

# The Gathering Tank

Volume 21, Issue 2 December 2016



Robyn Pearl, Editor

A Newsletter of the New Hampshire Maple Producers Association, Inc.

## **FINAL PRINT COPY**

# Every One Head to the Common Man... For the Annual Meeting!

The 2017 NHMPA Annual Meeting will be held on January 28, 2017 at the Common Man in Plymouth. Tickets are \$10 in advance which include a buffet lunch.

The meeting will begin at 9AM. We have invited representatives from our neighbors, the Federation of Quebec Maple Producers, (home to 13,500 Maple Producers who operate 7,300 businesses with quotas) Sweet Tree Holdings of Island Pond, Vermont (the largest tap count in the world) and Daniel Lee, Ph.D, a Plymouth State University and NHDA economist who will discuss economic impact studies. Depending on availability and travel arrangements, our guests may be scheduled throughout the day.

In addition, the NHMPA business meeting will be held with a review of 2016 and 2017 operations. There will be an election of 5 directors with nominations from the floor, the Carlisle and Felker Awards will be presented and there will be reports and discussions of our numerous ongoing inititatives, including the Felker Award, container redesign and proposed new labeling rules, an overview of the new website, an update of the 2018 NAMSC convention, a discussion of policy for the state fairs, and any other matters that time will allow.



# Celebrate Our 22nd Annual Maple Weekend

The NHMPA will be celebrating our 22nd Annual Maple Weekend this year on March 25-26, 2017. We will also be hosting our third Maple Month from March 11th- April 2nd. This year our weekend aligns with the neighboring states. Be sure to get your information in early to capitalize on the increased traffic that weekend.

We have a new map system on our website that will help visitors to identify where to find your sugarhouse as well as learn all about your operation. Our popular event has grown in interest and importance over time. Let's keep the excitement going! Sign up for Maple Weekend and Maple Month on page 6 of this newsletter. Deadline for sign up is February 10th.

# Attend the Regional Meetings



The regional educational sessions are tentatively scheduled for the following dates. Confirmed locations will be announced at the Annual Meeting, on the website and on our Facebook page.

All meetings begin at 7pm. Regional sessions are free and open to NHMPA members and non members alike. As a reminder, the NH Department of Agriculture will not be checking hydrometers at Regional meetings. Please contact the inspectors at 271-3685 to make arrangements to have your hydrometer verified. Inspectors will come to your sugar house to check syrup densities as well.



The NHMPA Board of Directors accomplished three large, interconnected initiatives this year in addition to its normal workload.

First, after developing a Request For Proposals and reviewing the bids it generated, the Board hired Brand1Strategies to build a new website. It is an exciting website and is ready for members to upload their information. Second, we brought the Lancaster, Hopkinton and Deerfield Fairs into compliance with State and Federal non profit tax rules and re-established our Association's commitment to the state fair system. We expect to expand this initiative in 2017. Third, we revamped our youth Felker Award.

We also strengthened our strategic relationships with NH Ag in the Classroom, UNH Co-operative Extension Service, the NH Department of Agriculture and the NH Department of Resources and Economic Development. These important relationships will expand our ability to promote our mission of growing the NH maple industry. As a registered 501(c)6, the NH Maple Producers Association is exempt from most State and Federal taxation as long as the funds we generate are used to further our non profit mission, which can include political lobbying on behalf of that mission. We cannot, under most circumstances, grant a tax deduction for donations to the Association.

Three big issues will be before the Directors in 2017: our relationship with the international maple organizations, amending NH RSA 429:14 to require the labeling of out-of-state maple syrup sold in New Hampshire and a more equitable distribution of Association benefits.

- Jim Fadden, President, jimfadden@aol.com

## From the Treasurer...

As of mid December, it looks like another good financial year for the Association. Overall revenue will be up 35%, with Big E Revenue up 8%, container sales about even after cutting the price to members by 7%, and a large fair income with no benchmark. On the expense side, the Board of Directors' mandate to use more of our annual proceeds to directly benefit the membership who implement the mission has begun. In excess of \$180,000 was paid to members, with only a modest decrease to the cash position. As projected in the 2017 budget, the Association's income to expected to rise. This issue of the Gathering Tank details some of the many irons in the fire and financial issues on the table. In addition to funding our usual operating expenses, we will continue to increase the focus and spending on our mission through Education and Promotion of the New Hampshire maple industry. The financial objective remains to break even by buying and hiring, as evenly as possible, from the membership first.

- Bruce Treat, brucectreat@gmail.com

		NH Maple Producers Association Source & Application of Funds							
Sources:	2017	2016	2016	2015	2014	2013	2012	2011	2010
	Budget	YTD Dec	Budget						
Big E (net)	\$15,000	\$16,500	\$15,000	\$22,700	\$11,600	\$16,900	\$13,100	\$7,100	\$6,100
Containers (net)	\$25,000	\$33,100	\$18,000	\$25,400	\$28,700	\$43,200	\$11,100	\$16,000	\$19,700
Fairs (net)	\$15,000	\$15,800	\$6,500	\$1,800	\$5,000	\$6,000	\$5,300	\$5,100	\$4,600
Grants/Donations	\$2,000	\$1,500	\$500	\$2,400	\$1,800	\$2,000	\$2,000	\$2,000	\$1,700
Interest Income	\$0	\$0		\$0	\$500	\$0	\$400	\$900	\$900
Membership	\$17,500	\$16,200	\$17,500	\$8,400	\$8,800	\$9,500	\$8,800	\$8,100	\$8,700
Other	\$3,000	\$3,100	\$1,000	\$1,200	\$2,000	\$3,400	\$3,700	\$2,600	\$2,100
Total	\$77,500	\$86,200	\$58,500	\$61,900	\$58,400	\$81,000	\$44,400	\$41,800	\$43,800
Applications: Association Mgt	\$7,500	\$4,000	\$7,500	\$6,200	\$9,100	\$9,800	\$7,800	\$9,600	\$9,500
Education	\$20,000	\$25,100	\$0						
Member Services	\$15,000	\$15,600	\$20,000	\$19,200	\$15,700	\$11,000	\$13,900	\$8,800	\$8,700
Profit/Loss	(\$5,000)	(\$5,700)	(\$9,000)	\$11,600	\$8,900	\$31,000	\$4,600	\$1,400	\$1,500
Promotion Total	\$40,000 \$77,500	\$46,300 \$85,300	\$40,000 \$58,500	\$24,900 \$61,900	\$24,700 \$58,400	\$29,200 \$81,000	\$18,100 \$44,400	\$22,000 \$41,800	\$24,100 \$43,800
Balance Sheet:									
Big E Cash TD Bank Cash		\$85,000 \$59,800	\$103,000 \$32,400	\$88,000 \$71,400	\$65,100 \$67,400	\$52,800 \$81,200	\$35,700 \$52,000	\$31,000 \$61,300	\$29,000 \$68,600
Container Inventory		\$67,700	\$106,700	\$76,700	\$90,500	\$80,600	\$97,200	\$86,200	\$82,500

# Bylaws & Conflict of Interest

Updated bylaws were presented at the 2016 summer meeting for the membership's review prior to a vote to accept them at the Association's January 2017 meeting. Two changes were mandated by state law, the addition of a Dissolution Article and a revised Conflict of Interest Article. In addition, The due date of the annual dues is specified as January 1st with a January 31st delinquency date.

On 4/26/16 the NHMPA Board of Directors agreed to adhere to the new conflict of interest policy although the membership's vote of adoption wouldn't take place until January 2017.

#### **ARTICLE XIII**

### **CONFLICT OF INTEREST**

Any possible conflict of interest on the part of any member of the Board of Directors, officer or employee of the Association, shall be disclosed in writing to the Board and made a matter of record through an annual procedure and also when the interest involves a specific issue before the board. Where the transaction involving a director, trustee or officer exceeds five hundred dollars (\$500) but is less than five thousand dollars (\$5,000) in a fiscal year, a two-thirds vote of the disinterested directors is required. Where involved transaction exceeds five thousand dollars (\$5,000) in a fiscal year, then a two-thirds vote of the disinterested directors and publication in the required newspaper is required. The minutes of the meeting shall reflect that a disclosure was made, the abstention from voting and the actual vote itself. Every new member of the Board will be advised of this policy upon entering the duties of his or her office, and shall sign a statement acknowledging understanding of and agreement to this policy. The Board will comply with all requirements of New Hampshire law in this area and the New Hampshire requirements are incorporated into and made part of this policy.

The only conflict of interest that arose triggering this new policy in 2016 was director Ben Fisk's work as the Big E Manager and Deerfield Fair managers. All elements of the our conflict of interest policy were met in these transactions.

To further the membership's understanding of the Association's economic scope and its potential for conflicting interests, the Treasurer has prepared a report showing all Association payments to members in 2016.

#### NHMPA 2016 Payments to Members

Sugar House	Total Labor	Product	Top 12 Rank	Principal Product
Bascoms Maple Farms	\$0	\$992	,	
Ledge Top Sugar House	\$500	•		8 BBQ Sauce
B&B Maple	\$0	: 1		
Beach, Jeff	\$0	\$136	i	
Cilley, Skip *	\$100	\$0	)	
Clark's Sugarhouse	\$0			11 Syrup
Crow Valley Farm	\$0			
Fisk, Ben *	\$12,189			1 Cotton Candy
Fisk, Darrell	\$1,000			O Marria Cream
Folsoms SugarHouse Fuller's Sugar House	\$400	,		2 Maple Cream
Homestead Maples	\$1,172 \$467			
Jessie James Farm	\$200			
Leach, David	\$200 \$50			
Longview Forest products	\$1,066			10 Syrup
•				тобугар
Mountain Maples	\$200			
Journeys End Farm	\$150 \$0			
Just Maple	·			
Maple Guys Maple Ridge Sugar House	\$425 \$2,300			3 Cotton Candy
Meadowview Sugar House *	\$ <b>2,300</b> \$0			3 Collon Candy
Messer, Paul & Betty	\$700			
Mount Cabot Maple	\$200			
Mount Crumpit Farm *	\$200	*		
North Family Farm	\$0			12 Syrup
Page, Stuart	\$0			oj.up
Peaks, Charlie & Lydia	\$700			
Pearl, Robyn	\$8,478			5 Publicist
Raccoon Ridge Sugarhouse	\$600	\$1,434		
Red Roof Maples	\$0	\$1,072	!	
Salisbury Sugarworks	\$900	\$9,169	)	4 Donuts
Salo, Sandy & John	\$500	\$0	)	
Split Rock Farm	\$400	\$963	;	
Spring Harvest	\$0	\$1,622	) :	
Stanley, Kate	\$1,588	\$0	)	Webmaster
Stetson Farm	\$0	. ,		9 Syrup
Stoddard, Perley	\$600			
Story, Ted	\$0	•		
Sunnyside Maples	\$7,679	\$484	ļ	6 Commissions
Syrup By The Sea *	\$300	\$0	)	
Tomapo	\$619	\$0	)	
Treats Sugar House *	\$2,300	\$64		
Tucker Mountain Maple	\$0	\$882	!	
Webber, Steve	\$200	\$70	)	
Walkers Sugar Shack	\$0	\$617		
Windswept Maple	\$600	\$7,215	i	7 Syrup
	\$47,909	\$133,769	1	

<sup>\*</sup> Director



# NH Maple Producers Association Board of Directors, Electronic Vote Log

<u>Date</u>	Action
3/29/16	-Fadden nominates David Kemp of Jaffrey, NH as NHMPA assistant delegate to international organizations. Yes: Cilley, Fisher, Fisk, Kosko, Olsen, Pearl, Smith, Treat. No: noneAppoint Ben Fisk 2016 Big E Manager. Yes: Cilley, Fisher, Kosko, Olsen, Pearl, Smith, Treat. No: none. Abstain: Fisk.
4/26/16	-Appoint NHMPA Fair Committee - Howard Pearl, Chair, Bruce Treat & Alden Dill. Authority to run all NH NHMPA Fairs. Yes: Cilley, Fisher, Kosko, Olsen, Smith, Treat. No: none.  Abstain: Pearl, FiskIncrease 2016 Big E Volunteer Stipend to \$100/day. Yes: Cilley, Fisher, Fisk, Kosko, Olsen, Pearl, Smith, Treat. No: noneApproved 2016 Bylaw Revision to be presented to the 2016 Summer Meeting. Yes: Fisk, Kosko, Olsen, Pearl, Smith, Treat. No: none. Did Not Vote: Cilley, FisherAgreed NHMPA Board of Directors will adherent to more restrictive bylaws until January 2017 Association adoption. Yes: Fisk, Kosko, Olsen, Pearl, Smith, Treat.No: none.
5/10/16	Did Not Vote: Cilley, Fisher -Accept the new Carlisle Rules as presented by Howard Pearl. Yes: Cilley, Fisher, Fisk, Kosko, Olsen, Pearl, Smith, Treat. No: none.
5/19/16	-Authorize the purchase of Big E syrup for \$2.80 per pound. Yes: Cilley, Fisher, Fisk, Kosko, Olsen, Pearl, Smith, Treat. No: noneUpon review authorized the Treasurer to sign 2015 federal tax return with change to the answer to question 28c. Written confirmation at next meeting. Yes: Fisher, Fisk, Kosko, Olsen, Pearl, Smith, Treat. No: none.
5/31/19	Did Not Vote: CilleyReport from Container Chair Kosko re:container pricing, candy boxes and stainless steel barrels. No vote taken.
8/18/16	-Award contract to Brent Beckett/BrandOne Strategies to develop the new NHMPA website per RFP and contract for \$10,000. Yes: Fisher, Fisk, Kosko, Olsen, Pearl, Smith, Treat. No:
11/22/16	none. Did Not Vote: CilleyAccept Bill Eva's resignation as NHMPA's NAMSC/ISMI delegate. Yes: Kosko, Olsen, Pearl, Smith, Treat. No: Cilley. Did Not Vote: Fisher, FiskAppoint Dave Kemp as NHMPA's NAMSC/IMSI delegate. Yes: Olsen, Pearl, Smith. No: Treat. Abstain: Cilley, Kosko. Did Not Vote: Fisher, Fisk. President Fadden: Yes.

# 2017 Felkei Award



At the 2016 annual meeting a revised Felker Award offering three \$2,500 prizes to NH youth for making the best tasting maple syrup in 2017 was presented. While the program was being developed, and much to my surprise, I discovered we were merely reviving an old contest. I had stopped to visit Alvin Clark and drop off a membership sign for his sugarhouse. When I explained "my new" Felker idea to him, Alvin said, in his ah shucks way, "I won the Felker Cup years ago. Got it around here somewhere." Couple hours later and up the road a mile, when I told Bruce Bascom the story, he grinned, went over to his mantle and fetched his 1967 Felker Cup.

Also at the 2016 annual meeting, we gave Ag in the Classroom \$1,000 in memory of Hank Peterson. As Debbi Cox explained at our summer meeting, Ag in the Classroom is preparing an extensive curriculum for the schools which will parallel our Felker Award. In discussions with Debbi Cox and her Board of Directors at NH Ag in the Classroom, several adjustments had to be made. We divided the contest into two divisions; individual and school, since some schools already had equipment that didn't meet our original rules, or wanted to involve large numbers of students, or wanted to involve young students who needed more than just oversight. The individual division will still require more traditional production methods, circa Alvin Clark and Bruce Bascom.

In the good and bad news department, Debbi Cox has already received requests from other maple producing states wanting to copy our initiative. The initial response from the media has been very good. We will need mentors, as it appears some contestant schools may have never made maple syrup before. Please feel free to contact your local school to see if they want to enter the Felker contest or contact me if you want to participate in the program.

- Bruce Treat, brucectreat@gmail.com

# How to sign up for events



 All forms for NHMPA events and promotions can be found on our website,

www.nhmapleproducers.com



 You can also send an email request to nhmpa@aol.com and the necessary form will be sent to you



 If you do not have web access, please call (603) 225-3735 and request the form you are needing to be mailed to you

Looking for more information? An expanded version of this newsletter is available on our website

# 2016 NHMPA Fair Committee Report

Overall, excellent results with increases in gross sales, membership participation, types of value added maple products and educational demonstrations.

Fair Location	Gross Sales	% Value Added(1)	Cash Net	Extra Expenses(2)	Net Profit	Free Samples
Big E	\$95,000	57% c,i,n,q	\$10,000	\$6,000	\$16,000	60,000
Deerfield	\$56,700	54% c,n,d,q	\$ 3,400	\$8,400	\$11,800	30,000
Hopkinton	\$27,700	58% c,m,q	(\$3,300)	\$5,800	\$2,500	20,000
Lancaster	\$15,100	65% c,i,n,q	\$ -0-	\$1,200	\$ 1,200	5,000
Totals	\$194,500		\$10,100	\$21,400	\$31,500	115,000

<sup>(1)</sup> Value Added = (c) Cotton Candy, (n) Maple Nuts, (i) Ice Cream, (m) Maple Milk, (q) BBQ Sauce & (d) Donuts. These products all have significant additional equipment and operating costs and higher margins but were subject to the same 80/20 split as the other products. Note the different product mixes at different fairs.

#### Big E

While the addition of soft ice boosted total Big E sales, it also doubled the % of 80/20 sales which cut our margin averages. 80/20 splits in 2016 = 33.5%; 2015 = 16.8%. Cream and candy sales were also up; syrup sales were down. Booth volunteers need to be reviewed. Booth layout needs to be redesigned to accommodate vale added traffic.

## Two sides of the Fairs - Financial and Mission

#### **Financial**

Although complete historical information is not available, our gross sales at the fairs continue to trend up while the fair populations trend down. This is due to the introduction of new value added products - specifically ice cream and donuts - and better onsite management. Our fair gross will easily have double digit % increases for the next several years as new products are integrated into all the fairs and our portfolio of fairs increase.

In order for the Association to achieve a 10% net cash return at the 2016 State Fairs, the split would have to have been 65/35 instead of 80/20. However, due to the vast difference in product profit margins, the addition margin should only come out of several of the high volume, high margin products. Also, our nonprofit status shields the valued added/live food products from an 8% NH Rooms and Meals tax.

#### Mission

The current Board of Directors is refocusing the Association's culture. The initial step of regaining physical and fiscal control of the fair venues has been accomplished. The Fair venues and revenues belong to the Association and all its members, equally. In 2016 we paid in excess of \$175,000 for product and services unevenly among our 400+ members. However, this represents an improvement over previous years in dollar

volume and member participation.

The Fairs represent an enormous opportunity for our Association to promote its mission. To reverse New Hampshire being a net importer of maple products, our Association must (1) find and educate resident consumers of the benefits of buying local maple syrup, (2) continue the development of the eastern Massachusetts market, (3) lay the groundwork for an increase in local production to meet the demand, and (4) generate the funds to sustain these efforts.

There are many qualitative guide posts to gauge our advance: number of Association members, number of taps, price of bulk syrup, ease off retail sales, number of Fair vendors, number Felker participants and Association revenues.

#### **Conclusions and Recommended Actions**

- Continue to recruit new managers, vendors and demonstration personnel
- Continue to encourage new value added production
- Adjust the \$% splits based on product profit margins to produce a 10% NHMPA cash net
- Enforce the vendor contracts
- Have paid Fair managers that don't sell product, but are responsible for all aspects of the operations
- Increase our equipment inventory and rent units to members for non fair events.. Current inventory: 2 milk machines and 4 cotton candy machines
- Develop a tap to bottle educational demonstration for the fairs - tubing, vacuum, RO, Evaporation, Filtering and Bottling - and have it adequately staffed
- Strengthen cash management and inventory procedures
- Add one new Fair venue annually
  - Howard Pearl, Chairman, hpearlpsf@aol.com

# Maple Sugaring Month Participation Form

In choosing to participate, the level of what you want to offer is entirely up to you. If you wish to offer something similar to what you do on Maple Weekend, please do so. If that is more than you want or are able to do, please create your event at a level that is manageable for your operation. The same is true of when to sign up for. If certain weekends work better for you, only register for those. The dates are set to follow the sugaring season, beginning from March11th in the south until April 2nd in the north.

We will continue to identify location by geographic region. The state will be divided into 7 regions: Great North Woods, White Mountains, Lakes Region, Monadnocks, Merrimack Valley, Seacoast and Dartmouth - Lake Sunapee.

Please note: All contact information on this form is for public use. List the means by which you wish visitors to contact you.

Sugar House Name:			
Maple Producer's Name:			
Physical Address of SUGAR HC	OUSE:		
Town:	ZIP:	Region:	
Phone:	_ Email/Website:_		
<b>Mar 11-12:</b> open hours on Sat _	Sun	_ <b>Mar 18-19</b> open hours on Sat	Sun
*Mar 25-26: open hours on Sat	Sun	<b>Apr 1-2</b> : open hours on Sat	Sun
* Maple Weekend - it will continu	ue to be the highl	ight of the season	
tours, products you sell, samples, please note. Specify if there is a c	doughnuts & coffe harge for any activ	ering during Maple Sugaring Month e, etc.) If you have an event special ities. Please be specific and concise	to one weekend,

Return this form by February 10th to: NHMPA, Chris Olsen, 372 Lang Road, Portsmouth, NH 03801

Questions or need more information? Email chris@syrupbythesea.com



# New Hampshire Maple Producers Association, Inc.

### **APPLICATION FOR 2017 MEMBERSHIP**

Name			
	House		
Mailing Address			_
Town		State	Zip
Telephone	E-mail		
# of taps	(Very important for gra	nt statistical purposes)	
Membership applications c Cards.	an also be submitted online at <u>w</u>	ww.nhmapleproducers.o	com We accept Credit
Annual dues January 1	to December 31, 2017		\$35.00
January 28, 2017 Annual Deadline – January 18, 20	_	people X \$1	0.00
<b>Official NHMPA Members</b> Outdoor metal sign - Availa	ship sign \$3 able for pick up at annual meeting	<b>88.00</b>	
<b>Maple News subscription</b> (includes 10 issues + Offici Are you currently receiving		<b>\$28.00</b> No	
Maple Weekend/Month Li	sting Sign up online		N/C
NHMPA Carlisle Award e	ntry		N/C
NHMPA Cookbook			order online
NHMPA Grading Rack Ca	rds		order online
NHMPA Website listing	***Members must go to webs	ite and enter informat	tion*** N/C
Mentoring and Assistanc	e Please contact a Direct	or	N/C
		Total Enclosed	: \$
Can you provide vo	olunteer help at NHMPA booth	at the fairs/events? Y	es No

Make checks payable to: NH Maple Producers Association (NHMPA)

Return to: NHMPA, Bruce Treat, 3 Hop Kiln Road, Bow, NH 03304

#### IMPORTANT: ANNUAL MEETING NOTICE ENCLOSED

3 Hop Kiln Road

New Hampshire Maple Producers Assoc.

## **ELECTION OF DIRECTORS**

The five (5) NHMPA Board of Director seats up for re-election this year are:

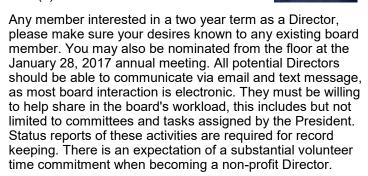
Dale Smith, current Vice President of the Association

Bruce Treat, current Treasurer of the Association

Skip Cilley, current Director

Howard Pearl, current Director, has chosen not to run for the position





Per NHMPA bylaws, the membership elects the Directors and then the Directors elect the board officers; President, Vice-President, Secretary and Treasurer. January 2017, the Vice-President and Treasurer positions are up for election.

## **2018 North American Maple Conference Update**

The Conference Committee has initiated plans for the 2018 North American and IMSI conference due to take place in New Hampshire on Oct 26 - 29, 2018. The last time New Hampshire hosted the convention was in 2002 at the Red Jacket Inn in North Conway.

Each year the convention is hosted by a different maple producing state or province. The 2018 conference will be held at the Grappone Center in Concord. The event will showcase New Hampshire and what it offers to the maple industry. It is a huge undertaking and will require the help of many.

The current committee members are Roy and Mary Ellen Hutchinson, Edi and Dave Kemp, Bill and Carol Eva, Liz Bascom, Brian and Sue Folsom, Rusty and Aggie Colby, and Dale Smith. We are in need of at least 30 volunteers to help put this event together. As an organization of over 400 members we should be able to tap on the shoulders of others to help. We have a number of sub-committees that people can be assigned to. Remember many hands help make light work. So please, help do your part as a member of the NHMPA and volunteer to make this exhibition of the New Hampshire maple industry a success. Please contact Dale Smith at <a href="mailto:dale.smith@amphenol-tcs.com">dale.smith@amphenol-tcs.com</a> or by phone (603) 325-5900 to be placed on the list.

Thank you,

North American Conference Committee