

**AMERICAN IRIS SOCIETY  
NOTES ON DRAFT BUDGET FOR 9-30-10**

**SUMMARY**

This is the year we **must** do something to balance the budget. And this means not just cutting expenses but finding a way to raise revenue. For 9-30-09 we had a loss mainly due to paying expenses from the prior year in the current year. That is not the case next year. I have included Tom Gormley's member dues projection and adjusted other income areas slightly up or down, but we cannot continue to pay the Society bills with this income stream without reducing our Capital Reserves. General Fund Reserves at 9-30-09 are \$93, 326. At the draft budgeted loss of -\$ 30,000, that gives us less than 4 years of operations left before we must borrow money to continue operating or close down.

**INCOME**

Bulletin Advertising and Slide/CD/Programs are two areas that have room to grow. We need new pricing plans for getting ads....either for the Bulletin or the Society Website.

Obviously, we need an increase in membership to increase member dues. This will take some promotion and I have left \$3,475 in the budget for PR expenses. Perhaps giving new members an AIS T-shirt, mug or tote bag as an incentive to join or perhaps new iris introductions.

By the Way, 2010 is the 90<sup>th</sup> anniversary of the American Iris Society. Can we promote this as a way to increase members?

Storefront Sales need a boost. Perhaps we should consider putting the Storefront on the Website to generate online sales, consider adding new products (AIS t-shirts, mugs, tote bags??). I agree with Bob Pries' idea that we have a discounted price for members and a regular price for non-members for all Storefront items.

Revenue from the Checklist 2000-2009 will be iffy during this fiscal year depending on when it is completed and ready for sale.

We are a non-profit organization and so all donations are tax deductible. This is another area that could use promotion to generate more **unrestricted** donations.

## NOTES ON DRAFT BUDGET 9-30-10

### EXPENSES

As noted in my Treasurer Report, the **Bulletin Expenses** is close to half of the Society's operating expenses each year. Many options have already been tossed around to reduce this cost...e-memberships with an e-Bulletin, fewer issues, larger size with fewer pages....this is the year we must make a decision here *and* implement it. My recommendation would be to increase the size of the Bulletin *if* it will cut costs by at least 25% so we can keep our 4 issues-a-year commitment to the members.

Under **Electronic Services**, there will be more expenses on expanding Irises.org. We originally budgeted \$8,000 for this, \$5,000 of which was spent this past year. That leaves \$3,000 unspent. I have allocated \$1,000 of this to come out of the General Fund and the remaining \$2,000 to come out of the Electronic Services Restricted Fund.

The **Storefront** will need to spend money for new products this coming year. This includes new printings of the Invitation to Join (we are low in supply and the Membership Secretary's contact info is changing due to his move to Florida) and the Checklist 2000-2009. My estimate of \$5,000 for printing the Checklist 2000-2009 is out of the air, since we don't know costs yet. But it will probably be an expense of the 9-30-10 fiscal year. We also need to consider how many copies to print and how much to charge if we offer it as a download.

I have removed the \$5,000 budget for the **Scientific and Research** Committee from the General Fund expenses. The Scientific Restricted Fund now has a balance of \$ 7,012 after the Sparling bequest and grant costs to Alan Meerow's project.

See all of you in Tulsa with my hat in my hand,

Jill Bonino  
Treasurer  
10-28-09