



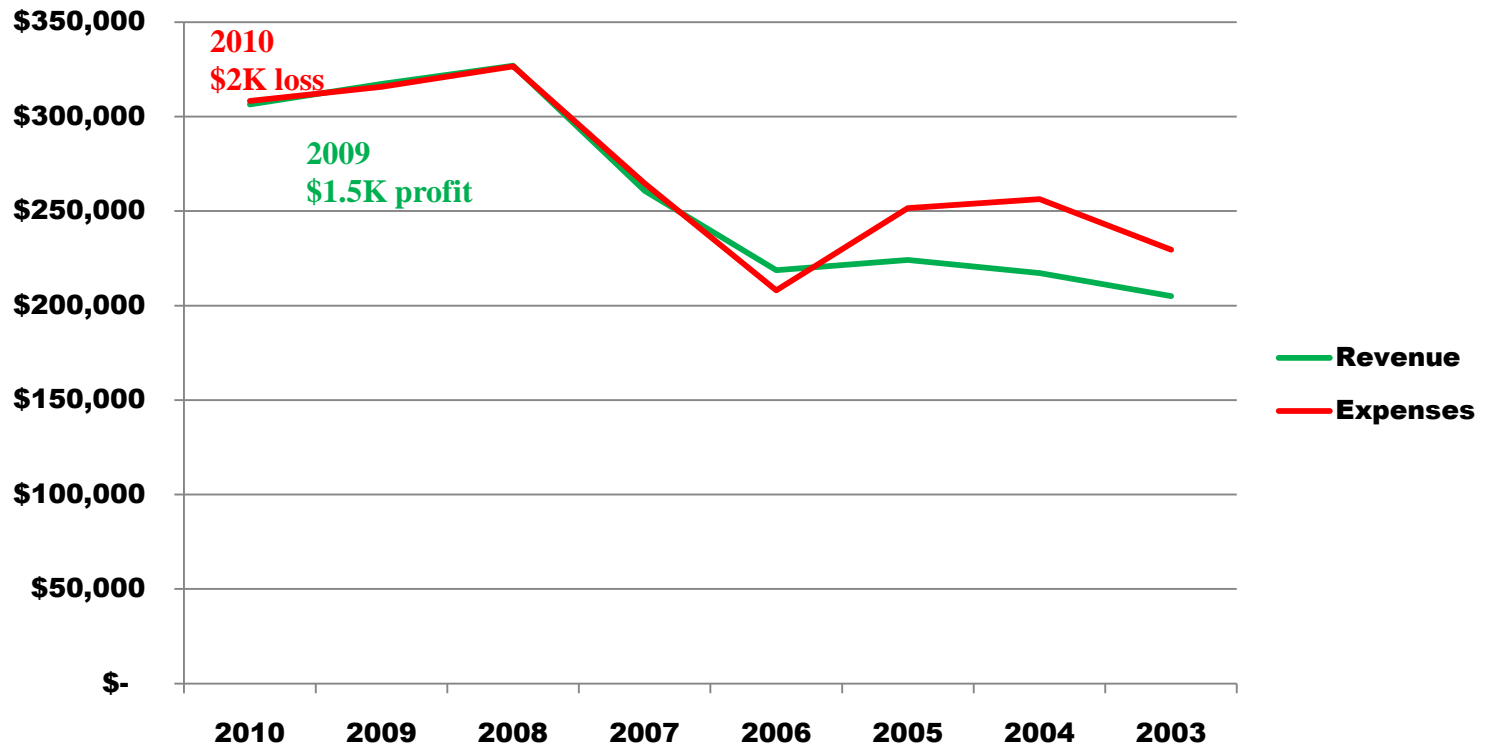
Treasurer's Report

2011 NGB Meeting

Geoff Plante, Treasurer

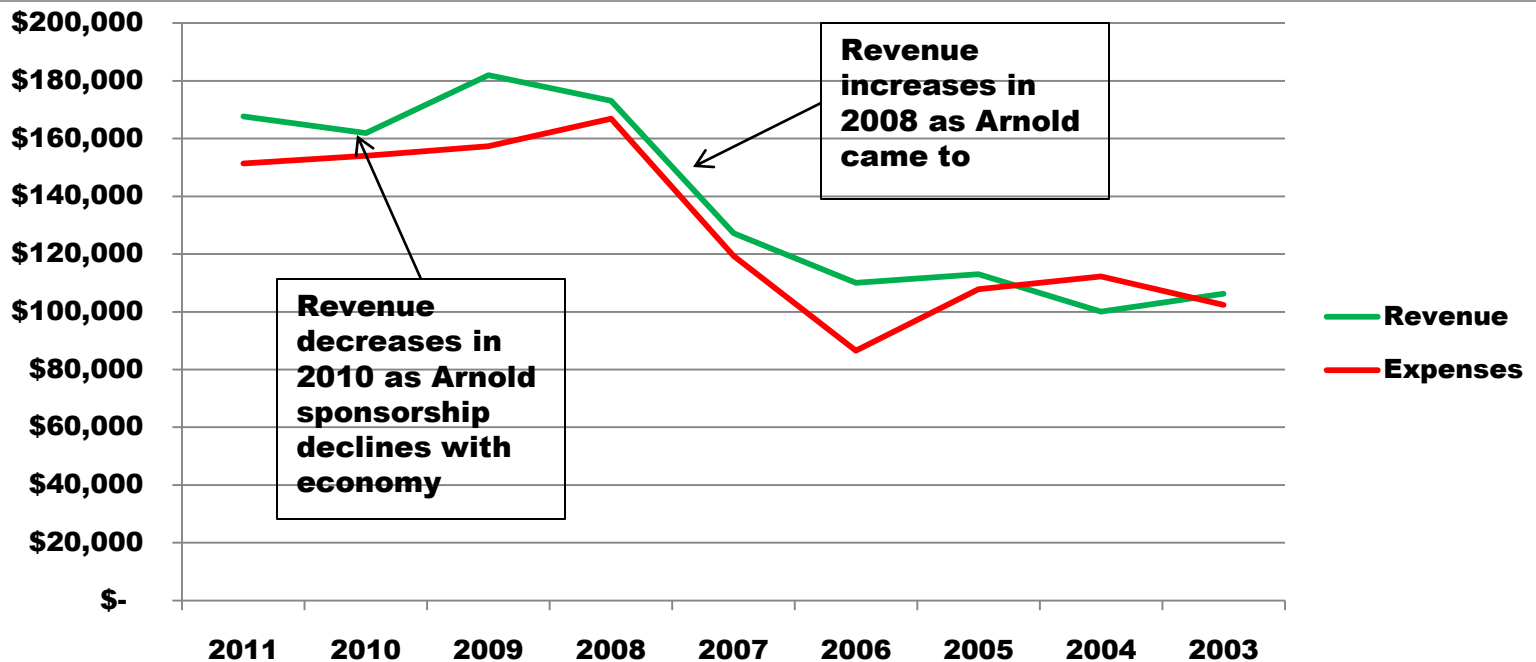
June 09, 2011

Income Statement – Annual



- USAPL is now on steady financial footing with revenue and expenses stabilizing
 - ❖ Organization has weathered decrease in Arnold sponsorship past 2 years to break even
- In the past 5 years, USAPL has essentially broken even with a \$6K cumulative profit.

Income Statement – May 31



- USAPL needs to increase Arnold sponsorship to make a profit and help fund the organization
- Calendar membership and previous increase to \$45 open membership has helped weather the down economy



Revenues and Expenses

2010 Revenue

Memberships	\$165,847	54%
Drug Testing Fees	\$ 52,005	17%
World Teams	\$ 51,850	17%
Merchandise	\$ 19,159	6%
Sponsorships	\$ 9,759	3%
Other	\$ 7,753	3%

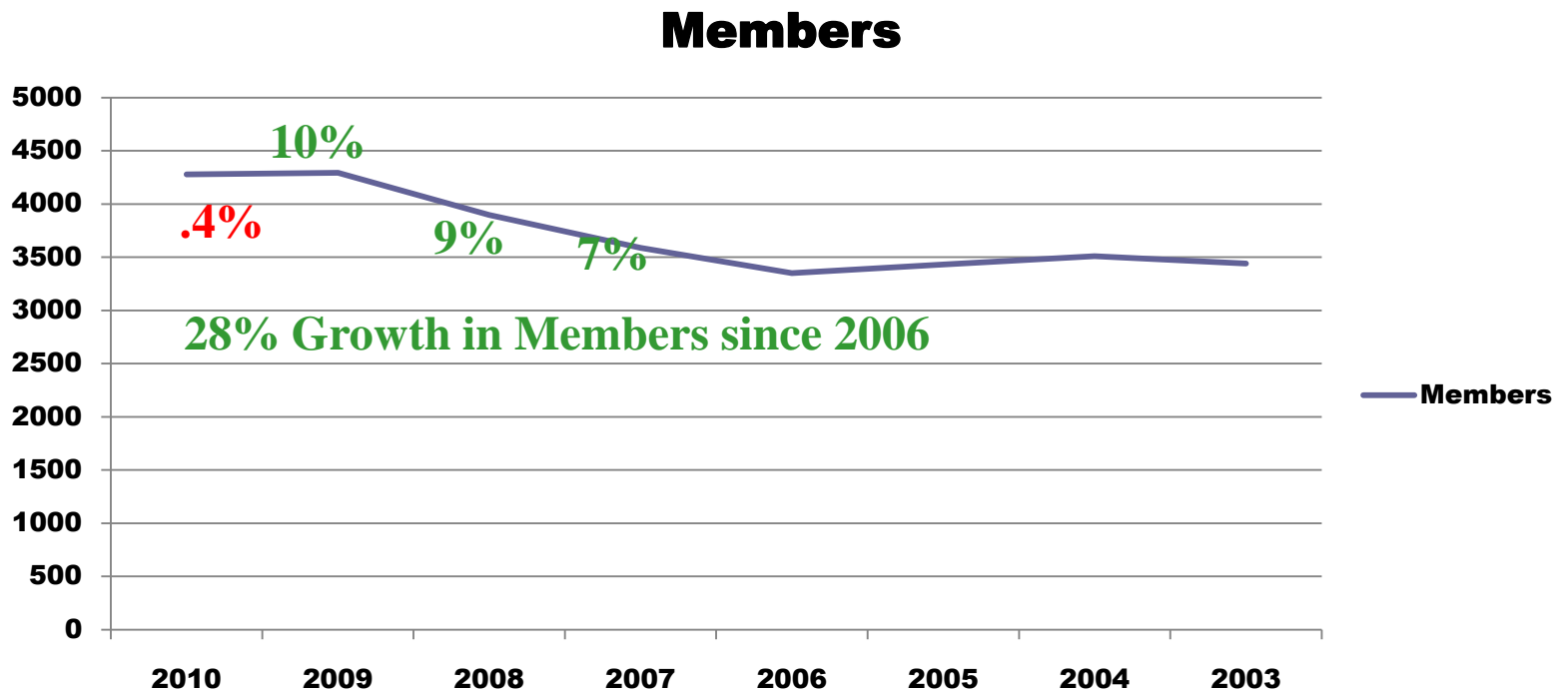
2010 Expense

Salaries/Commissions	\$ 59,990	19%
Drug Testing	\$ 55,195	18%
Arnold	\$ 49,721	16%
World Teams	\$ 49,712	16%
Rent/Supplies, Postage	\$ 25,477	8%
Insurance	\$ 23,500	8%
Card Reimbursement	\$ 17,400	6%
Other	\$ 12,433	4%
Merchandise	\$ 9,866	3%
Bookkeeping	\$ 5,100	2%

- Categories are consistent from previous years in terms of ranking.
- Merchandise growing again in 2011
- Sponsorships down, GNC payment not made until 01/2011

- Salaries and commissions include Barb's salary, officer commissions, NGB stipends, SC payments
- Merchandise growing due to more activity in 2011

Membership Growth



- 1st quarter memberships up 10% from 2010

The Arnold

2008

- Revenue Raised (est) \$35,000
- Expenses Incurred (est) \$42,000
- Loss for the Meet \$ 7,000

2009

- Revenue Raised (est) \$70,000
- Expenses Incurred (est) \$53,000
- Profit for the Meet \$17,000

2010

- Revenue Raised (est) \$53,000
- Expenses Incurred (est) \$51,200
- Profit for the Meet \$ 1,800

2011

- Revenue Raised (est) \$50,750
- Expenses Incurred (est) \$49,700
- Profit for the Meet \$ 1,050

Things are Looking Up

Strengths

- Membership Trends are Strong
 - First quarter was better than 2010 by over 200 memberships (10%)
- Raw division is driving more membership sales
- Summer meet schedule is growing
- Reports are that the average meet size is growing
- Internet membership sales growing tremendously – 100% growth in years
 - 469 sold in 2010 vs. 360 in 2009, 226 in 2008
 - 380 already in 2011
 - New members are also bundling merchandise sales and increasing overall sales

Opportunities

- Build the sponsorship and fund raising arm of the organization
- Attract new meet directors in targeted areas
- Push more people to website for all information – drives sales