

2017 NHA Annual Report



2017 was a busy year and a good year financially for NHA as we have continued to work with our consolidated banking accounts and updated electronic banking capabilities. We also continue to use the *Square* and *Intuit* Registers for on-site event registration and payments which has served us well on the road and in the field. NHA

continues to use an Office Management System called *MemberClicks* which is a holistic management program and state of the art collection and tracking tool for the processing of memberships and updating of our NHA 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 has changed to a new accounting firm (*Xennial BZ*) that assists with bi-weekly payroll, monthly reconciliations, quarterly reports, overall financial oversight, and tax preparation. It is our desire to continue to reach out to new organizations to grow our membership and connections with those organizations that support Naval Helicopter Aviation.

We 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.

Membership

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Active Members	2744	2872	2670
Honorary Members	46	46	47
Corporate Members	186	234	233
Total Members	2976	3152	2950

Statement of Activities

Primary Income

Membership	\$	82,974.43
Corporate Sponsorship	\$	27,560.00
HT18 Winger Income	\$	1,200.00
Sales	\$	101,410.10
Sponsor Income	\$	49,025.00
MemberClicks Income	\$	12,045.65
Symposium Donations & Fees	\$	374,385.00
Rotor Review Ad	\$	9,121.00
Event Registration	\$	11,552.00
NHAHS	\$	12,056.80
Billable Expenditure Revenue	\$	2,500.00
Total Primary Income	\$	683,829.98

Other Income

Interest Income	\$	210.66
Investment Gain	\$	90,356.24
Total Other Income	\$	90,566.90

Total Revenue **\$ 774,396.88**

Cost of Goods Sold

Fleet Fly In Expense	\$	90.00
Region Stipend	\$	7,308.50
Total Cost of Goods Sold	\$	7,398.50

Expenditures

Event Promotions	\$	320,685.34
Operating Supplies	\$	144.21
Shipping & Delivery	\$	5,301.38
Office Wages	\$	207,758.76
Officer's Salary	\$	108,355.49
Utilities, Internet, Telephone	\$	4,007.36
Tech Support	\$	114.74
Marketing & Advertising	\$	2,136.93
General Liability Insurance	\$	1,724.00
Directors & Officers Insurance	\$	1,170.00
Travel	\$	5,386.30
Meals & Entertainment	\$	2,421.91
Payroll Tax Expense	\$	26,308.71
Taxes & Licenses	\$	10.00
QuickBooks	\$	503.38
Legal & Professional Fees	\$	5,156.25
Office Expenses	\$	6,541.11

Depreciation	\$	415.90
Dues & Subscriptions	\$	239.97
Donations	\$	8,784.50
Bank Charges	\$	251.15
Merchant Fees	\$	10,254.93
Moolah Bank Charges	\$	2,367.25
QuickBooks Payments Fees	\$	2,518.91
Square Fees	\$	527.06
Total Expenditures	\$	723,085.54
Net Change in Assets	\$	(39,255.56)
Net Revenue	\$	43,912.84

Database and Reminders

The NHA Membership Database is maintained at our NHA National Headquarters:

Building 654 Rogers Road
 NAS North Island
 San Diego, CA 92135
 619-435-7139

- Visit us: www.navalhelicopterassn.org
- Symposium 2018: 14-18 May at the Marriott Waterside Hotel Norfolk, VA.
- 2018 TW-5 Gulf Coast Fleet Fly-In and NHA Join-Up - 22-26 Oct 2018
- Symposium 2019: 13-16 May at the Town and Country Hotel, San Diego, CA.

NHA Stuff Store: <http://navalhelicopterassn.qbstores.com/>

Statement of Financial Position as of 31 Dec 2017

Current Assets

Bank Accounts	\$	919,991.61
Property & Equipment	\$	54,942.00
Accumulated Depreciation	\$	(54,607.90)

Total Assets **\$ 920,325.71**

Equity

Net Assets	\$	873,843.64
M-1 Adjustment	\$	(95.33)
Net Revenue	\$	46,577.40

Total Equity **\$ 920,325.71**