Simply Florida Cookbook
A fundraiser for FEAFCFS and tribute to specialist Mary Harrison
October 2011

Background:
Mary Harrison Distinguished Extension Professional and Enhancement Award:
http://fycs.ifas.ufl.edu/announcements/professorship.htm

Agent Resources: History on Mary Harrison, marketing strategies and newsletters
http://feafcs.ifas.ufl.edu/simply_florida.html

Online Cookbook Purchasing:
http://www.SimplyFlorida.org

Sales Procedures:
In any of the following 3 scenarios, the money collected is sent to Chris Kilbride for deposit and
data collection regarding book sales. Then, the deposit report and deposit slip is sent to Meg
McAlpine, FEAFCFS Treasurer:

1 - People can pay cash/check at their local Extension office. Their check serves as a receipt,
unless agent wishes to produce a simple receipt onsite for check or cash sales. No receipt is
needed to send to Chris, just list agent’s name and county when mailing funds for the sale.

2 - People can pay with a credit card at their local Extension office by purchasing online, which
will produce a receipt emailed to the purchaser http://www.simplyflorida.org

3 - Anyone wanting a book shipped, pays online. Chris designed and maintains the website,
and handles all website sales and shipping.

Price of cookbook: $15
Price of case (10 books): $150

It is highly recommended that when working with a business, cases (10 books) are actually sold
and not consigned, and are sold only as a complete box, not broken.

Checks are payable to: FEAFCFS
Mail to: FEAFCFS * 2614 SE Dixie Hwy. * Stuart, FL 34996

OVER FOR INFO ON RESTOCKING YOUR SUPPLY OF BOOKS
To restock your supply of books: 24 cases of books are being held at county extension offices in each district. Please coordinate with these agents to acquire a case of books:

- **Northwest**: Shelley Swenson, Wakulla County
- **Northeast**: Stephanie Toelle, Duval County
- **Central**: Annie Peterson, Orange County (also, Mary Beth Salisbury in Osceola has 350 books)
- **South**: Sue Bartolomeo, Palm Beach County
- **South Central**: Karen Headlee, Lee County

The agents at these sites will notify Chris Kilbride at kilbride@ufl.edu and copy you to let her know how many cases you have taken from the district site so she can keep an accurate inventory of books. You cannot pick up individual books.