

NFC General Manager Report

GM: Caryl Guisinger

July 21, 2014

Completed*:

- June 12 Bookkeeping Duties: 1.25 hours
- June 26 Bookkeeping Duties: 1.5 hours
- July 10 Bookkeeping
- Reconciling books: January – June: 15.75
- As of July 10, I am posting all PayPal payments to the database.
- Conference Call minutes for two July calls (in Liz's absence)

Updates:

- **Membership** (June hours: 2.25 hours)
 - **November/December 2013:** averaged .5 member per day
 - **January 2014:** average 2 per day
 - **February** (28 days): 66 new members; avg 2.42 members/day
 - **March** (31 days): 70 new members; avg 2.25 members/day
 - **April** (30 days): 58 new members; avg 1.93 members/day
 - **May** (31 days): 39 new members; avg 1.25 members/day
 - **June** (30 days): 36 new members; avg 1.2 members/day
 - **July** (21 days to date): 21 new members; avg 1 member/day
- **NFC Newsletter: MailChimp Stats** (June issue: 3.25 hours)
 - **June stats:**
 - Recipients: 1748
 - Open Rate: 21.7% or 589.....(industry avg: 22.6%)
 - Click rate: 4.6% or 110.....(industry avg. 3.4%)
 - Unsubscribed: 5
 - Highest accessed article: Prairie Plate: 83 opens
 - **July stats:**
 - Recipients: 1741
 - Open Rate: 21.6% or 472.....(industry avg: 23.6%)
 - Click rate: 2.1% or 46.....(industry avg. 3.4%)
 - Unsubscribed: 8
 - Highest accessed article: Dried Mushrooms: 18 opens
 - Climate Marches: 13 opens
 - Board Elections: 13 opens

- **NEW! NFC Open Cycle & Reminder: MailChimp Stats** *(formerly Aimee Owen's responsibility)*
 - **July Open Cycle** stats:
 - Recipients: 1747
 - Open Rate: 15.0% /259
 - Click rate: 2.8% /48
 - **July Reminder** stats:
 - Recipients: 1729
 - Open Rate: 16.3% /281
 - Click rate: 1.9% /32

- **Liquidation of Wolbach assets/building**
 - Dirt Works contractor (\$7330 estimate bid) will start demolition in early August
 - Ceiling tin contractor (take down for half of tin) has started removing tin
 - Coolers:
 - will be moved at start of demolition due to door limitation
 - will be scrapped or sold for scrap weight
 - Shelving:
 - most deconstructed and moved
 - free-standing shelves will be moved at start of demolition due to door limitation

- **NFC Annual Conference** *(September 14)*
 - Planning committee (Liz Sarno and Caryl)
 - monthly notices to membership in June and July newsletter
 - RSVP form scheduled for August newsletter

- **Rules Committee**
 - no work done this period
 - will send out Member Voting Certificate (for qualified voting members) in August along with board ballot

- **Revenue Report**
 - July 24 (est) 88 orders \$6,792.98
 - July 11 88 orders \$7,746.49
 - June 26 77 orders \$5,079.75
 - June 12 93 orders \$7,571.50
 - May 29 89 orders \$7,121.88
 - May 15 85 orders \$6,264.30
 - May 1 77 orders \$4,562.53
 - April 17 88 orders \$5,642.55
 - April 3 106 orders \$4,960.89
 - 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, 2014	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, 2013	78 orders	\$4,331.25

** Hours only noted through June 30 (pre-employment)*