

CEO Report

As reported in March, we closed out our fiscal year by achieving all of our organizational goals. Below is brief list of highlights, with comparisons where possible to the goal and prior fiscal year numbers. Look for a more complete list in our Annual Report, which is in development. (Please note: all numbers are preliminary until the audit, currently underway, is completed.)

All of these good things happened thanks to a lot of teamwork. Our Chairman, Richard Andersen, CFE, was instrumental in setting our goals and ensuring staff and volunteers were supported in achieving them. John Bolton, CFE, 1st Vice Chair, set us on a solid path at the beginning of the year by leading the VenueConnect program committee in its development of a highly successful event. The other members of the Executive Committee - Immediate Past Chair Randy Brown, CFE; 2nd Vice Chair Kim Bedier, CFE; Mark Mettes; and Paul Davis, CFE - worked in concert along with the Board of Directors to guide our strategy. And of course, we have an outstanding group of volunteer leaders serving in many capacities, whether on the Foundation board, a school board, a sector program committee, or a project committee or task force.

Last but not least, I extend my thanks to the staff here at IAVM. In collaboration with our members, they have worked hard this year and truly made a difference. I'm proud to be associated with them.

As we move forward into a new year, we can be excited about the increasing level of engagement from members as evidenced by the most recent Call for Volunteers: 86 members sent in requests for committee appointments this year, as opposed to 38 last year and 44 the year before. More people are raising their hands, volunteering to lead, and that bodes well for our future.

Year-End Highlights (Fiscal Year April 1, 2012 – March 31, 2013)

- Achieved a net profit of \$120,000, exceeding goal by 100%, or \$60,000, and an increase of \$374,000 over the prior year
- Achieved the membership goal of 4,100 members, compared to 3,808 the prior year and 3,515 the year prior to that
- Brought in membership revenue of \$1,252,000, a 10% increase over the prior year, and compared to a goal of \$1,159,000
- Sold \$445,000 in sponsorships compared to \$328,000 the prior year, an increase of 36%
- Captured over \$250,000 of in-kind sponsorships
- Developed a new partnership program and ROI reporting system to more strategically engage allied members and add value and benefits
- Produced 15 webinars, compared to 6 the prior year, a 150% increase

- Offered 62.5 hours of content in the On-line Learning Center, compared to 9 hours the prior year, a 594% increase
- Achieved cumulative total of 3,147 completed surveys for VenueDataSource, compared to 1,984 at the end of the prior fiscal year, a 59% increase
- Redesigned *Facility Manager* Magazine content and graphics around member feedback
- Presented the first virtual Stadiums Conference, with 7 host sites
- Redesigned newsletters with the result of the unsubscribe rate dropping by 80% and open rates increasing 20%
- Increased our Facebook “likes” from 524 to 834, our Twitter followers from 1,027 to 1,479 and our LinkedIn connections from 2,546 to 3,706
- Increased our VenueNet profiles from 757 to 971 and our connections between members from 4,491 to 5,231
- Developed a new alliance with the International Association of Exhibitions and Events
- Joined the “Meetings Mean Business” coalition led by the US Travel Association
- Obtained \$65,000 in Foundation major gifts versus \$0 last fiscal year
- Increased Foundation annual giving revenue by \$6,000 over last fiscal year

In closing, we took some big steps forward this last year. However, challenges remain. For example, we are tracking behind in exhibit sales for this year’s VenueConnect, and are working to close that gap by introducing a new opportunity for buyers and sellers called DirectConnect. We know the web site needs a lot of work, and we plan to unveil a new and improved site soon. And we continue to improve the magazine based on your on-going feedback. It’s all a work in progress, and the evolution continues.

Hope to see you soon in New Orleans for VenueConnect!

Regards,



Vicki Hawarden, CMP
IAVM President and CEO

Operations

Financials

For the year ended March 2013 the Association generated a net profit of \$120,000 on revenue of \$4.52M compared to a budgeted profit of \$60,000 on revenue of \$5.03M. The net profit improvement is a result of operating expenses running \$585,000 under budget. The primary areas of savings: labor costs down \$135K, VenueConnect 2012 \$113K and DHS / VenueDataSource costs down \$188K.

In comparison to Last Year revenue was down 1% but net profit improved by \$374,000 as Operating expenses were reduced by \$442,000 or 9%.

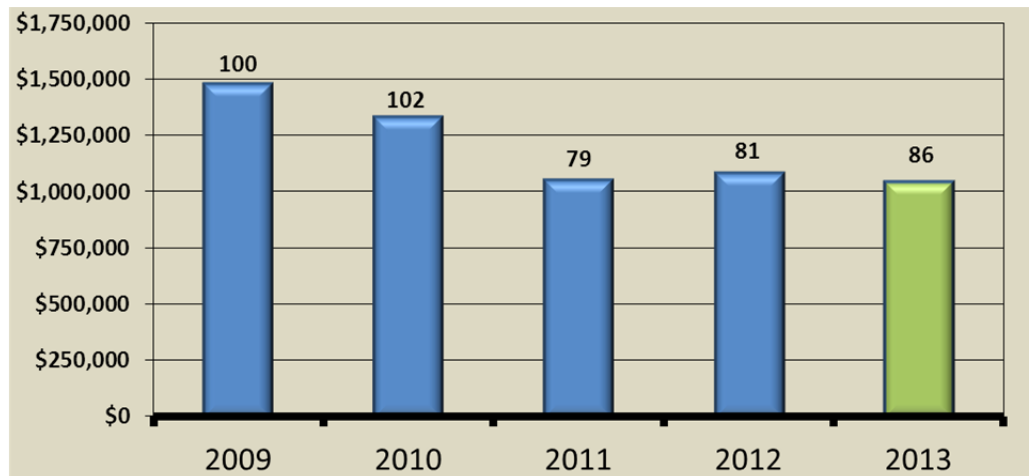
Three key financial goals were accomplished for the year ended March 2013.

- Net Profit of \$120,000 meets both bank loan covenants
- Cash & Investments – the cash balance increased to 86 days of operating expenses from 81 days in March 2012.
- Debt to Equity – the debt to equity ratio of 0.87 was reduced from 1.02 in March 2012. The 0.87 ratio is the lowest ratio since the building was purchased in the year 2000. The ratio was a high of 1.67 in the year 2000.

Looking forward to next year we have two key indicators – trade show sales and deferred dues payments. At the end of March trade show sales for VenueConnect 2013 were \$512,000 which is down from \$703,000 last year. Staff is looking to close the exhibit sales shortage by adding a hosted buyers program. As of today the revenue shortfall in comparison to budget for VenueConnect 2013 is estimated to be from \$100K to \$150K. Dues payments is the second key indicator and is currently at \$637,000 which is flat with last year meaning revenue should run in line with current totals.

Cash and Investment Balance

A financial objective of the Association is increasing the company's Cash and Investment balance to a minimum target of 90 days of annual operating expenses. As of March the cash & investment balance was \$1,043,000 and represented 86 days of operating expenses. The benchmark increased for the third straight year.



Operations – Building / IT

The Association has selected Ungerboeck as their membership/event application software to replace iMIS. The Ungerboeck application process began in April and will move forward with discovery meetings through May. Once the discovery meetings are completed a project timeline will be developed for implementation.

The following are significant IT accomplishments for the March 2013 year end.

- Capital Budget – a 5 year Capital Budget was completed and presented to the Board in December 2012. The capital plan included; hardware/software, web site development and building needs.
- Fiber Optics – partnered with TimeWarner to add fiber optic access to the building which increased speed from 3Mbps to 10Mbps. Also upgraded firewall and WIFI equipment to increase both speed and security.
- FTP Server / Antivirus Software – implemented FTP server to support uploading of large files from 3rd party vendors and replaced Antivirus software to better protect servers, desktops and laptops.

Education

Professional Development, Meetings and Events

VenueConnect 2013 – New Orleans, LA, July 27 – 30

Registration is up and running! Please visit the *VenueConnect* website to see the conference schedule, learn more about this year's plans, visit the trade show floor and register to attend! This year's host hotel, the Hilton Riverside, will house the entire convention under one roof. Click through the *VenueConnect* website to book your room at the Hilton, as well. A quick walk to the convention center will take you to the Mardi Gras-themed Trade Show and education sessions at this year's convention. The *VenueConnect* program committee has almost finalized a very robust program this year, and New Orleans promises to be a colorful and unique home to this year's convention.

Description	Actual	Budget	Last Year
Registration	\$188,000	\$510,935	\$259,695
Paid Attendees	289	747	403
Sponsorship	\$147,000	\$215,000	\$157,500
Total Revenue	\$335,000	\$725,935	\$417,195

AMC 2013 – Toronto, Canada, September 8 – 10, 2013

The AMC Committee has been hard at work putting together programming for an exciting conference in Toronto. For the first time ever, we will be taking the Arena Management Conference to Canada, and looking forward to new venues, old friends, and great content. Please keep an eye on your email for registration announcements and hotel information. Just a reminder, you will need a valid U.S. passport for travel to Canada. If your passport is expired, we urge you to take a moment and renew. Passport information and a link to the U.S. State Department are available on the AMC website.

ICCC – Charlotte, NC, October 3 – 5, 2013

The ICCC Committee is currently developing timely and thoughtful programming for this year's conference in Charlotte, NC. In addition to a compelling educational program, the local host committee is putting together unique and fun off-site networking events, including a one-of-a-kind reception. Be on the lookout for emails with details of the conference in the next few weeks!

Senior Executive Symposium May 13 - May 16, 2013

Registration for the Senior Executive Symposium at the end of April was 48 tracking (30%) ahead of 2012 registrations compared to 37 this time last year.

Class	Budget	04/30/2013	Last Year	2012
SES	Goal	Enrollment	Y-T-D	Totals
Total	40	48	37	37

Venue Management Schools at Oglebay June 3 – June 6, 2013

Registration for the Venue Management Schools was tracking (18%) ahead of 2012.

Class	Budget	5/01/2013	Last Year	2012
	Goal	Enrollment	Y-T-D	Totals
Year One**	125	138	128	132
Year Two	120	116	96	100
Graduate**	20	24	12	13
Totals	265	278	236	245

AVSS

AVSS presented a webinar on Power Loss, April 25. Kevin Mattingly moderated and Paul Turner was the subject matter expert.

There were five media inquiries on Safety & Security during the month; two related to Boston Marathon: Expo Magazine, USA Today, and MassLine.com (Red Sox's); Pocono Record regarding severe weather; and Risk & Insurance Magazine regarding nightclub safety and fires.

Two alerts were sent to IAVM members in the days following the Boston Marathon incident; the first one general information and the second one with resource information to assist venue managers. DHS intelligence guidance information was continually monitored, with updates and new postings shared with membership via VenueNet. Suspicious activity awareness resources and training materials were shared individually with members and others in the industry requesting assistance.

Webinars

VMS GI Leadership Interview Webinar
Wednesday, April 17, 2013

Attendees: 9

IAVM Mentor Connector Webinar
Wednesday, April 24, 2013

Attendees: 26

Venue Power Loss: Preparedness and Response Plan Development

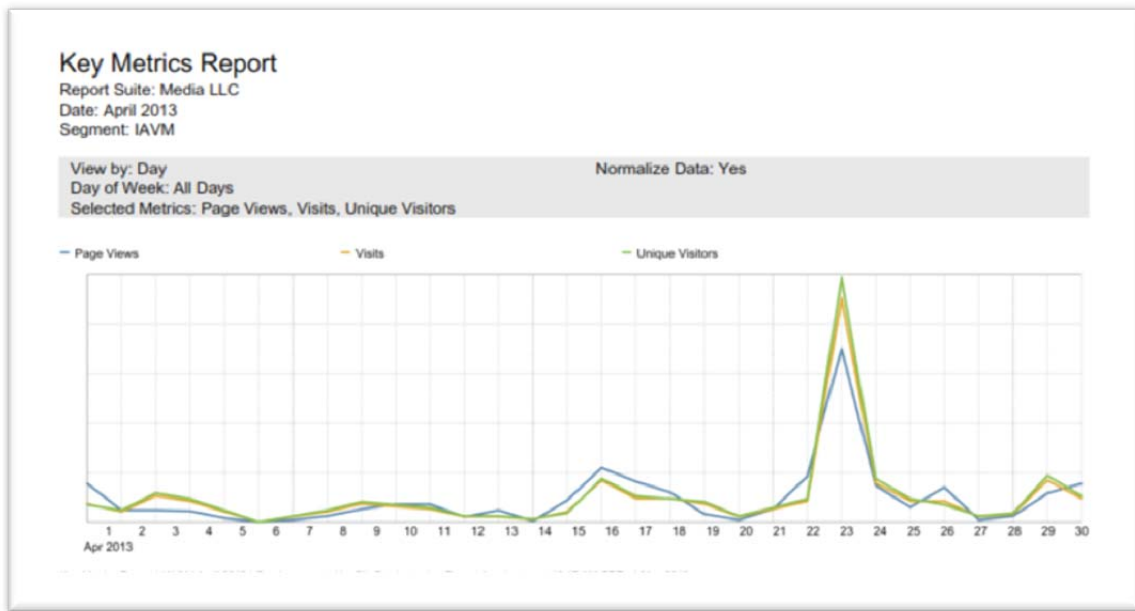
Thursday, April 25, 2013

Speaker: Paul Turner, Director of Event Operations, Cowboys Stadium

Attendees: 9

Online Learning Center

There were a total of 708 page views, 269 visits and 241 unique visitors.



Publications

Facility Manager Editorial

Feedback from members about the reinvented magazine can be found in the new Letters section that appeared in the April/May issue. We received a lot of positive feedback and also received some helpful critiques about how to keep improving the magazine so it meets the needs of the members. Please keep the letters and feedback coming.

Advocacy

Municipal Tax Exempt Bonds – As Congress and the Administration continue to look for ways to find revenues to reduce the deficit or fund new programs, eliminating or capping

the tax exemption on interest earned on municipal bonds is an option for the President and many in Congress. Turner Madden attended a legislative strategy session at the US Conference of Mayors on April 22, 2013 to help support municipal bonds. There were about 30 participants including the National Governors Association, the National League of Cities and the National Association of Counties. During the session, it was decided to:

- Seek additional cosponsors for a resolution on municipal bonds in the U.S. House of Representatives. The resolution (H.Res.112) celebrates the history of municipal bonds and recognizes their contribution to economic growth of cities and municipalities. Sixteen representatives have already joined to date.
- Find a sponsor for a similar resolution in the Senate
- Meet with six or seven key Senators to find support for the issue in committees

As a little background, before the Easter recess, the House Ways and Means Committee held a hearing on tax reform and tax provisions affecting state and local governments. The Committee examined the uses of tax-exempt municipal bonds and the local impacts if the bond exemption were capped or eliminated. Several committee members who formerly served as local elected officials, including Reps. Kenny Marchant (R-TX; Carrollton mayor and city council), Richard Neal (D-MA; Springfield mayor and city council), Bill Pascrell, Jr. (D-NJ; Paterson mayor) and Tom Reed (R-NY; Corning mayor), emphasized the importance of this financing tool to cities, states and municipalities and argued that these proposals would unfairly shift costs to local residents through tax or rate increases.

Campus Safety Act of 2013, U.S. House bill HR 359 – The Senate bill now has 3 co-sponsors. The bill was referred to the House Committee on the Judiciary. The Attorney General (DOJ) is authorized to establish and operate, within the Office of Community Oriented Policing Services, a National Center for Campus Public Safety. This bill is much better than the bill introduced in the 112th Congress (last year). This bill requires more cooperation between the Department of Homeland Security and the DOJ. A hearing has not been scheduled for this bill. No action from last month.

Gun Show Loophole Closing Act of 2013, U.S. House bill HR 141 (37 Cosponsors, previous month 27 cosponsors). This bill requires a background check before anyone can transfer a firearm to an unlicensed person at a gun show. The bill was referred to the Subcommittee on Crime, Terrorism, Homeland Security and Investigations. A hearing has not been scheduled for this bill.

American Infrastructure Investment Fund, U.S. Senate Bill, S.387 (1 Cosponsor) - A bill has been introduced by Senator John Rockefeller (WV) on February 26, 2013. The purpose of the bill is to establish an infrastructure development fund to lend low interest loans for major public projects to local and state governments. The bill has been referred to the Senate Committee on Commerce, Science and Transportation which is chaired by Senator Rockefeller. Mr. Madden spoke with the Senator's staff about the bill and was informed that Chairman Rockefeller and the President would like to keep the focus of the bill on transportation. The Chairman's staff believes that the bill has a much better chance in the House of Representatives (Republican controlled) if the focus is on transportation. A hearing has not been scheduled for this bill.

California Anti-Scalping Bill – IAVM worked with Fans First to write letters of opposition to potential ticketing legislation in California.

Ticketmaster Lawsuit in Baltimore, Maryland. Turner Madden participated in a meeting about proposed ticketing legislation for the City of Baltimore. The other entities include: Modell Lyric, Meyerhoff, Hippodrome, Baltimore Zoo, the National Aquarium, Maryland Science Center, Orioles and Ravens. The goal of the meetings is to have the City venues and ticket agency organizations reach a consensus on a draft ticket bill that could be presented to the Baltimore City Council later this spring.

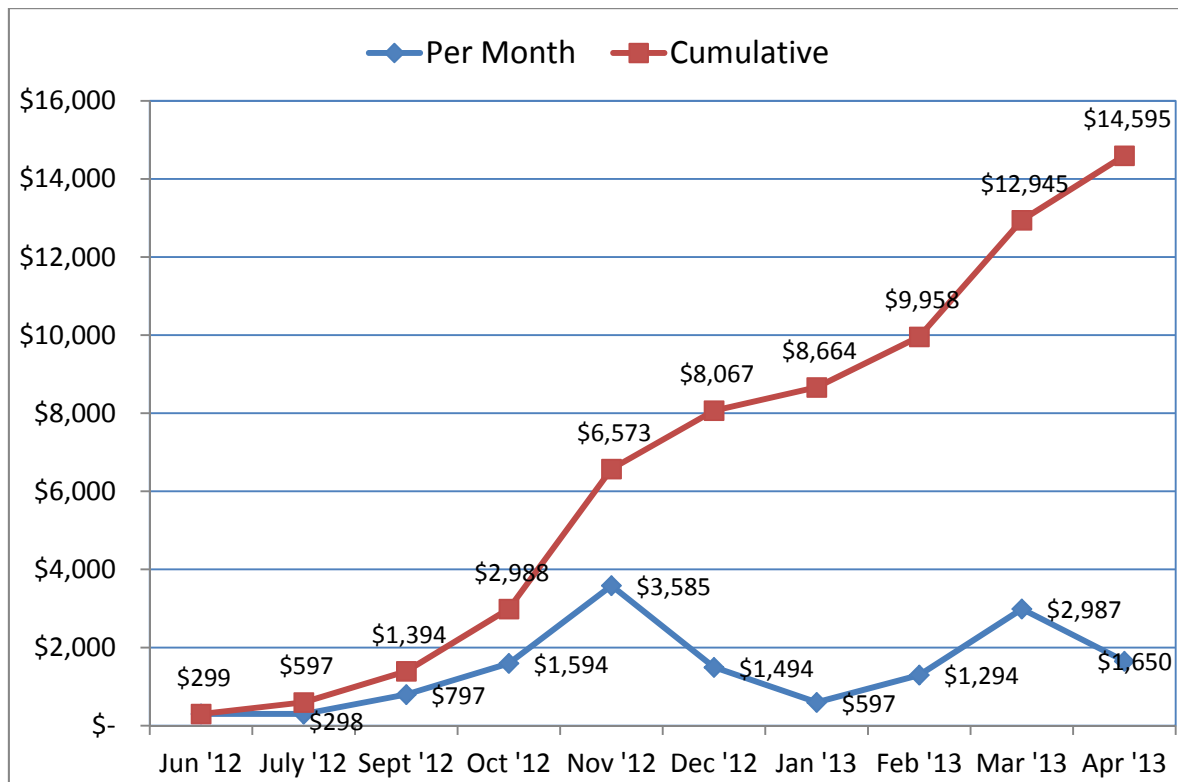
Research

The 2013 Economic Conditions report was completed, made available to participating members and placed on the website to sell.

Written reports for the 2012 Operating Revenue survey have been completed and in the next few days will be 1) uploaded for sale on the website, 2) be made available to all participating venue members to download, and 3) will be marketed to all members via an email announcement.

Thanks to input from many of our committee members, we're able to begin drafting a survey on staffing levels; interviewing is scheduled for late May or early June.

Sales of VenueDataSource reports in April totaled \$1,650, cumulative total sales now stands at \$14,595.



Sales, Marketing & Business Development

Marketing and Promotional Efforts

April marketing and promotional efforts focused on the Association's annual conference and trade show, VenueConnect; the ISMC Stadium Conference, a hybrid webinar with a face-to-face component; and the IAVM Mentoring program.

Also in April, the Creative Services Department began using and populating an online marketing content management calendar. The content management program allows the team to create dynamic marketing calendars for each event and product. The shared calendars allow for better coordination of promotional and marketing efforts across a wide variety of marketing channels. The sharable content calendars also avoid duplication of effort and allow members of the team to see a comprehensive overview of messaging across print, digital/email, social media and PR efforts.



VenueConnect 2013

Registration for VenueConnect 2013 went live on April 2 and a stand-alone email announcing the conference and trade show went out that week. Additionally e-news stories, blog posts and social media are being used.

An additional marketing push went out requesting nominations for the Venue Excellence Award nominations with 18 venues applying to receive the Venue Excellence awards.

The Creative Services Team drafted a Sample Justification Letter for the convenience of those attendees required to seek registration approval from a supervisor in order to attend.

2013 ISMC WebSITE: Safe Stadium Operations

This spring's WebSITE: Safe Stadium Operations hybrid conference took place May 1. Promotion during April included blog and newsletter stories, as well as social media, VenueNet announcements and a stand-alone email. This email was sent to the larger stadium list but also sent to regional high schools in the Dallas-Fort Worth area encouraging attendance at the local host venue – Cowboys Stadium.

Mentor Connector Program Refresh

The Creative Services team continues to work with the mentoring task force to look at a full refresh of the marketing for this critical program. In April a two-sided promotional flyer was produced to encourage participation both on the mentor and mentee side of the program.

Design Request Template

In April, the Creative Services department continued to streamline the process for requesting promotional and marketing materials for various programs and events. A simple Google document has been created to allow staff at Headquarters to relay vital information about a project such as key dates and other details related to a project that the Creative Services Team will need to produce. An approval routing process has also been implemented with marketing projects allowing all team members to review marketing pieces before they are produced.

Marketing Partnerships

CEFMA: A newsletter story was created for April for use in CEFMA member communications. As well, IAVM sent a mailing to the CEFMA Board of Directors highlighting IAVM's benefits of membership. The mailing included a letter from Vicki Hawarden, the new FM magazine, CEFMA Membership Overview and the printed 2013 IAVM Guide.

A stand-alone communication was also shared with their membership highlighting IAVM programs and events from April to July including *VenueConnect* 2013, WebSITE: Safe Stadium Operations and the improved benefits to the Facility Manager magazine and the new IAVM Blog to name a few.

The Creative Services Team continues to expand communications to IAVM's regions. Several stories including *VenueConnect* and the ISMC WebSITE Hybrid Conference went into the Region 5 monthly newsletter.

Crest Publications (covering large office complex and other large venues) highlighted the new Front Row News Blog to North Texas, Austin, Houston and San Antonio readers.

Media Coverage

Coverage continues to come in for the Association's new alliance with IAEE. Media stories about the partnership appeared in several large publications including:

USAE 4/23/13

<http://sauersgroup.com/USAE/4-23-13/#1>



Mentoring is the art of facilitating the professional and personal development of another. Successful companies use mentoring to help increase employee satisfaction and employee retention and improve workplace productivity. Seventy-one percent (71%) of Fortune 500 companies offer mentoring programs to their employees. IAVM believes that we can create a stronger Association and a more vibrant venue industry by providing our members with mentoring opportunities.

The Mentor
A Sun Microsystems study found mentors participating in a mentoring program are 20% more likely to receive a raise than non-mentors, and 45% more likely to be tapped for a job promotion than non-participants in a mentoring program.

- Mentors:**
- > Help create the next generation of industry leaders
 - > Reflect on your own career path
 - > Stay involved and gain re-energized
 - > Learn FROM a Mentee - Glean how the younger generation is approaching the industry
 - > Think beyond the present and the usual processes and consider new ways to solve problems with a fresh perspective
 - > Earn points toward a CPE - IAVM's most respected certification for venue professionals

The Mentee
Mentoring statistics show that professionals who have used a mentor earn between \$1,000 and \$22,400 more annually than those who perhaps didn't use a mentor. Mentees were also promoted 53% more often than those not participating in a mentoring program. www.francoisgroup.com

- Mentees:**
- > Learn from experienced industry leaders
 - > Develop a solid career foundation and refine leadership skills
 - > Create a lifetime network of venue professionals who are equally passionate about the industry
 - > Improve productivity, communication skills and enhance workplace performance
 - > Estimate out of the box thinking and innovation through collaboration

Successful Meetings 4/23/13

<http://www.google.com/url?sa=X&q=http://www.successfulmeetings.com/Conference-News/Event-Management-Compaines/Articles/Two-Meetings-Industry-Associations-Form-New-Alliance/&ct=ga&cad=CACQARgBIAAoATAAOABA4KDZiwVIAVgBYgVlbi1VUw&cd=TmwVe2vcfko&usg=AFQjCNGU8Qo9zfcSCH-UbYE72b8G9vge2Q>

Meetings.net 4/15/13

Trade Show News Network 4/17/13

<http://www.google.com/url?sa=X&q=http://www.tsnn.com/news-blogs/iaee-and-iavm-form-strategic-alliance&ct=ga&cad=CACQARgBIAAoATAAOABAwNy5iwVIAVgBYgVlbi1VUw&cd=ZyBLURerR13o&usg=AFQjCNG33phP1HgXPh0IJ6wNO0R4Pqczpg>

Exhibitor Magazine 4/24/13

<http://www.google.com/url?sa=X&q=http://www.exhibitoronline.com/news/article.asp%3FD%3D12108&ct=ga&cad=CACQARgBIAEoBDAAOABAofHeiwVIAVgAYgVlbi1VUw&cd=QLmQeS2TbmU&usg=AFQjCNG9TNnJSezft71bZvRSJ1DYSWyD0A>

Associations Now 4/23/13

<http://www.google.com/url?sa=X&q=http://associationsnow.com/2013/04/international-groups-form-alliance-to-benefit-members/&ct=ga&cad=CACQARgBIAAoATAAOABAxOjbiwVIAVgBYgVlbi1VUw&cd=Lk1xImoJdE&usg=AFQjCNEMIEGkgX0-yqeCGrJBCqaHxfscsw>

PanStadia and Arena Management Magazine 4/19/13

<http://www.google.com/url?sa=X&q=http://www.psam.uk.com/alliance-iavm-and-iaee&ct=ga&cad=CACQARgBIAEoBDAAOABAopLViwVIAVgAYgVlbi1VUw&cd=0XHecTyBYOw&usg=AFQjCNFVkcX0Fpf0PJGqL9wny-4FHG9asg>

Pollstar 4/17/13

http://www.google.com/url?sa=X&q=http://www.pollstar.com/news_article.aspx%3FID%3D804864&ct=ga&cad=CACQARgBIAAoATAAOABAgou3iwVIAVgBYgVlbi1VUw&cd=4arfqyMQQe8&usg=AFQjCNH0N5K0e2mlxk3TJtqj57PXdvvVow

Travel Daily News 4/17/13

<http://www.google.com/url?sa=X&q=http://www.traveldailynews.com/news/article/54343/the-international-association-of-venue&ct=ga&cad=CACQARgBIAAoATAAOABAtu25iwVIAVgBYgVlbi1VUw&cd=3 IlvoSQ724&usg=AFQjCNHmtFEnIbS3b9hKzKQIDIT3Jz66yq>

Front Row News

IAVM informally launched its new industry blog, Front Row News, in March 2013. The blog features a range of association and industry-related information, including recent

news, safety and security posts, upcoming events, technology trends, and much more. New content will be added to Front Row News each week, including the weekly Your News stories, sneak-peaks at event details, exclusive content, and a weekly industry news roundup.

The launch of Front Row News is an important step in enhancing IAVM's online presence, including stronger Search Engine Optimization and an improved brand look and feel. IAVM will add a subscription feature and formally promote the blog in the coming weeks. (www.blog.iavm.org)

Social Media

Growth and Engagement

- Facebook
 - 852 likes; an increase of 18
- Twitter
 - 1519 followers, an increase of 40
- LinkedIn Group
 - 3965 members, an increase of 259
- VenueNet
 - 997 members have created a profile, an increase of 26
 - 5,297 connections have been made between members, an increase of 66
 - 570 community members were active, an increase of 38
 - 9,800 website page views in April, 1,726 fewer than in March
 - 2,385 blogs viewed in April, 180 fewer than in March
 - 103 messages sent in April; 65 more than in March
 - 1,071 library entries viewed in April, 919 more than in March

Email Marketing Campaigns

A total of 14 email campaigns were sent from IAVMWHQ@IAVM.org from April 1-30, averaging a 27.3 percent open rate (a 4.3% increase from March) and a 13.4 percent click-through rate (a 4.4% increase from March). The email campaigns during April included communications regarding the following activities:

- VenueConnect Registration Open
- California Ticketing Legislation
- Your Research (monthly email campaign)
- Your Membership: Professionals and Allies (monthly email campaigns)
- Call for Volunteers Final Email
- Boston Marathon Updates and Resources
- WebSITE Safe Stadiums Conference
- New VenueNet App
- Your Events (monthly email campaign)
- VenueConnect Program Live and Early Bird Registration

Marketplace Sales

VenueConnect 2013

YTD we have sold \$144,500 in sponsorships with a budgeted goal of \$215,000.

2014 PAMC

Current sponsorship commitment for 2014 PAMC totals \$15,000.

2013 AMC

Sponsorship revenue for AMC 2013 is currently at \$51,300, with a budget goal of \$62,000. Last year at this time we were at \$5,000 in sponsorship revenue.

2013 ICCC

Sponsorship revenue for ICCC 2013 is currently at \$35,300 with a budget goal of \$65,000. Last year at this time we had sold \$17,000 in sponsorship revenue.

Global Partnerships

We are working on the renewals of Global Partnerships with Sodexo and Freeman. Ungerboeck's Global Partnership is finalized with \$60,000 in cash contributions and the remaining amount fulfilled with in-kind software. Ticketmaster confirmed a partnership agreement with IAVM at a Corporate Partnership level (\$50,000 +) which will generate \$36,000 in cash contributions to IAVM as well as in-kind support.

Year to date we have sold \$236,250.00 in sponsorships compared to this time last year at \$160,150.00.

Event	2012 Sponsorship Budget	2012 Total Sponsorship Revenue	2013 Sponsorship Budget	2013 YTD Sponsorship Revenue
VenueConnect	\$185,000.00	\$215,250.00	\$215,000.00	\$144,000.00
AMC	\$64,360.00	\$56,450.00	\$62,000.00	\$51,300.00
ICCC	\$50,000.00	\$64,250.00	\$65,000.00	\$35,300.00
ICMC	\$19,000.00	\$12,150.00	\$11,000.00	\$0.00
SES	\$5,000.00	\$4,500.00	\$5,000.00	\$0.00
PAMC	\$80,000.00	\$88,400.00	\$82,000.00	\$1,650.00
VMS	\$0.00	\$4,500.00	\$0.00	\$4,000.00
AVSS	\$0.00	\$1,500.00	\$0.00	\$0.00
Totals	\$403,360.00	\$447,000.00	\$440,000.00	\$236,250.00

Trade Show

Moving forward into VenueConnect 2013 we have booked \$550,000.00 in exhibit sales with a budget of \$800,000. Last year at this time we were at \$703,000 in exhibit sales. We are in the final stages of implementing our new one-on-one networking program, DirectConnect, into VenueConnect offset some of the decrease in exhibit sales. DirectConnect will be a unique component of our show that provides top-level buyers an opportunity to meet with the allied members for focused one-to-one appointments. Qualified buyers will receive complimentary accommodations and registrations. The marketing department is working to develop a marketing plan to push the hosted buyer program information out to our membership and the sales department is working to gain and integrate the software needed to begin the sales process.

Advertising

Facility Manager advertising for June/July is off to a great start. We are currently booked at \$32,685.00 with three weeks remaining in the selling cycle.

2013 Budget	Budget	Current Bookings	Difference	2012 Actuals
Apr/May	\$34,000.00	\$20,995.00	(\$13,005.00)	\$19,626.46
June/July	\$40,000.00	\$32,685.00	(\$7,315.00)	\$43,209.46
Aug/Sept	\$63,000.00	\$24,078.00	(\$38,922.00)	\$61,363.46
Oct/Nov	\$34,000.00	\$18,055.00	(\$15,945.00)	\$32,155.46
Dec/Jan	\$28,500.00	\$15,158.00	(\$13,342.00)	\$29,382.00
Feb/March	\$27,000.00	\$0.00	(\$27,000.00)	\$26,495.00
2013 Total Budget	\$226,500.00	\$102,329.00	(\$124,171.00)	\$212,231.84

Membership

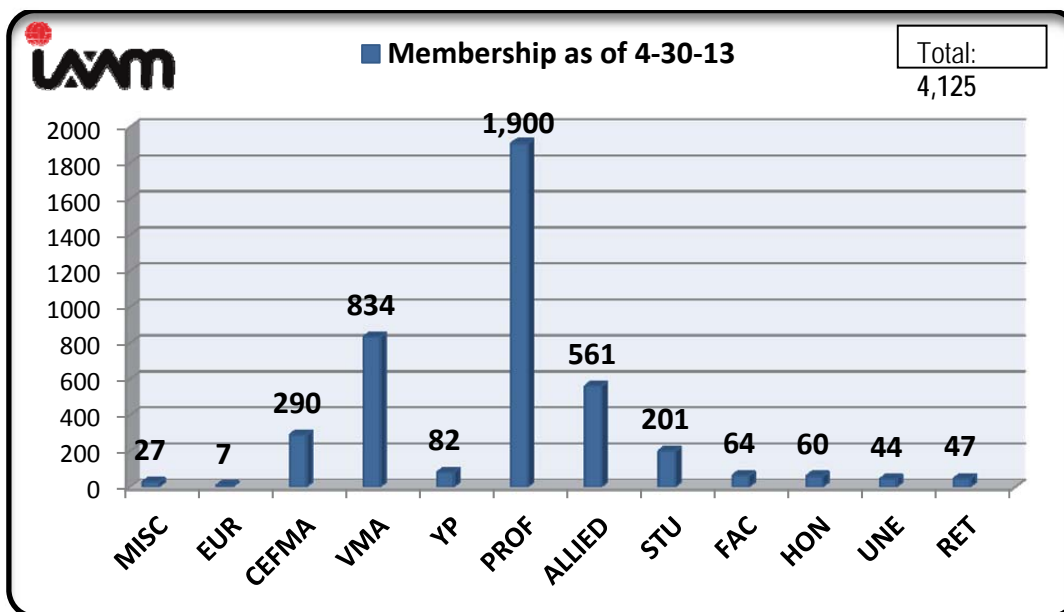
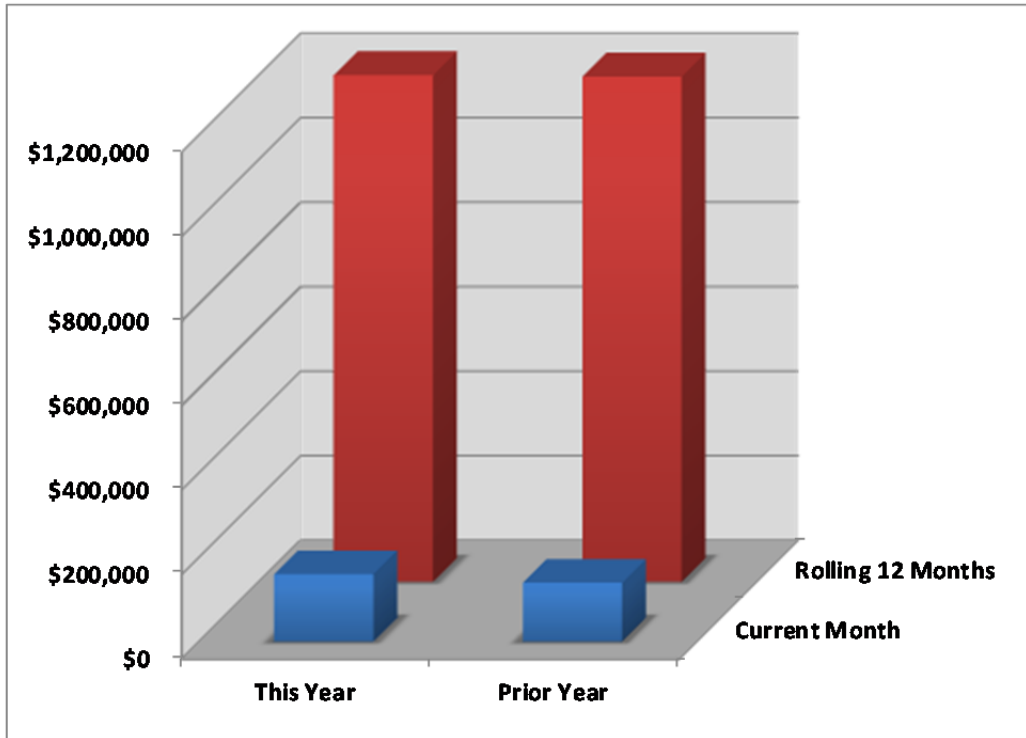
Membership

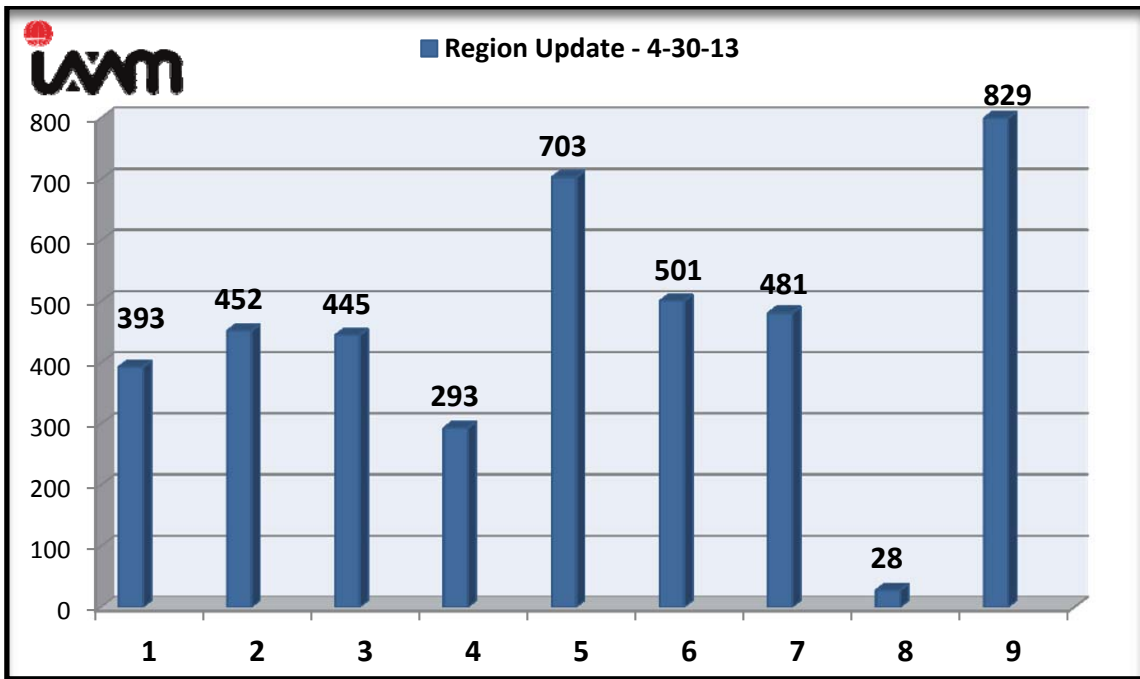
Cash receipts in April were \$158,839 compared to \$138,632 received last year. A total of 297 payments were received this month. Cash receipts are ahead of last year by almost \$4,000.

83 new members were activated in April and 4 more asked to be invoiced.

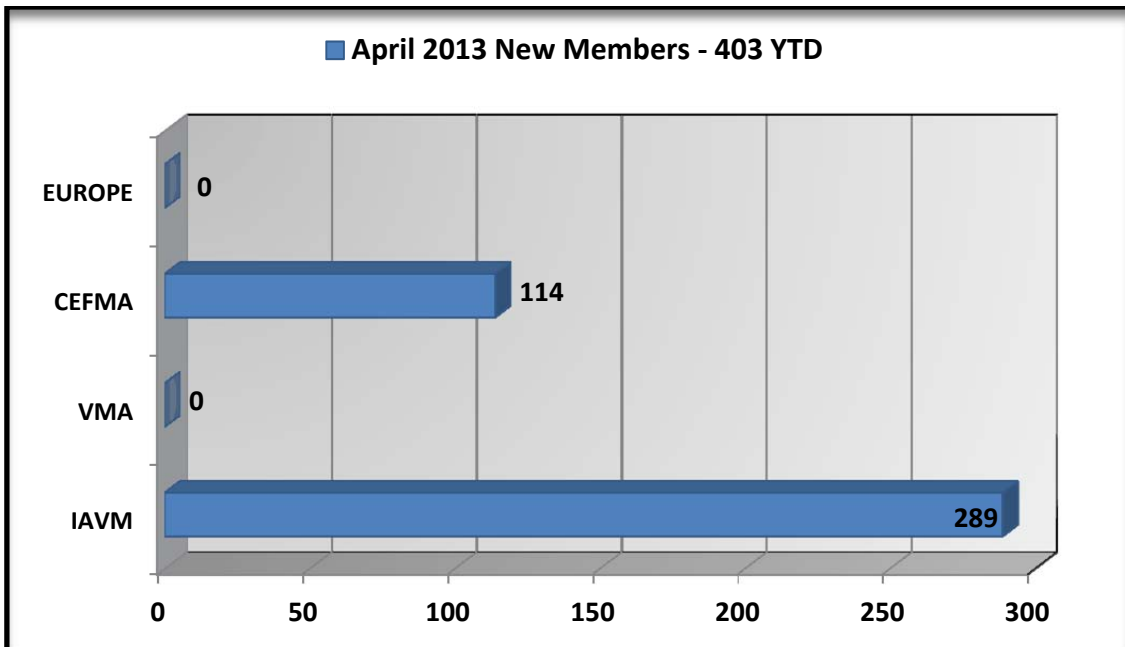
Membership Dues – Cash Receipts

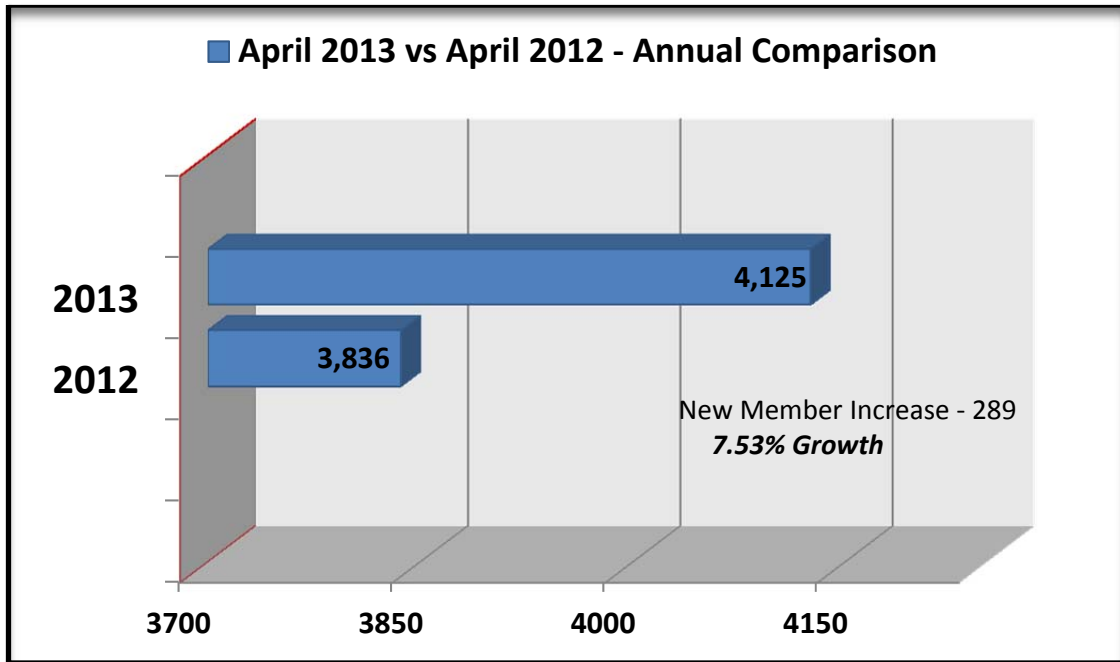
	This Year	Prior Year
Current Month	\$158,839	\$138,633
Rolling 12 Months	\$1,199,264	\$1,195,352





New Member Breakdown





Retention

- 90%-All Members Retention / 88%-Renewals Retention
- Region 8 – the current membership total is 28. (IAVM Europe members = 7)

IAVM Foundation

Annual Giving Campaign

The 2013 campaign is off to a great start with a \$75,000 budgeted goal for total giving and a 20% member participation goal. The Annual Giving campaign, which ends December 31, has reached 3.3% member giving and \$49,145 in proceeds to date.

Annual Giving Comparisons

	Amount Raised:	# of Donors:	% of Member Participation:	Chair's Circle Members:
April 2010	\$30,698	101	3.5%	21
April 2011	\$31,365	85	2.9%	23
April 2012	\$30,410	88	2.9%	22
April 2013	\$49,145	133	3.3%	33

IAVM and Foundation Partnership Program

Team 1: Allen Johnson, Tim Hemphill, Krister Ungerboeck, Randy Ziegler, Susette Hunter, Kim Bedier

Total Raised: \$14,500

- \$4,500 PAMC Annual Giving
- \$5,000 Annual Giving Trustee Pledges
- \$5,000 from Turner Construction (Allen Johnson)

Team 2: Jason Rittenberry, Kelly McDowell, Bob Hunter, Steve Gregosky, Richard Andersen

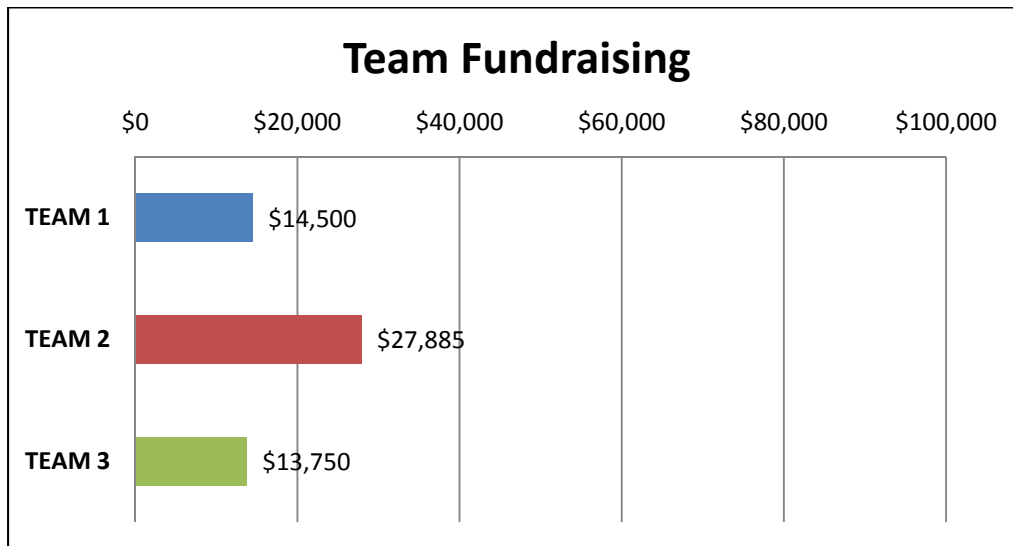
Total Raised: \$27,885

- \$9,185 PAMC Annual Giving
- \$4,000 Annual Giving Trustee Pledges
- \$14,700 from AMC sponsorships (new money) (Bob Hunter)

Team 3: Joe Floreano, Paul Turner, Robyn Williams, Mark Duryea, Bill Powell, John Bolton, Brad Mayne, Lee Zeidman

Total Raised: \$13,750

- \$4,500 PAMC Annual Giving
- \$4,250 Annual Giving Trustee Pledges
- \$5,000 from Joe Floreano (1k annual giving, 2k cooking sponsorship and 2k auction sponsorship)



VenueConnect Fundraising: Silent Auction

Chair: Bob Hunter and Jason Rittenberry

Online Dates: June 1 – July 23, www.biddingforgood.com/iavmfoundation

Onsite Dates: July 27 - 28

Raffle: three items with a value of \$500 or more, three \$500 sponsorships

Title Sponsor: Verbal commitment from Feld Entertainment for \$20,000

- Silent Auction solicitations are underway and the first ASK email went out in March from bob.hunter@iavm.org and jason.rittenberry@iavm.org. The second round of ASKs are going out this month from Bob and Jason's personal emails.
- Target items are concert & sports tickets, hotel packages, golf & spa packages and autographed memorabilia.

Auction Comparisons

	# of Items:	Item Value:	Auction Revenue: Budget	Auction Revenue: Actual
2010 Houston	136	\$86,784	\$50,000	\$50,963
2011 Phoenix	220	\$125,250	\$58,000	\$58,000
2012 Ft. Lauderdale	232	\$185,250	\$70,000	\$80,860
2013 New Orleans	29	\$33,537	\$75,000	\$22,000*

*verbal commitment from Feld Entertainment for \$20,000

VenueConnect Fundraising: Golf Tournament

Chair: Tim Hemphill
 Date: Friday, July 26
 Time: 7:30 AM Shot gun start
 Where: English Turn Golf & Country Club, New Orleans
 Price: \$175 Regular Registration
 Title Sponsor: MillerCoors for \$15,000

Golf Comparisons

	Paid Registered: Budget	Paid Registered: Actual	Sponsorship: Budget	Sponsorship: Actual
2010 Houston*	120	102	\$31,000	\$31,000
2011 Phoenix	115	120	\$40,000	\$32,000
2012 Ft. Lauderdale	115	126	\$60,000	\$51,750
2013 New Orleans*	80	12	\$50,000	\$31,500

*denotes one 18-hole course

VenueConnect Fundraising: Cooking School

Date: Friday, July 26
 Time: 10:00 AM – 2:00 PM
 Where: New Orleans School of Cooking
 Price: \$175 Regular Registration
 Title Sponsor: Sodexo

Join us for a hands-on demo with a team challenge to make it a competitive event. With the hands-on demo, you'll do more than just watch and eat- after all, you're the chef! You will be cutting, chopping, and sautéing a full meal. The chef will teach everyone how to make a four course meal. Once the cooking is done, the teams will be judged by Sodexo (3 judges) on taste, presentation of the dish, verbal presentation and teamwork. After the judging has taken place, you will dine on what you have created. The winning team will receive The New Orleans School of Cooking Class Act cookbook. Also, included will be a diploma presentation for all participants, where each person will be awarded a diploma from The New Orleans School of Cooking by the chef plus everyone will take home all recipes and a New Orleans School of Cooking Apron.

To date:

	Paid Registered: Budget	Paid Registered: Actual	Sponsorship: Budget	Sponsorship: Actual
2012 Ft. Lauderdale*	8	42	\$5,000	\$500
2013 New Orleans	40	7	\$20,000	\$23,000

*2012 alternate activity was sport fishing