

**SOUTHEAST BOOKSELLERS ASSOCIATION, INC.**  
**Profit & Loss Budget Overview**  
January through December 2014

	<u>Jan - Dec 14</u>
Ordinary Income/Expense	
Income	
DUES	
CORE MEMBER BOOKSTORES	10,000.00
EXHIBITOR MEMBER	10,000.00
Total DUES	<u>20,000.00</u>
NON-DUES	
ADVERTISING	
CATALOGS	80,885.00
Book Awards	10,000.00
ADVERTISING - Other	150,000.00
Total ADVERTISING	<u>240,885.00</u>
SPONSORSHIP	15,000.00
TRADE SHOW	
BADGES/ON SITE REGS	25,000.00
FOOD AND BEVERAGE	25,000.00
TABLE RENTAL	75,000.00
Total TRADE SHOW	<u>125,000.00</u>
Total NON-DUES	<u>380,885.00</u>
Total Income	400,885.00
Expense	
ENDS	
BOOK AWARDS	500.00
EDUCATION	500.00
TRADE SHOW EXPENSE	
A/V	7,500.00
FEES/RENTAL	4,000.00
FOOD/BEVERAGE	50,000.00
HOTEL	10,000.00
PRINTING	5,000.00
STAFF SUPPORT	6,500.00
SUPPLIES	4,000.00
TRAVEL	10,000.00
Total TRADE SHOW EXPENSE	<u>97,000.00</u>
ESIBA	45,000.00
Total ENDS	<u>143,000.00</u>
GOVERNANCE	

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	<u>Jan - Dec 14</u>
PROFESSIONAL FEES	14,000.00
BOARD MEETINGS	16,000.00
INFO GATHERING/MONITORING	7,000.00
TRAINING	7,000.00
<b>Total GOVERNANCE</b>	<u>44,000.00</u>
<b>OPERATIONS</b>	
<b>STAFF</b>	
<b>EXECUTIVE DIRECTOR'S SALARY</b>	
CEO SALARY	87,084.00
CEO SEP	21,801.00
<b>Total EXECUTIVE DIRECTOR'S SALARY</b>	<u>108,885.00</u>
Payroll Expenses	7,000.00
<b>Total STAFF</b>	<u>115,885.00</u>
BANK SERVICE CHARGE	4,000.00
COMPUTER SUPPORT	500.00
INSURANCE	2,000.00
MARKETING	65,000.00
OFFICE SUPPLIES	500.00
OFFICE SUPPORT	8,000.00
POSTAGE	2,000.00
REGIONALS	3,000.00
TELEPHONE	2,000.00
TRAVEL	3,000.00
<b>Total OPERATIONS</b>	<u>205,885.00</u>
<b>BOARD RESERVE</b>	<u>8,000.00</u>
<b>Total Expense</b>	<u>400,885.00</u>
<b>Net Ordinary Income</b>	<u>0.00</u>
<b>Net Income</b>	<u><u>0.00</u></u>