

# NFC General Manager Report

GM: Caryl Guisinger

March 25, 2014

## Completed:

- Feb 6 Bookkeeping Duties: 1.5 hours
- Feb 20 Bookkeeping Duties: 1 hour
- March 6 Bookkeeping Duties: 1.25 hours
- March 20 Bookkeeping Duties: .75 hours
- Sent out new member letters
  - February: 5.5 hours
  - March: 4.75 hours

## Updates:

- **Membership**
  - **November/December:** averaged .5 member per day
  - **January:** average 2 per day
  - **February** (28 days): 66 new members; avg 2.35 members/day
  - **March** (24 days): 53 new members; avg 2.21 members/day
- **NFC Newsletter: MailChimp Stats** (February issue: 4.75 hours/ March issue: 3.25 hours)
  - **February** stats:
    - Recipients: 1634
    - Open Rate: 26.4% or 424.....(industry avg: 23.7%)
    - Total Opens: 826
    - Click rate: 1.2% or 19.....(industry avg. 3.7%)
    - Bounced: 29 (automatically de-listed)
    - Unsubscribed: 6
    - Highest accessed article: "Loup Basin Producer Training": 21 opens
  - **March** stats:
    - Recipients: 1675
    - Open Rate: 27% or 443.....(industry avg: 23.7%)
    - Click rate: 4.5% or 74.....(industry avg. 3.7%)
    - Bounced: 32 (automatically de-listed)
    - Unsubscribed: 13
    - Highest accessed article: Never Ending Harvest Workshop: 26 opens
- **Liquidation of Wolbach assets/building:** (.25 hours)
  - possible interested buyer; unable to make direct contact with this party as he is currently out of state
- **NFC Annual Conference** (.5 hour)
  - **Venues:** Fontenelle Forest Nature Center – Todd Rivers secured sponsorship from FF board
    - Dates: Sunday, September 7 or 14

- **Possible Keynote:** Tim Rinne: featured in *Mother Earth News* [www.motherearthnews.com/homesteading-and-livestock/neighborhood-gardens-zm0z14amzsr.aspx#axzz2w4b5rjc2](http://www.motherearthnews.com/homesteading-and-livestock/neighborhood-gardens-zm0z14amzsr.aspx#axzz2w4b5rjc2)
- Urban gardening, food security, visionary of Lincoln's Hawleys Hamlet

- **Rules Committee**

- no work done this period

- **Board Quorum:**

Luke Jacobsen moved from the Voting Board to the Advisory Board

- Total voting board members = 9; need majority for quorum; therefore quorum = 5

- **Revenue Report**

○ March 20	92 orders	\$6,286.40
○ March 6	107 orders	\$5,643.48
○ Feb. 20	96 orders	\$5,012.79
○ Feb. 6	89 orders	\$5,257.44
○ Jan. 23	88 orders	\$5,177.60
○ Jan. 9	92 orders	\$6,987.36
○ Dec. 19	86 orders	\$6,862.79
○ Dec 5	69 orders	\$4,327.17
○ Nov. 21	120 orders	\$10,369.99
○ Oct. 31	88 orders	\$7,459.18
○ Oct. 17	75 orders	\$5,219.76
○ Oct 3	90 orders	\$7,015.43
○ Sept. 19	74 orders	\$4,145.26
○ Sept. 5	103 orders	\$8,006.82
○ Aug. 22	68 orders	\$6,371.42
○ Aug 8	110 orders	\$7,127.77
○ July 25	78 orders	\$4,331.25