

Memorandum to: NAWCC Board of Directors
From: Eugene R. Volk, Chairman National Convention Committee
Subject: Approval request for 2007 Chattanooga National Convention Final Budget and registration form.
Date: April 24, 2006
CC: Jim & Renee Coulson, Chairpersons 2007 NAWCC National Convention, Chattanooga, TN
NAWCC National Convention Committee Members
Attachments: 1) Final Budget for 2007 National Convention to be held in Chattanooga, TN
2) April 2006 Budget Revisions Document provided by Coulsons.
3) Registration Form for 2007 National Convention.

As Chairman of the National Convention Committee I hereby request the final budget-for the 2007 National Convention to be held in Chattanooga be approved as submitted.

This budget has been reviewed by the Convention Committee and has been found to be reasonable and conservative. It compares favorable to actual income and expenditures for past national conventions. Some specific line items which need additional discussion are included below:

Income

Total paid registration of 1700 is consistent with actual figures from Oklahoma City (2004) number of 1716. It is however above the Ft. Lauderdale (2005) registrations of 1,431. This is not unreasonable because of the significant difference in location. Chattanooga should have a larger attendance than Ft. Lauderdale for a June convention. The budgeted figure for Cleveland (2006) is about 2100 which is 400 more than the Chattanooga budget.

Table sales are budgeted for 750 which is a conservative number and yet compares favorable with Ft. Lauderdale of 697 and Oklahoma City of 783. Cleveland has a budget of 900.

The banquet, luncheons and tours do not change the net income as these figures are almost breakeven for income and expense, except that the banquet is subsidized by \$5 to help increase attendance.

The BOD needs to review the "Rebate Convention Center". This figure is based on room nights exceeding 350 for a minimum of three nights. The contract for the Convention Center provides discounts if room nights exceed 350 per night within Hamilton County. The 2007 Committee is planning to identify all rooms utilized to confirm that full credit is received. Additional credits are possible based on the Convention Contract which provides a discount based on the following schedule:

350 to 450 room nights equals a discount of \$1,200 per day
451 to 600 room nights equals a discount of \$2,400 per day
601 to 750 room nights equals a discount of \$5,000 per day

Convention hotel actual room nights for most national conventions do exceed the 350 for two nights. Including all room accommodations should provide the additional room nights needed to reach the budget value of 3 nights exceeding 350 room nights.

The total National Convention income for 2004 and 2005 were \$143,859 and \$143,980 respectively. The 2007 value of \$145,467 (eliminating tours of \$6,000) seems reasonable since the registration price was raised from \$40 to \$50 starting in 2006. The BOD should recognize that final estimated budget expenditures are usually conservative in that actual expenditures are almost always below budget values. This is believed to be true for the 2007 Chattanooga National Convention.

Expenses

The advertising cost can be reduced by \$315 if the Mart front page is not required. The 2007 Convention committee feels this front page advertising will attract more than the additional 5 registrations required to cover the additional cost. At last year's Board review of the 07 budget in Ft. Lauderdale, the 07 committee requested the Board to consider adding one Mart cover advertisement to the current Mart advertising paid for by the Board. This would enhance visibility and attract interest.

The price of tables including chairs of \$14 is very reasonable.

The required NAWCC Annual Meeting is scheduled for Thursday evening to enhance attendance. A cash bar will be provided and an expense of \$3000 is included to provide some exciting local entertainment after the short official presentations. This will serve two purposes. 1) To enhance attendance at the important meeting by putting it in prime time and offering other incentives to attend, and 2) to eliminate the need for an offsite function such as a BBQ. This expense is quite reasonable and the Convention Committee feels that this new approach should be supported and approved.

Included expenses which can be cancelled based on actual income might include:

	Hospitality:	\$3,000
Mart Checks	\$1,000	

These items should be left in the budget, but subject to cancellation based on 2007 General Chairman Assessment of the income versus expenses as the convention approaches. The hospitality budget includes about 50% for volunteers in a separate area from attendees. The Convention Center allows snacks and drinks to be brought in by the committee, so \$3000 goes much farther than if all items had to be purchased within the contract. Chattanooga and the Mid South Regional are known for hospitality, and it is the intent of the committee to continue that focus. This can be a very important satisfaction perk for attendees as shown by the Southern Ohio Regional. Convention Committee strongly agrees with this approach and commends 07 Committee for their efforts.

There is continuing interest in doing things which encourage an active Mart Saturday afternoon. Mart checks will be handed out late Saturday afternoon to encourage an active Mart until about 4PM. The committee observed that this produced some success in Ft. Lauderdale, and has also been a success at the Mid South Regional. Mart checks will be used at this year's Mid South Regional and the committee will include or take out the 07 budget item based on that experience.

Removing the contingency and tours figure from the total expenditures results in a figure of \$137,467 which is in line with the expenditures in 2001 and 2002 but significantly higher than the figures for 2003 (\$105,709), 2004 (\$99,677) and 2005 (102,542). The Final Budget expenditures for the 2006 National are \$138,190.

Summary

The contingency of \$8,000 and the net income of \$8133 provide an estimated net income of \$16133. which is both reasonable and adequate.

The Convention Committee along with the 2007 National Committee requests your approval of the final budget as attached.

Sincerely yours,

Eugene R. Volk, Chairman
National Convention Committee

**NAWCC 2007 National Convention
Budget
April 2006 Revisions**

1. At request of Gene Volk, Convention Committee Chairman, increased pre registration by 100, reduced onsite registration 100. Income reduced \$1500
2. Added two rooms to Convention Center Rental. Cost increase \$870.
3. Added Post Convention workers breakfast or lunch. Cost increase \$1200.
4. Committee costs reduced from \$200 to \$100 per committee. Cost reduction \$1800.
5. Per quote provide by Gene Volk, insurance is estimated at \$1000. Cost reduction \$1100.
6. Add free speaker registration. Cost increase \$550.
7. Increase Exhibit travel. Cost Increase \$800
8. Add Donor's Reception. Cost Increase \$300
9. Increase tour income and expenses to \$6000. No net increase.
10. Reduce contingency by \$2000
11. Eliminated registration gifts. Cost reduction \$5250.

With these changes the total profit is increased from \$3183 to \$8133. This is an increase of \$5050 above the budget presented to the Board last year in Ft. Lauderdale.

Note:

1. All room nights sold in Hamilton County will be used to offset the cost of the convention center. We will use a form to identify where everyone is staying. This could substantially reduce the cost of the convention center above the \$3600 Convention Center Rebate included on the income side of the budget.
2. No credit is taken in the budget for donations. Based on past experience, we expect these to be significant.
3. Registration should exceed our conservative 1750 estimate.

Jim and Renee Coulson April, 2006

Income & Expense Worksheet
Proposed

2007 NAWCC National Convention, Chattanooga, TN

June 6-9, 2007

Revised

4/25/07

INCOME CATEGORIES	BUDGET / PROJECTION				ACTUAL				VARIANCE
	# of Comp	# of Paid	Price	Total	# of Comp	# of Paid	Price	Total	Total
Meeting & Mart									
Pre-Registration		1500	\$50.00	\$75,000.00				\$0.00	\$75,000.00
Onsite Registration		200	\$65.00	\$13,000.00				\$0.00	\$13,000.00
Under 18 yr - Pre-Registration		35	\$0.00	\$0.00				\$0.00	\$0.00
Under 18 yr - On-Site Registration		15	\$0.00	\$0.00				\$0.00	\$0.00
New NAWCC Members		20	\$10.00	\$200.00					
Banquet Only									
Pre-Registration		300	\$40.00	\$12,000.00				\$0.00	\$12,000.00
Onsite Registration		0	\$0.00	\$0.00				\$0.00	\$0.00
Under 18 yr - Pre-Registration		10	\$25.00	\$250.00				\$0.00	\$250.00
Under 18 yr - On-Site Registration		0	\$0.00	\$0.00				\$0.00	\$0.00
Tables									
Pre-Registration		725	\$60.00	\$43,500.00				\$0.00	\$43,500.00
On-Site Registration		25	\$60.00	\$1,500.00				\$0.00	\$1,500.00
Mart Table Electricity		10	\$70.00	\$700.00					
Old Timers & Fellow Luncheon									
Pre-Registration		60	\$20.00	\$1,200.00				\$0.00	\$1,200.00
On-Site Registration		5	\$20.00	\$100.00				\$0.00	\$100.00
Chapter Representative Luncheon									
Pre-Registration		60	\$20.00	\$1,200.00				\$0.00	\$1,200.00
On-Site Registration		5	\$20.00	\$100.00				\$0.00	\$100.00
Saturday Only									
Pre-Registration		20	\$15.00	\$300.00				\$0.00	\$300.00
On-Site Registration Before 10 AM		10	\$15.00	\$150.00				\$0.00	\$150.00
On Site Registration After 10 AM		10	\$0.00	\$0.00					
Miscellaneous									
Live Auction		100	\$5.00	\$500.00				\$0.00	\$500.00
Silent Auction		300	\$1.00	\$300.00				\$0.00	\$300.00
Donations				\$0.00				\$0.00	\$0.00
Advertising Donations				\$0.00				\$0.00	\$0.00
Rebate Convention Center		1	\$3,600.00	\$3,600.00				\$0.00	\$3,600.00
Rebate Hotel				\$0.00				\$0.00	\$0.00
Bank Interest				\$0.00				\$0.00	\$0.00
Prize Contributions				\$0.00				\$0.00	\$0.00
Tours		200	\$30.00	\$6,000.00				\$0.00	\$6,000.00
TOTAL INCOME				\$159,600.00				\$0.00	\$159,600.00

<u>DATE:</u>	<u>EXPENSE CATEGORIES</u>	<u>Quantity</u>	<u>Cost</u>	<u>Total</u>	<u>Quantity</u>	<u>Cost</u>	<u>Total</u>	<u>Total</u>
	Advertising							
	Mart Front Cover + 2 pgs	1	\$2,460.00	\$2,460.00			\$0.00	\$2,460.00
	Mailings + Local	1	\$2,500.00	\$2,500.00			\$0.00	\$2,500.00
	Convention Center							
	Use Charge	1	\$27,453.00	\$27,453.00			\$0.00	\$27,453.00
	Clean-Up	1	\$1,000.00	\$1,000.00			\$0.00	\$1,000.00
	Police (hours)	272	\$23.00	\$6,256.00			\$0.00	\$6,256.00
	Security (Mart, Craft, Exhibit) (hours)	430	\$15.00	\$6,450.00			\$0.00	\$6,450.00
	EMT	1	\$1,000.00	\$1,000.00			\$0.00	\$1,000.00
	Parking			\$0.00			\$0.00	\$0.00
	Ancillary			\$0.00			\$0.00	\$0.00
	Decorator							
	Tables	800	\$14.00	\$11,200.00			\$0.00	\$11,200.00
	Chairs (Included with tables)			\$0.00			\$0.00	\$0.00
	Skirting			\$0.00			\$0.00	\$0.00
	Locked Exhibit Cabinets	5	\$300.00	\$1,500.00			\$0.00	\$1,500.00
	Pipe & Drape (Exhibit & Craft)			\$0.00			\$0.00	\$0.00
	Carts	15	\$35.00	\$525.00			\$0.00	\$525.00
	Two-way Radios	15	\$25.00	\$375.00			\$0.00	\$375.00
	Signage			\$0.00			\$0.00	\$0.00
	Hotel							
	Workers/Chairman (Rm Nights)	80	\$116.00	\$9,280.00			\$0.00	\$9,280.00
	Speakers (Rm nights)	30	\$116.00	\$3,480.00			\$0.00	\$3,480.00
	NAWCC National Guests			\$0.00			\$0.00	\$0.00
	Other (e.g. auctioneer)	3	\$116.00	\$348.00			\$0.00	\$348.00
	Parking	100	\$8.00	\$800.00			\$0.00	\$800.00
	Travel							
	Exhibit Travel	4	\$400.00	\$1,600.00			\$0.00	\$1,600.00
	Speakers	10	\$500.00	\$5,000.00			\$0.00	\$5,000.00
	NAWCC National Guests			\$0.00			\$0.00	\$0.00
	Other (e.g. auctioneer)			\$0.00			\$0.00	\$0.00
	Parking			\$0.00			\$0.00	\$0.00
	Catering							
	Banquet	310	\$45.00	\$13,950.00			\$0.00	\$13,950.00
	Chapter Representative Luncheon	70	\$20.00	\$1,400.00			\$0.00	\$1,400.00
	Old Timers & Fellows Luncheon	70	\$20.00	\$1,400.00			\$0.00	\$1,400.00
	Donor's Reception	1	\$300.00	\$300.00				
	Hospitality, Attendees and Volunteers	2	\$1,500.00	\$3,000.00			\$0.00	\$3,000.00
	Post-Convention Workers B'fast or Lunch	60	\$20.00	\$1,200.00			\$0.00	\$1,200.00
	Annual Meeting with Special Event	1	\$3,000.00	\$3,000.00			\$0.00	\$3,000.00
	Miscellaneous							
	Speaker Registration	11	\$50.00	\$550.00			\$0.00	\$550.00
	Bank Charges	1	\$50.00	\$50.00			\$0.00	\$50.00
	Committee Costs	18	\$100.00	\$1,800.00			\$0.00	\$1,800.00
	Committee Identification (e.g Hats/Vests)	120	\$12.00	\$1,440.00			\$0.00	\$1,440.00
	Equip. Costs, Projectors, Computers, etc	1	\$3,000.00	\$3,000.00				
	Credit Card and Pay Pal Costs	1	\$1,000.00	\$1,000.00			\$0.00	\$1,000.00
	Exhibit Costs	1	\$1,000.00	\$1,000.00			\$0.00	\$1,000.00
	Give-Aways			\$0.00			\$0.00	\$0.00

Registration Gifts			\$0.00	\$0.00			\$0.00	\$0.00
Door Prizes, 11x\$100 + \$1000		1	\$2,100.00	\$2,100.00			\$0.00	\$2,100.00
Banquet Table Gifts		40	\$10.00	\$400.00			\$0.00	\$400.00
Grand Prize		1	\$2,000.00	\$2,000.00			\$0.00	\$2,000.00
Mart Checks		2	\$500.00	\$1,000.00			\$0.00	\$1,000.00
Other								
Lecture & Workshop Costs		11	\$100.00	\$1,100.00			\$0.00	\$1,100.00
Craft Contest		1	\$500.00	\$500.00				
Insurance - Liability & Exhibit		1	\$1,000.00	\$1,000.00			\$0.00	\$1,000.00
Live Auction		1	\$200.00	\$200.00			\$0.00	\$200.00
Silent Auction		1	\$100.00	\$100.00			\$0.00	\$100.00
Office Supplies		1	\$1,000.00	\$1,000.00			\$0.00	\$1,000.00
Postage & Delivery		1	\$1,000.00	\$1,000.00			\$0.00	\$1,000.00
Pre Registration, Including badges etc.		1	\$3,960.00	\$3,960.00			\$0.00	\$3,960.00
Printing & Reproduction		1	\$4,000.00	\$4,000.00			\$0.00	\$4,000.00
Signs		1	\$3,000.00	\$3,000.00			\$0.00	\$3,000.00
Telephone				\$360.00			\$0.00	\$360.00
Courtesy Cart and Wheel Chairs				\$460.00			\$0.00	\$460.00
Website Cost		1	\$500.00	\$500.00			\$0.00	\$500.00
Mart Electrical Connections		10	\$47.00	\$470.00			\$0.00	\$470.00
Tours		200	\$30.00	\$6,000.00				
Contingency		1	\$8,000.00	\$8,000.00			\$0.00	\$8,000.00
TOTAL EXPENSES				\$151,467.00			\$0.00	\$151,467.00
GRAND TOTAL - NET INCOME				\$8,133.00			\$0.00	\$8,133.00

FINANCIAL ADJUSTMENTS

							Quantity	Price	Total
Refunds									
Banquet Meeting & Mart									\$0.00
Meeting & Mart									
Banquet Only									
Tables									
Old Timers & Fellows Luncheon									
Chapter Representative Breakfast									
Early Bird									
TOTAL									\$0.00

Adjusted Grand Total - Net Income/(Loss)				\$8,133.00				\$0.00	
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PROFIT/(LOSS) DISBURSEMENTS	%	Total
NAWCC National		
Host Chapter		
Co-Host Chapter		
Co-Host Chapter		
Co-Host Chapter		
Co-Host Chapter		
Other Chapters		\$ -
Sub-total		

Membership	Quantity	Price	Total
NAWCC Renewal Mem.			\$0.00
NAWCC New Members			\$0.00
TOTAL			\$0.00

Horological Donation Disbursements	Total