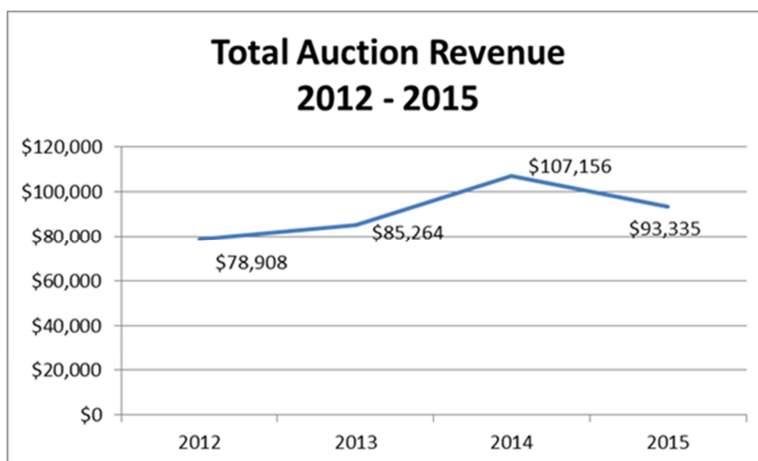


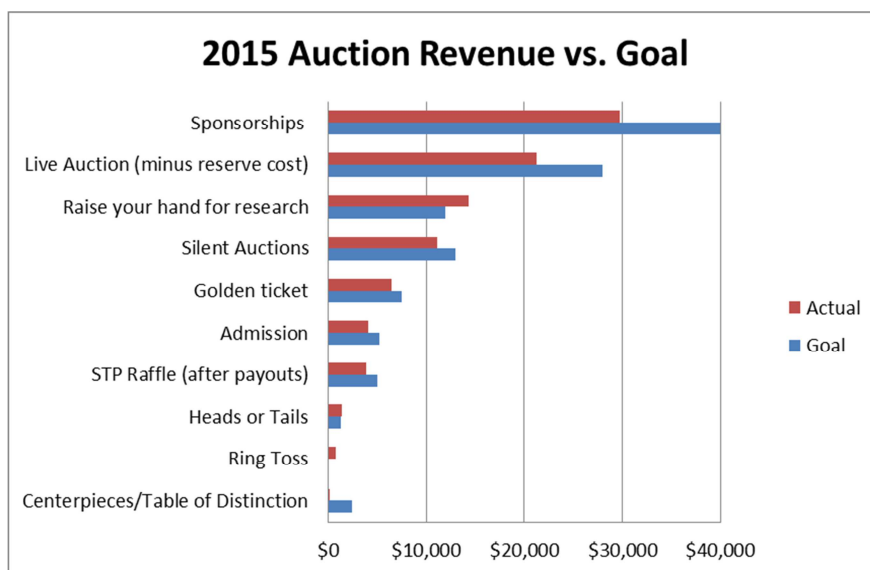
Preliminary 2015 Auction Summary*

** Please note that the figures in this report are preliminary and subject to change.*

The 2015 auctions generated \$93,335 in revenue, falling short of goal as well as the level achieved in Wisconsin in 2014. This year's auctions faced some of the same challenges as in Toronto – lower ISA Conference attendance and limited host Chapter support, so results were more in line with those of 2013.



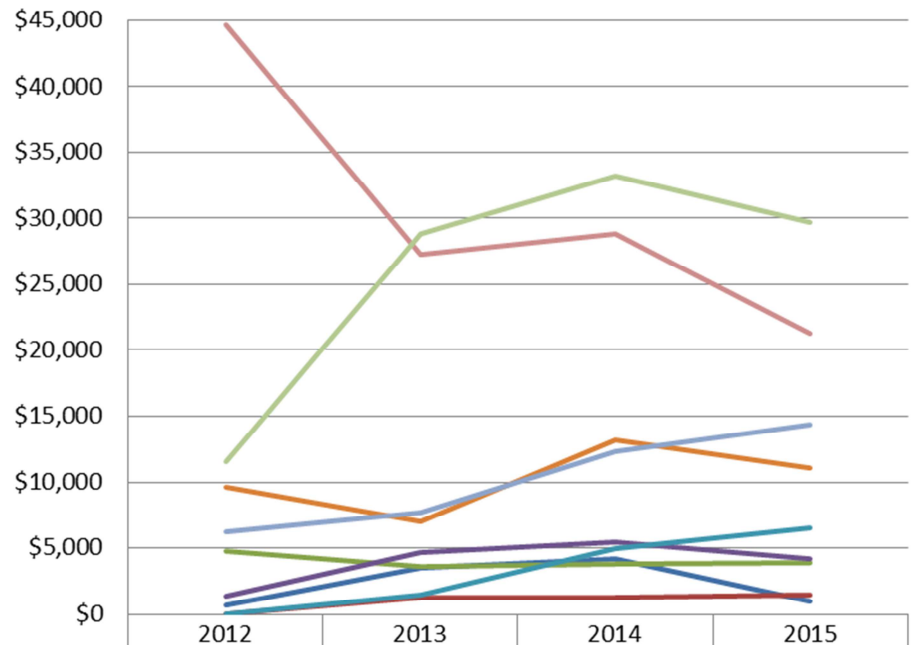
Lower conference attendance was a key driver of lower auction revenues. Several major TREE Fund supporters (and auction “regulars”) did not attend this year’s conference. While we offered the opportunity to bid by proxy, only one bidder did so. The absence of these supporters was reflected in our bottom line. The number of registered auction bidders this year was down by 15%, and paid admission at the Live Auction was 17% below that of 2014. Those who did participate in the auctions bid conservatively. Only 18% of Silent/Super Silent Auction items sold at or above value (vs. 36% in 2014). In the Live Auction, only two packages sold at or above value. Trips such as Pick Your Paradise (Africa, Bali, Italy) and the Holland America cruise that have reliably brought in \$3,000-\$4,000 per trip sold for \$2,500. An abundant catalog and a scarcity of bidders contributed to a buyers’ market. In addition, Orlando itself may have provided competition for auction dollars. Several conference attendees mentioned that they had less to spend this year at the auction because they were vacationing with their family and going to Orlando attractions such as Disney and Universal.



	<u>2015</u>	<u>2014</u>	<u>% change</u>
# registered bidders	115	135	-15%
# items in Silent & Super Silent	219	147	49%
# items sold at/above value	39	53	-26%
# paid admissions for Live Auction	115	139	-17%
Preregistered	90	82	10%
Walk-in	25	57	-56%

Two bright spots in auction revenues were the Raise Your Hand for Research cash call and Golden Ticket sales. Raise Your Hand generated \$14,350, our highest level in history. Golden Ticket sales were a record \$6,500. Based on previous year's successes we increased the number of Golden Tickets available this year from 50 to 75. While we did not achieve our goal of selling all 75, we generated \$1,500 more in revenue than in previous years.

Auction Revenue by Fundraiser 2012 - 2015



	2012	2013	2014	2015
Miscellaneous*	\$720.00	\$3,465.00	\$4,160.00	\$975.00
Heads or Tails	\$0.00	\$1,280.00	\$1,280.00	\$1,420.00
STP Raffle (after pay outs)	\$4,800.00	\$3,640.00	\$3,780.02	\$3,880.00
Admission	\$1,355.00	\$4,660.00	\$5,410.00	\$4,150.00
Golden ticket	\$0.00	\$1,500.00	\$5,000.00	\$6,500.00
Silent Auctions	\$9,564.00	\$6,974.00	\$13,186.16	\$11,114.07
Raise your hand for research	\$6,189.00	\$7,650.00	\$12,300.00	\$14,350.00
Live Auction (minus reserve cost)	\$44,680.00	\$27,280.05	\$28,870.00	\$21,216.00
Sponsorships	\$11,600.00	\$28,815.00	\$33,170.00	\$29,730.00

** includes Ring Toss, Centerpiece Auction, Tastings, Table of Distinction, Mystery Box*

Hot Items

Items in green sold above value. Average number of bids per item was three.

Item	Value	Selling Price	# Bids	Category
Angel Oak print 60x18	\$295.00	\$400.00	13	Art/Artisan
handmade greeting cards	\$12.00	\$26.00	9	Art/Artisan
HS11 & SS91 Marvin hand saw & sheath	\$37.00	\$50.00	8	Equipment
STIHL MS 201 T chainsaw	\$625.00	\$201.00	8	Equipment
maple earrings	\$30.00	\$40.53	6	Art/Artisan
STIHL tricycle	\$69.00	\$125.00	6	Toy
flute	\$105.00	\$180.00	6	Unique
Yellow Birch Burl Platter	\$460.00	\$251.00	5	Art/Artisan
Pro Arborist Chainsaw	\$470.00	\$201.00	5	Equipment
150' Vortex Hot with eye	\$155.53	\$155.00	5	Equipment
Wicked Tough Hand Saw	\$40.00	\$20.01	5	Equipment
International Shade Tree framed wall decor 1924	\$200.00	\$500.00	5	Unique
dart board with dart set	\$65.00	\$105.95	5	Toy
Ultimate Bourbon Package	\$750.00	\$1,100.00	4	Alcohol
Stag Leap Cabernet Sauvignon	\$100.00	\$70.00	4	Alcohol
trees tile signed by Kate	\$61.00	\$80.00	4	Art/Artisan
framed print of Senator tree	\$200.00	\$250.00	4	Art/Artisan
Angel Oak tiny print	\$40.00	\$75.00	4	Art/Artisan
tri-edge curved blade saw and pruners kit	\$42.75	\$30.00	4	Equipment
Leatherman Supertool	\$79.85	\$20.00	4	Equipment
"Tree Experts Manual" book by Fenska	\$50.00	\$75.01	4	Unique

Auction Budget

Holding the auction in a tourist destination like Orlando (and at a posh resort like the Gaylord Palms) put extra pressure on our budget. Despite the outrageous prices for food and shipping, auction expenses came in only about \$500 over budget.

Auction Expenses 2015	Budget	Actual	Difference	Note
Auctioneer	\$2,500.00	\$2,478.73	\$21.27	
Photographer	\$250.00	\$20.00	\$230.00	
Printing				
Split the Pot and Golden Ticket	\$400.00	\$250.59	\$149.41	
Auction catalog - 160	\$350.00	\$350.00	\$0.00	
Signage	\$600.00	\$451.50	\$148.50	
Food & Bartenders				
Live Auction	\$6,950.00	\$8,134.62	(\$1,184.62)	We need to anticipate higher prices for resorts and

				tourist locations. Our budgeted amount was very low.
"We love our donors!" Cake	0	\$544.05	(\$544.05)	
AV & WiFi	\$2,000.00		\$37.23	
AV		\$1,766.80		
WiFi		\$195.97		
Trade Show				
Silent Auction and TF booth set up	\$2,000.00	\$2,021.60	(\$21.60)	
Carpet rental	\$900.00	\$529.65	\$370.35	
Shipping/ storage	\$700.00	\$1,073.55	(\$373.55)	The overage occurred due to the hotel's shipping/receiving policy which charged per box handling fees.
Bandanas	\$1,263.00	\$1,253.18	\$9.82	
Decorating	\$500.00	\$417.12	\$82.88	
Rental of Uhaul or panel van	\$ -	\$ -	\$0.00	
Golden Ticket trip	\$2,000.00	\$1,250.00	\$750.00	
Table of Distinction & Drink Ticket Drawing	0	\$378.18	(\$378.18)	
Miscellaneous	\$330.00	\$182.74	\$147.26	
TOTAL	\$20,743.00	\$21,298.28	(\$555.28)	