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Form **990-EZ**

Department of the Treasury
Internal Revenue Service

Short Form
Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

▶ Sponsoring organizations of donor advised funds, organizations that operate one or more hospital facilities, and certain controlling organizations as defined in section 512(b)(13) must file Form 990 (see instructions)
All other organizations with gross receipts less than $200,000 and total assets less than $500,000 at the end of the year may use this form

▶ *The organization may have to use a copy of this return to satisfy state reporting requirements*

OMB No 1545-1150

2010

Open to Public Inspection

A For the 2010 calendar year, or tax year beginning 01-01-2010 , and ending 12-31-2010

B Check if applicable
- ☐ Address change
- ☐ Name change
- ☐ Initial return
- ☐ Terminated
- ☐ Amended return
- ☐ Application pending

C Name of organization
ASSOCIATION OF FLORIDA
NATIVE NURSERIES INC

Number and street (or P O box, if mail is not delivered to street address) | Room/suite
PO BOX 972

City or town, state or country, and ZIP + 4
MELBOURNE, FL 32902

D Employer identification number
59-2767770

E Telephone number
(321) 917-1960

F Group Exemption Number ▶

G Accounting method ☐ Cash ☑ Accrual Other (specify) ▶

I Website: ▶ HTTP://WWW.AFNN.ORG

J Tax-Exempt status (check only one) — ☐ 501(c)(3) ☑ 501(c)(6) ◀(insert no) ☐ 4947(a)(1) or ☐ 527

H Check ▶ ☑ if the organization is **not** required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

K Check ▶ ☐ if the organization is not a section 509(a)(3) supporting organization **and** its gross receipts are normally **not** more than $50,000 A Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions) But if the organization chooses to file a return, be sure to file a complete return

L Add lines 5b, 6c, and 7b, to line 9 to determine gross receipts, If gross receipts are $200,000 or more, or if total assets (Part II, line 25, column (B) below) are $500,000 or more, file Form 990 instead of Form 990-EZ ▶ $ 116,217

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I)

Check if the organization used Schedule O to respond to any question in this Part I . . . . . ☑

Revenue	1	Contributions, gifts, grants, and similar amounts received	1	38,730
	2	Program service revenue including government fees and contracts	2	38,778
	3	Membership dues and assessments	3	38,650
	4	Investment income	4	59
	5a	Gross amount from sale of assets other than inventory — 5a		
	b	Less cost or other basis and sales expenses — 5b		
	c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	
	6	Gaming and fundraising events		
	a	Gross income from gaming (attach Schedule G if greater than $15,000) — 6a		
	b	Gross income from fundraising events (not including $ _of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceed $15,000)		
	c	Less direct expenses from gaming and fundraising events — 6c		
	d	Net income or (loss) from gaming and fundraising events (Add lines 6a and 6b and subtract line 6c)	6d	
	7a	Gross sales of inventory, less returns and allowances — 7a		
	b	Less cost of goods sold — 7b		
	c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c	
	8	Other revenue (describe in Schedule O)	8	
	9	**Total revenue.** Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	9	116,217
Expenses	10	Grants and similar amounts paid (list in Schedule O)	10	
	11	Benefits paid to or for members	11	
	12	Salaries, other compensation, and employee benefits	12	
	13	Professional fees and other payments to independent contractors	13	29,951
	14	Occupancy, rent, utilities, and maintenance	14	
	15	Printing, publications, postage, and shipping	15	9,449
	16	Other expenses (describe in Schedule O)	16	62,163
	17	**Total expenses.** Add lines 10 through 16	17	101,563
Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)	18	14,654
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	44,152
	20	Other changes in net assets or fund balances (explain in Schedule O)	20	
	21	Net assets or fund balances at end of year Combine lines 18 through 20 ▶	21	58,806

Part II Balance Sheets

Check if the organization used Schedule O to respond to any question in this Part II . . . . . ☑

(See the instructions for Part II)	(A) Beginning of year		(B) End of year
22 Cash, savings, and investments	39,805	22	65,726
23 Land and buildings		23	
24 Other assets (describe in Schedule O)	5,468	24	7,726
25 **Total assets**	45,273	25	73,452
26 **Total liabilities** (describe in Schedule O)	1,121	26	14,646
27 **Net assets or fund balances** (line 27 of column (B) **must** agree with line 21)	44,152	27	58,806

Part III Statement of Program Service Accomplishments

Check if the organization used Schedule O to respond to any question in this Part III . ☑

Expenses (Required for section 501 (c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts, optional for others)

What is the organization's primary exempt purpose?
TO CO-ORDINATE AND BRING TOGETHER ITS MEMBERS FOR THE PURPOSE OF IMPROVING CONDITIONS IN THE NATIVE PLANT NURSERY INDUSTRY, TO PROMOTE, FOSTER AND ENCOURAGE MORE EFFICIENT AND PROGRESSIVE METHODS OF GROWING AND MARKETING NATIVE PLANT NURSERY STOCK AND PLANTS, TO ENABLE THE MEMBERS TO ENJOY THE MANIFOLD BENEFITS OF JOINT AND COLLECTIVE EFFORT, AND TO SHARE IN SCIENTIFIC KNOWLEDGE

Describe what was achieved in carrying out the organization's exempt purposes In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title

28 DIRECTORY PUBLICATION & MAILING (Grants $) If this amount includes foreign grants, check here . . . ▶ ☐		**28a**	
29 (Grants $) If this amount includes foreign grants, check here . . . ▶ ☐		**29a**	
30 (Grants $) If this amount includes foreign grants, check here . . . ▶ ☐		**30a**	
31 Other program services (describe in Schedule O) . . . . . (Grants $) If this amount includes foreign grants, check here . . . ▶ ☐		**31a**	
32 Total program service expenses (add lines 28a through 31a) . . . . . ▶		**32**	

Part IV List of Officers, Directors, Trustees, and Key Employees. List each one even if not compensated (See the instructions for Part IV)

Check if the organization used Schedule O to respond to any question in this Part IV . . . . . ☐

(a) Name and address	(b) Title and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-.)	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
See Additional Data Table				

Part V **Other Information** (Note the statement requirements in the instructions for Part V.)

Check if the organization used Schedule O to respond to any question in this Part V . . . . ☐

			Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O	33		No
34	Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name Otherwise, explain the change on Schedule O (see instructions)	34		No
35	If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but **not** reported on Form 990-T, explain in Schedule O why the organization did not report the income on Form 990-T			
a	Did the organization have unrelated business gross income of $1,000 or more or was it a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements?	35a	Yes	
b	If "Yes," has it filed a tax return on **Form 990-T** for this year? (see instructions)	35b	Yes	
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N	36		No
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions ▶ 37a			
b	Did the organization file **Form 1120-POL** for this year?	37b		No
38a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee **or** were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?	38a		No
b	If "Yes," complete Schedule L, Part II and enter the total amount involved . 38b			
39	*Section 501(c)(7) organizations.* Enter			
a	Initiation fees and capital contributions included on line 9 . . . . . 39a			
b	Gross receipts, included on line 9, for public use of club facilities 39b			
40a	*Section 501(c)(3) organizations.* Enter amount of tax imposed on the organization during the year under section 4911 ▶ _____, section 4912 ▶ _____, section 4955 ▶ _____			
b	*Section 501(c)(3) and 501(c)(4) organizations.* Did the organization engage in any section 4958 excess benefit transaction during the year or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	40b		
c	Section 501(c)(3) and 501(c)(4) organizations Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 . . ▶ _____			
d	Section 501(c)(3) and 501(c)(4) organizations Enter amount of tax on line 40c reimbursed by the organization . . . . . ▶ _____			
e	*All organizations.* At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T	40e		No

41 List the states with which a copy of this return is filed ▶ _____

42a The organization's books are in care of ▶ JENNY EVANS Telephone no ▶ (239) 472-2329

Located at ▶ 3333 SANIBEL-CAPTIVA ROAD SANIBEL, FL ZIP + 4 ▶ 33957

			Yes	No
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	42b		No
	If "Yes," enter the name of the foreign country ▶ _____ See the instructions for exceptions and filing requirements for **Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.**			
c	At any time during the calendar year, did the organization maintain an office outside of the U S ?	42c		No
	If "Yes," enter the name of the foreign country ▶ _____			

43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of **Form 1041**—Check here . . . . . ▶ ☐ and enter the amount of tax-exempt interest received or accrued during the tax year . . . ▶ 43

			Yes	No
44a	Did the organization maintain any donor advised funds? *If "Yes", Form 990 must be completed instead of Form 990-EZ.*	44a		No
b	Did the organization operate one or more hospital facilities during the year? *If 'Yes,' Form 990 must be completed instead of Form990-EZ*	44b		No
c	Did the organization receive any payments for indoor tanning services during the year?	44c		No
d	If 'Yes' to line 44c, has the organization filed a Form 720 to report these payments? *If 'No,' provide an explanation in Schedule O*	44d		

		Yes	No
45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? *If 'Yes,' Form 990 and Schedule R must be completed instead of Form990-EZ*	**45**		No
45a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? *If 'Yes,' Form 990 and Schedule R must be completed instead of Form990-EZ*	**45a**		No
46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	**46**		No

Part VI **Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.**
All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 47-49b and 52.

Check if the organization used Schedule O to respond to any question in this Part VI . . . . . ☐

		Yes	No
47 Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	**47**		
48 Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E*	**48**		
49a Did the organization make any transfers to an exempt non-charitable related organization?	**49a**		
b If "Yes," was the related organization a section 527 organization?	**49b**		

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than $100,000 of compensation from the organization If there is none, enter "None "

(a) Name and address of each employee paid more than $100,000	**(b)** Title and average hours per week devoted to position	**(c)** Compensation	**(d)** Contributions to employee benefit plans & deferred compensation	**(e)** Expense account and other allowances

50(f) Total number of other employees paid over $100,000 . . . . . ▶ _____

51 Complete this table for the organization's five highest compensated independent contractors who each received more than $100,000 of compensation from the organization If there is none, enter "None "

(a) Name and address of each independent contractor paid more than $100,000	**(b)** Type of service	**(c)** Compensation

51(d) Total number of other independent contractors each receiving over $10

52 Did the organization complete Schedule A? **NOTE:** All Section 501(c)(3
must attach a completed Schedule A . . . . . .

Under penalties of perjury, I declare that I have examined this return, including acco knowledge and belief, it is true, correct, and complete. Declaration of preparer (othe knowledge.

Sign Here

▶ ******
Signature of officer

▶ JENNY EVANS TREASURER
Type or print name and title

Paid Preparer's Use Only

Preparer's signature ▶ ERIC J BENTON CPA

Date 2011-11-08

Firm's name (or yours if self-employed), address, and ZIP + 4 ▶ PURVIS GRAY & COMPANY
222 NORTH EAST FIRST STREET
GAINESVILLE, FL 32601

May the IRS discuss this return with the preparer shown above? See instructio

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SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

OMB No 1545-0047

2010

Open to Public Inspection

Name of the organization
ASSOCIATION OF FLORIDA
NATIVE NURSERIES INC

Employer identification number
59-2767770

Identifier	Return Reference	Explanation
OTHER EXPENSES	FORM 990-EZ, PART I, LINE 16	ADVERTISING - DIRECTORY ADVERTISING 5,482 PRINTING, PRODUCTION, DIS 25,093 EXPENSES OFFICE SUPPLIES 707 TRADE SHOW EXPENSES 2,076 MEETINGS & CONVENTIONS 536 XERIC GUIDE EXPENSES 449 CEU COURSE EXPENSES 2,061 DUES & SUBSCRIPTIONS 100 WEBSITE FEES 233 POSTAGE & SHIPPING 212 LICENSES & PERMITS 111 SPONSORSHIPS/AWARDS 550 GRANT EXP - WEBSITE/COMM 21,150 BANK CHARGES 326 CREDIT CARD FEES 1,277 INSURANCE 160 FEDERAL INCOME TAXES 1,394 STATE INCOME TAXES 236 PENALTIES 10 TOTAL 62,163

Identifier	Return Reference	Explanation
OTHER ASSETS	FORM 990-EZ, PART II, LINE 24	ACCOUNTS RECEIVABLE 4,931 7,702 PREPAID EXPENSES AND DEFERRED CHARGES 537 24 TOTAL 5,468 7,726

Identifier	Return Reference	Explanation
OTHER LIABILITIES	FORM 990-EZ, PART II, LINE 26	ACCOUNTS PAYABLE AND ACCRUED EXPENSES 1,121 12,889 DEFERRED REVENUE 0 665 FEDERAL INCOME TAX PAYABLE 0 856 STATE INCOME TAX PAYABLE 0 236

Identifier	Return Reference	Explanation
PRIMARY EXEMPT PURPOSE	FORM 990-EZ, PART III	TO CO-ORDINATE AND BRING TOGETHER ITS MEMBERS FOR THE PURPOSE OF IMPROVING CONDITIONS IN THE NATIVE PLANT NURSERY INDUSTRY, TO PROMOTE, FOSTER AND ENCOURAGE MORE EFFICIENT AND PROGRESSIVE METHODS OF GROWING AND MARKETING NATIVE PLANT NURSERY STOCK AND PLANTS, TO ENABLE THE MEMBERS TO ENJOY THE MANIFOLD BENEFITS OF JOINT AND COLLECTIVE EFFORT, AND TO SHARE IN SCIENTIFIC KNOWLEDGE

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TY 2010 Compensation Explanation

Name: ASSOCIATION OF FLORIDA
NATIVE NURSERIES INC

EIN: 59-2767770

Person Name	Explanation
TERRY GODTS	
JERRY FRITZ	
NANCY BISSETT	
JOHN SIBLEY	
BRIGHTMAN LOGAN	
BRUCE TURLEY	
JENNY EVANS	
ROGER TRIPLETT	
TOM HEITZMAN	
TONY YACOVETTI	

Additional Data

Software ID:
Software Version:
EIN: 59-2767770
Name: ASSOCIATION OF FLORIDA NATIVE NURSERIES INC

Form 990EZ, Part IV - List of Officers, Directors, Trustees, and Key Employees

(A) Name and address	(B) Title and average hours per week devoted to position	(C) Compensation (If not paid, enter -0-.)	(D) Contributions to employee benefit plans & deferred compensation	(E) Expense account and other allowances
TERRY GODTS 6043 LAKE ERIE ROAD GROVELAND,FL 34736	PAST SEC /VI 2 00	0		
JERRY FRITZ 2269 2ND AVENUE N LAKE WORTH,FL 33461	CO-PRESIDENT 5 00	0		
NANCY BISSETT 2929 JB CARTER ROAD DAVENPORT,FL 33837	PAST V-PRES/ 2 00	0		
JOHN SIBLEY 300 CENTER ROAD FORT MYERS,FL 33907	CO-PRESIDENT 4 00	0		
BRIGHTMAN LOGAN PO BOX 1045 SAN ANTONIO,FL 33576	DIRECTOR 3 00	0		
BRUCE TURLEY 2401 SOUTH SHORE DRIVE SE ST PETERSBURG,FL 33705	PAST DIR /SE 0 50	0		
JENNY EVANS 3333 SANIBEL-CAPTIVA ROAD SANIBEL,FL 33957	PAST DIR /TR 6 00	0		
ROGER TRIPLETT PO BOX 539 PARRISH,FL 34219	DIRECTOR 4 00	0		
TOM HEITZMAN 10824 ERIE ROAD PARRISH,FL 342198557	DIRECTOR 4 00	0		
TONY YACOVETTI 5980 SE COUNTY ROAD 760 ARCADIA,FL 34266	DIRECTOR 0 50	0		