

Parkfairfax Native Plant Sale – April 2011
Vendor Fee and Results Form for

(Vendor name)

Thank you for being part of the 16th Parkfairfax Native Plant Sale! Please submit this form with your fee payment and “sale results” information. Thank you for taking time to complete this.

1. Base Fee. The first portion of your vendor fee for participating in this sale is a \$40 payment. This covers the costs of promoting, preparing for, and hosting the sale. The newest costs that this fee covers are 30 new corrugated plastic signs and several more used Radio Flyer wagons.

Please pay this fee with a check made out to “Scott Knudsen.”

2a. Sale Results. The second portion of the vendor fee is your submission of your “sale results” information. This information is critical to my management decisions and preparation for the next sale, and I value it as much as I do your base fee payment.

Please answer the following questions:

- A. How many plants total did you sell? (If you can't say exactly, give your best estimate.)
- B. Of the plants sold, how many (or what percentage) of total plants sold were: (1) Perennials? (2) Shrubs or vines? (3) Trees?
- C. How many separate sales did you make? (Or how many customers did you have?)
- D. What were your total gross sales? (This figure can be rounded to the nearest \$100.)

I do understand that some vendors will have much more data to compile than others and for some the task is a more complicated prospect, but those vendors can choose to lean more toward providing their “best estimation” rather than providing me with exactly accurate information.

The information you are providing to me is a management tool, not an accounting tool. I do use the total numbers of estimated customers and total plants sold to trumpet to all the overall success of the sale; but I also use the approximate total sales figure (which I don't report to anyone) to make management decisions about the sale and how many vendors it can support.

In my reporting afterwards, I will not share figures given to me by any one vendor with anyone else. From the figures I collect, I will report only the aggregates of total plants sold and the collective total sales that were made.

2b. Penalty Fee. If you do not wish to send results information along with the base fee, you can choose to pay a penalty of \$60 in addition to the base fee of \$40 (for a total of \$100) to remain in good standing as a vendor of the Parkfairfax sale. Frankly, given a choice, I will always prefer to receive your “best estimation” of your results from the sale rather than a penalty fee from you.

Please mail this completed results form with your fee payment to me at my home address:
Scott Knudsen
3478 Gunston Road
Alexandria, VA 22302