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2010

Open to Public Inspection

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

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	FLORIDA MAGAZINE ASSOCIATION INC
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Number and street (or P O box, if mail is not delivered to street address)	Room/suite
325 JOHN KNOX ROAD NO L103	

City or town, state or country, and ZIP + 4
TALLAHASSEE, FL 32303

D Employer identification number

23-7376917

E Telephone number

(850) 224-0711

F Group Exemption
Number

G Accounting method ☒ Cash ☐ Accrual Other (specify) ☐

I Website: WWW.FLORIDAMAGAZINE.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. \$ 155,437

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	
	2	Program service revenue including government fees and contracts	2	126,200
	3	Membership dues and assessments	3	29,237
	4	Investment income	4	
	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	155,437	

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	47,110
	14	Occupancy, rent, utilities, and maintenance	14	1,496
	15	Printing, publications, postage, and shipping	15	3,721
	16	Other expenses (describe in Schedule O)	16	86,637
	17	Total expenses. Add lines 10 through 16	17	138,964
Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)	18	16,473
	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	18,784
	20	Other changes in net assets or fund balances (explain in Schedule O)	20	0
	21	Net assets or fund balances at end of year Combine lines 18 through 20	21	35,257

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	18,784	22	35,257
23	Land and buildings		23	
24	Other assets (describe in Schedule O)		24	
25	Total assets	18,784	25	35,257
26	Total liabilities (describe in Schedule O)	0	26	0
27	Net assets or fund balances (line 27 of column (B) must agree with line 21)	18,784	27	35,257

Part III Statement of Program Service Accomplishments

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

What is the organization's primary exempt purpose? TO PROMOTE THE FLORIDA MAGAZINE INDUSTRY THROUGH INCREASED EDUCATION AND PROFESSIONALISM, REGIONAL AND STATEWIDE NETWORKING TO OTHER PUBLISHING PROFESSIONALS PROVIDING SERVICES AND PRODUCTS, AND UPDATES ON PUBLISHING ISSUES SUCH AS LEGISLATION, TAXATION, POSTAL ISSUES, AND PAPER MARKET TRENDS		Expenses (Required for section 501 (c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts, optional for others)	
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	OFFERED ANNUAL PUBLISHING CONFERENCE AND EXPO SERVING MORE THAN 300 FLORIDA MAGAZINES AND 200 PLUS PUBLISHING PROFESSIONALS WITH OVER 40 SUPPLIERS OF PUBLISHING PRODUCTS AND SERVICES OFFERING EDUCATIONAL SEMINARS,TRADE SHOWS, NETWORKING OPPORTUNITIES, AND CURRENT ISSUES IN THE MAGAZINE AND PUBLISHING INDUSTRY, WHILE REWARDING MAGAZINE EXCELLENCE THROUGH THE PRESENTATION OF THE "CHARLIE" AWARDS (Grants \$ 0) If this amount includes foreign grants, check here	28a	0
29	PROVIDES A NEWSLETTER TITLED 'MAGPRO' TO MEMBERS WITH INFORMATION ON THE PUBLISHING INDUSTRY ACTIVITY, MEMBER UPDATES, MAGAZINE EVENTS AND EMPLOYMENT OPPORTUNITIES (Grants \$ 0) If this amount includes foreign grants, check here	29a	0
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		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)		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		
35a	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?	Yes	
35b	If "Yes," has it filed a tax return on Form 990-T for this year? (see instructions)	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		No
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions ▶	37a	0
37b	Did the organization file Form 1120-POL for this year?		
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?		No
38b	If "Yes," complete Schedule L, Part II and enter the total amount involved	38b	
39	Section 501(c)(7) organizations. Enter		
39a	Initiation fees and capital contributions included on line 9	39a	
39b	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 ▶		
40b	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		
40c	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 ▶		
40d	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization ▶		
40e	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		No
41	List the states with which a copy of this return is filed ▶ FL		
42a	The organization's books are in care of ▶ PARTNERS IN ASSOCIATION MANAGEMENT Telephone no ▶ (850) 224-0711 325 JOHN KNOX ROAD L-103 Located at ▶ TALLAHASSEE, FL ZIP + 4 ▶ 32303		
42b	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)? 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 .	Yes	No
42c	At any time during the calendar year, did the organization maintain an office outside of the U S ? If "Yes," enter the name of the foreign country ▶		No
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		
44a	Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ.	Yes	No
44b	Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ		No
44c	Did the organization receive any payments for indoor tanning services during the year?		No
44d	If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		

		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		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		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		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	
48	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	
49a	Did the organization make any transfers to an exempt non-charitable related organization?	
49b	If "Yes," was the related organization a section 527 organization?	

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 \$100,000

52 Did the organization complete Schedule A? NOTE: All Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A

YesNo

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	***** Signature of officer		2011-05-18 Date			
	LEIGH ANN BRADLEY EXECUTIVE DIRECTOR Type or print name and title					
Paid Preparer's Use Only	Preparer's signature	MARK FLETCHER	Date	Check if self-employed	Preparer's taxpayer identification number (See instructions)	
	Firm's name (or yours if self-employed), address, and ZIP + 4	LANIGAN & ASSOCIATES P C 2630 CENTENNIAL PLACE TALLAHASSEE, FL 32308			EIN	
					Phone no (850) 893-8418	
May the IRS discuss this return with the preparer shown above? See instructions						YesNo

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

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Name of the organization FLORIDA MAGAZINE ASSOCIATION INC	Employer identification number 23-7376917
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Identifier	Return Reference	Explanation
OTHER EXPENSES	FORM 990-EZ, PART I, LINE 16	DESCRIPTION BANK AND CREDIT CARD FEES AMOUNT 2,887 DESCRIPTION BOARD OF DIRECTORS EXPENSE AMOUNT 3,623 DESCRIPTION INSURANCE AMOUNT 889 DESCRIPTION SUPPLIES AMOUNT 192 DESCRIPTION TAX AND LICENSES AMOUNT 61 DESCRIPTION CONVENTION, CONFERENCES, MEETINGS AMOUNT 34,590 DESCRIPTION WEBSITE AMOUNT 6,900 DESCRIPTION CHARLIE AWARDS AMOUNT 35,521 DESCRIPTION MARKETING AMOUNT 1,974 TOTAL TO FORM 990-EZ, LINE 16 86,637

**TY 2010 Transfers Personal Benefits
Contracts Declaration**

Name: FLORIDA MAGAZINE ASSOCIATION INC

EIN: 23-7376917

Declaration: THE ORGANIZATION DID NOT, DURING THE YEAR, RECEIVE ANY FUNDS, DIRECTLY,OR INDIRECTLY, TO PAY PREMIUMS ON A PERSONAL BENEFIT CONTRACT.THE ORGANIZATION, DID NOT, DURING THE YEAR, PAY ANY PREMIUMS, DIRECTLY,OR INDIRECTLY, ON A PERSONAL BENEFIT CONTRACT.

Additional Data

Software ID:
Software Version:
EIN: 23-7376917
Name: FLORIDA MAGAZINE ASSOCIATION 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
LIESL O'DELL PO BOX 14425 GAINESVILLE,FL 32604	PRESIDENT 4 00	0	0	0
LINDA YOUNG MARKS 743 SE FORT KING ST OCALA,FL 34471	VICE PRESIDENT 4 00	0	0	0
KEVIN KAMINSKI 6413 CONGRESS AVE STE 100 BOCA RATON,FL 33487	SECRETARY 4 00	0	0	0
ROB ENGLISH PO BOX 490866 LEESBURG,FL 34749	TREASURER 4 00	0	0	0
ANDY BUTCHER 600 RINEHART ROAD LAKE MARY,FL 32746	DIRECTOR 2 00	0	0	0
JUDITH TOPPER 831 SHRIVER CIRCLE LAKE MARY,FL 32746	DIRECTOR 2 00	0	0	0
HOLLY BOURQUIN 330 CORPORATE WAY STE 300 ORANGE PARK,FL 32073	DIRECTOR 2 00	0	0	0
AJ BESON 13500 SUTTON PARK DR STE 105 JACKSONVILLE,FL 32224	DIRECTOR 2 00	0	0	0
CABLE NEUHAUS 560 VILLIAGE SQUARE BLVD STE 120 WEST PALM BEACH,FL 33409	DIRECTOR 2 00	0	0	0
MIKE BOSLET 1500 PARK CENTER DR ORLANDO,FL 32835	DIRECTOR 2 00	0	0	0
MARTA MONTENEGRO 1201 BRICKELL AVENUE STE 320 MIAMI,FL 33131	DIRECTOR 2 00	0	0	0
KATHY FORD 425 EAST 15TH ST PANAMA CITY,FL 32405	ASSOCIATE DIRECTOR 2 00	0	0	0