

## 2015 NHA Annual Report



**2015** was a busy year and a good year financially for NHA. NHA has continue to work with our consolidated banking accounts, updated electronic banking, and NHA memorabilia or "stuff" in the online store. We also continue to use the *Square* and *Intuit* Registers for on-site event registration and payment which has served us well on the road and in the field.

NHA continues to use our Office Management System called (*MemberClicks*). NHA moved from a manual collection and tracking process of memberships to a state-of-the-art holistic/automated management system while continuing to update our website with the most current information.

**Memberclicks** does the following:

- **Membership Database** - Stores custom member profiles in a secure online database.
- **Member Applications and Dues Renewals** - Automates membership dues payments, applications and renewals.
- **Organizational Members**- Manages both corporate and individual memberships
- **Event Registration** - Collects event registration information and payments with customizable online forms.
- **Email Marketing**- Sends personalized, targeted or broadcast emails, complete with easy customized reporting options.
- **Accounting & Payment Processing** - Handles payments and invoices.
- **Membership Reporting** - Generates comprehensive reports on membership, forms and revenue.

NHA continues to work with our accounting firm (*Accounting Solutions*) that assists with bi-weekly payroll, monthly reconciliations, quarterly reports, overall financial oversight, and tax preparation.

NHA has also hired a Marketing Manager/Financial Specialist to assist with continuing to expand and improve the NHA brand and our financial procedures. It is our desire to reach out to new organizations to grow our membership and connections with those organizations that support Naval Helicopter Aviation.

I continue to work with our Investment Company, Charles Schwab on a quarterly basis to keep our investment profile current. Together we make the required adjustments to keep our investments portfolio aligned with the Schwab Moderate Investment Profile.

### **Statement of Activities**

#### **Income**

Membership:	\$154,407.09
Sponsor Income:	\$251,568.10
Returns/Allowances:	\$-250.00
<b>Total Revenue:</b>	<b>\$405,725.19</b>
Investment Gain:	\$39,736.86
Interest Income:	\$11,493.56
<b>Total Revenue:</b>	<b>\$43,427.17</b>

#### **Expenditures**

Event Promotions:	\$105,729.40
Operating Supplies:	\$6,434.40
Shipping/Delivery Expense:	\$8,538.96
Office Wages:	\$180,717.64
Telephone:	\$3,401.63
Repair/Maintenance:	\$101.58
Marketing/Analysis:	\$23,467.05
General Liability Insurance:	\$310.00
Directors/Officers Insurance:	\$1,064.00
Travel:	\$2,769.41
Payroll Tax Expense:	\$15,009.44
Legal/Professional Fees:	\$2,116.18
Office Expenses:	\$9,113.60
Printing/Reproduction:	\$23,296.63
Depreciation:	\$699.00
Dues/Subscriptions:	\$15.00
Donations:	\$234.82
Bank Charges:	\$14.00
Merchant Credit Card Fees:	\$1,211.89
<b>Total Expenditures:</b>	<b>\$394,231.63</b>
<b>Net Change in Assets:</b>	<b>\$11,493.56</b>
<b>Net Revenue:</b>	<b>\$54,920.73</b>

### **Membership**

	<b><u>2013</u></b>	<b><u>2014</u></b>	<b><u>2015</u></b>
Active Members	2505	2438	2744
Honorary Members	46	46	46
Corporate Members	250	254	186
Total Members	2801	2737	2976

### **Database and Reminders**

The NHA Membership Database is maintained at our national headquarters:

Building 654 Rogers Rd  
NAS North Island  
San Diego, CA 92135

- Visit us: [www.navalhelicopterassn.org](http://www.navalhelicopterassn.org)
- Symposium 2017: 15-19 May at the Bahia Resort Hotel, San Diego, CA
- NHA Stuff Store: <http://navalhelicopterassn.qbstores.com/>

### **Statement of Financial Position 31 December 2014**

#### **Current Assets**

Bank Accounts:	\$201,371.23
Investments:	\$573,847.12
Property/Equipment:	\$ 54,942.00
Accumulation Depreciation:	\$(53,194.00)

**Total Assets: \$776,966.35**

#### **Equity**

Net Assets:	\$722,045.62
Net Revenue:	\$54,920.73
<b>Total Equity:</b>	<b>\$776,966.35</b>

## 2014 NHA Annual Report



2014 Has been a busy year and a good year financially for NHA. This year NHA has consolidated our banking accounts, updated to electronic banking, consolidated all NHA memorabilia or "stuff" to an online store, and implemented the use of *Square Register* for on-site event registration and payment acceptance.

The biggest change this year was the purchase of an Office Management System called (*MemberClicks*). NHA moved from a manual collection and tracking process of memberships to a state-of-the-art holistic/automated management system while updating and giving our website a facelift.

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- Symposium 2016: 9-13 May, Sheraton Norfolk Waterside, Norfolk, VA
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