GENERAL BOARD MEETING
Monday, April 5, 2010
6:00 p.m. CC-220

1. Meeting Called to Order – 6:05 pm

Attendance:

Absent—Yang Ming.
Program Heads: Absent—Mark Brislin, Stephanie Mizushima, Chad Fujihara.
Guests: William Corum
Meeting Secretary—Joaquin Villarreal

2. Approve of March Minutes

Joaquin motioned to table the minute approval to the next meeting. Seconded by Anthony. Motion passes by acclamation.

3. Program Head Reports (None since last meeting last week.)

There are no reports for this meeting.

4. Staff Reports

a. Rob

A new report is on file for the Month of March. There is a need for more students to get more ad revenue. Also, there are allotted KaLeo website marketing ads that have been sold to, but there hasn’t been any ad sales for the websites previously. This process will be developed further so that ad revenue can also come from the website.

b. Jay Hartwell
There is a constant need to train the members of the different publications to use the software that they use to create the publications. Is there any solutions that can be suggested to help with this.

One suggestion is to buy disc tutorials and eventually have a staff member dedicated to getting new members trained.

Another suggestion is to have these members attend trainings workshops.

c. Bob Duesterhaus

To comment on the status of the current budget; we are doing pretty good although our advertising revenue is lower than usual. It is at $55,000 out of $100,000 estimated amount. The reason for this is that there was no advertising sales person throughout the Fall term and a temporary person before Rob was hired.

5. New Business

a. Approval of budget

What was the Ka Leo stipend budget for the current fiscal year?

$90,000. The Board added extra money to this year’s budget for a web manager.

Is there any money for software and hardware?

Yes. There is a line item allocated to this.

Henri-Lee motioned to table the P and F budget proposal until the next meeting with the modifications that will come by the next meeting. Seconded by Joaquin.

Objection.

The budget can be amended at another time if needed, but the budget is fine as of right now. The budget can be changed accordingly by proposing reallocations.

Motion called to question.

Voting results for the motion on the table = For: 2, Against: 4, Abstained 2.

Motion does not pass.

Joaquin motioned to approve the budget present at the meeting. Seconded by Anthony.

Objections.

Do not know why we would approve a budget that there are possible changes to; it leaves too much to the choice of the Planning and Finance Committee.
To clarify that, the Planning and Finance committee would not be putting anything into the budget directly. There would need to be a proposal to come from the committee and then the Board would vote on whether to approve it or not.

Motion called to question.

Voting results for the motion on the table = For: 5, Against: 2, Abstained: 1

Motion passes.

b. Request for travel funds for the Wampum conference

What is being asked for is that $2000 be approved for travel to the Wampum conference in San Antonio. Since the last meeting, the deficit that was thought to be bad is worst.

This conference requires us to participate every other year. We participated last year so we do not have to go this year. Also, we need to decide where the money needs to be allocated.

Henri-Lee motioned to approve the travel for the advertising manager to attend the Wampum conference. Seconded by Ned.

Objections.

We can’t afford it and will make every effort to make it to the conference next year, but the CCMA conference in August would be a much better conference for our ad manager to attend.

Voting results for the motion on the table = For: 1, Against: 5, Abstained: 2

Motion does not pass.

c. Approval of Ad hoc committee

Maybe we should add the student ad managers to the people that will attend these meetings.

Ron Motioned to create the Committee beginning today with the amendments noted which include student ad managers as members and moving the ad manager position to adviser of the committee. Seconded by Joaquin. Motion passes by acclamation.

6. Old Business

a. Bulletin Board update

If there are any questions regarding this line item, the chair of the SDC Committee can be contacted.

7. Open Forum

8. Adjourn

Joaquin motioned to adjourn at 7:48 pm. Seconded by Henri-Lee.
INTEROFFICE MEMORANDUM

TO: BOARD OF PUBLICATIONS EXECUTIVE MEETING
FROM: ROB REILLY, ADVERTISING MANAGER
SUBJECT: FEBRUARY 2010 REPORT
DATE: 4/5/2010

Overview
The Advertising department has been making strides in increasing advertising revenue. We ran a spring break special issue w/ 25% off for local advertisers and reach $4,000 in sales while putting out a 20 page paper. We also used that special to bring in some long term contracts through the end of the semester.

Current Clients
I have been reorganizing territories for ad reps and will continue to build client list to give the incoming ad reps a solid base to start from. I am currently handling all call in ads and any previous ad contracts until I can start to get some more student ad reps hired to take over. I have been taking notes of the contract book to better familiarize my self with past clients. (warm leads)

Ad Sales Structure
The current structure has been going through some serious changes so that we can accommodate more students coming in to work in territories vs. reserve list advertising. I have been trying to implement new structures so that the sales reps can easily balance work with school while getting all the necessary things done that we need done. I am currently working on developing a new rate card and sales materials as well.

Work Flow
Work Flow is getting better and we have seen serious improvement to learning how the process works from ad sale to ad in the paper. The work flow has been a little tricky considering there was no structure in place to work from when I arrived, but I think by the end of the semester and over the summer we will start to see some serious improvement.
**Recruiting**
Recruiting is still an ongoing process that will require constant attention until we start to see staff numbers increase into the teens. Currently I have switch all ads in print, started an online ad campaign, table in the campus center mall MWF from 12-1pm, spoke to student organizations and posted jobs on SECE and College of Business Website. I still need to go to classes and speak as well as get up some on campus flyers at the poster board areas.

**Marketing the Publications**
The table in campus center is helping bring awareness to the publications in general. The Facebook and Twitter has been put on hold due to difficulty obtaining passwords and access to updating the pages, however I hope to see some movement on these sites over the next couple weeks. I am also trying to set up some different partnership opportunities with some clients, student orgs, and UH departments to help promote the Ka Leo, Ka Lamakua, and Hawaii Review. I will be requesting that we start to purchase a few minor promotional pieces to give away at said events.

**Final words**
The Ka Leo has a lot of potential to increase revenue over the next year and beyond that as well. We are currently a very targeted publication with very competitive rates that will allow us to grow sales on the print side of things. We also have a lot of untapped potential in the online sales that will be addressed over the next 4-6 weeks. The current problem is that we have no sales materials supporting online products, as well as no internal structure to link our products together.

I am hiring a student web developer to help bring our online publications up to speed as well as develop new and innovative websites and mobile applications. Currently I feel that there has been some progress made toward setting up infrastructure that will make sales easier for the student sales reps. However there is a lot of ground to cover and I need more students to help get us where we need to go.
SUMMARY OF CHANGES FROM FY09/10

- Student fee increase for Spring 2011 is NOT included in anticipated revenue.
- $1,500 was added to Board Operations in order to purchase a Macintosh laptop computer and any necessary software. This computer is for the recording of minutes in addition to use at conferences by staff members and tabling events on campus.
- Board stipends increased by $1,000.
- Advertising Revenue was increased by $15,000 to $165,000 assuming we will gain more revenue with the new Advertising Manager position.
- Hawaii Review advertising increased by $1,000 assuming we will gain more revenue with the new Advertising Manager position.
- Ka Lamakua stipends were reduced by $1,000.
- Ka Lamakua ad revenue increased by $2,500 assuming we will gain more revenue with the new Advertising Manager position.
- Advertising: is now equally shared $1,000 per each program. Last year Ka Leo had $500 less and the Board had $500 more. The overall figure remains the same.

This budget assumes that ($5,825) will be taken from our reserve. This is half the anticipated negative number from the last budget.

500 UNAPPROPRIATED SURPLUS

Revenue:
Fee Revenue: $477,450 - Estimated student fee revenue of $481,000 for fall 2010 and spring 2011 semesters is based upon anticipated enrollment of 18,500 students (18,500 students x 2 semesters x $13 per student). This revenue does not include the proposed fee increase of $2.00 per student for Spring 2011 since the outcome of that proposal is still unknown.

Interest Income: $13,000 - Projected additional income derived from interest-bearing investments on the BOP fund balance.

510 EQUIPMENT RESERVE

Equipment:
Replacement Reserve: $26,250 - The BOP is continuing a plan initiated in FY 2008-2009 to reserve funds over a period of several years for the regular replacement of the software systems for BOP Advertising and Ka Leo Editorial. The amount for FY10/11 represents one-quarter of the estimated $105,000 total cost ($75,000 for Advertising, $30,000 for Editorial).
520 PROGRAM ADMINISTRATION

PERSONNEL:
(2001) Regular Employees: $153,850 – This category covers the annual payroll costs and fringe benefits for the Business Manager (APT, PBB), Editorial Adviser (faculty specialist, S2), and Advertising Manager positions. Note the Advertising Manager position is listed under Ka Leo Advertising.

(2201) Student Employees: $25,000 – This category covers the student employee staff that supports the BOP Business Office. This line item also includes the positions which support the activities of the Board of Publications. Budget includes 2 Reception Clerk positions (A21) at 15 hours per week, 1 Office Assistant position (A31) at 15 hours per week and 1 Fiscal Assistant position (A42) at 20 hours per week and up to 40 hours per week during breaks, depending on workload.

EXPENDITURES:
(29/7100) Service on a Fee: $1,500 – Covers the anticipated costs for workshops and professional training sessions. Additional funds may be approved for Board-mandated training sessions if funds become available. Also covers the cost of collection agency fees.

(3200) Office Supplies: $3,000 – Covers the cost of supplies such as copier and printer paper, pens, pencils, etc. for all BOP programs, BOP Office and Board Operations.

(3300) Food Supplies: $2,000 – Covers the cost of refreshments at workshops and training for various staff programs. Also covers the cost of water delivery service for the Ka Leo building.

(3400) Other Supplies: $3,000 – Covers the cost of site licenses for software programs, toner cartridges for laser printers and fax machine and miscellaneous computer hardware (mice, keyboards, etc.).

(3500) Dues & Subscriptions: $600 – Covers the cost of the yearly institutional membership dues in the Western Association of University Publication Managers (WAUPM) and the Hawaii Publisher's Association (HPA).

(3800) Telephone: $8,000 – Covers the rental cost of the entire BOP telephone system, including phone systems in the Editorial, Advertising, Business Office, Ka Lamakua, and the BOP Press building. This line item also includes costs for long distance calls made in support of the BOP Programs, BOP Business Office and Board Operations.

(3900) Printing & Binding: $1,000 – Covers the cost of printing various items such as envelopes, letterhead, contracts, message pads, etc.

(4000) Advertising: $1,500 – Covers the cost of promotional materials such as pens, notepads, stickers, etc. for the Board of Publications and its programs.

(41-4600) Travel: $2,400 – Covers the cost of sending one full-time staff to the annual Western Association of University Publication Managers (WAUPM) conference. Allocated funds are expected to cover the costs of airfare, lodging, meals and miscellaneous expenses.
(5600) Rentals: $5,000 – Covers the estimated cost of lease agreements for the BOP photocopier and fax machine.

(5800) Repairs & Maintenance: $11,500 – Covers the cost of service contracts and repair costs for the BOP photocopier, fax machine, printers, building alarm system and air-conditioning maintenance.

(7200) Other Current Expenditures: $3,300 – Covers the cost of the annual server maintenance contract with ITS, and other special events.

(7225/30) Registration Fees: $300 – Covers the costs of annual WAUPM conference registration fee.

(7235) Merchant Fees: $750 – Covers the anticipated costs of merchant discount fees.

**EQUIPMENT:**

(7700) Equipment: $21,150 – In fiscal year 2008-2009, the BOP had initiated a plan to fund the regular replacement of computer hardware and software for its programs. Assuming a five-year useful life for these items, the BOP will upgrade approximately one-fifth of its computers, peripherals and programs each year. The amount for FY10/11 represents two-fifth of the estimated $90,750 total replacement cost of these items, plus an additional $3,000 to expedite the purchase of equipment to support BOP’s network. $1,500 is allocated in Board Operations in order to purchase a Macbook computer and any necessary software.

**530 BOARD OPERATIONS PERSONNEL:**

(2201) Student Employees: $500 – This category covers funds to pay for a student to take minutes of all the Board’s meetings or a Board member to gain additional stipend funds.

**EXPENDITURES:**

(3300) Food Supplies: $500 – This line item covers the cost for food and beverage items used at retreats, workshops and the Annual BOP Awards & Recognition Banquet. At the time of the budget preparation, only $500 has been funded for this line item. However, upon review of its financial position, BOP may elect to appropriate additional funds for this line item at a later date.

(6531/33) Stipends: $9,000 – Covers the cost of Stipends paid to the student voting Board members, both executive and regular.

A systematic format for assessing individual fulfillment of criteria shall be established and used prior to awarding any stipends. This format shall be designed in cooperation with advisers and affected students.

Stipends are awarded to recognize the volunteer service students provide to the University by being members of Chartered Student Organizations. Stipends do not represent compensation for work performed nor replacement of lost employment earnings.

The issuance and awarding of stipends is contingent upon student leaders completing training and instruction about their roles and responsibilities as CSO volunteers prior to the receipt of stipends.
(7200) Other Current Expenditures: $200 – Covers the cost of leis, awards, plaques, and prizes for the annual BOP Awards & Recognition Banquet or other events.

(7220) Photocopy: $50 – Covers the cost of any emergency photocopies made for the BOP on the Campus Center photocopier.

540 KA LEO O HAWAI‘I EDITORIAL EXPENDITURES:

(29/7100) Service on a Fee: $1,000 – Covers the anticipated costs for journalism-related workshops.

(3000) Operating Supplies: $500 – Covers the cost of reference training materials and other incidentals required to produce a daily newspaper, such as reporter notebooks, press passes, etc.

(3300) Food Supplies: $500 – Covers the cost of food and drinks for workshops and/or training sessions.

(3500) Dues & Subscriptions: $2,000 – Covers the dues to Associated Collegiate Press (ACP) and for subscription fees for newspapers, syndicated columns, comics, and magazines.

(3900) Printing & Binding: $500 – Covers the cost of hard cover binding of up to 2 complete sets of the Ka Leo O Hawai‘i issues for the previous year.

(4000) Advertising: $500 – Covers the cost of promotional materials such as pens, notepads, stickers, etc.

(41-4600) Travel: $1,600 – Covers the costs associated with the program's travel to conferences for training purposes, as per the BOP’s travel guidelines. Allocated funds are expected to cover the costs of airfare, lodging, meals and miscellaneous expenses. See Board of Publications Travel Guidelines.

(6531/33) Stipends: $90,000 – Covers the estimated cost of editorial stipends, photos, and artwork.

Stipends are awarded to recognize the volunteer service students provide to the University by being members of Chartered Student Organizations. Stipends do not represent compensation for work performed nor replacement of lost employment earnings. A systematic format for assessing individual fulfillment of criteria shall be established and used prior to awarding any stipends. This format shall be designed in cooperation with advisers and affected students.

The issuance and awarding of stipends is contingent upon student leaders completing training and instruction about their roles and responsibilities as CSO volunteers prior to the receipt of stipends.

(7200) Other Current Expenditures: $250 – Covers the cost of plaques, awards, leis and other miscellaneous items.
550 CIRCULATION

PERSONNEL:
(2201) Student Employees: $15,000 – Covers the cost of delivering daily issues of Ka Leo O Hawai’i and daily inspection of the circulation bins by student assistants.

EXPENDITURES:
(3000) Operating Supplies: $1,200 – Covers the cost of gasoline & oil for the BOP delivery van.
(3700) Postage: $3,000 – Covers the cost of mailing subscription issues of Ka Leo O Hawai’i.
(5800) Repairs & Maintenance: $1,500 – Covers the cost of repairs and/or maintenance required for the BOP delivery van.
(5900) Insurance: $125 – Covers the cost of the State’s Fleet Insurance Policy on the BOP van.

560 KA LEO PRODUCTION

EXPENDITURES:
(3900) Printing & Binding: $150,000 – Covers the estimated cost of off-campus printing of Ka Leo O Hawai’i.

570 ADVERTISING

REVENUE:
(0603) Advertising: $175,000 – Anticipated revenue is based on an estimate of Ka Leo advertising potential. Advertising space per issue should be at 50-55% paid ads. The anticipated revenue for the newspaper includes the last half of Summer 2009, Fall 2009, Spring 2010, and the first half of Summer 2010. This increased figure includes advertising revenue from online advertising after the Ka Leo site leaves College Publisher at the end of FY09/10

PERSONNEL:
(2001) Regular Employee: $52,500 – This category covers the annual payroll costs and fringe benefits for a Professional Advertising Manager. The stipend and benefits will be covered by the employee’s advertising sales and will be stipulated in the contract.

EXPENDITURES:
(3300) Food Supplies: $500 – Covers the cost of food and drinks for workshops and/or training sessions.
(3500) Dues & Subscriptions: $2,500 – Covers funds for membership dues to the College Newspaper Business & Advertising Manager’s (CNBAM) organization, subscription to magazines, and graphic services design sites.
(3700) Postage: $3,000 – Covers the cost of any mailings for promotions, marketing, sales, etc.
(3900) Printing: $1,000 – Covers the cost of printing of advertising rate cards and promotional flyers.
(4000) Advertising: $1000 - Covers the cost of marketing and promotional items, including collateral for awareness campaigns, online advertising campaigns, etc. for the Board and its programs.

(41-4600) Travel: $1,600 - Covers the costs associated with the program's travel to conferences for training purposes, as per the BOP's travel guidelines. Allocated funds are expected to cover the costs of airfare, lodging, meals and miscellaneous expenses. See Board of Publications Travel Guidelines.

(6531/33) Stipends: $40,000 - Covers the anticipated costs of all advertising commissions and productivity bonuses paid to the student advertising staff for working on ad sales for the newspaper, literary journals or any other BOP publication. This amount is based upon projected advertising revenue. Advertising graphic designer stipends are also included.

Stipends are awarded to recognize the volunteer service students provide to the University by being members of Chartered Student Organizations. Stipends do not represent compensation for work performed nor replacement of lost employment earnings. Stipends for student advertising staff members are awarded bi-monthly during the fall, spring and summer publication terms. A systematic format for assessing individual fulfillment of criteria shall be established and used prior to awarding any stipends. This format shall be designed in cooperation with advisers and affected students.

The issuance and awarding of stipends is contingent upon student leaders completing training and instruction about their roles and responsibilities as CSO volunteers prior to the receipt of stipends.

(7200) Other Current Expenditures: $500 - Covers the cost of vendor passes, leis, plaques, awards, prizes and other miscellaneous items.

**580 HAWAI`I REVIEW**

**REVENUE:**

(0603) Advertising Revenue: $2,000 - Anticipated revenue from advertising in the literary journal.

(0722) Subscription Revenue: $1,000 - Anticipated revenue from subscriptions to the literary journal.

**EXPENDITURES:**

(3200) Office Supplies: $300 - Covers the cost of paper shredder and print toner cartridges.

(3300) Food Supplies: $750 - Covers the cost for food for Hawai`i Review reading and launch event.

(3900) Printing & Binding: $12,500 - Covers the estimated cost for the off-campus printing and binding of the two issues of the Hawai`i Review literary journal.

(4000) Advertising: $1,000 - Covers the estimated cost of promotional materials such as pens, notepads, stickers, etc.
Stipends: $10,000 - Covers the estimated cost of staff stipends for the literary journal.

Stipends are awarded to recognize the volunteer service students provide to the University by being members of Chartered Student Organizations. Stipends do not represent compensation for work performed nor replacement of lost employment earnings. Stipends for the student staff of Hawai`i Review are awarded monthly during the calendar year. The criteria for awarding literary magazine stipends are based upon attendance, individual commitment and submitted productivity reports throughout the year. A systematic format for assessing individual fulfillment of criteria shall be established and used prior to awarding any stipends. This format shall be designed in cooperation with advisers and affected students.

Other Current Expenditures: $100 - Covers the cost of contributors’ leis for the Hawai`i Review book release reading and launch.

590 KA LAMAKUA

REVENUE:
(0603) Advertising Revenue: $7,500 - Anticipated revenue from advertising in both the printed editions and online at kalamakua.org.

EXPENDITURES:
(3400) Other Supplies: $400 – Covers the cost of software and site licenses, annual domain name renewal and website hosting plan for Ka Lamakua.

(6531/33) Stipends: $8,000 - Covers the estimated cost of staff stipends for the arts and entertainment website and print editions.

Stipends are awarded to recognize the volunteer service students provide to the University by being members of Chartered Student Organizations. Stipends do not represent compensation for work performed nor replacement of lost employment earnings. Stipends for the student staff of Ka Lamakua are awarded monthly during the calendar year. The criteria for awarding stipends are based upon attendance, individual commitment and submitted productivity reports monthly throughout the year. A systematic format for assessing individual fulfillment of criteria shall be established and used prior to awarding any stipends. This format shall be designed in cooperation with advisers and affected students.

Other Current Expenditures: $150 - Covers the cost of event fees for promotional events.
**BOP Travel Policies & Guidelines**

The primary purpose of BOP travel to BOP-appropriate conferences, workshops, and site visits is to benefit the organization through the acquisition of skills, information and knowledge, and to make contacts with other organizations.

1. Travel is not intended to be a perk or entitlement or a reward for service.

2. Travel shall be limited to those conferences where specific needs and program goals of the BOP have been identified and will be addressed.

3. Students desiring to travel must be able to justify, in an application and interview, how their attendance will meet the above criteria, and demonstrate how they will apply the benefits of the conference toward the needs and goals of the BOP and its programs.

4. Interviews and recommendations to fund travel will be made by a screening committee of the BOP. Students who are applicants shall not serve on that committee.

5. Since the primary purpose of conference travel is to benefit the organization and its constituents, graduating students are not eligible to receive travel funding during the semester they are graduating. Likewise, students who are not intending to continue service in the organization the following semester are not eligible for travel.

6. Students are limited to one BOP-funded travel event per twelve months.

7. The number of students selected to travel in a given conference shall not be determined by budget alone, but shall be limited to the smallest number that can reasonably cover the conference material that is deemed relevant to BOP needs. Generally speaking, students shall not be attending the same conference sessions as their colleagues.

8. Upon return from a conference, workshop, or visit, participants shall give a presentation, workshop or otherwise demonstrate what they have learned and how it will be applied to the benefit of the organization; they must also complete an evaluation form to assess the value of the conference, workshop, or visit, and make recommendations on future BOP attendance.

9. Information on conferences is generally available far in advance, and planning needs to be timely and thoughtful. To be more cost effective and to allow sufficient time for a thorough selection process as well as the fiscal process, preparation and selection must begin at least two months in advance of the proposed conference. In the past, last minute arrangements have compromised the selection process and have resulted in higher airfares, hotel rates and conference fees. This is to be avoided.
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<td>Other - Prizes (7245)</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT EXPEND.</strong></td>
<td>$389,575</td>
<td>$379,325</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>FY 09/10 BUDGET</th>
<th>FY 10/11 BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment (7700)</td>
<td>$22,650</td>
<td>$21,150</td>
</tr>
<tr>
<td>Replacement Reserve</td>
<td>$26,250</td>
<td>$26,250</td>
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<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td>$685,325</td>
<td>$691,075</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>FY 09/10 BUDGET</th>
<th>FY 10/11 BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET REVENUE</strong></td>
<td>$494,000</td>
<td>$(5,825)</td>
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</table>