



# Agenda Board Meeting

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10 a.m., Monday, April 2, 2012  
Mrs. Rowe's Restaurant, Staunton

- Call to Order

10-11 a.m. Website Design presentation update for marketing & new design 2012

- Approval of Minutes of previous meeting
- Reports
  - Financial Report (conveyed prior to the meeting)
    - Grant status balances
    - 2012 Budget
  - Membership update (if needed)- Jocelyn & Jeff
  - Scholarship- Robert
  - Mt. Rogers Report- Charlie Conner
  - Need for more technical information for News Journal
  - Holiday News Promotions/PR
  - Job Change & **Virginia Farming continuing**  
Promotional materials for members - Jeff
- National Organization report- Sherrie Taylor
  - Trees 4 Troops
  - 2012 National Meetings
  - Check-off Program
- 2012 Annual meeting: Waynesboro- John Carroll  
Program Team- John, Dave Thomas, *Greg Lemmer (ex officio)*  
August 23-25, 2012
- Business
  - Grant Updates  
Winter/Spring Workshops (per grant)
- Order Lunch
- Plan of Action for 2012
- Strategic Planning- Revisiting the Plan- Where are we now? **Moving forward!**
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Adjourn 3 p.m.

Looking forward to our board meeting.

Virginia Carroll

Virginia Christmas Tree Growers Association Inc  
 Balance Sheet Prev Year Comparison

As of March 30, 2012

		Mar 30, 12	Mar 30, 11
<b>ASSETS</b>			
Current Assets			
Checking/Savings			
	CapitalOne Money Market	4,846.10	16,266.98
	SunTrust Bank + Scholarship Fnd	13,267.84	4,101.00
	<b>Total Checking/Savings</b>	<b>18,113.94</b>	<b>20,367.98</b>
Accounts Receivable			
	Accounts Receivable	1,141.34	331.34
	<b>Total Accounts Receivable</b>	<b>1,141.34</b>	<b>331.34</b>
Other Current Assets			
	Scholarship Fund (in checking)	6,767.35	0.00
	Undeposited Funds	115.00	950.00
	<b>Total Other Current Assets</b>	<b>6,882.35</b>	<b>950.00</b>
	<b>Total Current Assets</b>	<b>26,137.63</b>	<b>21,649.32</b>
<b>TOTAL ASSETS</b>		<b>26,137.63</b>	<b>21,649.32</b>
<b>LIABILITIES &amp; EQUITY</b>			
Liabilities			
Current Liabilities			
Credit Cards			
	Capital One VISA	25.16	150.24
	<b>Total Credit Cards</b>	<b>25.16</b>	<b>150.24</b>
	<b>Total Current Liabilities</b>	<b>25.16</b>	<b>150.24</b>
	<b>Total Liabilities</b>	<b>25.16</b>	<b>150.24</b>
Equity			
	Opening Bal Equity	28,219.92	28,219.92
	Retained Earnings	-10,346.00	-14,062.37
	Net Income	8,238.55	7,341.53
	<b>Total Equity</b>	<b>26,112.47</b>	<b>21,499.08</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>26,137.63</b>	<b>21,649.32</b>

**Virginia Christmas Tree Growers Association Inc**  
**2012 Profit & Loss Budget vs. Actual**  
 January 1 through March 30, 2012

			Jan 1 - Mar 30, 12	Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
		Advertising	675.00	3,600.00
		Auction	0.00	1,800.00
		Grants	0.00	20,000.00
		Meetings	0.00	12,650.00
		Membership	11,060.00	13,015.00
		Merchandise Sales	0.00	1,200.00
		<b>Total Income</b>	<b>11,735.00</b>	<b>52,265.00</b>
		<b>Gross Profit</b>	<b>11,735.00</b>	<b>52,265.00</b>
<b>Expense</b>				
		Grant Expenses - VDACS 2011-12	421.28	20,000.00
		Board Meetings	88.08	300.00
		Dues/Insurance	425.00	2,850.00
		Education	0.00	1,600.00
		Meetings -expense	0.00	10,137.00
		Membership Benefits	0.00	2,600.00
		Newsletter	681.88	4,750.00
		Office Expenses	328.36	1,870.00
		Professional Fees	0.00	100.00
		Secretary/Director Expense	1,400.64	6,745.00
		Website (Marketing)	225.04	850.00
		<b>Total Expense</b>	<b>3,570.28</b>	<b>51,802.00</b>
		<b>Net Ordinary Income</b>	<b>8,164.72</b>	<b>463.00</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
		Interest Income	3.83	25.00
		<b>Total Other Income</b>	<b>3.83</b>	<b>25.00</b>
		<b>Net Other Income</b>	<b>3.83</b>	<b>25.00</b>
		<b>Net Income</b>	<b>8,168.55</b>	<b>488.00</b>

Virginia Christmas Tree Growers Association Inc  
Grant Reimbursement Request for MOU Agreement # 2010-442 and 2011-551

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	<b>GRANT #21 2010-442</b>														
2	Date	Vendor	Description	Invoice #	Total Request Amount	Travel	Marketing Consultant	Website Upgrade	Advertising Agency	HMA contract	Brochures, displays	Mailings	Regional Expos	Total	
3	8/31/11	Reimb #1	MOU_2010_442		11060.06	0.00	3275.75	0.00	3613.32	488.95	1330.84	2351.20	0.00	11060.06	
4	11/16/11	Reimb #2	MOU_2010_442		3602.11	45.59	0.00	210.00	0.00	698.60	1300.42	60.48	1287.02	3602.11	
5															
6															
7	Total Reimbursement Requests				14662.17	45.59	3275.75	210.00	3613.32	1187.55	2631.26	2411.68	1287.02	14662.17	
8															
9	<b>GRANT BUDGET</b>				<b>29965.00</b>	<b>1990.00</b>	<b>3500.00</b>	<b>2625.00</b>	<b>3500.00</b>	<b>2625.00</b>	<b>6325.00</b>	<b>2800.00</b>	<b>6600.00</b>	<b>29965.00</b>	
10															
11			Grant Balance Available		15302.83	1944.41	224.25	2415.00	(113.32)	1437.45	3693.74	388.32	5312.98	15302.83	
12						Travel	Marketing Consultant	Website Upgrade	Advertising Agency	HMA contract	Brochures, displays	Mailings	Regional Expos		
13															
14	<b>GRANT #2 2011-551</b>														
15															
16	Date	Vendor	Description	Invoice #	Total Request Amount	Travel	Website Upgrade	HMA contract	Conference Room Rental	Banners	Banners Shipping	Static Displays VA Grown	Static Displays VCTGA	Communication Fees	Speaker fees
17	12/1/11	Grant 2011_551			10839.77	0.00	0.00	246.05	0.00	8465.48	2128.24	0.00	0.00	0	0
18															
19															
20			Total Grant Used		10839.77	0.00	0.00	246.05	0.00	8465.48	2128.24	0.00	0.00	0.00	0.00
21													checksum		10839.77
22															
23			GRANT Budget		29680.00	1092.00	3500.00	4550.00	2940.00	7980.00	1368.00	2000.00	2000.00	250.00	4000.00
24				Balance Available	18840.23	1092.00	3500.00	4303.95	2940.00	(485.48)	(760.24)	2000.00	2000.00	250.00	4000.00
25						Travel	Website Upgrade	HMA contract	Conference Room Rental	Banners	Banners Shipping	Static Displays VA Grown	Static Displays VCTGA	Communication Fees	Speaker fees

	A	B	C	D	E	F	G	H	I	J
1										
2									<b>Jan - Dec 11</b>	<b>Jan - Dec 10</b>
3			<b>Ordinary Income/Expense</b>							
4			<b>Income</b>							
5			<b>Meetings</b>							
6			<b>Annual Meeting</b>							
7			<b>Sponsorships</b>					0.00	1,000.00	
8			<b>Meals</b>							
9			<b>Thurs BBQ/Picnic</b>					1,020.00	1,005.00	
10			<b>Thur Lunch</b>					669.50	0.00	
11			<b>Banquet</b>					1,777.00	1,550.00	
12			<b>Meals - Other</b>					437.50	0.00	
13			<b>Total Meals</b>					3,904.00	2,555.00	
14			<b>Farm Tour</b>					525.00	554.81	
15			<b>Registration</b>					5,220.00	4,830.00	
16			<b>Meeting Sponsor</b>					2,100.00	0.00	
17			<b>Vendors</b>					650.00	925.00	
18			<b>Annual Meeting - Other</b>					0.00	6.60	
19			<b>Total Annual Meeting</b>					12,399.00	9,871.41	
20			<b>Total Meetings</b>					12,399.00	9,871.41	
21			<b>Total Income</b>					12,399.00	9,871.41	
22			<b>Gross Profit</b>					12,399.00	9,871.41	
23			<b>Expense</b>							
24			<b>Meetings -expense</b>							
25			<b>Annual</b>							
26			<b>Meeting Management Secretary</b>					2,734.50	2,509.00	
27			<b>Thursday Nite BBQ</b>					971.22	821.25	
28			<b>Lunches</b>					1,357.17	0.00	
29			<b>Annual Meeting Mailing</b>					810.67	768.73	
30			<b>Banquet</b>					1,869.04	1,741.11	
31			<b>Farm Tour</b>					480.00	536.79	
32			<b>Misc.</b>					451.77	201.15	
33			<b>Refreshments</b>					942.55	852.60	
34			<b>Rooms rental</b>					210.00	247.47	
35			<b>Speaker</b>					251.06	31.49	
36			<b>Total Annual</b>					10,077.98	7,709.59	
37			<b>Total Meetings -expense</b>					10,077.98	7,709.59	

	A	B	C	D	E	F	G	H	I	J
38				<b>Total Expense</b>					10,077.98	7,709.59
39		<b>Net Ordinary Income</b>							2,321.02	2,161.82
40	<b>Net Income</b>								<b>2,321.02</b>	<b>2,161.82</b>

2:46 PM

03/30/12

**Virginia Christmas Tree Growers Association Inc**  
**Dues Not Paid 2012**  
**March 30, 2012**

Customer	Contact	Last Name	Phone	Street2	City	S...	Zip	Email	Me...
Andrew Ambrose	Andrew Ambrose	Ambrose	215-901-1348	3805 E Steeplechas...	Williamsburg	VA	23188-7824	mrrockyjones@yahoo.com	11
AR Tree Farm	Al Costanzo	Costanzo	(540) 399-1601	18181 Edwards Sho...	Elkwood	VA	22718-2428	artreefarm@gmail.com	11
Cedar Forest Retail Lot-White Oak F...	Jim Leiberton	Leiberton	(703) 866-9494	6216 Dobbin Ct	Burke	VA	22015-3515		11
Comstock Tree Farm	Chris Clemente	Clemente	703-230-1116	11465 Sunset Hills ...	Reston	VA	20190-5235		11
Echo Hill Farm Inc	Robert Keith	Keith	(847) 853-0204	327 Cumnor Rd	Kenilworth	IL	60043-1116	INFO@echohillfarms.com	11
Helsley's Christmas trees	Larry Helsley	Helsley	(540) 984-4903	210 Manor Dr	Edinbury	VA	22824-3566	lhelsley@shentel.net	11
Hutton's Evergreens	Richard Hutton	Hutton	276-579-6860	906 Grange Hall Rd	Troutdale	VA	24378-2105	rickyhutton86@gmail.com	11
J & J Treeland	John Young	Young	(434) 574-6667	2182 Harris Creek Rd	Prospect	VA	23960-2180	melanieyoung123@embarqmail.c...	11
Jay McCarty	Jay McCarty	McCarty	703-407-7559	12425 Chapel Rd	Clifton	VA	20124-1924	jay.mccarty@cox.net	11
Leatherwood Tree Farm	T Garth Nelson	Nelson	(804) 272-6158	724 Worsham Rd	Richmond	VA	23235-4936	tgarthnelson@comcast.net	11
Mt Rogers Christmas Tree Farm	Rodney Richardson	Richardson	(276) 388-3285	16849 Highlands Pky	Whitotop	VA	24292-2466	MRTF80@GMAIL.COM	11
Oak Shade Farm	James Mello	Mello	(540) 937-5062	14455 Waterford Ru...	Rixeyville	VA	22737-1926	oakshadefarm@gmail.com	11
Piedmont Tree Farm	E Wayne Compton	Compton	(434) 324-7966	2752 Moons Rd	Long Island	VA	24569-2414	treeman1658@yahoo.com	11
Powers Tree Farm	David Powers	Powers	336-384-8828	296 Bee Tree Rd	Lansing	NC	28643-9220	andy@powerstreefarm.com	11
Stribling Trees at Oldacres Farm	William Stribling Jr	Stribling Jr	(540) 364-1206	4540 Carrington Rd	Markham	VA	22643-1914	billstrib@gmail.com	11
Sutherland Christmas Trees & Nurser...	Jeff Sutherland	Sutherland	704-500-6873	PO Box 88	Elk Creek	VA	24236	SutherlandTrees@aol.com	11
Three Willows	Bernard Bean	Bean	(540) 885-4396	458 Pleasant View Rd	Staunton	VA	24401-6448	willows3@peoplepc.com	11
Twin Fir Estates	Duane Clemons	Clemons	540-629-3480	6951 Floyd Hwy S	Willis	VA	24380	twinfirtrees@yahoo.com	11
Walnut Springs	Larry Reynolds	Reynolds	540-544-7337	1391 Bluegrass Trail	Newport	VA	24128	walntspg@pemt.net	11