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Return of Private Foundation

or Section 4947(a)(1) Nonexempt Charitable Trust

Treated as a Private Foundation

2010

Department of the Treasury
Internal Revenue Service

Note. The foundation may be able to use a copy of this return to satisfy state reporting requirements.

For calendar year 2010, or tax year beginning , and ending

G Check all that apply: ☐ Initial return ☐ Initial return of a former public charity ☐ Final return
☐ Amended return ☐ Address change ☐ Name change

Name of foundation HERTZMAN FOUNDATION, INC.		A Employer identification number 61-1230193
Number and street (or P.O. box number if mail is not delivered to street address) 4218 SHELBYVILLE ROAD	Room/suite	B Telephone number 502-895-4265
City or town, state, and ZIP code LOUISVILLE, KY 40207		C If exemption application is pending, check here ☐ D 1. Foreign organizations, check here ☐ 2. Foreign organizations meeting the 85% test, check here and attach computation ☐
H Check type of organization: ☒ Section 501(c)(3) exempt private foundation ☐ Section 4947(a)(1) nonexempt charitable trust ☐ Other taxable private foundation		E If private foundation status was terminated under section 507(b)(1)(A), check here ☐
I Fair market value of all assets at end of year (from Part II, col. (c), line 16) \$ 2,089,920.	J Accounting method: ☒ Cash ☐ Accrual ☐ Other (specify) _____	F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here ☐

Part I Analysis of Revenue and Expenses (The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a).)		(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
1 Contributions, gifts, grants, etc., received				N/A	
2 Check ☒ if the foundation is not required to attach Sch. B					
3 Interest on savings and temporary cash investments		899.	899.		STATEMENT 1
4 Dividends and interest from securities		21,641.	21,641.		STATEMENT 2
5a Gross rents					
b Net rental income or (loss)		7,451.			
6a Net gain or (loss) from sale of assets not on line 10					
b Gross sales price for all assets on line 6a			7,451.		
7 Capital gain net income (from Part IV, line 2)					
8 Net short-term capital gain					
9 Income modifications					
10a Gross sales less returns and allowances					
b Less: Cost of goods sold					
c Gross profit or (loss)					
11 Other income		<302.>	<302.>		STATEMENT 3
12 Total. Add lines 1 through 11		29,689.	29,689.		
13 Compensation of officers, directors, trustees, etc		0.	0.		0.
14 Other employee salaries and wages					
15 Pension plans, employee benefits					
16a Legal fees					
b Accounting fees STMT 4		18,278.	15,469.		2,809.
c Other professional fees					
17 Interest		5.	5.		0.
18 Taxes STMT 5		<375.>	0.		0.
19 Depreciation and depletion					
20 Occupancy					
21 Travel, conferences, and meetings					
22 Printing and publications					
23 Other expenses STMT 6		2,107.	1,858.		245.
24 Total operating and administrative expenses. Add lines 13 through 23		20,015.	17,332.		3,054.
25 Contributions, gifts, grants paid		97,443.			97,443.
26 Total expenses and disbursements. Add lines 24 and 25		117,458.	17,332.		100,497.
27 Subtract line 26 from line 12:					
a Excess of revenue over expenses and disbursements		<87,769.>			
b Net investment income (if negative, enter -0-)			12,357.		
c Adjusted net income (if negative, enter -0-)				N/A	

10p

Part II Balance Sheets		Attached schedules and amounts in the description column should be for end-of-year amounts only		
		Beginning of year	End of year	
		(a) Book Value	(b) Book Value	(c) Fair Market Value
Assets	1 Cash - non-interest-bearing			
	2 Savings and temporary cash investments	375,221.	223,116.	223,116.
	3 Accounts receivable ▶			
	Less: allowance for doubtful accounts ▶			
	4 Pledges receivable ▶			
	Less: allowance for doubtful accounts ▶			
	5 Grants receivable			
	6 Receivables due from officers, directors, trustees, and other disqualified persons			
	7 Other notes and loans receivable ▶			
	Less: allowance for doubtful accounts ▶			
	8 Inventories for sale or use			
	9 Prepaid expenses and deferred charges			
	10a Investments - U.S. and state government obligations			
	b Investments - corporate stock STMT 9	470,876.	467,488.	749,469.
	c Investments - corporate bonds			
Liabilities	11 Investments - land, buildings, and equipment basis ▶			
	Less accumulated depreciation ▶			
	12 Investments - mortgage loans			
	13 Investments - other STMT 10	701,444.	716,290.	1,117,335.
	14 Land, buildings, and equipment basis ▶			
	Less accumulated depreciation ▶			
	15 Other assets (describe ▶)			
	16 Total assets (to be completed by all filers)	1,547,541.	1,406,894.	2,089,920.
	17 Accounts payable and accrued expenses			
	18 Grants payable			
	19 Deferred revenue			
	20 Loans from officers, directors, trustees, and other disqualified persons	50,000.		
	21 Mortgages and other notes payable			
	22 Other liabilities (describe ▶)			
Net Assets or Fund Balances	23 Total liabilities (add lines 17 through 22)	50,000.	0.	
	Foundations that follow SFAS 117, check here ▶ ☒ X			
	and complete lines 24 through 26 and lines 30 and 31.			
	24 Unrestricted	1,497,541.	1,406,894.	
	25 Temporarily restricted			
	26 Permanently restricted			
	Foundations that do not follow SFAS 117, check here ▶ ☐			
	and complete lines 27 through 31			
	27 Capital stock, trust principal, or current funds			
	28 Paid-in or capital surplus, or land, bldg., and equipment fund			
	29 Retained earnings, accumulated income, endowment, or other funds			
	30 Total net assets or fund balances	1,497,541.	1,406,894.	
	31 Total liabilities and net assets/fund balances	1,547,541.	1,406,894.	

Part III Analysis of Changes in Net Assets or Fund Balances

1 Total net assets or fund balances at beginning of year - Part II, column (a), line 30 (must agree with end-of-year figure reported on prior year's return)	1	1,497,541.
2 Enter amount from Part I, line 27a	2	<87,769.>
3 Other increases not included in line 2 (itemize) ▶ SEE STATEMENT 7	3	1,054.
4 Add lines 1, 2, and 3	4	1,410,826.
5 Decreases not included in line 2 (itemize) ▶ SEE STATEMENT 8	5	3,932.
6 Total net assets or fund balances at end of year (line 4 minus line 5) - Part II, column (b), line 30	6	1,406,894.

Form 990-PF (2010)

Part IV Capital Gains and Losses for Tax on Investment Income

(a) List and describe the kind(s) of property sold (e.g., real estate, 2-story brick warehouse; or common stock, 200 shs. MLC Co.)	(b) How acquired P - Purchase D - Donation	(c) Date acquired (mo., day, yr.)	(d) Date sold (mo., day, yr.)
1a ST PARTNERSHIP LOSS - BELLE MEADE K1			
b LT PARTNERSHIP LOSS - BELLE MEADE K1			
c CAPITAL GAIN DIVIDENDS			
d			
e			

(e) Gross sales price	(f) Depreciation allowed (or allowable)	(g) Cost or other basis plus expense of sale	(h) Gain or (loss) (e) plus (f) minus (g)
a			57.
b			7,325.
c			69.
d			
e			

Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69

(i) F.M.V. as of 12/31/69	(j) Adjusted basis as of 12/31/69	(k) Excess of col. (i) over col. (j), if any	(l) Gains (Col. (h) gain minus col. (k), but not less than -0-) or Losses (from col. (h))
a			57.
b			7,325.
c			69.
d			
e			

2 Capital gain net income or (net capital loss)	{ If gain, also enter in Part I, line 7 If (loss), enter -0- in Part I, line 7 }	2	7,451.
3 Net short-term capital gain or (loss) as defined in sections 1222(5) and (6): If gain, also enter in Part I, line 8, column (c). If (loss), enter -0- in Part I, line 8	{ }	3	N/A

Part V Qualification Under Section 4940(e) for Reduced Tax on Net Investment Income

(For optional use by domestic private foundations subject to the section 4940(a) tax on net investment income.)

If section 4940(d)(2) applies, leave this part blank.

Was the foundation liable for the section 4942 tax on the distributable amount of any year in the base period?

☒ Yes ☐ No

If "Yes," the foundation does not qualify under section 4940(e). Do not complete this part.

1 Enter the appropriate amount in each column for each year; see instructions before making any entries.

(a) Base period years Calendar year (or tax year beginning in)	(b) Adjusted qualifying distributions	(c) Net value of noncharitable-use assets	(d) Distribution ratio (col. (b) divided by col. (c))
2009			
2008			
2007			
2006			
2005			

2 Total of line 1, column (d)	2
3 Average distribution ratio for the 5-year base period - divide the total on line 2 by 5, or by the number of years the foundation has been in existence if less than 5 years	3
4 Enter the net value of noncharitable-use assets for 2010 from Part X, line 5	4
5 Multiply line 4 by line 3	5
6 Enter 1% of net investment income (1% of Part I, line 27b)	6
7 Add lines 5 and 6	7
8 Enter qualifying distributions from Part XII, line 4 If line 8 is equal to or greater than line 7, check the box in Part VI, line 1b, and complete that part using a 1% tax rate. See the Part VI instructions.	8

Part VI Excise Tax Based on Investment Income (Section 4940(a), 4940(b), 4940(e), or 4948 - see instructions)

1a Exempt operating foundations described in section 4940(d)(2), check here ☐ and enter "N/A" on line 1. Date of ruling or determination letter: _____ (attach copy of letter if necessary-see instructions)			
b Domestic foundations that meet the section 4940(e) requirements in Part V, check here ☐ and enter 1% of Part I, line 27b		1	247.
c All other domestic foundations enter 2% of line 27b. Exempt foreign organizations enter 4% of Part I, line 12, col. (b).			
2 Tax under section 511 (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-)		2	0.
3 Add lines 1 and 2		3	247.
4 Subtitle A (income) tax (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-)		4	0.
5 Tax based on investment income. Subtract line 4 from line 3. If zero or less, enter -0-		5	247.
6 Credits/Payments:			
a 2010 estimated tax payments and 2009 overpayment credited to 2010	6a	3,860.	
b Exempt foreign organizations - tax withheld at source	6b		
c Tax paid with application for extension of time to file (Form 8868)	6c		
d Backup withholding erroneously withheld	6d		
7 Total credits and payments. Add lines 6a through 6d	7	3,860.	
8 Enter any penalty for underpayment of estimated tax. Check here ☐ if Form 2220 is attached	8		
9 Tax due. If the total of lines 5 and 8 is more than line 7, enter amount owed	9		
10 Overpayment. If line 7 is more than the total of lines 5 and 8, enter the amount overpaid	10	3,613.	
11 Enter the amount of line 10 to be: Credited to 2011 estimated tax ☐ 500. Refunded ☐	11	3,113.	

Part VII-A Statements Regarding Activities

	Yes	No
1a During the tax year, did the foundation attempt to influence any national, state, or local legislation or did it participate or intervene in any political campaign?		X
1b Did it spend more than \$100 during the year (either directly or indirectly) for political purposes (see instructions for definition)? If the answer is "Yes" to 1a or 1b, attach a detailed description of the activities and copies of any materials published or distributed by the foundation in connection with the activities.		X
c Did the foundation file Form 1120-POL for this year?		X
d Enter the amount (if any) of tax on political expenditures (section 4955) imposed during the year: (1) On the foundation. ☐ \$ 0. (2) On foundation managers. ☐ \$ 0.		
e Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers. ☐ \$ 0.		
2 Has the foundation engaged in any activities that have not previously been reported to the IRS? If "Yes," attach a detailed description of the activities.		X
3 Has the foundation made any changes, not previously reported to the IRS, in its governing instrument, articles of incorporation, or bylaws, or other similar instruments? If "Yes," attach a conformed copy of the changes		X
4a Did the foundation have unrelated business gross income of \$1,000 or more during the year?		X
b If "Yes," has it filed a tax return on Form 990-T for this year?		
5 Was there a liquidation, termination, dissolution, or substantial contraction during the year? If "Yes," attach the statement required by General Instruction T.		X
6 Are the requirements of section 508(e) (relating to sections 4941 through 4945) satisfied either: • By language in the governing instrument, or • By state legislation that effectively amends the governing instrument so that no mandatory directions that conflict with the state law remain in the governing instrument?		X
7 Did the foundation have at least \$5,000 in assets at any time during the year? If "Yes," complete Part II, col. (c), and Part XV.	X	
8a Enter the states to which the foundation reports or with which it is registered (see instructions) ☐ KY		
b If the answer is "Yes" to line 7, has the foundation furnished a copy of Form 990-PF to the Attorney General (or designate) of each state as required by General Instruction G? If "No," attach explanation	X	
9 Is the foundation claiming status as a private operating foundation within the meaning of section 4942(j)(3) or 4942(j)(5) for calendar year 2010 or the taxable year beginning in 2010 (see instructions for Part XIV)? If "Yes," complete Part XIV		X
10 Did any persons become substantial contributors during the tax year? If "Yes," attach a schedule listing their names and addresses		X

Form 990-PF (2010)

Part VII-A Statements Regarding Activities (continued)

11	At any time during the year, did the foundation, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," attach schedule (see instructions)	11		X
12	Did the foundation acquire a direct or indirect interest in any applicable insurance contract before August 17, 2008?	12		X
13	Did the foundation comply with the public inspection requirements for its annual returns and exemption application?	13	X	

Website address ► **N/A**

14 The books are in care of ► **ALLEN HERTZMAN** Telephone no. ► **502-895-4265**
 Located at ► **4218 SHELBYVILLE ROAD, LOUISVILLE, KY** ZIP+4 ► **40207**

15 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-PF in lieu of Form 1041 - Check here and enter the amount of tax-exempt interest received or accrued during the year ► **15** **N/A**

16 At any time during calendar year 2010, did the foundation have an interest in or a signature or other authority over a bank, securities, or other financial account in a foreign country? **Yes** **No**
 See page 20 of the instructions for exceptions and filing requirements for Form TD F 90-22.1. If "Yes," enter the name of the foreign country ► **16** **X**

Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required

File Form 4720 if any item is checked in the "Yes" column, unless an exception applies.

		Yes	No
1a	During the year did the foundation (either directly or indirectly):		
(1)	Engage in the sale or exchange, or leasing of property with a disqualified person? ☐ Yes ☒ No		
(2)	Borrow money from, lend money to, or otherwise extend credit to (or accept it from) a disqualified person? ☐ Yes ☒ No		
(3)	Furnish goods, services, or facilities to (or accept them from) a disqualified person? ☐ Yes ☒ No		
(4)	Pay compensation to, or pay or reimburse the expenses of, a disqualified person? ☐ Yes ☒ No		
(5)	Transfer any income or assets to a disqualified person (or make any of either available for the benefit or use of a disqualified person)? ☐ Yes ☒ No		
(6)	Agree to pay money or property to a government official? (Exception. Check "No" if the foundation agreed to make a grant to or to employ the official for a period after termination of government service, if terminating within 90 days.) ☐ Yes ☒ No		
b	If any answer is "Yes" to 1a(1)-(6), did any of the acts fail to qualify under the exceptions described in Regulations section 53.4941(d)-3 or in a current notice regarding disaster assistance (see page 22 of the instructions)? Organizations relying on a current notice regarding disaster assistance check here N/A ☐	1b	
c	Did the foundation engage in a prior year in any of the acts described in 1a, other than excepted acts, that were not corrected before the first day of the tax year beginning in 2010? 1c		X
2	Taxes on failure to distribute income (section 4942) (does not apply for years the foundation was a private operating foundation defined in section 4942(j)(3) or 4942(j)(5)):		
a	At the end of tax year 2010, did the foundation have any undistributed income (lines 6d and 6e, Part XIII) for tax year(s) beginning before 2010? ☐ Yes ☒ No If "Yes," list the years ► _____, _____, _____		
b	Are there any years listed in 2a for which the foundation is not applying the provisions of section 4942(a)(2) (relating to incorrect valuation of assets) to the year's undistributed income? (If applying section 4942(a)(2) to all years listed, answer "No" and attach statement - see instructions.) N/A	2b	
c	If the provisions of section 4942(a)(2) are being applied to any of the years listed in 2a, list the years here. 1c		
3a	Did the foundation hold more than a 2% direct or indirect interest in any business enterprise at any time during the year? ☐ Yes ☒ No		
b	If "Yes," did it have excess business holdings in 2010 as a result of (1) any purchase by the foundation or disqualified persons after May 26, 1969; (2) the lapse of the 5-year period (or longer period approved by the Commissioner under section 4943(c)(7)) to dispose of holdings acquired by gift or bequest; or (3) the lapse of the 10-, 15-, or 20-year first phase holding period? (Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2010.) N/A	3b	
4a	Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes? 4a		X
b	Did the foundation make any investment in a prior year (but after December 31, 1969) that could jeopardize its charitable purpose that had not been removed from jeopardy before the first day of the tax year beginning in 2010? 4b		X

Form 990-PF (2010)

Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required (continued)

5a During the year did the foundation pay or incur any amount to:

(1) Carry on propaganda, or otherwise attempt to influence legislation (section 4945(e))?

☐ Yes ☒ No

(2) Influence the outcome of any specific public election (see section 4955); or to carry on, directly or indirectly, any voter registration drive?

☐ Yes ☒ No

(3) Provide a grant to an individual for travel, study, or other similar purposes?

☐ Yes ☒ No

(4) Provide a grant to an organization other than a charitable, etc., organization described in section 509(a)(1), (2), or (3), or section 4940(d)(2)?

☐ Yes ☒ No

(5) Provide for any purpose other than religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals?

☐ Yes ☒ No

b If any answer is "Yes" to 5a(1)-(5), did any of the transactions fail to qualify under the exceptions described in Regulations section 53.4945 or in a current notice regarding disaster assistance (see instructions)?

N/A

Organizations relying on a current notice regarding disaster assistance check here

☒

c If the answer is "Yes" to question 5a(4), does the foundation claim exemption from the tax because it maintained expenditure responsibility for the grant?

N/A

☐ Yes ☐ No

If "Yes," attach the statement required by Regulations section 53.4945-5(d).

6a Did the foundation, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?

☐ Yes ☒ No

b Did the foundation, during the year, pay premiums, directly or indirectly, on a personal benefit contract?

If "Yes" to 6b, file Form 8870.

6b

X

7a At any time during the tax year, was the foundation a party to a prohibited tax shelter transaction?

☐ Yes ☒ No

b If "Yes," did the foundation receive any proceeds or have any net income attributable to the transaction?

N/A

7b

Part VIII Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors

1 List all officers, directors, trustees, foundation managers and their compensation.

(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 and deferred compensation	(e) Expense account, other allowances
ALLEN F. HERTZMAN 4013 WOODSTONE WAY LOUISVILLE, KY 40241	TREASURER - DIRECTOR 1.00	0.	0.	0.
ANN R. HERTZMAN 2717 ALIA CIRCLE LOUISVILLE, KY 40222	PRESIDENT - DIRECTOR 1.00	0.	0.	0.
JOSEPH HERTZMAN 4321 BARBOUR LANE LOUISVILLE, KY 40222	VICE PRESIDENT - DIRECTOR 1.00	0.	0.	0.
JILL H. PROLMAN 13954 BOQUITA DRIVE DEL MAR, CA 92014	SECRETARY - DIRECTOR 1.00	0.	0.	0.

2 Compensation of five highest-paid employees (other than those included on line 1). If none, enter "NONE."

(a) Name and address of each employee paid more than \$50,000	(b) Title, and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
NONE				

Total number of other employees paid over \$50,000

0

Form 990-PF (2010)

Part VIII Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors *(continued)***3** Five highest-paid independent contractors for professional services. If none, enter "NONE."

(a) Name and address of each person paid more than \$50,000	(b) Type of service	(c) Compensation
NONE		

Total number of others receiving over \$50,000 for professional services

0

Part IX-A Summary of Direct Charitable Activities

List the foundation's four largest direct charitable activities during the tax year. Include relevant statistical information such as the number of organizations and other beneficiaries served, conferences convened, research papers produced, etc.

	Expenses
1 N/A	
2	
3	
4	

Part IX-B Summary of Program-Related Investments

Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and 2.

	Amount
1 N/A	
2	
All other program-related investments. See instructions.	
3	
Total. Add lines 1 through 3	0.

Form 990-PF (2010)

Part X Minimum Investment Return (All domestic foundations must complete this part. Foreign foundations, see instructions)

1 Fair market value of assets not used (or held for use) directly in carrying out charitable, etc., purposes:		
a Average monthly fair market value of securities	1a	691,470.
b Average of monthly cash balances	1b	318,205.
c Fair market value of all other assets	1c	1,117,334.
d Total (add lines 1a, b, and c)	1d	2,127,009.
e Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation)	1e	0.
2 Acquisition indebtedness applicable to line 1 assets	2	0.
3 Subtract line 2 from line 1d	3	2,127,009.
4 Cash deemed held for charitable activities. Enter 1 1/2% of line 3 (for greater amount, see instructions)	4	31,905.
5 Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V, line 4	5	2,095,104.
6 Minimum investment return. Enter 5% of line 5	6	104,755.

Part XI Distributable Amount (see instructions) (Section 4942(j)(3) and (j)(5) private operating foundations and certain foreign organizations check here ☐ and do not complete this part.)

1 Minimum investment return from Part X, line 6	1	104,755.
2a Tax on investment income for 2010 from Part VI, line 5	2a	247.
b Income tax for 2010. (This does not include the tax from Part VI.)	2b	
c Add lines 2a and 2b	2c	247.
3 Distributable amount before adjustments. Subtract line 2c from line 1	3	104,508.
4 Recoveries of amounts treated as qualifying distributions	4	0.
5 Add lines 3 and 4	5	104,508.
6 Deduction from distributable amount (see instructions)	6	0.
7 Distributable amount as adjusted. Subtract line 6 from line 5. Enter here and on Part XIII, line 1	7	104,508.

Part XII Qualifying Distributions (see instructions)

1 Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes:		
a Expenses, contributions, gifts, etc. - total from Part I, column (d), line 26	1a	100,497.
b Program-related investments - total from Part IX-B	1b	0.
2 Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc., purposes	2	0.
3 Amounts set aside for specific charitable projects that satisfy the:		
a Suitability test (prior IRS approval required)	3a	
b Cash distribution test (attach the required schedule)	3b	
4 Qualifying distributions. Add lines 1a through 3b. Enter here and on Part V, line 8, and Part XIII, line 4	4	100,497.
5 Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment income. Enter 1% of Part I, line 27b	5	0.
6 Adjusted qualifying distributions. Subtract line 5 from line 4	6	100,497.

Note. The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for the section 4940(e) reduction of tax in those years.

Form 990-PF (2010)

Part XIII Undistributed Income (see instructions)

	(a) Corpus	(b) Years prior to 2009	(c) 2009	(d) 2010
1 Distributable amount for 2010 from Part XI, line 7				104,508.
2 Undistributed income, if any, as of the end of 2010				
a Enter amount for 2009 only			94,531.	
b Total for prior years:		0.		
3 Excess distributions carryover, if any, to 2010:				
a From 2005				
b From 2006				
c From 2007				
d From 2008				
e From 2009				
f Total of lines 3a through e	0.			
4 Qualifying distributions for 2010 from Part XII, line 4: ▶ \$ 100,497.				
a Applied to 2009, but not more than line 2a			94,531.	
b Applied to undistributed income of prior years (Election required - see instructions)		0.		
c Treated as distributions out of corpus (Election required - see instructions)	0.			
d Applied to 2010 distributable amount				5,966.
e Remaining amount distributed out of corpus	0.			
5 Excess distributions carryover applied to 2010 (If an amount appears in column (d), the same amount must be shown in column (a))	0.			0.
6 Enter the net total of each column as indicated below:	0.			
a Corpus. Add lines 3f, 4c, and 4e. Subtract line 5	0.			
b Prior years' undistributed income. Subtract line 4b from line 2b		0.		
c Enter the amount of prior years' undistributed income for which a notice of deficiency has been issued, or on which the section 4942(a) tax has been previously assessed		0.		
d Subtract line 6c from line 6b. Taxable amount - see instructions		0.		
e Undistributed income for 2009. Subtract line 4a from line 2a. Taxable amount - see instr.			0.	
f Undistributed income for 2010. Subtract lines 4d and 5 from line 1. This amount must be distributed in 2011				98,542.
7 Amounts treated as distributions out of corpus to satisfy requirements imposed by section 170(b)(1)(F) or 4942(g)(3)	0.			
8 Excess distributions carryover from 2005 not applied on line 5 or line 7	0.			
9 Excess distributions carryover to 2011. Subtract lines 7 and 8 from line 6a	0.			
10 Analysis of line 9:				
a Excess from 2006				
b Excess from 2007				
c Excess from 2008				
d Excess from 2009				
e Excess from 2010				

3 Grants and Contributions Paid During the Year or Approved for Future Payment

023611 12-07-10

Part XVII Information Regarding Transfers To and Transactions and Relationships With Noncharitable Exempt Organizations

		Yes	No
1	Did the organization directly or indirectly engage in any of the following with any other organization described in section 501(c) of the Code (other than section 501(c)(3) organizations) or in section 527, relating to political organizations?		
a	Transfers from the reporting foundation to a noncharitable exempt organization of:		
	(1) Cash	1a(1)	X
	(2) Other assets	1a(2)	X
b	Other transactions:		
	(1) Sales of assets to a noncharitable exempt organization	1b(1)	X
	(2) Purchases of assets from a noncharitable exempt organization	1b(2)	X
	(3) Rental of facilities, equipment, or other assets	1b(3)	X
	(4) Reimbursement arrangements	1b(4)	X
	(5) Loans or loan guarantees	1b(5)	X
	(6) Performance of services or membership or fundraising solicitations	1b(6)	X
c	Sharing of facilities, equipment, mailing lists, other assets, or paid employees	1c	X
d	If the answer to any of the above is "Yes," complete the following schedule. Column (b) should always show the fair market value of the goods, other assets, or services given by the reporting foundation. If the foundation received less than fair market value in any transaction or sharing arrangement, show in column (d) the value of the goods, other assets, or services received.		

[illegible]

2a Is the foundation directly or indirectly affiliated with, or related to, one or more tax-exempt organizations described in section 501(c) of the Code (other than section 501(c)(3)) or in section 527?

☐ Yes ☒ No

b If "Yes," complete the following schedule.

(a) Name of organization	(b) Type of organization	(c) Description of relationship
N/A		

**Sign
Here**

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 taxpayer or fiduciary) is based on all information of which preparer has any knowledge.

Signature of officer or trustee

Date _____

Title

Print/Type preparer's name

Preparer's signature

Date _____

Check ☐ self-employed

PTIN

**Paid
Preparer
Use Only**

CHRISTINE N KOENIG

Christine N Koenig

5-16-2011

Firm's name ► **DEMING MALONE LIVESAY & OSTROFF PSC**
9300 SHELBYVILLE RD STE 1100

Firm's EIN ►

Firm's address ► LOUISVILLE, KY 40222-5187

Phone no.	(502) 426-9660
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Form **990-PF** (2010)

Hertzman Foundation, Inc.
12/31/2010
Securities Listing

	2010 BALANCES			
	<u># SHRS</u>	<u>COST</u>	<u>Y/E VALUE</u>	<u>FMV</u>
ALPHA NATURAL RESOURCES INC	108.00	2,273.70	60.03	6,483.24
AMERICAN EXPRESS CO	125.00	2,982.59	42.92	5,365.00
AMERIPRISE FINANCIAL INC	25.00	424.91	57.55	1,438.75
AMYLIN PHARMACEUTICALS INC	100.00	1,659.52	14.71	1,471.00
APACHE CORP	100.00	4,435.88	119.23	11,923.00
ARCHER DANIELS MIDLAND CO	200.00	3,139.81	30.08	6,016.00
CHESAPEAKE ENERGY CORP	500.00	9,177.60	25.91	12,955.00
CHEVRON CORP	50.00	2,929.00	91.25	4,562.50
CONOCO HILLIPS	100.00	3,746.92	68.10	6,810.00
CORELOGIC INC	100.00	1,249.71	18.52	1,852.00
DAVITA INC	200.00	6,133.11	69.49	13,898.00
DELL INC	3,100.00	0.00	13.55	42,005.00
DUKE ENERGY CORP	500.00	9,475.21	17.81	8,905.00
EXPEDIA INC	50.00	1,042.53	25.09	1,254.50
EXXON MOBIL CORP	100.00	6,955.76	73.12	7,312.00
GENERAL ELECTRIC CO	100.00	3,568.46	18.29	1,829.00
HARLEY DAVIDSON INC	100.00	6,072.76	34.67	3,467.00
INTUITIVE SURGICAL INC	250.00	4,753.92	257.75	64,437.50
KINDER MORGAN ENERGY PARTNERSHIP LP	50.00	2,557.64	70.26	3,513.00
LOCKHEED MARTIN CORP	100.00	5,206.88	69.91	6,991.00
LUBRIZOL CORP	80.00	5,243.55	106.88	8,550.40
MEDCO HEALTH SOLUTIONS INC	400.00	6,187.53	61.27	24,508.00
MFA MORTGAGE INVESTMENTS INC	100.00	834.04	8.16	816.00
PLUM CREEK TIMBER COMPANY INC	100.00	4,528.75	37.45	3,745.00
RAYONIER INC	450.00	13,539.45	52.52	23,634.00
STRYKER CORP	100.00	4,606.88	53.70	5,370.00
TESORO PETROLEUM CORP	400.00	5,244.11	18.54	7,416.00
THE HERSHEY COMPANY	100.00	4,707.88	47.15	4,715.00
TIDEWATER INC	200.00	6,044.42	53.84	10,768.00
UNITED STATES NATL GAS FUND LP	10.00	555.00	5.99	59.92
VARIAN SEMICONDUCTOR EQUIPMENT	225.00	2,926.77	36.97	8,318.25
VORNADO REALTY TRUST	45.00	5,115.75	83.33	3,749.85
WELLS FARGO & CO	250.00	6,334.72	30.99	7,747.50
ALEXANDER & BALDWIN INC	400.00	13,294.88	40.03	16,012.00
ALICO INC	400.00	14,271.20	23.84	9,536.00
AMEDISYS INC	200.00	4,129.46	33.50	6,700.00
BULLION RIV GOLD CORP	4,000.00	3,093.71	0.01	36.00
CACI INTERNATIONAL INC	200.00	9,950.63	53.40	10,680.00
COHU INC	200.00	2,998.71	16.58	3,316.00

	<u># SHRS</u>	<u>COST</u>	<u>Y/E VALUE</u>	<u>FMV</u>
CONSOLIDATED TOMOKA LAND CO	200.00	7,190.74	28.90	5,780.00
DCT INDUSTRIAL TRUST INC	100.00	1,061.43	5.31	531.00
FIRST AMERICAN FINL CORP	100.00	939.29	14.94	1,494.00
FIRST COLOMBIA GOLD CORPORATION	25.00	566.50	0.40	9.88
ISHARES	600.00	13,539.09	13.18	7,908.00
ISHARES DOW JONES US REAL ESTATE	250.00	17,571.17	55.96	13,990.00
KBW INC	300.00	9,068.51	27.92	8,376.00
NEW YORK TIMES CO A	195.00	4,998.44	9.80	1,911.00
NGP CAPITAL RESOURCES COMPANY	200.00	3,116.43	9.20	1,840.00
SUPERIOR OFFSHORE INTERNATIONAL	300.00	3,266.48	0.00	0.00
TEJON RANCH CO DEL	200.00	7,689.22	27.55	5,510.00
THORNBURG MORTGAGE INC	258.00	28,840.74	0.01	1.55
TRICO MARINE SERVICES INC	100.00	3,353.91	0.12	12.20
UNITED ONLINE INC	500.00	5,483.01	6.60	3,300.00
VERAMARK TECHNOLOGIES INC	3,950.00	29,165.98	0.65	2,567.50
WELLCARE GROUP INC	600.00	12,265.61	30.22	18,132.00
AGNICO EAGLE MINES LTD	200.00	2,623.79	76.70	15,340.00
AMBRIAN CAPITAL PLC	4,000.00	0	0.37	1,487.36
ANGLO AMERICAN PLC	546.00	6,994.87	26.11	14,256.61
ARC ENERGY TRUST UNITS	50.00	826.35	25.57	1,278.62
ARKEMA	5.00	130.78	72.27	361.35
BG GROUP PLC SPONS ADR	250.00	8,014.72	101.45	25,363.50
BHP LTD	200.00	3,768.70	92.92	18,584.00
BP PLC	50.00	3,210.42	44.17	2,208.50
CANADIAN NATURAL RESOURCES LTD	400.00	3,453.87	44.42	17,768.00
COVIDIEN PLC	75.00	1,165.82	45.66	3,424.50
E ON AG	300.00	7,455.88	30.67	9,202.20
ELDORADO GOLD CORP	2,000.00	6,091.02	18.57	37,140.00
FRONTLINE LTD	50.00	1,882.04	25.37	1,268.50
KNIGHTSBRIDE TANKERS LTD	50.00	2,025.29	22.27	1,113.50
KOREA FD	76.00	5,481.90	44.11	3,352.36
METHANEX CORP	200.00	5,136.05	30.40	6,080.00
NATIONAL GRID TRANSCO PLC	87.00	100.05	44.38	3,861.06
NOKIA CORP	400.00	4,799.10	10.32	4,128.00
PEYTO ENERGY TRUST	200.00	3,724.14	18.61	3,721.63
RWE AG	100.00	3,945.70	18.61	6,709.10
SHIP FINANCE INTERNATIONAL LIMITED	7.00	0.00	21.52	150.64
STATOIL ASA	300.00	4,612.10	23.77	7,131.00
SUNCOR ENERGY INC	400.00	5,931.54	38.29	15,316.00
SYNGENTA AG	200.00	3,478.44	58.78	11,756.00
TECK RESOURCES LIMITED	147.00	1,559.67	61.83	9,089.01
TOTAL SA	200.00	9,021.10	53.48	10,696.00
TYCO ELECTRONICS LTD	75.00	1,073.28	35.40	2,655.00
TYCO INTERANTIONAL LTD	75.00	1,432.80	41.44	3,108.00

	<u># SHRS</u>	<u>COST</u>	<u>Y/E VALUE</u>	<u>FMV</u>
VERMILION ENERGY INC	100.00	1,894.03	46.52	4,651.54
AMERICA MOVIL S.A. DE C.V.	600.00	7,457.42	57.34	34,404.00
CRESUD SA	526.00	5,980.98	18.98	9,983.48
GRUMA S A	380.00	5,173.69	7.40	2,812.00
POSCO	200.00	9,532.75	107.69	21,538.00
Total Stocks		467,488.19		749,469.00
GRAND TOTAL		467,488.19		749,469.00

FORM 990-PF INTEREST ON SAVINGS AND TEMPORARY CASH INVESTMENTS STATEMENT 1

SOURCE	AMOUNT
PNC BANK	656.
REPUBLIC BANK	243.
TOTAL TO FORM 990-PF, PART I, LINE 3, COLUMN A	899.

FORM 990-PF DIVIDENDS AND INTEREST FROM SECURITIES STATEMENT 2

SOURCE	GROSS AMOUNT	CAPITAL GAINS DIVIDENDS	COLUMN (A) AMOUNT
BELLE MEADE K1 - DIVIDENDS	9,605.	0.	9,605.
BELLE MEADE K1 - INTEREST	635.	0.	635.
HILLIARD LYONS - DIVIDENDS	10,355.	0.	10,355.
JP MORGAN CHASE - DIVIDENDS	1,030.	0.	1,030.
JP MORGAN CHASE - INTEREST	2.	0.	2.
KINDER MORGAN ENERGY PARTNERS K1 - DIVIDENDS	6.	0.	6.
KINDER MORGAN ENERGY PARTNERS K1 - INTEREST	8.	0.	8.
TOTAL TO FM 990-PF, PART I, LN 4	21,641.	0.	21,641.

FORM 990-PF OTHER INCOME STATEMENT 3

DESCRIPTION	(A) REVENUE PER BOOKS	(B) NET INVEST- MENT INCOME	(C) ADJUSTED NET INCOME
ORD GAIN/LOSS - KINDER MORGAN ENERGY PARTNERS	<267.>	<267.>	
ORD GAIN/LOSS - US NATURAL GAS FUND	<35.>	<35.>	
TOTAL TO FORM 990-PF, PART I, LINE 11	<302.>	<302.>	

FORM 990-PF	ACCOUNTING FEES			STATEMENT 4
DESCRIPTION	(A) EXPENSES PER BOOKS	(B) NET INVEST- MENT INCOME	(C) ADJUSTED NET INCOME	(D) CHARITABLE PURPOSES
PRICEWATERHOUSECOOPERS	5,617.	2,808.		2,809.
BELLE MEADE K1 PASSTHROUGH	12,661.	12,661.		0.
TO FORM 990-PF, PG 1, LN 16B	18,278.	15,469.		2,809.

FORM 990-PF	TAXES			STATEMENT 5
DESCRIPTION	(A) EXPENSES PER BOOKS	(B) NET INVEST- MENT INCOME	(C) ADJUSTED NET INCOME	(D) CHARITABLE PURPOSES
EXCISE TAX - 2009 REFUND	<4,235.>	0.		0.
EXCISE TAX - 2010 ESTIMATES	3,860.	0.		0.
TO FORM 990-PF, PG 1, LN 18	<375.>	0.		0.

FORM 990-PF	OTHER EXPENSES			STATEMENT 6
DESCRIPTION	(A) EXPENSES PER BOOKS	(B) NET INVEST- MENT INCOME	(C) ADJUSTED NET INCOME	(D) CHARITABLE PURPOSES
KENTUCKY FILING FEE	4.	0.		0.
FOREIGN TAXES PAID	1,614.	1,614.		0.
BANK SERVICE CHARGES	489.	244.		245.
TO FORM 990-PF, PG 1, LN 23	2,107.	1,858.		245.

FORM 990-PF OTHER INCREASES IN NET ASSETS OR FUND BALANCES STATEMENT 7

DESCRIPTION	AMOUNT
NON DIVIDEND DISTRIBUTIONS - PARTNERSHIPS	216.
UNREALIZED GAIN ON PARTNERSHIPS	838.
TOTAL TO FORM 990-PF, PART III, LINE 3	1,054.

FORM 990-PF OTHER DECREASES IN NET ASSETS OR FUND BALANCES STATEMENT 8

DESCRIPTION	AMOUNT
NON-DEDUCTIBLE EXPENSES	1.
UNREALIZED LOSS ON SECURITIES TRANSFER	3,931.
TOTAL TO FORM 990-PF, PART III, LINE 5	3,932.

FORM 990-PF CORPORATE STOCK STATEMENT 9

DESCRIPTION	BOOK VALUE	FAIR MARKET VALUE
SCHEDULE ATTACHED	467,488.	749,469.
TOTAL TO FORM 990-PF, PART II, LINE 10B	467,488.	749,469.

FORM 990-PF OTHER INVESTMENTS STATEMENT 10

DESCRIPTION	VALUATION METHOD	BOOK VALUE	FAIR MARKET VALUE
HILLIARD LYONS GOVT FUND	COST	0.	0.
HILLIARD LYONS - CASH	COST	0.	0.
BELLE MEADE ASSOCT NT LP	COST	465,845.	866,890.
JP MORGAN - CASH	COST	250,445.	250,445.
TOTAL TO FORM 990-PF, PART II, LINE 13		716,290.	1,117,335.

FORM 990-PF

GRANTS AND CONTRIBUTIONS
PAID DURING THE YEAR

STATEMENT 11

RECIPIENT NAME AND ADDRESS	RECIPIENT RELATIONSHIP AND PURPOSE OF GRANT	RECIPIENT STATUS	AMOUNT
AMERICAN RED CROSS 510 EAST CHESTNUT STREET LOUISVILLE, KY 40201	NONE HEALTH & HUMAN SERVICES	EXEMPT	1,000.
JHSM FOUNDATION 15 LLOYD STREET BALTIMORE, MD 21202	NONE RELIGIOUS/EDUCATIONAL	EXEMPT	5,500.
METRO UNITED WAY 334 E. BROADWAY #100 LOUISVILLE, KY 40202	NONE HEALTH & HUMAN SERVICES	EXEMPT	10,000.
JEWISH COMMUNITY FEDERATION 3630 DUTCHMANS LANE LOUISVILLE, KY 40205	NONE RELIGIOUS/EDUCATIONAL	EXEMPT	32,100.
HOSPARUS 3532 EPHRAIM MCDOWELL DRIVE LOUISVILLE, KY 40205	NONE HEALTH & HUMAN SERVICES	EXEMPT	170.
UNIVERSITY OF LOUISVILLE 2301 S 3RD STREET LOUISVILLE, KY 40208	NONE EDUCATIONAL	EXEMPT	10,000.
KENTUCKY HUMANE SOCIETY 241 STEEDLY DRIVE LOUISVILLE, KY 40214	NONE ANIMAL RESCUE	EXEMPT	500.
MORTON CENTER 1028 BARRET AVENUE LOUISVILLE, KY 40204	NONE HEALTH & HUMAN SERVICES	EXEMPT	300.

HERTZMAN FOUNDATION, INC.

61-1230193

BIG BROTHERS/BIG SISTERS 1519 GARDINER LANE LOUISVILLE, KY 40218	NONE HEALTH & HUMAN SERVICES	EXEMPT	700.
KENTUCKY DERBY MUSEUM 704 CENTRAL AVENUE LOUISVILLE, KY 40208	NONE MUSEUM & FUND RAISING	EXEMPT	800.
THE TEMPLE 5101 US HIGHWAY 42 LOUISVILLE, KY 40241	NONE RELIGIOUS/EDUCATIONAL	EXEMPT	8,856.
JUVENILE DIABETES RESEARCH FOUNDATION DIABETES WALK 153 THIERMAN LANE LOUISVILLE, KY 40207	NONE HEALTH & HUMAN SERVICES	EXEMPT	100.
LOUISVILLE METRO POLICE FOUNDATION, INC. 982 EASTERN PARKWAY LOUISVILLE, KY 40217	NONE ALLIANCE/ADVOCACY	EXEMPT	250.
YMCA SAFE PLACE SERVICES 545 S 2ND STREET LOUISVILLE, KY 40202	NONE YOUTH SERVICES	EXEMPT	300.
PETSMART CHARITIES 19601 N 27TH AVENUE PHOENIX, AZ 85027	NONE ANIMAL RESCUE	EXEMPT	50.
LOUISVILLE NATURE CENTER 3745 ILLINOIS AVENUE LOUISVILLE, KY 40213	NONE NATURE CONSERVATION	EXEMPT	100.
LOUISVILLE SCIENCE CENTER 727 WEST MAIN STREET LOUISVILLE, KY 40202	NONE EDUCATIONAL	EXEMPT	500.
DERBY DIVAS 234 E. GRAY STREET LOUISVILLE, KY 40202	NONE FUND RAISING	EXEMPT	3,500.

HERTZMAN FOUNDATION, INC.

61-1230193

CHILDREN'S HOSPITAL FOUNDATION 13123 EAST 16TH AVENUE AURORA, CO 80045	NONE HEALTH & HUMAN SERVICES	EXEMPT	200.
VOLUNTEERS OF AMERICA 933 GOSS AVENUE LOUISVILLE, KY 40217	NONE REAL ESTATE ORGANIZATION	EXEMPT	300.
SAVING SUNNY, INC. 304 PLEASANTVIEW AVENUE LOUISVILLE, KY 40206	NONE ANIMAL RESCUE	EXEMPT	200.
HOME OF THE INNOCENTS 1100 E MAIN STREET LOUISVILLE, KY 40206	NONE YOUTH SERVICES	EXEMPT	360.
CENTER FOR WOMEN & FAMILIES 927 SOUTH 2ND STREET LOUISVILLE, KY 40201	NONE VICTIM'S SERVICES	EXEMPT	300.
LOUISVILLE COLLEGIATE SCHOOL 2427 GLENMARY AVENUE LOUISVILLE, KY 40204	NONE EDUCATIONAL	EXEMPT	4,500.
THE HEALING PLACE 1020 WEST MARKET STREET LOUISVILLE, KY 40202	NONE HEALTH & HUMAN SERVICES	EXEMPT	325.
SALVATION ARMY 911 S BROOK STREET LOUISVILLE, KY 40201	NONE HEALTH & HUMAN SERVICES	EXEMPT	1,800.
UNITED JEWISH CAMPAIGN/FEDERATION 4950 MURPHY CANYON ROAD SAN DIEGO, CA 92123	NONE RELIGIOUS/EDUCATIONAL	EXEMPT	2,000.
HOPE RENEWS 11611 SAN VINCENTE BLVD LOS ANGELES, CA 90049	NONE HEALTH & HUMAN SERVICES	EXEMPT	3,000.

HERTZMAN FOUNDATION, INC.

61-1230193

CANYON CREST ACADEMY FOUNDATION 5951 VILLAGE CENTER LOOP ROAD LOS ANGELES, CA 90049	NONE EDUCATIONAL	EXEMPT	5,000.
CONGREGATION BETH ISRAEL 232 ORCHARD STREET NEW HAVEN, CT 06511	NONE RELIGIOUS	EXEMPT	2,945.
AMIGOS DE LAS AMERICAS 5618 STAR LANE HOUSTON, TX 77057	NONE YOUTH SERVICES	EXEMPT	687.
ALZHEIMERS'S ASSOCAITION 3703 TAYLORSVILLE ROAD LOUISVILLE, KY 40220	NONE MEDICAL RESEARCH	EXEMPT	1,100.

TOTAL TO FORM 990-PF, PART XV, LINE 3A

97,443.