

## **Bookkeeper's Report, Board Retreat, January 2013**

January 16, 2013

Dear PNBA Board,

It is with considerable pleasure that I report that, with almost all of 2012 expenses accounted for, we will end the year in a much better financial condition than we expected at this time last year.

We had projected a loss for the year of \$33,800. Happily, it looks like we will end the year close to \$10,000 in the black! We will not know the exact figure until we process all of the Holiday Catalog co-op reimbursements.

The primary reasons for for this good news are as follows:

Holiday Catalog income was \$18,000 higher than budgeted

Drayage income was \$5600 higher than budgeted

Trade show expense was \$9400 less than budgeted

Holiday Catalog printing was \$10,300 less than budgeted

There were other smaller amounts that also contributed. Thom will go over all of these numbers in greater detail with his 2013 budget report.

Our total assets at the end of 2012 were \$351,496. This is very slightly higher than at the end of 2011. Interest rates are still near zero with not much hope of improvement any time soon.

Our Accounts Receivable balance at the end of 2012 was \$51,110. At the end of 2011 it was only \$12,600. This increase in slow payment is worrying, but we have no reason to believe we will not collect most or all if it in the next few months.

In late 2012 we set up an account with PayPal so that we can use their secure (?) card processing server to make it easier for people to pay for some of our programs via credit card. It seems to be working well for us.

For the coming year, there are two issues that appear troubling for PNBA. One is the fact that we will probably continue to see member store closings this year. That is more a problem of viability of the Association than it is of loss of income. The other problem may well be a decline in publisher ad revenue. We were only able to sign up 5 titles for the January New Title Preview. Last year we had 13 and the year before 19. This may be a fluke, but it may also be an indication of diminished publisher support for the future.

All in all, it is very good that we are ending up in the black for 2012...we may need it in 2013.

Respectfully,

Larry West  
PNBA Bookkeeper