Pacific Northwest Booksellers Assn.

Profit & Loss [Budget Analysis]

January 2014 through December 2014

	Selected Period	Budgeted	$ Difference	% Difference	2015
Income					
Program Service Income					
Fall Trade Show	$66,160.00	$63,000.00	$3,210.00	5.10%	64,000
Drayage	$25,920.00	$25,000.00	$1,040.00	4.20%	25,400
Mailing List	$1,345.00	$500.00	$395.00	79.00%	700
Bookseller Support Donation	$4,380.00	$4,500.00	($120.00)	-2.70%	4,000
Adv-Footnotes	$3,800.00	$6,000.00	($2,200.00)	-36.70%	4,000
Adv-Handbook	$400.00	$500.00	($100.00)	-20.00%	500
Adv-Trade Show Program	$1,300.00	$500.00	$800.00	160.00%	1,000
Adv-Stuff-Its	$500.00	$1,000.00	($500.00)	-50.00%	500
Adv-NW New Title Preview	$5,875.00	$5,000.00	$875.00	17.50%	5,500
Adv-Buzz Books	$2,550.00	$2,000.00	$550.00	27.50%	3,000
Adv-NW Booklovers	$2,375.00	$5,000.00	($2,625.00)	-52.50%	2,500
Adv-Bookseller Blast	$10,875.00	$6,000.00	$4,875.00	81.30%	12,000
Author Promos	$22,655.00	$23,000.00	$105.00	0.50%	24,000
Promotional Sponsorships	$5,850.00	$5,000.00	$850.00	17.00%	6,000
Holiday Catalog	$229,700.00	$216,000.00	$13,700.00	6.30%	222,000
Total Program Service Income	**$383,685.00**	**$363,000.00**	**$20,855.00**	**5.70%**	**375,100**
Membership Dues - Renewal	$32,480.00	$30,000.00	$2,480.00	8.30%	30,000
Membership Dues - New	$5,925.00	$7,000.00	($1,075.00)	-15.40%	6,000
Interest Income - MM/Check	$297.23	$300.00	($53.28)	-17.80%	300
Interest Income - CD	$0.00	$700.00	($700.00)	-100.00%	
Misc Income	$114.00	$0.00	$114.00	NA	-
Total Income	**$422,501.23**	**$401,000.00**	**$21,620.72**	**5.40%**	**411,400**

Expenses					
Program Service Expense					
Member Communication	$458.00	$500.00	($42.00)	-8.40%	500
NW Booklovers	$7,729.81	$17,000.00	($10,125.79)	-59.60%	8,000
Awards	$7,026.46	$7,000.00	$14.91	0.20%	7,000
Drayage	$7,763.94	$6,000.00	$1,763.94	29.40%	6,500
Fall Trade Show	$62,414.17	$53,000.00	$9,400.69	17.70%	54,000
Buzz Books	$450.00	$500.00	($50.00)	-10.00%	500
Education	$7,428.57	$7,000.00	$428.57	6.10%	7,000
Rural Library Project	$764.46	$500.00	$264.46	52.90%	700
Bookseller Support Programs	$4,380.00	$4,500.00	($120.00)	-2.70%	4,000
HC Travel	$56.58	$3,500.00	($150.75)	-4.30%	3,500
HC Design	$3,382.25	$5,000.00	($572.50)	-11.50%	4,000
HC Mailers	$4,427.50	$300.00	($300.00)	-100.00%	-
HC Print/Plate	$96.60	$78,000.00	$4,711.50	6.00%	83,000
HC Promotional Material	$82,711.50	$2,000.00	($741.83)	-37.10%	1,000
HC Freight	$1,258.17	$13,000.00	($13,000.00)	-100.00%	14,000
HC Distribution CO-OP to Store	$13,911.32	$23,000.00	($23,000.00)	-100.00%	23,000
Total Program Service Expense	$204,259.33	$220,800.00	($31,518.80)	-14.30%	216,700
Management Expense					
Accounting/Taxes	$1,844.48	$1,500.00	$344.48	23.00%	1,500
Board Expense	$12,804.22	$14,000.00	($1,195.78)	-8.50%	12,000
Office Staff	$73,297.50	$62,000.00	$4,975.00	8.00%	75,000
Director's Wages	$67,920.00	$63,600.00	($1,340.00)	-2.10%	68,000
Employee Benefits	$1,643.54	$6,500.00	($3,552.62)	-54.70%	1,500
Payroll Taxes	$13,809.63	$12,000.00	$642.66	5.40%	13,500
Payroll Processing	$1,437.76	$1,400.00	($72.88)	-5.20%	1,500
Office Supplies/Copies/Fees	$2,470.21	$2,000.00	($322.24)	-16.10%	1,000
Computer Software					1,000
Telephone	$1,466.29	$1,500.00	($93.66)	-6.20%	1,500
Internet & WWW	$5,861.54	$1,200.00	$4,491.85	374.30%	2,500
Postage/Shipping	$419.56	$500.00	($186.94)	-37.40%	500
Credit Card Merchant Fees	$3,245.50	$3,600.00	($727.50)	-20.20%	3,000
Director's Travel/Mileage	$501.34	$1,000.00	($498.66)	-49.90%	500
Dues/Subscriptions	$40.00	$100.00	($60.00)	-60.00%	100
Office Equipment					1,500
Regional Meetings	$2,010.90	$2,000.00	($94.26)	-4.70%	2,000
Legal/Professional Fees	$10.00	$0.00	$10.00	NA	500
Insurance	$2,776.00	$2,800.00	($24.00)	-0.90%	3,000
Office Rent	$4,032.88	$4,500.00	($467.12)	-10.40%	4,600
Total Management Expense	$195,591.35	$180,200.00	$1,828.33	1.00%	194,700
Total Expenses	$399,850.68	$401,000.00	($29,690.47)	-7.40%	411,400
Net Profit/(Loss)	$22,650.55	$0.00	$51,311.19	NA	-