

Administrative Coordinator Report
WELV Annual Retreat
July 21, 2017

Financial

- Suntrust Bank Balance – \$37,230
- Paypal Balance - \$935. To be transferred to bank account.
- Accounts Receivable - \$9750 – second notice invoices have been mailed. This is conference income which is reflected in the conference comparison report and the profit and loss statement. Additional income \$5000 from Moseley Architects for business partnership fee.
- Accounts payable – Suntrust Credit Card \$18.73 for items purchased for Lynchburg Regional Conference.
- Overall year to date - a profit of \$12,189.

Membership

- Current membership is at 167 with 2 renewals in the last week and 3 new members in the last 2 months. This is a very slow increase in membership. A list of members and their information will be provided to each regional representative for further cultivation of WELV members/new memberships.

Website

- We have a proposal from Charlottesville Media for a redesign of the WELV website giving us and members more access to information, online registration (tied to Constant Contact), member information update, newsletter and other member contact templates, and news and information pertinent to today's educators. Designed to be mobile/tablet-friendly it will include integration of our social media, a 2-3 slide 'show'. The estimated cost is \$6,600 and should be completed in a 3-month (max) period.

Marketing

- We have subscribed to Constant Contact, a web marketing program that provides WELV with opportunities to contact our members via bulk email, online registration (tied to our website and Paypal), accurate member database, monthly newsletter, attendee lists, and other dynamic features that we can create and utilize. The cost is \$20 per month, with a \$25-50 fee for each event.

2017 Annual Conference Report
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2017 Annual Conference

- **Income**

- Registration fees \$24,922
- Sponsorship fees \$11,000

- **Expense**

- Hotel \$11,638
- Speaker fee and travel \$1,623
- Sponsored dinners \$1,524
- Book cost \$1,569
- Awards, printing, gifts \$2,295

- **Profit**

- \$17,295 – as compared to last year \$10,000 less overall – an increase in hotel bill of \$1300 (due in part to a per diem increase), less \$411 in bookstore sales, \$6750 less in registrations, \$1500 speaker fee.