



# **PROGRAMS REVIEW**



# Oversight Areas



- **Association Management**
- **Finance**
- **Human Resources**
- **Legal/Insurance/Tax**
- **Partnerships/Alliances**



# Programs



- **Membership**
- **Insurance**
- **Government Affairs**
- **Military Affairs**
- **Communications/Marketing**
- **Facilities/Equipment**
- **Corporate/Industry**
- **Annual Conference**



# ASSOCIATION MANAGEMENT

# Association Management

- **Governance**

**Amend Bylaws to form a new Governance committee with responsibility for Nominations and Bylaws**

- **Best Practices**

- **Organizational Audits**

- **Board/Staff Training**

- **Strategic Planning**



# FINANCES

# Finance

- **Budget Formation**

**Appoint Budget Committee for 2012-13**

- **Budget Management**

- **Financial Reporting**

**Finance Cmte to review financials**

- **Cash Flow**

- **Investments**

**Investment Cmte to review investments**

- **Internal/External Audit**



# **HUMAN RESOURCES**



# Human Resources

- **Executive Director**
  - ED performance and salary review**
- **Personnel Policies**
- **Benefits**
- **Pay Comparability**



**LEGAL  
INSURANCE  
TAX**

# **Legal/Insurance/Tax**

- **FY 11 990/990T ready for review**
- **Insurance covers 3404/3406 properties**
- **3404 property will require payment of property tax; likely increase on 2011 rate**



# **PARTNERSHIPS/ ALLIANCES**

# NGATEF

- **Income does not cover scholarships; about \$3,000 shortfall each year**
- **30<sup>th</sup> Infantry Division “Old Hickory” project**
- **Bylaws change: “The Board will include three members who are current members of the Board of Directors of the National Guard Association of Texas, one of whom is the President-Elect, to serve one year terms from 1 July to 30 June.”**

# NGEDA

- **PDCB issues**
- **NGAT only host available**
- **Assn Management fees of \$12,000 per year, plus travel expenses for staff (excl ED)**

# **TXNG Family Support Foundation**

- **Looking for new President**
- **Regained CFC designation**
- **Possible \$250,000 grant from TVC**
- **Reimburses NGAT for staff time (excl  
ED)**

# **TXMF Support Foundation**

- **Minimal staff involvement**
- **Rob does some meeting planning for their conference**
- **ED on BOD**



# **Military Forces Conference Foundation**

- **Minimal activity since NGAUS 2010**
- **501(c)(3) designation**

# NGAUS

- **Legion d' Lafayette request**
- **Cooperative membership outreach?**
- **MG Brown and MG(Ret) Hargett are good friends**

# EANGUS

- **Building fund status**

# **Other Organizations**

- **Texas Coalition of Veterans Organizations**
- **Texas Military Services Coalition**
- **Texas Veterans Commission**
- **Texas Veterans Land Board**
- **VFW**
- **MOAA**



# Programs



- **Membership**
- **Insurance**
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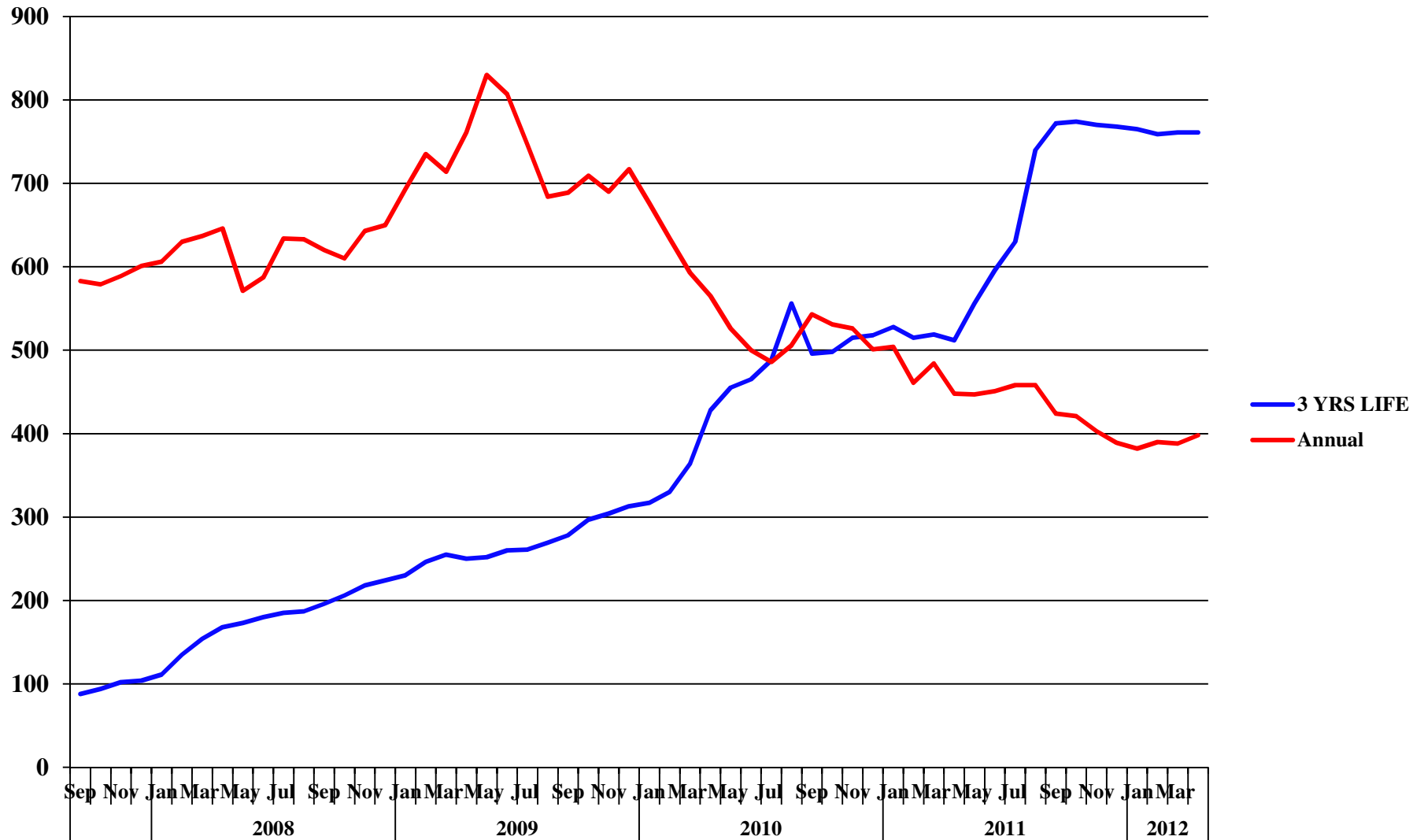


# MEMBERSHIP

# **Membership Update**

- **Membership at a plateau**
- **Membership income flat**
- **2010-2011 Incentive Program**
- **2011-2012 Incentive Program**

# Membership Trends





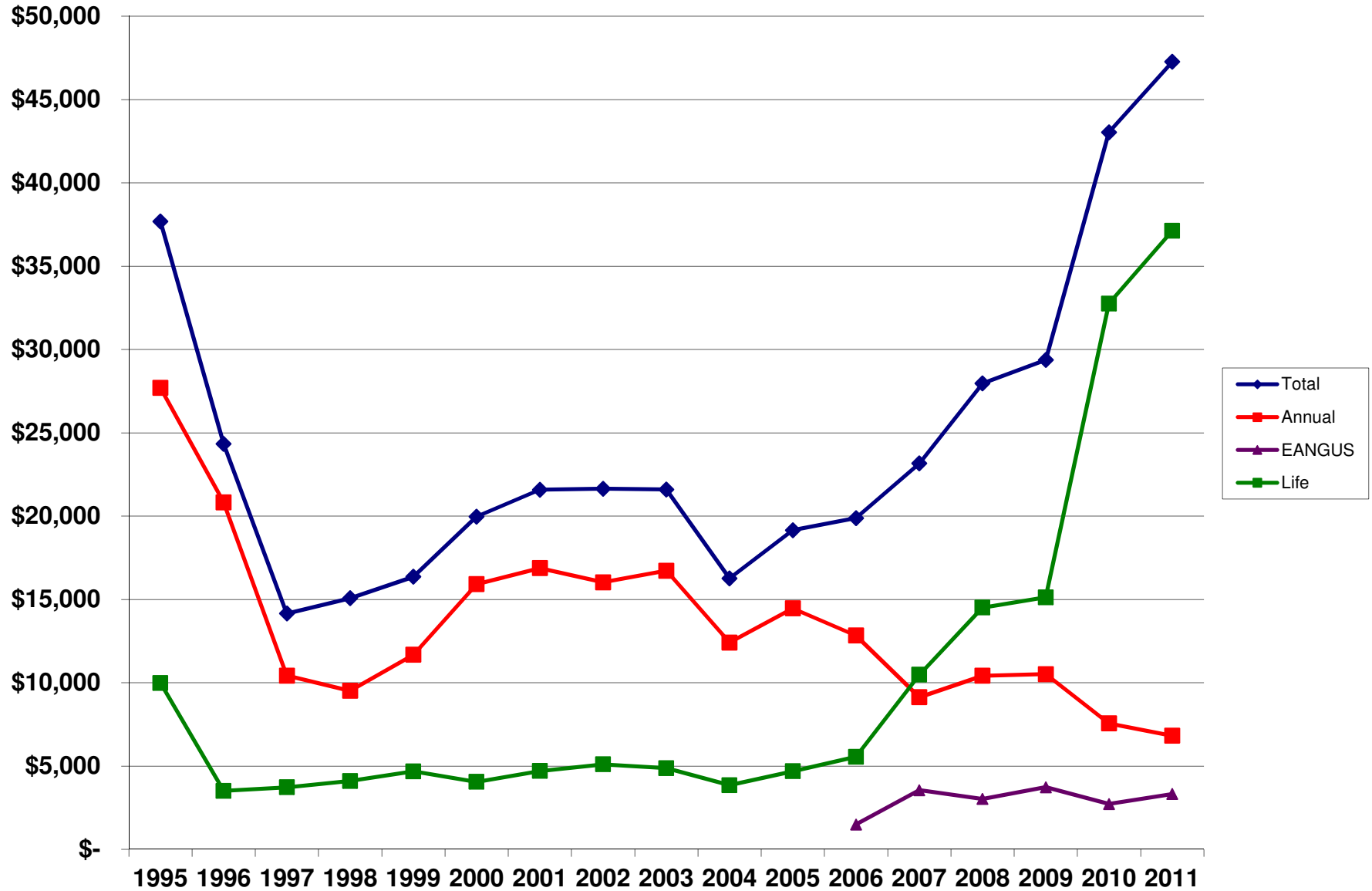
# Life Membership

<b>Associate</b>	<b>703</b>
<b>Regular</b>	<b><u>29,776</u></b>
	<b>30,479</b>

# ARNG Membership Data

	<b>MBR</b>	<b>ARNG</b>	
<b>E6</b>	158	1,866	8.5%
<b>E7</b>	202	959	21.1%
<b>E8</b>	145	323	44.9%
<b>E9</b>	<u>79</u>	<u>105</u>	75.2%
	<b>584</b>	<b>3,253</b>	<b>18.0%</b>
<b>WO1</b>	19	72	26.4%
<b>CW2</b>	38	121	31.4%
<b>CW3</b>	34	74	45.9%
<b>CW4</b>	20	40	50.0%
<b>CW5</b>	8	10	80.0%
	<b>119</b>	<b>317</b>	<b>37.5%</b>
<b>O3</b>	111	582	19.1%
<b>O4</b>	148	308	48.1%
<b>O5</b>	106	159	66.7%
<b>O6</b>	45	55	81.8%
<b>O7</b>	6	6	100.0%
<b>O8</b>	2	2	100.0%
	<b>418</b>	<b>1,112</b>	<b>37.6%</b>
	<b>1,121</b>	<b>4,682</b>	<b>23.9%</b>

# Membership Revenues



# Membership Report

	<u>Sep '09 - Aug 10</u>	<u>Sep '10 - Aug 11</u>	<u>Sep '11 - Apr 12</u>
Ordinary Income/Expense			
Income			
4055 · Membership - Individual			
4058 · Life Membership	0.00	0.00	0.00
4059 · Life Member Misc	164.75	0.00	41.00
4055 · Membership - Individual - Other	7,557.00	6,817.00	3,745.00
Total 4055 · Membership - Individual	<u>7,721.75</u>	<u>6,817.00</u>	<u>3,786.00</u>
Total Income	<u>7,721.75</u>	<u>6,817.00</u>	<u>3,786.00</u>
Gross Profit	7,721.75	6,817.00	3,786.00
Expense			
6140 · Membership			
61401 · Awards Committee			
614011 · NGAT Awards	1,297.60	1,138.93	2,336.20
Total 61401 · Awards Committee	<u>1,297.60</u>	<u>1,138.93</u>	<u>2,336.20</u>
61402 · Postage	1,308.23	1,622.57	545.96
61403 · Unit Membership Distribution	0.00	2,305.00	0.00
6190 · Promotion	0.00	3,184.74	0.00
Total 6140 · Membership	<u>2,605.83</u>	<u>8,251.24</u>	<u>2,882.16</u>
Total Expense	<u>2,605.83</u>	<u>8,251.24</u>	<u>2,882.16</u>
Net Ordinary Income	<u>5,115.92</u>	<u>-1,434.24</u>	<u>903.84</u>
Net Income	<u>5,115.92</u>	<u>-1,434.24</u>	<u>903.84</u>

# **Member Benefits Update**

- **T-Mobile phone rebate**
- **Army/Air Times rebate**
- **Lifeline Screening rebate**
- **USAA Mastercard**

# Benefits Report

	<u>Sep '09 - Aug 10</u>	<u>Sep '10 - Aug 11</u>	<u>Sep '11 - Apr 12</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>4080 · Other Income</b>			
40802 · Credit Card	948.44	1,077.47	0.00
40804 · T-Mobile	195.00	150.00	0.00
40806 · Army Times	1,365.00	15.00	420.00
40807 · Life Line	<u>0.00</u>	<u>275.00</u>	<u>0.00</u>
<b>Total 4080 · Other Income</b>	<u>2,508.44</u>	<u>1,517.47</u>	<u>420.00</u>
<b>Total Income</b>	<u>2,508.44</u>	<u>1,517.47</u>	<u>420.00</u>
<b>Gross Profit</b>	<u>2,508.44</u>	<u>1,517.47</u>	<u>420.00</u>
<b>Net Ordinary Income</b>	<u>2,508.44</u>	<u>1,517.47</u>	<u>420.00</u>
<b>Net Income</b>	<u><u>2,508.44</u></u>	<u><u>1,517.47</u></u>	<u><u>420.00</u></u>

# Membership Strategy

- **Continued incentive program**
- **Segment the audience**
- **Marketing plan for each audience**
- **Director emphasis**

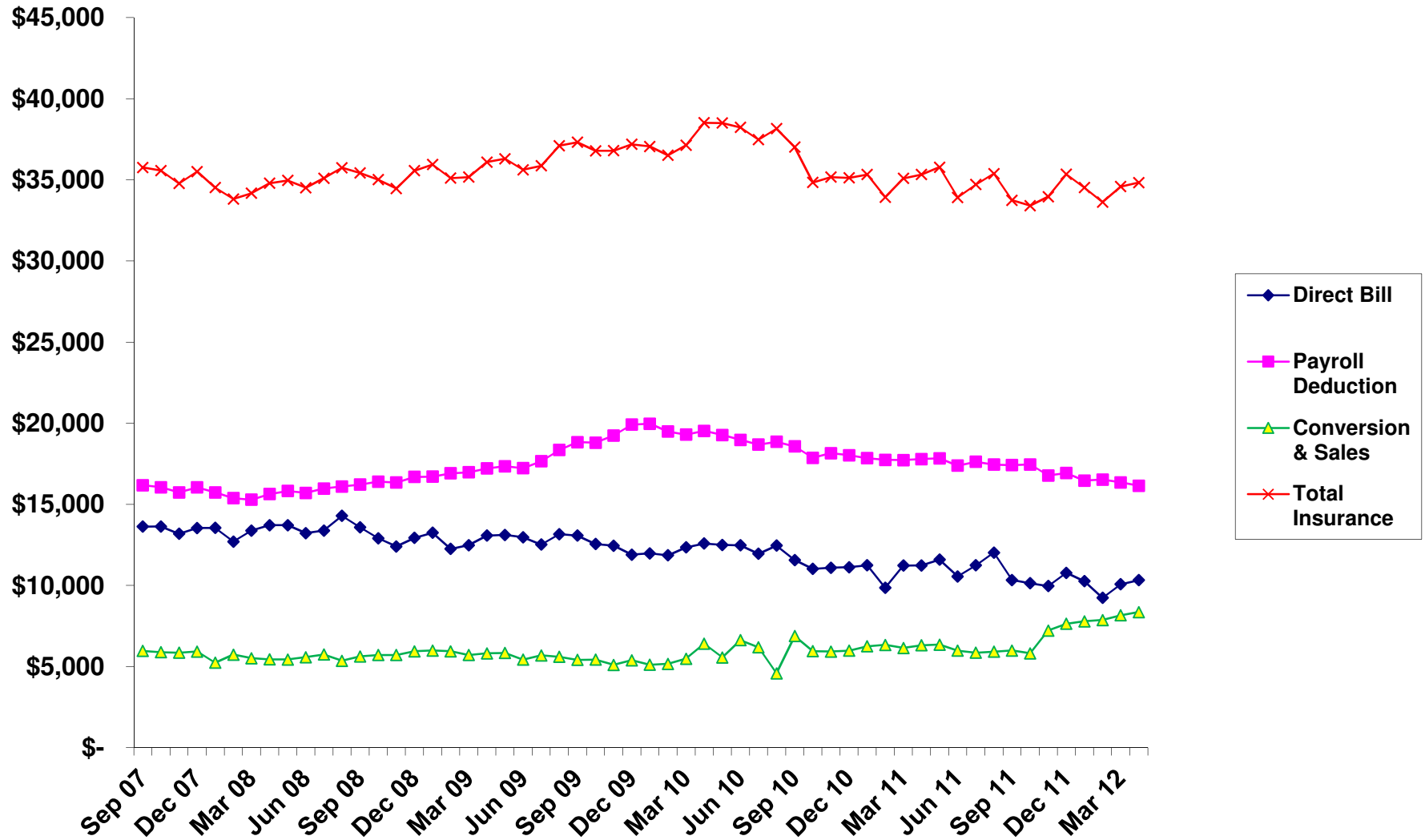


# INSURANCE



# Insurance Revenues

## Six Month Moving Average



# Insurance Program

	<u>Sep '09 - Aug 10</u>	<u>Sep '10 - Aug 11</u>	<u>Sep '11 - Apr 12</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4045 · Insurance Premium - Direct Bill	145,693.80	131,243.65	79,166.11
4046 · Insurance Premiums - Allotments	230,036.82	211,091.08	130,132.44
4047 · Insurance Commissions			
4086 · American Equity	70,314.99	72,611.37	62,830.53
4197 · Conseco/Washington National	880.53	588.00	312.01
4089 · Safeguard	81.36	65.92	54.96
4198 · Careington	97.23	0.00	0.00
4199 · USBA	686.69	0.00	0.00
<b>Total 4047 · Insurance Commissions</b>	<u>72,060.80</u>	<u>73,265.29</u>	<u>63,197.50</u>
4048 · Insurance Premiums - AFLAC	3,083.17	2,744.76	1,114.86
4049 · Insurance Experience Refund	192,488.00	302,750.00	167,390.00
<b>Total Income</b>	<u>643,362.59</u>	<u>721,094.78</u>	<u>441,000.91</u>
<b>Gross Profit</b>	643,362.59	721,094.78	441,000.91
<b>Expense</b>			
6110 · Insurance Program			
61101 · Commissions			
611010 · Insurance Commission	6,410.30	7,079.63	3,049.86
611012 · Insurance - Travel Expense	1,814.68	768.47	753.77
<b>Total 61101 · Commissions</b>	<u>8,224.98</u>	<u>7,848.10</u>	<u>3,803.63</u>
<b>Total 6110 · Insurance Program</b>	<u>8,224.98</u>	<u>7,848.10</u>	<u>3,803.63</u>
<b>Total Expense</b>	<u>8,224.98</u>	<u>7,848.10</u>	<u>3,803.63</u>
<b>Net Ordinary Income</b>	<u>635,137.61</u>	<u>713,246.68</u>	<u>437,197.28</u>
<b>Net Income</b>	<u>635,137.61</u>	<u>713,246.68</u>	<u>437,197.28</u>

# Insurance Trends

- **Working thru the age bubble**
- **Direct bill and payroll deduction both down, conversions up**
- **No movement on free \$10,000 program**
- **\$167,390 experience refund**



# GOVERNMENT AFFAIRS

# **Government Affairs**

- **Legislative Agenda**
- **Legislative Action**
- **Legislative Activities**
- **Legislative Task Force**
- **Legislative Training**

# Government Affairs

	<u>Sep '09 - Aug 10</u>	<u>Sep '10 - Aug 11</u>	<u>Sep '11 - Apr 12</u>
<b>Ordinary Income/Expense</b>			
<b>Expense</b>			
<b>6130 · Legislative</b>			
<b>6131 · Federal Legislative Activities</b>	7,463.78	8,883.15	6,161.88
<b>6132 · State Legislative Activities</b>	900.00	2,977.25	875.00
<b>6233 · BOD - Legislative Visit</b>	0.00	2,492.63	0.00
<b>62705 · ED Legislative Federal</b>	3,666.44	2,583.12	4,027.35
<b>62710 · ED Legislative State</b>	<u>0.00</u>	<u>55.03</u>	<u>185.11</u>
<b>Total 6130 · Legislative</b>	<u>12,030.22</u>	<u>16,991.18</u>	<u>11,249.34</u>
<b>Total Expense</b>	<u>12,030.22</u>	<u>16,991.18</u>	<u>11,249.34</u>
<b>Net Ordinary Income</b>	<u>-12,030.22</u>	<u>-16,991.18</u>	<u>-11,249.34</u>
<b>Net Income</b>	<u><u>-12,030.22</u></u>	<u><u>-16,991.18</u></u>	<u><u>-11,249.34</u></u>

# **Current Legislative Agenda**

## **Federal**

- **OMA funding base**

## **State**

- **Recurring funding for EOPs**
- **TCA funding for second site**
- **TVC grant dollar allocation**
- **Hunting and fishing license issue**

# Legislative Agenda

## Federal

- **No NGAUS/EANGUS resolutions process; need new members**
- **No integrated TXMF process**

## State

- **No integrated TXMF process**



# Legislative Action

## Federal

- Obtain legislation sponsors
- Cap Wiz software

## State

- Obtain legislation sponsors
- Cap Wiz software

# Legislative Activities

## Federal

Fall 11 receptions

**Fall 12 reception**

## State

Mar 2012 committee hearing (El Paso)

**May 2012 committee hearing (El Paso)**

May, Jun staffer visits

**Caucus meeting**

**Feb 2013 breakfast/exhibit at capitol**

# Legislative Task Force

## Federal

- **Need to rethink/refocus Leg TF**
- **Fall 12 visit**

## State

- **TF/Caucus meeting**
- **Feb 2013 event at capitol**

# Legislative Training

## Federal

- 2013 Conference class

## State

- 2013 Conference class



# **MILITARY AFFAIRS**

# Military Affairs

	<u>Sep '09 - Aug 10</u>	<u>Sep '10 - Aug 11</u>	<u>Sep '11 - Apr 12</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4005 · Annual Conference			
4207 · Patriot Sponsorship	<u>325.00</u>	<u>582.06</u>	<u>1,272.94</u>
<b>Total 4005 · Annual Conference</b>	<u>325.00</u>	<u>582.06</u>	<u>1,272.94</u>
<b>Total Income</b>	<u>325.00</u>	<u>582.06</u>	<u>1,272.94</u>
<b>Gross Profit</b>	<b>325.00</b>	<b>582.06</b>	<b>1,272.94</b>
<b>Expense</b>			
6005 · Annual Conference Expense			
6310 · Meals			
63106 · President's Reception	<u>0.00</u>	<u>1,899.10</u>	<u>1,800.80</u>
<b>Total 6310 · Meals</b>	<u>0.00</u>	<u>1,899.10</u>	<u>1,800.80</u>
6360 · Hotel			
63602 · Sponsored Soldier/Airman Hotel	<u>0.00</u>	<u>582.06</u>	<u>0.00</u>
<b>Total 6360 · Hotel</b>	<u>0.00</u>	<u>582.06</u>	<u>0.00</u>
6380 · Hospitality			
63801 · NGAT Hospitality Suite	<u>0.00</u>	<u>1,247.19</u>	<u>282.42</u>
<b>Total 6380 · Hospitality</b>	<u>0.00</u>	<u>1,247.19</u>	<u>282.42</u>
<b>Total 6005 · Annual Conference Expense</b>	<b>0.00</b>	<b>3,728.35</b>	<b>2,083.22</b>

# Military Affairs

## 6145 · Military Affairs

61450 · Command Support	650.00	864.00	750.00
61464 · Professional Conference Support	1,300.00	278.30	0.00
61451 · Unit Contributions	6,295.00	1,050.00	700.00
61452 · Special Events	0.00	1,900.00	4,450.00
6228 · Memorial Activities	1,000.00	0.00	0.00
61455 · Camp Mabry Donations	0.00	493.53	300.00
61463 · Retiree Activities	0.00	746.16	0.00
61456 · Family Support Activities	568.48	0.00	1,469.00
61458 · Military Awards			
60252 · TAGPEC Awards	0.00	228.00	168.00
60253 · Soldier/Airmen Excellence Award	718.00	792.00	1,205.50
61458 · Military Awards - Other	<u>50.00</u>	<u>100.00</u>	<u>0.00</u>
Total 61458 · Military Awards	768.00	1,120.00	1,373.50

# Military Affairs

<b>61459 · EANGUS Expense</b>			
60651 · EANGUS Sponsored S/A	10,201.60	4,650.11	0.00
60652 · EANGUS Hospitality Expenses	2,298.47	1,449.59	0.00
60653 · BOD - EANGUS Conf	2,380.97	4,844.68	719.80
60654 · EANGUS - Staff Expense	1,505.83	1,555.60	919.50
60655 · EANGUS Mtgs/Tng/Conf	1,873.47	1,466.68	820.26
62703 · ED EANGUS	1,245.11	3,365.44	635.30
61459 · EANGUS Expense - Other	<u>200.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total 61459 · EANGUS Expense</b>	<b>19,705.45</b>	<b>17,332.10</b>	<b>3,094.86</b>
<b>61460 · NGAUS Expense</b>			
614610 · BOD - NGAUS Conf	2,457.57	3,444.07	0.00
61501 · NGAUS Sponsored S/A	0.00	4,402.40	0.00
61502 · NGAUS Hospitality Expenses	2,029.77	361.88	0.00
62704 · ED NGAUS	<u>271.02</u>	<u>1,698.30</u>	<u>0.00</u>
<b>Total 61460 · NGAUS Expense</b>	<b>4,758.36</b>	<b>9,906.65</b>	<b>0.00</b>
6229 · Texas Military History Cmte	0.00	3,095.00	0.00
6145 · Military Affairs - Other	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total 6145 · Military Affairs</b>	<b><u>35,045.29</u></b>	<b><u>36,785.74</u></b>	<b><u>12,137.36</u></b>
<b>Total Expense</b>	<b><u>35,045.29</u></b>	<b><u>40,514.09</u></b>	<b><u>14,220.58</u></b>
<b>Net Ordinary Income</b>	<b><u>-34,720.29</u></b>	<b><u>-39,932.03</u></b>	<b><u>-12,947.64</u></b>
<b>Net Income</b>	<b><u><u>-34,720.29</u></u></b>	<b><u><u>-39,932.03</u></u></b>	<b><u><u>-12,947.64</u></u></b>



# MILITARY AFFAIRS

- **Professional development focus**
  - **School Support**
  - **NGAT conference**
- **Individual sponsorships**
  - **NGAT**
  - **EANGUS**
  - **NGAUS**
  - **SGAUS**



# COMMUNICATIONS/ MARKETING

# Communications/Marketing

	<u>Sep '09 - Aug 10</u>	<u>Sep '10 - Aug 11</u>	<u>Sep '11 - Apr 12</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4005 · Annual Conference			
4250 · Conference Program			
42501 · Advertising - Conference	13,825.00	12,668.73	6,550.00
4250 · Conference Program - Other	<u>-125.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total 4250 · Conference Program</b>	<u>13,700.00</u>	<u>12,668.73</u>	<u>6,550.00</u>
<b>Total 4005 · Annual Conference</b>	13,700.00	12,668.73	6,550.00
4065 · News Magazine Ads			
40651 · Ads - Sponsors	11,250.00	10,275.00	1,875.00
40652 · Ads- Sales	<u>6,855.00</u>	<u>5,590.00</u>	<u>1,150.00</u>
<b>Total 4065 · News Magazine Ads</b>	<u>18,105.00</u>	<u>15,865.00</u>	<u>3,025.00</u>
<b>Total Income</b>	<u>31,805.00</u>	<u>28,533.73</u>	<u>9,575.00</u>
<b>Gross Profit</b>	31,805.00	28,533.73	9,575.00
<b>Expense</b>			
6005 · Annual Conference Expense			
6350 · Conference Program	<u>10,721.00</u>	<u>10,023.30</u>	<u>5,700.00</u>
<b>Total 6005 · Annual Conference Expense</b>	10,721.00	10,023.30	5,700.00
6150 · Communications			
6048 · Web Hosting	0.00	457.00	369.60
6196 · Printing Expenses	44,056.17	44,426.52	16,612.56
6197 · Postage Expenses	20,241.22	20,316.69	6,170.62
6150 · Communications - Other	<u>0.00</u>	<u>0.00</u>	<u>17.31</u>
<b>Total 6150 · Communications</b>	<u>64,297.39</u>	<u>65,200.21</u>	<u>23,170.09</u>
<b>Total Expense</b>	<u>75,018.39</u>	<u>75,223.51</u>	<u>28,870.09</u>
<b>Net Ordinary Income</b>	<u>-43,213.39</u>	<u>-46,689.78</u>	<u>-19,295.09</u>
<b>Net Income</b>	<u><u>-43,213.39</u></u>	<u><u>-46,689.78</u></u>	<u><u>-19,295.09</u></u>

# Communications/Marketing

- **Magazine**

- **Approx 3,000 print copies**
- **\$4,000 postage savings/qtr**
- **\$3,000 printing/editing savings/qtr**
- **All in-house by Fall 2012**
- **New integrated Adobe Design Suite (multiple platform capabilities)**

# Communications/Marketing

- **Website**
  - **Integrated content plan being developed**
  - **Multiple platform management**
- **Facebook**
  - **Weekly content plan being developed**
- **Email Correspondence**
  - **New software**



# **FACILITIES/ EQUIPMENT**

# Facilities/Equipment

	<u>Sep '09 - Aug 10</u>	<u>Sep '10 - Aug 11</u>	<u>Sep '11 - Apr 12</u>
Ordinary Income/Expense			
Expense			
6080 · Facilities and Equipment			
6050 · Depreciation	530.30	-4,086.66	0.00
60802 · Office Equipment			
61625 · Maintenance of Equipment	<u>0.00</u>	<u>2,383.20</u>	<u>0.00</u>
Total 60802 · Office Equipment	0.00	2,383.20	0.00
6125 · Janitorial & Yard Maintenance	1,550.00	1,850.00	1,388.25
61630 · Office Maintenance	1,703.47	159.38	285.50
61650 · Office Utilities			
61701 · Electric	2,548.57	2,776.37	1,140.18
61702 · Gas	337.46	283.55	202.51
61703 · Water	<u>720.39</u>	<u>432.95</u>	<u>237.41</u>
Total 61650 · Office Utilities	3,606.42	3,492.87	1,580.10
6500 · Capital Expense	<u>300.99</u>	<u>7,322.21</u>	<u>0.00</u>
Total 6080 · Facilities and Equipment	<u>7,691.18</u>	<u>11,121.00</u>	<u>3,253.85</u>
Total Expense	<u>7,691.18</u>	<u>11,121.00</u>	<u>3,253.85</u>
Net Ordinary Income	<u>-7,691.18</u>	<u>-11,121.00</u>	<u>-3,253.85</u>
Net Income	<u><u>-7,691.18</u></u>	<u><u>-11,121.00</u></u>	<u><u>-3,253.85</u></u>

# Facilities/Equipment

- **3406/3404 Maintenance**
- **3406 Reorganization**
  - New portable storage building**
  - Two additional workspaces**
- **3404 Rental**
  - Rental terms – time and dollars**
- **Inventory**
- **Depreciable Assets**



# New Building Plan

- **Site development plan**
  - **Max building sq ft**
- **Alternatives financial analysis**
  - **Lease opportunities**
  - **Cost/benefit analysis**
  - **New office furniture**
- **Temporary office space**
- **Funding analysis**
- **Timeline development**



# **CORPORATE/ INDUSTRY PROGRAM**

# CORPORATE/INDUSTRY

	<u>Sep '09 - Aug 10</u>	<u>Sep '10 - Aug 11</u>	<u>Sep '11 - Apr 12</u>
Ordinary Income/Expense			
Income			
4005 · Annual Conference			
4230 · Convention Center			
42301 · Booth Rental - Conference			
42302 · Sponsor Booths	3,100.00	7,005.00	10,300.00
42303 · Corporate Sales Booths	7,175.00	3,550.00	3,950.00
42304 · Non-profit Booths	5,125.00	2,400.00	3,300.00
	<u>15,400.00</u>	<u>12,955.00</u>	<u>17,550.00</u>
Total 42301 · Booth Rental - Conference	15,400.00	12,955.00	17,550.00
Total 4230 · Convention Center	15,400.00	12,955.00	17,550.00
4240 · Corporate Sponsorship			
42401 · Conference Support	25.00	0.00	170.00
4240 · Corporate Sponsorship - Other	16,460.00	15,190.00	12,675.00
	<u>16,485.00</u>	<u>15,190.00</u>	<u>12,845.00</u>
Total 4240 · Corporate Sponsorship	16,485.00	15,190.00	12,845.00
4250 · Conference Program			
42501 · Advertising - Conference	13,825.00	12,668.73	6,550.00
4250 · Conference Program - Other	-125.00	0.00	0.00
	<u>13,700.00</u>	<u>12,668.73</u>	<u>6,550.00</u>
Total 4250 · Conference Program	13,700.00	12,668.73	6,550.00
Total 4005 · Annual Conference	45,585.00	40,813.73	36,945.00
4062 · Membership - Corporate			
40621 · Corporate Membership - Sponsor	16,650.00	24,300.00	20,500.00
40622 · Corporate Membership - Base	5,000.00	0.00	500.00
4062 · Membership - Corporate - Other	50.00	0.00	500.00
	<u>21,700.00</u>	<u>24,300.00</u>	<u>21,500.00</u>
Total 4062 · Membership - Corporate	21,700.00	24,300.00	21,500.00
4065 · News Magazine Ads			
40651 · Ads - Sponsors	11,250.00	10,275.00	1,875.00
40652 · Ads- Sales	6,855.00	5,590.00	1,150.00
	<u>18,105.00</u>	<u>15,865.00</u>	<u>3,025.00</u>
Total 4065 · News Magazine Ads	18,105.00	15,865.00	3,025.00
Total Income	<u>85,390.00</u>	<u>80,978.73</u>	<u>61,470.00</u>

# CORPORATE/INDUSTRY

<b>Gross Profit</b>	<b>85,390.00</b>	<b>80,978.73</b>	<b>61,470.00</b>
<b>Expense</b>			
<b>6005 · Annual Conference Expense</b>			
<b>6330 · Convention Center</b>			
<b>6335 · Exhibit Hall</b>	<u>30,646.10</u>	<u>28,172.53</u>	<u>10,523.41</u>
<b>Total 6330 · Convention Center</b>	<u>30,646.10</u>	<u>28,172.53</u>	<u>10,523.41</u>
<b>6340 · Corporate Expenses</b>	<u>202.50</u>	<u>1,609.09</u>	<u>200.56</u>
<b>Total 6005 · Annual Conference Expense</b>	<u>30,848.60</u>	<u>29,781.62</u>	<u>10,723.97</u>
<b>Total Expense</b>	<u>30,848.60</u>	<u>29,781.62</u>	<u>10,723.97</u>
<b>Net Ordinary Income</b>	<u>54,541.40</u>	<u>51,197.11</u>	<u>50,746.03</u>
<b>Net Income</b>	<u><u>54,541.40</u></u>	<u><u>51,197.11</u></u>	<u><u>50,746.03</u></u>

# **CORPORATE/INDUSTRY**

- **Rethink corporate sponsorship**
  - **Cost analysis**
  - **Tax implications**
- **Update exhibit hall vision**
- **Maximize corporate opportunities**
- **Seek new corporate sponsors**



# ANNUAL CONFERENCE

# ANNUAL CONFERENCE

- **Site Selection** **NGAT**
- **Conference Theme** **NGAT/Host**
- **Unit Host(s) Capacity** **Host**
- **Activity Venues** **NGAT/Host**
- **Agenda** **NGAT**
- **Registration** **NGAT**
- **A/V Support** **NGAT/Host**

# Strategic Thinking

- **Membership**

- **What is our membership plan?**

- **What is the level of volunteerism?**

- **Insurance**

- **What is our five year insurance income projection?**

- **What are the key factors impacting our projections?**

- **How can we expand our market?**

- **How can we increase retention rates?**

- **Legislative**

- **What is our legislative identity?**

- **How can we expand participation?**



# Strategic Thinking

- **Military Affairs**

- What is our plan to expand professional development opportunities?

- What are the biggest changes coming to the profession we serve, and what should we be poised to do differently?

- **Communications/Marketing**

- What should the NGAT brand portray?

- What is our social media plan?

- **Facilities/Equipment**

- What is our building timeline and what are the hoops?

- Are we all online yet?

- Are we all digital?

# Strategic Thinking

- **Association Management**

**Where are we most exposed as an organization?**

**Is our governance structure appropriate and agile?**

**Is our organizational scope appropriate?**

**Do we have a broad enough income base?**