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

HMI programs educate students, beginning farmers, and experienced ranchers on how to respect and manage land for a sustainable future.
### Audited Financials 2010

#### Summarized Statement of Activities

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
</tr>
<tr>
<td>Training and Education</td>
<td>180,534</td>
</tr>
<tr>
<td>Learning Sites</td>
<td>308,971</td>
</tr>
<tr>
<td>Philanthropy and Grants</td>
<td>356,514</td>
</tr>
<tr>
<td>Publications</td>
<td>80,849</td>
</tr>
<tr>
<td>Royalties from Assets</td>
<td>786,956</td>
</tr>
<tr>
<td>Other</td>
<td>76,101</td>
</tr>
<tr>
<td>Total</td>
<td>1,789,925</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Training and Education</td>
<td>244,169</td>
</tr>
<tr>
<td>Learning Sites</td>
<td>436,129</td>
</tr>
<tr>
<td>Philanthropy and Grants</td>
<td>353,395</td>
</tr>
<tr>
<td>Publications</td>
<td>85,071</td>
</tr>
<tr>
<td>Royalty Assets Related Cost</td>
<td>164,023</td>
</tr>
<tr>
<td>Publication Education &amp; Awareness</td>
<td>170,636</td>
</tr>
<tr>
<td>General Administrative</td>
<td>499,831</td>
</tr>
<tr>
<td>Total</td>
<td>1,953,254</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>(163,329)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>566,189</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>191,743</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>17,242</td>
</tr>
<tr>
<td>Prepaid taxes</td>
<td>0</td>
</tr>
<tr>
<td>Inventory</td>
<td>10,289</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>1,823,478</td>
</tr>
<tr>
<td>Other assets</td>
<td>2,118,441</td>
</tr>
<tr>
<td>Total</td>
<td>4,727,382</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>101,148</td>
</tr>
<tr>
<td>Accrued liabilities</td>
<td>22,939</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>17,607</td>
</tr>
<tr>
<td>Line of credit</td>
<td>0</td>
</tr>
<tr>
<td>Current portion LTD</td>
<td>22,501</td>
</tr>
<tr>
<td>Long term debt</td>
<td>56,324</td>
</tr>
<tr>
<td>Total</td>
<td>220,519</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>3,220,173</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>1,286,690</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>4,506,863</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>4,727,382</td>
</tr>
</tbody>
</table>
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

$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 Visitation

$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

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

Photo credit: Molly Peterson
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

Donate

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

Current Staff

Peter Holter
Chief Executive Officer

Tracy Favre
Chief Operating Officer

Kelly King
Chief Financial Officer

Ann Adams
Director, Education

Frank Aragona
Director, Research & Development

Sandy Langelier
Director, Communications & Outreach

Mary Girsch-Bock
Grants Manager

Valerie Grubbs
Controller

Carrie Nelson
Education Associate

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