



Plone Foundation 2009/2010 Report

Plone Foundation: Report for 2009/2010

The Plone Foundation is a public-benefit association with the mission of protecting and promoting the Plone open-source web content management system. The Foundation is organized as a 501(c)3 corporation in the United States. This report is an informal summary of major Foundation activities from October 2009 through September 2010.

Intellectual Property

Licensing

GPL Version Specification

Beginning with Plone 4, Plone the application is licensed under the Gnu Public License, version 2. Previous versions of Plone were licensed under version 2 or later. The change was made by the board following a discussion and advisory vote by the Foundation membership (69% favoring the change).

Component Relicensing

The Foundation has continued a practice began last year of selectively considering highly reusable components that do not import or depend on any part of Plone-the-application for relicensing. The following components have been relicensed this year under a modified BSD license:

- plone.session
- plone.behavior
- plone.memoize
- plone.registry
- plone.supermodel
- plone.synchronize
- plone.testing
- plone.uuid

Trademarks

Legal

The Foundation owns US and international trademarks for Plone. In 2010, the board allocated resources to additionally securing the “wordmark” in both the US and Europe.

Logo Guidelines

The Marketing Committee developed, and the board adopted for the Foundation, a set of guidelines for use of the Plone logo. The guidelines were meant to enable community use without needing board approval under well-defined circumstances. The guidelines also created a procedure for applying for permission to use the logo in ways that don't fit the guidelines.

Domain Name Consolidation

Various domain names that include “Plone” have been registered by user and trade groups. The Foundation began in 2010 a process — which may take some time to complete — of gathering as many of these names as possible under a domain portfolio managed by the Foundation.

Membership

The Plone Foundation welcomed nine new members this year:

- Mike Halm
- Jens Vagelpohl
- David Brenneman
- Mark Corum
- Tom Lazar
- Mikko Ohtamaa
- Ricardo Alves
- Wyn Williams
- Erico Andrei

The Plone Foundation now has 109 active members and 61 emeritus members. 12 members converted to emeritus this fall.

Membership decisions are made by the board of directors on based on recommendations from the Membership Committee. Committee members are appointed annually from the Foundation membership. The 2009/2010 members were Steve McMahon (Chair), Godefroid Chapelle, Chris Calloway, Hanno Schlichting, JoAnna Springsteen, Matthew Wilkes.

Sponsors

The majority of the Plone Foundation’s income comes from sponsorships and donations. The Foundation has an organized sponsorship program and two classes, premium and standard of sponsorships. Contributions for each sponsorship level are tied to size of the company. The Plone Foundation is very grateful to its donors and sponsors.

Current sponsors include:

Premier Sponsors

- Enfold Systems
- Fry-IT
- Jarn
- Netsight
- Pilot Systems
- PretaWeb
- Six Feet Up
- Syslab
- Upfront Systems

Standard Sponsors

- ifPeople
- Reid-McMahon, LLC
- Tannic
- Totsie.com
- Wildcard Corp.

Event Sponsorships

With the help of the Marketing Committee, the board developed a rough budget and plan for subsidizing the participation of Plone community individual members and companies at high-profile industry events. The Foundation also strategically sponsored (at various levels) some regional events.

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Marketing Events

- PyCon (t shirts)
- CMSExpo, support Plone track
- IMS 2009
- Open Source Software: Pacific Asia Conference
- NTEN Non-Profit Technology Conference
- OSCON 2010
- HighEdWeb 2010

Special Sponsorships

- Plone Symposium South America (two travel subsidies in 2009, one for 2010)
- Kiwi PyCon 2010 (Silver level sponsorship)
- Electrical Engineering Students European Association Plone sprint in Helsinki, July 2010

Board of Directors

The Plone Foundation's Board of Directors is elected annually in conjunction with the annual meeting. There are seven elected board members. The board is also supplemented with a non-voting officer (our treasurer) and non-voting advisory members.

Elected Members

- Geir Bækholt (Tønsberg, Norway) - President
- Calvin Hendryx-Parker (Fortville, Indiana, USA) - Vice President
- Steve McMahon (Davis, California, USA) - Secretary
- Roberto Allende (Cordoba, Argentina)
- Mark Corum (Charlottesville, Virginia, USA)
- Matt Hamilton (Bristol, UK)
- Alexander Limi (San Francisco, California, USA)

Non-Voting Members

- Toby Roberts (Houston, Texas, USA) - Treasurer

Advisory Members

- Joel Burton (San Francisco, California, USA)
- Jon Stahl (Seattle, Washington, USA)
- Xavier Heymans (Brussels, Belgium)

Annual Meetings

The 2009 annual meeting of the Foundation was conducted October 31st at the Plone Conference in Budapest. The 2010 meeting will be October 28th in Bristol, UK at 18:15.

Finances

The Plone Foundation's financial situation is similar to previous years, but with some changes in income and expenditures. After an initial surge in income with a new sponsorship program in 2009, income declined somewhat in 2010 and the board adjusted expenditures to match. The board also, for the first time, adopted rough budgets for marketing and event-sponsorship activities.

Balance Sheet, September 2009 and 2010 Comparison

	2009	2010	Percentage Change
ASSETS			
Total Current Assets	\$133,052	\$104,018	-28%
Software Code*	\$3,000,000	\$3,000,000	0%
TOTAL ASSETS	\$3,133,052	\$3,104,018	-1%
LIABILITIES & EQUITY			
Equity			
Contributed Capital*	\$3,000,000	\$3,000,000	0%
Retained Earnings & Net Income†	\$133,052	\$104,018	-28%
Total Equity	\$3,133,052	\$3,104,018	-1%
TOTAL LIABILITIES & EQUITY	\$3,133,052	\$3,104,018	-1%

*This is a valuation for the Plone code base, estimated using constructive cost model. Details are on the Foundation section of Plone.org

†Income for 2009 was inflated by the fact that it included revenue for both D.C. and Budapest conferences. Still, income in 2009 was down due to reduced sponsorship revenue.

The Foundation's main income source is sponsorships and donations. This income declined from \$35,750 in October-September 2009 to \$29,583 for October-September 2010, probably largely due to a failure to promote renewed and new sponsorship in 2010.

Profit & Loss Previous Year Comparison

October 2009 through September 2010

	Oct '09 - Sep 10	Oct '08 - Sep 09	\$ Change	% Change
Ordinary Income/Expense				
Income				
Conference Income*	\$0.00	\$53,325.50	-\$53,325.50	-100.0%
Consultation Services	\$3,500.00	\$2,500.00	\$1,000.00	40.0%
Non Profit Income	\$960.00	\$3,641.50	-\$2,681.50	-73.6%
Royalty Income	\$6,466.88	\$4,439.89	\$2,026.99	45.7%
Sponsorship Income	\$29,583.34	\$35,749.98	-\$6,166.64	-17.2%
Total Income	\$40,510.22	\$99,656.87	-\$59,146.65	-59.4%
Expense				
Bank Charges	\$1,859.87	\$1,365.70	\$494.17	36.2%
Conference / Events	\$23,441.58	\$2,410.00	\$21,031.58	872.7%
Hosting / Domain Expense	\$288.42	\$944.20	-\$655.78	-69.5%
Intellectual Property Fees	\$3,755.09	\$3,808.36	-\$53.27	-1.4%
Legal & Professional Fees	\$3,810.74	\$1,306.25	\$2,504.49	191.7%

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	Oct '09 - Sep 10	Oct '08 - Sep 09	\$ Change	% Change
Marketing/Business Development	\$0.00	\$962.18	-\$962.18	-100.0%
Office Expenses	\$165.00	\$665.00	-\$500.00	-75.2%
Postage & Delivery	\$5.95	\$111.96	-\$106.01	-94.7%
Release Management	\$5,000.00	\$2,500.00	\$2,500.00	100.0%
Taxes & Licenses	\$25.00	\$0.00	\$25.00	100.0%
Travel	\$31,853.77	\$750.00	\$31,103.77	4,147.2%
Total Expense	\$70,205.42	\$14,823.65	\$55,381.77	373.6%
Net Ordinary Income	-\$29,695.20	\$84,833.22	-\$114,528.42	-135.0%
Other Income/Expense				
Other Income	\$661.15	\$281.75	\$379.40	134.7%
Interest Earned	\$0.00	\$0.00		
Total Other Income	\$661.15	\$281.75	\$379.40	134.7%
Net Other Income	\$661.15	\$281.75	\$379.40	134.7%
Net Income	-\$29,034.05	\$85,114.97	-\$114,149.02	-134.1%

* The fee due from the Plone Conference 2009 is due to be received by the end of 2010.

Please note that this table needs to be read very carefully due to the handling of income and expenses for the 2009 Conference, for which the Plone Foundation served as agent for funds from the Open Society Institute. The income for this appears in the 2009 column, while expenses are in the 2010 column, making comparisons misleading.