

NFC General Manager Report

GM: Caryl Guisinger

Ma 27, 2014

Completed:

- April 3 Bookkeeping Duties: .75 hours
- April 17 Bookkeeping Duties: 1 hour
- May 1 Bookkeeping Duties: .75 hours
- May 16 Bookkeeping Duties: .75 hours
- Reconciling books: January – to date: 13.5
- Sent out new member letters
 - April: 5.5 hours
 - May: 3.5 hours

Updates:

- **Membership**
 - **November/December:** averaged .5 member per day
 - **January:** 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** (27 days): 29 new members; avg 1.07 members/day
- **NFC Newsletter: MailChimp Stats** (April issue: 3.75 hours/ May issue: 3.25 hours)
 - **April stats:**
 - Recipients: 1717
 - Open Rate: 28.6% (industry avg: 24%)
 - Total Opens: 481
 - Click rate: 7.3%122 (industry avg. 3.5%)
 - Bounced: 38 (automatically de-listed)
 - Unsubscribed: 5
 - Top 3 Most Accessed articles:
 - “Farms Grass-Fed Beef Barely Keeping Up with Demand”: 55 opens
 - “Grow Year Round in Nebraska”: 41 opens
 - “Handmade Soap Simply Better”: 40 opens
 - **May stats:**
 - Recipients: 1746
 - Open Rate: 22% or 374.....(industry avg: 24%)
 - Click rate: 4.3% or 74.....(industry avg. 3.5%)
 - Bounced: 43 (automatically de-listed)
 - Unsubscribed: 7
 - Top 3 Most Accessed articles:

- “A Primer on Grass-fed vs Corn-fed Beef”: 28 opens
 - “Does NFC Offer SNAP Benefits?”: 27 opens
 - “Angel Food Cake (Scratch) Recipe”: 26 opens

- **NFC Annual Conference** (1 hour)
 - **Venues:** Fontenelle Forest Nature Center (confirmed with venue)
 - Date: Sunday, September 14
 - space reserved from 4:00 – 8:00 pm
 - **Keynote:** Tim Rinne (confirmed with speaker)
 - featured in *Mother Earth News*
 - 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**
 - 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