

# Holistic Management International

## 2010 Annual Report



healthy land.  
sustainable future.

# A Message from the CEO & Board Chair



*“Start by doing what is necessary, then do what is possible ... and suddenly you will be doing what you thought impossible”*

This famous quote best sums up the positive transformation which got underway at Holistic Management International, (HMI) in 2010.

It's an exciting time as the organization enters the next chapter, establishing itself as mission-driven – an entity clearly defined by the needs of the people and land we serve.

In 2010, a new team spirit and culture of collaboration emerged, as HMI took the lead in reaching out to many individuals, groups, and other organizations with a philosophy of “doing together what we cannot do alone”. As a result, today's HMI has designed a suite of specific measurable educational programs to serve the needs of various communities and groups.



- *Kids on the Land* - We engage, educate, and inspire students, in grades K-6 to learn different aspects of life on the land and how that land in turn sustains life
- *Gen Next* - HMI integrates Holistic Management principles and ideas into the curriculum at schools and universities with agricultural programs
- *Beginning Farmers and Ranchers* – We educate and empower beginning farmers and ranchers so that they are positioned to apply Holistic Management principles and practices in order to build successful businesses
- *Ag Town Turnaround* – Our newest program is dedicated to revitalizing depressed agricultural communities by providing Holistic Management training to community members

In addition to developing our programs, we also honed our strategic vision:



- Become the premier provider of education and training in Holistic Management methods in specific U.S. regions and select international areas
- Create a demonstrable track record of improved client performance as a result of Holistic Management training
- Position HMI as a trusted and reliable provider of educational and consulting services
- Grow a sustainable enterprise that will make a real difference for the people it serves

Financially, in 2010, HMI's cash operating position was stable and positive. Diverse revenue streams, including grants and donations; fees for service; and mineral royalties carried the organization through challenging economic conditions. Cash and cash reserves remain stable, with forecasts and planning in place for prudent management through 2011.

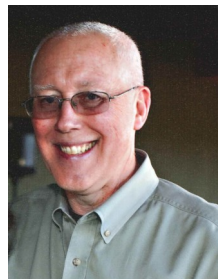
We continue to support our HMI Community – including thousands of practitioners and our network of over 50 Certified Holistic Management Educators, with a variety of tools including the HMI *In Practice* journal; teleconferences; webinars; an expanded web site; participation on Facebook, Twitter, and regional gatherings.

Thank you for your continued interest, participation and support. HMI is now positioned to maximize its effectiveness. We are excited by the opportunities ahead and hope you are too.

Sallie Calhoun, Board Chair



Peter Holter, CEO



## About Holistic Management International

HMI is an Albuquerque-based international non-profit organization. Our mission is to educate people to manage land for a sustainable future.

We believe people count, healthy land is essential, and money matters.

We accomplish our mission by delivering a variety of programs and services designed to educate and support farmers, ranchers and land stewards in their efforts to enhance the land through Holistic Management®, a whole ranch/farm planning system.

*HMI programs educate students, beginning farmers, and experienced ranchers on how to respect and manage land for a sustainable future*



Photo credit: Molly Peterson



# Audited Financials 2010

## Summarized Statement of Activities

2010

### Revenue

Training and Education	180,534
Learning Sites	308,971
Philanthropy and Grants	356,514
Publications	80,849
Royalties from Assets	786,956
Other	76,101
<b>Total</b>	<b>1,789,925</b>

### Expenses

Training and Education	244,169
Learning Sites	436,129
Philanthropy and Grants	353,395
Publications	85,071
Royalty Assets Related Cost	164,023
Publication Education & Awareness	170,636
General Administrative	499,831
<b>Total</b>	<b>1,953,254</b>

Change in Net Assets (163,329)

## Summarized Statement of Financial Position (as of December 31)

2010

### Assets

Cash and cash equivalents	566,189
Accounts receivable	191,743
Prepaid expenses	17,242
Prepaid taxes	0
Inventory	10,289
Property and equipment, net	1,823,478
Other assets	2,118,441
<b>Total</b>	<b>4,727,382</b>

### Liabilities

Accounts payable	101,148
Accrued liabilities	22,939
Deferred revenue	17,607
Line of credit	0
Current portion LTD	22,501
Long term debt	56,324
<b>Total</b>	<b>220,519</b>

### Net Assets

Unrestricted	3,220,173
Temporarily restricted	1,286,690
Permanently restricted	0
<b>Total</b>	<b>4,506,863</b>

**Total Liabilities and Net Assets 4,727,382**



Ag Town Turn Around helps agricultural communities develop a sustainable future



Our Beginning Farmers & Ranchers: program teaches women how to build successful businesses



Kids on the Land plants the seeds for a sustainable life on the land

# Donors

## Thanks to our Supporters

It is always with great pleasure that we acknowledge the many individuals and organizations whose support is the lifeblood of our mission and our community. Many of you have been steadfast partners for years, and we salute your loyalty and commitment. We extend a special thanks to those who joined us more recently in our shared quest to manage land for a sustainable future. A heartfelt "thank you" to all for the wonderful support and generous spirit!

## Foundations & Grants

Austin Community Foundation  
Dixon Water Foundation  
USDA

## Individuals

### \$50,000+

Sallie Calhoun

### \$10,000+

James & Ann McMullan  
Jim & Carol Parker

### \$1,000+

Ben & Denise Bartlett  
Thomas Brown  
Ron Chapman  
Kathy Dickson  
Genevieve Duncan  
Joseph & Blair Fitzsimons  
John Flocchini  
Don & Randee Halladay  
Gail Hammack & Doug McDaniel  
J. Rukin Jelks, Jr.  
Amy & Joseph Morel  
Roby Wallace  
Trillium Asset Mgmt Corp

### \$500+

Dan & Mary Adams  
Emry & Deborah Clark Birdwell  
Eric Brown  
Linda Davis  
John & Kirsten Swift  
Pono & Angela Von Holt  
Drausin Wulsin

### \$250+

Ann Beeghly  
Lowell & Mary Forman  
John Hackley  
Joy Law  
Jim Shelton  
Maryann West  
Peter Young

### \$100+

Victoria Armigo  
Douglas Dockter  
Steve Dorrance  
Lee Dueringer  
Mike Eisenstat  
Ken Gallard  
Floss & Tony Garner  
Pamela Glenn  
Glen Hicks  
Blake Holtman  
Gerda Hyde  
Taylor & Becky Hyde  
Lawrence Levine  
Joe & Peggy Maddox  
Roberta & Derek Meader  
Rich & Anne Morris  
Stephen Patterson  
Lee & Ben Pengilly  
Armin & Penny Rembe  
Dick & Pat Richardson  
Art Roane  
Richard Rominger  
Rob & Martie Rutherford  
Pat Rutledge  
Charles & Jennifer Sands  
Jack & Teresa Southworth  
Fred Stevens  
Milton Suthers  
Pamela Trent  
George Whitten  
John Wick  
George & Elaine Work



Austin College student's participate in Gen Next, a program partially funded by donations

### \$50+

Duncan Campbell  
Henry Doss  
Larry Dyer  
Don Faulkner  
Luke & Emily Frey  
Joe Glode  
Louis Hagener  
Jaye Henneke  
Duane Hilborn  
Arlan Hines  
Chris Hopkins  
Norman & Gail Lowe  
Geoffrey Naylor  
Mark & Wendy Pratt  
Elno Roundy  
Delbert & Alice Scott  
Scott & Family Sims  
Jack & Zera Varian  
Jennifer Visitacion

### \$50-

Daphne Amory  
Dorothy Barker  
Ben Berlinger  
Larry Blocker  
Denise & Dan Bostdorff/O'Rourke  
Hilary Bravenec  
Ben Coleman  
Christof Den Biggelaar  
Virginia (Bitsy) & Larry Dotin  
William Eastman  
Jon & Betsy Elliott  
Tom & Irene Frantzen  
William Gallagher  
Solomon Garner  
Mary Ellen Gonzales  
Alisa and Joe Gravitz/Garman  
Larry Johnson  
Sue & Daniel Schuck Kacskos  
Lowell Koenig  
Dave Maxwell  
James McCollum  
Kenneth Miller  
Alice Moore  
Rodney Parr  
Jeremy Peake  
John C. Phillips  
Kyle Schell  
Aleatha Scholer  
Stacey Sullivan  
Bill Van Nes  
John Wernette  
Richard Wheeler  
Don Williams



Photo credit: Molly Peterson

Practicing Holistic Management  
provides for social benefits to help  
balance work and home

# Current Board of Directors

Sallie Calhoun, Director/Chair  
Paicines, CA

Ben Bartlett, Director/Past Chair  
Traunik, MI

Ron Chapman, Director  
Simpsonville, SC

Lee Dueringer, Director  
Scottsdale, AZ

John Hackley, Director/Vice Chair  
Jacksboro, TX

Gail Hammack, Director  
Lostine, OR

Clint Josey, Director  
Dallas, TX

Jim McMullan, Director  
San Antonio, TX

Jim Parker, Director  
Montrose, CO

Christopher Peck, Director/  
Treasurer  
Windsor, CA

Jim Shelton, Director  
Vinita, OK

## International Board of Directors

Judi Earl, International Director  
Australia

Kelly Sidoryk, International Director  
Canada



## Current Staff

Peter Holter  
Chief Executive Officer

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Chief Operating Officer

Kelly King  
Chief Financial Officer

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Director, Research & Development

Sandy Langelier  
Director, Communications & Outreach

Mary Girsch-Bock  
Grants Manager

Valerie Grubbs  
Controller

Carrie Nelson  
Education Associate

Donna Torrez  
Manager, Administration and Executive  
Support

Amy Normand  
Development Advisor

Tom Levine  
Senior Development Advisor

Peggy Cole  
Project Manager

Brady Gibbons  
Field Advisor

Peggy Maddox  
Director, Education - Kids on the Land

Joe Maddox  
Ranch Manager



## Donate

As a non-profit organization, HMI is always grateful for donations in support of our mission. Visit our website at [www.holisticmanagement.org](http://www.holisticmanagement.org) or phone our Development Department at 505-842-5252 to find out how you can contribute.

5941 Jefferson St. NE, Suite B  
Albuquerque, NM USA 87109  
505-842-5252 (P)  
505-843-7900 (F)

[www.holisticmanagement.org](http://www.holisticmanagement.org)

[hmi@holisticmanagement.org](mailto:hmi@holisticmanagement.org)

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