

Consolidated 2021 Budget

	2021 Preliminary Budget	November 2020 Actuals
REVENUE		
Membership Dues	1,789,003	1,571,961
Certification	960,000	498,286
Certification Maintenance	1,065,000	981,072
Exam Practice Exercise	-	60,690
Late Fees	-	-
Contact Hour	-	7,042
Home Study	120,500	107,540
Online Conference Library	50,000	180
Course Revenue	400,382	445,545
E-Learning	225,000	180,440
Webinars	40,000	45,858
Exam Prep	52,000	-
Train the Trainer	234,966	-
Certification Review Guide	-	226
Course Materials / Publications	-	3,250
Registration Fees - Full	225,000	289,291
Workshop Registration Fees	38,000	14,155
Registration Fees - One Day	-	499
Registration Fees - Gala	-	(100)
Exhibitor & Sponsorship Revenue	359,000	3,500
PWA Membership	300,000	256,438
WISC Membership	-	58,671
Advertising Revenue	254,000	229,564
Career Center	124,000	93,187
Other Operating Income	25,000	(169,107)
Other Income - Hand Score Fees	-	-
Royalty Income	50,000	46,304
Other Income - Hotel Rebate	-	-
Other Income	13,000	365,525
Cancelation Fees	-	950
Less: Discounts	-	(6,712)
TOTAL Revenue	6,324,851	5,084,255

EXPENSES

Marketing Expenses:

Advertising	456,700	404,008
Electronic/Web Design	34,800	6,935
Mailing Services	-	-
Postage & Shipping	11,500	10,531
Printing	11,500	7,688
Software Maintenance	91,154	17,054

Consolidated 2021 Budget

	2021 Preliminary Budget	November 2020 Actuals
Hosting & Consulting	37,444	33,057
Total Marketing Expenses	643,098	479,273
<i>Operating Expenses:</i>		
Audit & Accounting Services	55,000	-
Awards & Recognition	4,250	904
Bank Charges	150,000	205,422
Chapter Bonuses	-	-
CME/CEUs	8,750	6,690
Commissions	63,600	62,041
ASP	46,800	30,094
Software Maintenance	564,302	472,552
Web Hosting	-	(32,620)
Conference Registration Fees	-	-
Activities/Entertainment	-	-
Audio/Visual	-	33,282
Decorator Expense	-	23,018
Electrical/Rigging	-	-
Facilities Rental	-	-
Food & Beverage	4,000	11,196
Conferences & Meetings - Supplies	-	805
Conferences & Meetings - Other	-	-
Consulting - Design	1,000	728
Consulting - Other	411,727	442,943
Consulting - Regulatory	78,000	26,994
Consulting - Technology	310,575	121,347
Consulting - Website Maintenance	-	-
Consulting - Writer	-	288
Development & Maintenance	245,763	264,044
Depreciation	80,000	140,488
Subscriptions	12,500	18,187
Election Expense	7,000	5,107
Equipment Rental	-	227
Honoraria	22,500	23,306
Insurance - Corporate	42,000	45,553
Interest Expense	40,000	32,642
Legal	100,000	84,867
Classroom Trainer Expenses	-	4,380
Exam Site Fees	163,000	93,628
Office Rent	315,000	232,794
Office Supplies & Expense	16,000	19,732
Postage & Shipping	5,500	10,351
Payroll Processing Fees	40,000	38,731

Consolidated 2021 Budget

	2021 Preliminary Budget	November 2020 Actuals
Printing	12,000	7,306
Repairs & Maintenance	-	-
Storage	1,800	3,150
Taxes - Personal Property	1,000	-
Taxes - Sales & Use	-	-
Taxes - Unrelated Business Income	-	-
Temporary Help	-	-
Telephone	-	10,906
Travel	35,000	55,593
Total Operating Expenses	2,837,067	2,496,678
TOTAL Expenses	3,480,165	2,975,951
Net Operating Income or (Loss)	2,844,686	2,108,304
Other Income or (Expenses)		
Interest Income	-	9,793
Investment Income	-	22,609
Miscellaneous Income	-	-
Investment Management Fees	-	(15,051)
Total Other Income or Expense	-	17,352
Salaries &Wages	2,756,155	2,447,400
Net Operations w/wages	88,530	(321,745)