. I've gotten to know the neighborhood, environment, and area.

Interviewer: Do you live in the community?

Rocky: I did live in the community for about fifteen years. About five years ago we moved away. Not too far, about fifteen minutes away. So yeah, we've been here for quite some time. Built a lot of great relationships with a lot of great people that we're still connected to.

Interviewer: How did you get involved with the Healthy Corner Store Initiative?

Rocky: I spoke to Healthy Corner Store Initiative coalition members in the past. We spoke of integrating healthy foods into the store. So, the coalition came in and shared with us that they felt that this store was a great fit for the Healthy Corner Store Initiative. I thought it was an excellent idea, so I took it and ran with it.

Interviewer: Would you like to speak to your experiences with the community?

Rocky: So, we've been doing block club parties for some time. Blain, Hedley, Hughes, Delavan all have their own block clubs in the area. So, we're always contributing to those. If they need something, we contribute. We have a customer appreciation day every year. Sometime in June or July. So, we like to throw an event to tell the neighborhood that we're still here. Sharing the message that we love you guys, thank you for being a part of us, and letting us be a part of you guys.

Interviewer: This is a great way to give back to the community.

Rocky: Always, 100 percent. That's what we aim for.

Interviewer: Does this event coincide with the events run by other store owners in the Healthy Corner Store Initiative?

Rocky: We try to do something not only with other store owners, but on our own for our neck of the woods here. We try to partner with organizations for these events by getting them to participate with our vendors, which helps them to market themselves as well. You know, we are selling products for vendors that other customers are picking up. And everything at these events is free.

Interviewer: Do you have any thoughts about how you would like to see this store grow in accordance with the Healthy Corner Store Initiative?

Rocky: Absolutely, I was speaking with Sheila in the past about a nice fruit stand right in front of the store every weekend. Weather permitting of course. I'd like to get a nice awning and sidewalk thing going. If not every weekend, every other. We'll staff it up and go from there. Like a little farmers market.

Interviewer: Is there anything else that you'd like to share?

Rocky: I'm really proud of being with this Healthy Corner Store Initiative here. It's great that we're all on board and that we all want to see the same thing. To give everyone the option, instead of that snack, there's a fruit, a healthy alternative. I appreciate the support that we get from the Healthy Corner Store Initiative and those that contribute. It's great to see so many people and groups come together, with one hand. To work on this is great.