	Conference Revenue		Ma
	Conference Registration-Member	4,900,000	Ma
	Conference Registration-Spouse / guest	-	700s Ma
	Conference-Late registrations	-	7008 Ma
	Conference Registration -Meal	4,000,000	7010 Ma
	Conference Registration-Speech	-	7012 Ma
	Conference Registration -Other	-	<sub>70ж</sub> Ма
	Conference Registration-Training	-	<sub>7044</sub> Ма
	Conference Refunds - Registration	-	7082 Ma
	Conference Refunds - Other	-	
	Reimbursments - Registration &	900,000	
	Conference-	900,000	
	Conference-Raffle	•	
	Conference-Auction	-	
	Conference-Donation	·	Ma
6020	Conference-Other Revenue	50,000	7004 Ma
	Total Conference Revenue	9,850,000	IVIC
		3,030,000	IVIC
	Conference Expenses	400.000	,,, Ма ,,, Ма
	Conference-Badges & Pins	400,000	™ Ma
	Conference-Promotional Materials Conference-Awards Expense (Troph	50,000 450,000	7086 Ma
	Conference-Supplies & Stationery	150,000	IVId
	Conference-Room Rental Event		
	Conference-Meal Event Expense	2,300,000 3,300,000	
	Conference-Decorations Expense	300,000	
	Conference-Printing Expense	300,000	
	Conference-Audio Visual Expense	300,000	Ma
	Conference-Photocopying Expense	300,000	Ma
	Conference-Outside Contractor	750,000	Ma
	Conference-Equipment Purchase	700,000	7000 Ma
	Conference-Bank Charges & Credit		7020 1110
	Conference-Sales Tax Expense		
	Conference-Food Expense	450,000	
	Conference-Gifts & Thank Yous	500,000	
7086	Conference-Miscellaneous	200,000	
7090	Equipment Rental	100,000	Ma
		-	7004 Ma
		-	7008 Ma
		-	7010 Ma
	Total Conference Expenses	9,850,000	
	Conference Net Income/(Loss)	-	
			Ma
			™ Ma
			7004 IVIA
			7010 Ma
			7000 Ma

	Marketing Expenses Marketing - Building New Clubs		Education & Training Expens Distinguished Clubs	es
7000	Marketing-Educational Materials		Took ET-Educational Materials	220,000
7000	Marketing-Promotional Materials	20,000	Tool ET-Promotional Materials	
7010	Marketing-Awards Expense (Trophies,	-	ET-Awards Expense (Trophies, Plaques, Ribbons &	-
7012	Marketing-Supplies & Stationery		TOTAL ET-Food Expense	-
7030	Marketing-Advertising Expense	-	TOBO ET-Gifts & Thank Yous	40,000
7044	Marketing-Postage & Shipping	-	TORZ ET-Incentives	60,000
7082	Marketing-Incentives	210,000	ET-Conference Calls & Webinars	150,000
		-	ET-Printing Expense	20,000
			ET-Postage & Shipping Expense	55,000
		-		-
		230,000		545,000
	Marketing - Membership Growth		Training Club Officers	
	Marketing - Membership Growth	•	Training Club Officers	
	Marketing-Badges & Pins		FT-Average Fundamentals	
	Marketing-Educational Materials		<sup>7010</sup> ET-Awards Expense (Trophies,	960,000
	Marketing-Promotional Materials	-	** ET-Room Rental Event Expense	900,000
	Marketing-Awards Expense (Trophies,		ET-Meal Event Expense	-
	Marketing-Advertising Expense	300,000	TOURS ET-Outside Contractor Expense	-
	Marketing-Trade Show Registration	-	TOTAL ET-Food Expense	-
7080	Marketing-Miscellaneous Expenses	-		-
		-		-
		-		-
		300,000		960,000
	Marketing-Club coaches		Training Division & Area Directors	
	Marketing-Educational Materials	-	TOOM ET-Badges & Pins	-
	Marketing-Awards Expense (Trophies,	-	7006 ET-Educational Materials	-
7020	Marketing-Printing Expense	-	TO12 ET-Supplies & Stationery Expense	-
		-	TO14 ET-Room Rental Event Expense	50,000
		-	TO16 ET-Meal Event Expense	-
		-	TOTE ET-Food Expense	-
		-		-
				-
	Marketing-Rebuilding			-
	Marketing-Badges & Pins	-		- F0 000
	Marketing-Educational Materials	-		50,000
7010	Marketing-Awards Expense (Trophies,		Training Areas & Divisions	
		_	7006 ET-Educational Materials	
			ET-Awards Expense (Trophies, Plaques, Ribbons &	50,000
		-	TOTE ET-Food Expense	-
			ET-Room Rental Event Expense	400,000
	Marketing-Recognition		ET-Print Expense	15,000
7004	Marketing-Badges & Pins	-		-
7000	Marketing-Promotional Materials	10,000		
	Marketing-Awards Expense (Trophies,	-		465,000
	Marketing-Printing Expense	-		
	Marketing-Gifts & Thank Yous	<del>.</del>	Other Expenses	
	Marketing-Incentives	230,000	ET-Badges & Pins	-
7086	Marketing-Miscellaneous Expenses	-	ET-Educational Materials ET-Awards Expense (Trophies, Plaques, Ribbons &	-
		040.000		260,000
		240,000	ET-Incentives	2F 000
			TORE ET-Incentives TORE ET-Miscellaneous Expenses	35,000
	Marketing-Other Expense		ET-Room rental Event Expenses	25,000 50,000
	Marketing-Promotional Materials		ET-Outside Contractor Expense	200,000
	Marketing-Promotional Materials  Marketing-Awards Expense (Trophies,		2. Outoide Contractor Expense	200,000
	Marketing-Awards Expense (Trophies,	_		
	Marketing-Equipment Purchase	-		570,000
7070	Marketing-Food Expense	-	Total Education 8 Testator E	
	Marketing-Miscellaneous Expenses	344,000	Total Education & Training Expens	2,590,000
	Marketing-Miscellaneous Expenses Marketing-Postage & Shipping	344,000 50,000		
7044	mamoung i ootage a ompping	00,000		

394,000

1,164,000

**Total Marketing Expenses** 

Speech Contest Revenue		Communications & PR	Expenses	Administration Expenses	
SC-Donation Revenue	-	7008 CPR-Promotional	50,000	7004 Admin-Badges & Pins	225,000
SC-Interest Income	-	7012 CPR-Supplies &	50,000	7008 Admin-Promotional Materials	-
SC-Miscellaneous Income	-	7014 CPR-Room Rental Event	-	Admin-Awards Expense (Trophies, Plaques, Ribbons & Certific	-
SC-Registration & Ticket	1,750,000	CPR-Printing Expense	-	Admin-Supplies & Stationery Expense	30.000
SC-Sponsorship/Advertising	-	CPR-Newsletter Expense	-	Admin-Room Rental Event Expense	190,000
SC-Raffle Revenue	-	7026 CPR-Website Expense	250,000	7000 Admin-Printing Expense	-
SC-Refunds - Registration &	-	7028 CPR-Directory Expense	-	7022 Admin-Audio Visual Expense	50,000
SC-Refunds - Other	-	7042 CPR-Outside Contractor	150,000	702E Admin-Website Expense	
Total Speech Contest Revenue	1,750,000	7044 CPR-Postage & Shipping	-	Admin-Photocopying Expense	95,000
		7006 CPR-Miscellaneous	-	7000 Admin-Telephone Expense	-
Speech Contest Expenses				Admin-Conference Calls & Webinars	-
™ SC-Educational Materials	-	Total Communications & PF	500,000	7044 Admin-Postage & Shipping Expense	25,000
SC-Awards Expense (Trophies,				7046 Admin-Express Mail/Courier Expense	-
7012 SC-Supplies & Stationery	322,000			7046 Admin-Equipment Purchase Expense	-
SC-Room Rental Event Expense	1.312.000			Admin-Bank Charges & Credit Card Fee	_
7076 SC-Food Expense	-			7078 Admin-Food Expense	-
TORE SC-Miscellaneous Expenses	50,000			7000 Admin-Miscellaneous Expenses	20,000
Equipment Rental	66,000			Sympathy Expense	_
	-			Storage Expenses	_
	-			Equipment Rental	_
	-				635,000
Total Speech Contest Expenses	1,750,000				

Speech Contest Net Income/(Loss