

New Leaf Market Annual Ownership Meeting Agenda

Goodwood Museum & Gardens, 1600 Miccosukee Rd
Saturday, August 22, 2009 from 1:30-3:30 p.m.

Introductions President 1:30 p.m. – 1:35 p.m.

Reports

 President's Report Chuck Hungerford 1:35 p.m. – 1:45 p.m.

 Financial Report Joshua Youngblood 1:45 p.m. – 2:00 p.m.

 GM Report Larrane Hartridge 2:00 p.m. – 2:15 p.m.

Scholarship Awards Denise Tansey 2:15 p.m. – 2:30 p.m.

Introduction of Candidates Dave Watson 2:30 p.m. – 3:00 p.m.

Owner Forum Heidi Fox 3:00 p.m. – 3:30 p.m.

Plans & Accomplishments 2008/2009

Accomplishments

Completed expansion without business interruption
Expansion came under budget/with a year-end profit
671 new owners
Hired 26 new employees
\$30K profit sharing to staff
Conducted 106 seminars
Participated in 44 community events
Sponsored 64 community presentations
Purchased local products from 94 vendors (\$1.6M)
Did business with 90 local companies (\$1.6M)
Now on Facebook
4 people sent to CCMA
Springtime Tallahassee Parade
Monticello Watermelon Parade
Became training location for managers of sister co-ops

Plans 09/10

Add additional lighting
Possibly add floral and olive bar
Change shelf tags to larger print
Identify gluten free/sugar free and raw items
Add more demos and cross merchandising
Newsletter changes

Educational and Promotional Events

New Leaf Market spent \$65,879

Donations

New Leaf Market donated \$8,714 to the community
\$5,000 to Oakridge Elementary School for library books

Total \$74,594.48

\$3,169 was collected at the registers for Second Harvest Food Bank

Financial Report		FYE 2009		FYE 2008
Gross Sales		\$11,439,135		\$9,728,095
Cost of Goods		<\$7,245,353>		<\$6,103,262>
Gross Margin \$		\$4,193,782		\$3,624,833
Gross Margin %		36.60%		37.60%
Expenses		<\$4,098,455>		<\$3,316,596>
Other Income		\$37,438		\$53,257
Other Expenses		<\$110,242>		<\$162,641>
Net Income \$	Short Yr	\$23,066		\$0
From owners	'08-'09	\$49,136		\$97,411
		\$72,202		
Net Income \$	Short Yr	\$26,915		\$0
From non-owners	'08-'09	\$26,693		\$60,151
		\$53,608		
Total Income		\$125,810		\$157,562

Patronage Rebate 2008 - 2009

May 1, 2008 - June 28, 2008 *Short Year

	SALES
Owners = 54% of Sales	\$838,772.37
Non-owners = 46% of Sales	\$719,193.00
Total = 100%	\$1,557,965.37

June 29, 2008 - June 27, 2009

Owners = 54% of Sales	\$6,107,155.17
Non-owners = 46% of Sales	\$5,331,979.62
Total = 100%	\$11,439,134.79

Total Profit May 1, 2008-June 27, 2009	\$125,810.00
Owner-Generated Profit Total	\$72,202.00

Patronage Rebate—70% of Owner-Generated Profits	\$50,541.40
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