

**AMERICAN IRIS SOCIETY
NOTES ON DRAFT BUDGET FOR 9-30-11**

SUMMARY

Although we did not experience the Budgeted loss of \$14,000 that we estimated for 9-30-10, many of the expenses that should have been paid (Registrar, Youth, Webmaster, Awards) will be on the 9-30-11 Income/Expenses Statement. I have included these in the draft budget which again results in an estimated operating loss of \$34,000 + for 9-30-11.

While Unrestricted donations of \$16,500 helped tremendously this year, we cannot depend on it to be this high again without a regular program for bringing in these funds. And, as we have discussed in the past, this is the year that we must bring down the expenses to produce the AIS Bulletin. We cannot afford Bridgetown Printing bills for 4 issues a year. The change to the larger magazine size did not result in the savings estimated for the 9-30-10 year.

INCOME

Hopefully, the addition of electronic memberships will increase **Member Dues** without a significant loss of regular member dues, but I have not put in any estimate for this at this time. With new promotion programs such as the “free coupon” mentioned in the Public Relations Report, continued work on redesigning the AIS website, and expansion of the Iris WIKI, over the next few years we may see a stabilization of this income or some kind of increase.

The **Brent & Becky’s Bulb Program** has brought in minimal funds so far. This program needs to be continually promoted on the AIS website, Region websites, and Region newsletters.

Storefront Sales have languished. With the addition of an online shopping cart for AIS Storefront items and the addition of new items, this should increase. We also need more promotion of the AIS Calendars. I have not significantly increased Storefront Sales for the Checklist 2000-2009, since we don’t know how many we will print, what the sales price will be, or when it will be available for sale. Also, the Board may approve an increase in a shipping charge for the Storefront which I have not included in the draft budget.

Exhibition Income should increase about \$1,000 next year due to the addition of shipping and handling charges instituted this past year.

Investment income will continue its downward trend due to the maturity of CDs earning in the 4-5% range and the purchasing of new CDs in the 2% range.

I have put **Silent Auction** Income at zero for 9-30-11. Research with Canadian Convention staff confirms that only gift certificates offered at either the Silent Auction or the Geek Dinner will **not be taxable** by Canada. And the Silent Auction Report states that no plans for a Silent Auction in Canada have begun.

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EXPENSES

After discussion of proposals from Editor Kelly Norris, the Board hopefully will be able to make a decision to cut the **Bulletin printing cost** for next year. I have left the Budget at the 9-30-10 level to show that even if we cut the expenses from \$19,500 an issue to say \$14,500 an issue, the estimated operating loss would drop by \$20,000. However, Editor Norris is proposing increasing the Editor and the Design & layout position fees per issue for next year.

Exhibition Expenses should drop in half for the 9-30-11 due to an excess of inventory that can be used in the upcoming year. Extra entry tags, rosettes, and medals purchased this past year were supplemented by inventory returned by the former Exhibitions Chair.

The **Storefront** will need to spend money for new products this coming year, such as RVP Pins, possibly a new color Basic Iris Culture pamphlet, the Checklist 2000-2009, and more ITJs. My estimate of \$5,000 for printing the Checklist 2000-2009 is out of the air, since we don't know costs yet. This expense comes around once every 10 years. Sales of these new items will increase Sales but how much is difficult to estimate.

There will be large one time expenses for the coming year should the **Registrar/Recorder** change. A new computer and software system for this job will need to be purchased for the new Registrar, as the Lowe's have been using their own equipment. I've put in an estimate of these costs at \$6,000 which will not be a recurring expense.

I have eliminated the **Professional Fees** expenses for preparing the Form 990 and 990T.

Jill Bonino
Treasurer
10-25-10