



Financial Update
State President's Call
November 3, 2009



Finance Committee

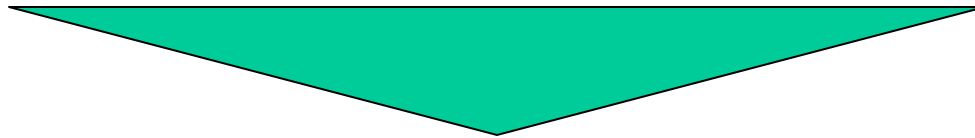
- Geoff Peters (Treasurer)
 - Mike Guidry
 - Merijean Kelly
 - Ed Remen
 - Don Checots
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- Melody Weiss (Staff Liaison)
 - Jim Hiser
 - Ex Officio – Cheryl Kirk

Financial Guidelines

- The Executive Director must present a balanced budget for approval
- The Association may not take on debt without Board knowledge and concurrence
- All contracts over a certain dollar amount and/or time period require Board approval
- All financial transactions must be “transparent”
 - I see a weekly report of every disbursement and the status of all our operating accounts, we’ll be expanding it to the entire Finance Committee going forward
 - And, a forecast of what is due the following week

How Do We Set Financial Direction

- Our objective as an association is to be as efficient as possible with every dollar, however
- It is not our assignment to question every expense



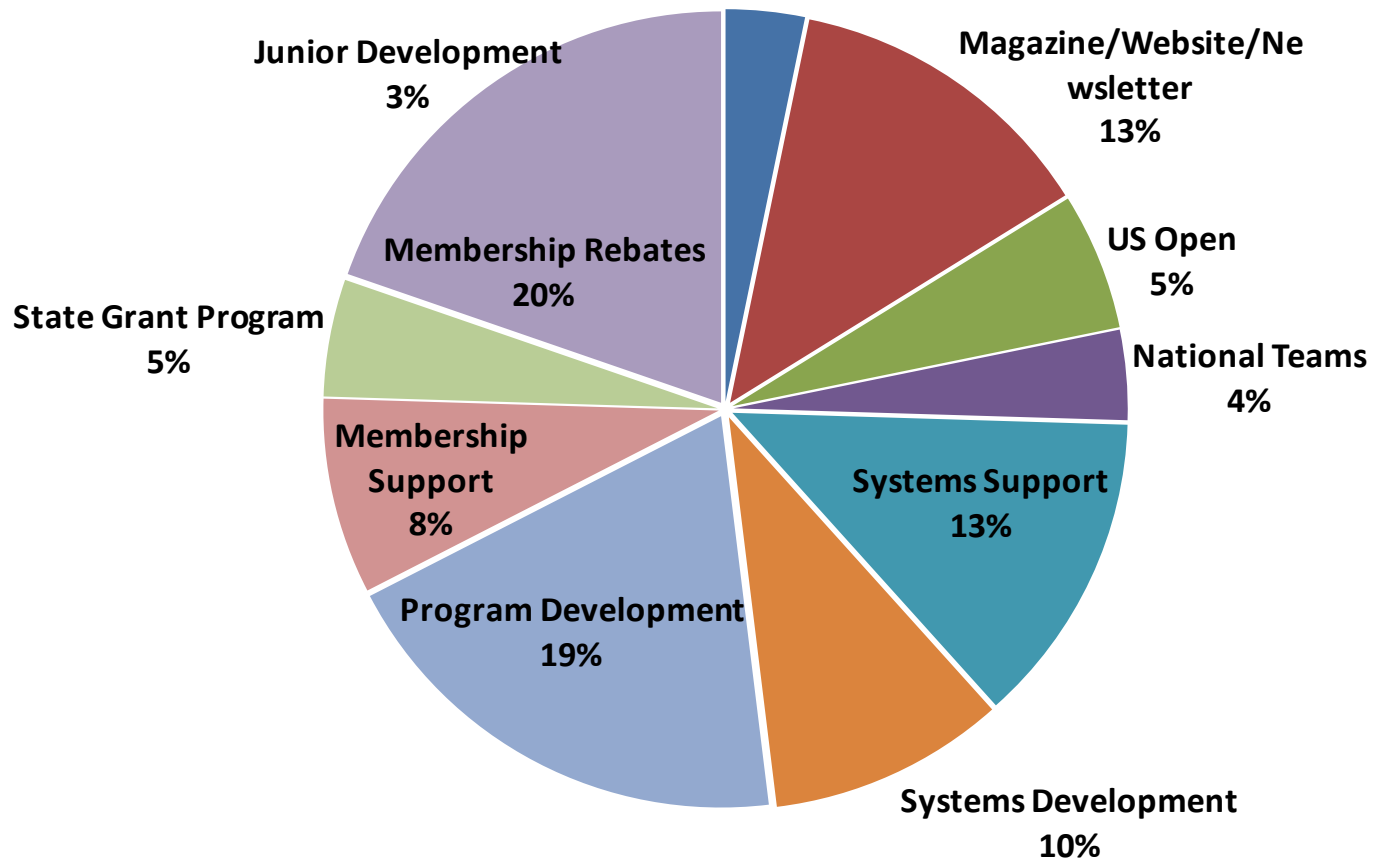
- It is our job to provide our staff with clear strategic direction on how to execute against that strategy – given a certain level of available funds

Some Facts About Where We Are in 2009

- We have been necessarily conservative about our membership numbers – but are on track so far
- The US Open Expenses represent half of our overall Event expenses
- Our Magazine/eNewsletter is breaking even after losing money in the past
- Our National Team expenditures increased with two US National Team events overseas and the Junior World Championships moving from Arizona in 2008
- We have offered online donation opportunities that are being well-received by our players
- Programs such as the High Performance camp are largely self-funding
- Funding has been allocated to improve our online tools – and the feedback (much from you guys) has been positive. It costs money to do this stuff!
- The US Open NEEDS a major sponsor to remain a premier event
- Our Overhead/Office expenses have been managed closely

Where Does Your Membership Money Go?

This is an interesting question – because many of our programs and all of our tournaments are “self funding”. Membership revenues are about 25% of our total annual budget



What Would Help Our Association Financially?

- Twenty five new Lifetime Members before 12/31/2009
 - At last count we had 266, including most, but not all of this Board (Thanks!)
 - Join before the rate goes up at the end of the year to \$1,250
- Our Industry Sponsors would promote, encourage and insist on USAR Membership for all of their sponsored players
 - Spot checks indicate that many are missing – particularly the Club Pros who rarely play tournament events
 - Probably worth >250 members over the next six months
- If our players used GoodSearch , GoodShop and the USAR Visa Card (the ultimate win/win scenarios)
 - Heck, it saves you money
 - Goodsearch is just a search engine – you don't have to buy anything!
 - We get money back with each transaction!
- If 25% of our members each brought in a new member!