

National Office Report to the ASGS Board of Directors

Dear President and Members of the Board of Directors of the ASGS:

Accomplishments/Special Projects:

- The ASGS online store at www.cafepress.com is a success. We don't know exactly what was sold but it generated \$65.68 in revenue at no cost to the Society.
- Sam's Club & Hertz partnered with the Society by offering our members discounts at no cost to the Society. We encourage our members to take advantage of these discounts so we can continue these free member benefits.
- We have continued to research the benefits/challenges of changing our IRS status from 501(c)6 to 501(c)3.

Financial Situation:

- The checking/savings account balance decreased by only \$12,067.23 between 04/30/08 and 04/30/09 primarily thanks to revenue generated by the 2008 Symposium.
- The combined investment account balances decreased by \$21,624.70 due to lower yield interest rates on CDs and a market value decrease in the AIM funds of \$21,749.18 compared to the same time last year. On May 12th, I met with our Financial Advisor to review our account. Our fund balance was up \$7,122.50 to \$38,875.15 compared with the quarterly statement balance of \$31,752.65 as of 03/31/09. He did not recommend any changes.
- The investment CDs at BB&T have a 7 month term and will expire 06/07/09. Our current interest rate is 1% compared to 4.95% for the term ending 04/07/08.
- Our upcoming budget projects an \$18,556 deficit. The leadership is taking steps to ensure sustainability with the following measures in place:
 - a. 2007 Proceedings were produced in electronic format (CD) rather than the costly print version – a savings of \$5,605.88. The same will be done for 2008.
 - b. The 2008 Roster was produced only in electronic format (CD) – a savings of \$779.06. Printed copies will be available upon request. The same will be done for 2009.
 - c. We added postage fees of \$19.50 to all international members and Fusion subscribers effective January 1, 2009 due to the discontinuance of surface international mail by the US Postal Service.
 - d. We changed printing companies for Fusion. Based on the February 2009 issue, cost savings should average at least (conservatively) \$1,375 per issue. Unfortunately, advertising revenue is down significantly over prior years.

Goals and Objectives:

- Find ways to generate additional Fusion revenue.
- Seek new members, re-engage former members and maintain our current membership roster.
- Evaluate (re-evaluate?) our market – are we missing a segment of potential members and/or advertisers?
- Provide any requested support to the Symposium Committee, Sections and other Committee Chairs/members – even if it's outside the scope of our contract.
- Continue to strive for excellence while performing our duties in a timely, cost-effective manner.
- Set up PayPal on our website for dues renewal and Symposium registration. This is to fulfill requests from members and attendees who prefer the security of paying via PayPal as well as those who would like the option to register/pay outside normal office hours.

Please feel free to contact us with suggestions, ideas and constructive criticism so that we are able to serve you in the manner in which you deserve.

Respectfully submitted by Amy Collins
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