



BULLETIN
FROM THE
SECRETARY - TREASURER

VOLUME NO. 76

BULLETIN NO. 9

December 21, 2018

SUBJ: 2019 Calendar Year Budget

FROM: Robert C. Layman, O.D.

TO: Affiliated Presidents, President-Elects, Secretary-Treasurers, & Executive Directors

DIST: AOA BOT, ED, AED, CFO, Group Center Directors, & Archives

I am pleased to present the 2019 budget for the American Optometric Association (AOA), as approved by the AOA Board of Trustees. In close partnership with our affiliated associations, the AOA will continue to: 1) effectively and efficiently serve the needs of our member doctors and students; and 2) support the continued advancement of the practice and profession of optometry.

In the year ahead, the AOA will maintain strong operational focus on our programmatic pillars: relentless advocacy in the policy arena, active awareness outreach to the public and media, leading-edge continuing education, and impactful doctor and staff practice resources. Also, through this plan, the AOA will expand the Future Practice Initiative, a new partnership with state associations to rewrite outdated state laws, and prepare for AOA's 2020, a national mobilization to recognize optometry's essential and expanding role in the health care system.

Attached are two budget summaries. The first details the 2019 budget by group or functionality (advocacy, membership, communications, etc.). The second details the budget by revenue and expense categories (dues, registration income, employment costs, utilities, etc.).

I hope that you will find this preview of our anticipated 2019 finances useful. If you have any questions, please feel free to contact me (RLayman@aoa.org) or our CFO, Ryan Hayes (RPHayes@aoa.org).

NO ACTION REQUIRED

**American Optometric Association
2019 Budget By Group
For the Twelve Months Ending December 31, 2019**

	REVENUE	EXPENSE	NET
ADVOCACY			
25100-CONSULTANTS	\$ -	\$ 400,000	\$ (400,000)
25200-GOVERNMENT ISSUES	-	60,640	(60,640)
45100-FGRC FEDERAL RELATION ACTIVITIES	-	31,800	(31,800)
45400-AFOS/SECTION CHIEFS MEETING	-	2,100	(2,100)
45450-AMA/RVS UPDATE COMMITTEE	-	20,150	(20,150)
45820-FGRC PUBLIC AFFAIRS	-	260,000	(260,000)
93500-FEDERAL GOVT RELATIONS SUPPORT	12,048	2,328,315	(2,316,267)
41000-CMOS	-	12,702	(12,702)
42210-QUALITY IMPROVEMENT COMMITTEE	-	855,828	(855,828)
25500-KEYPERSON ACTIVITIES	-	13,004	(13,004)
25550-KEYPERSON CONFERENCE	250,000	617,769	(367,769)
25700-AOA PAC COMMITTEE	-	18,074	(18,074)
25760-AOA PAC FUNDRAISING	-	121,962	(121,962)
93800-AOA PAC SUPPORT	-	344,625	(344,625)
TOTAL FEDERAL GOVERNMENT RELATIONS	262,048	5,086,969	(4,824,921)
28000-STATE GOVERNMENT RELATIONS EXEC CMTE	-	20,950	(20,950)
48100-SGRC NCSL/ALEC CONFERENCES	-	42,800	(42,800)
48170-SGRC/TPC JOINT MEETING	120,000	162,025	(42,025)
95100-STATE GOVERNMENT RELATIONS SUPPORT	-	932,319	(932,319)
TOTAL STATE GOVERNMENT RELATIONS	120,000	1,158,094	(1,038,094)
24000-TPC EXECUTIVE CMTE	-	15,600	(15,600)
44250-TPC PUBLIC AFFAIRS	-	212,181	(212,181)
93000-THIRD PARTY SUPPORT	-	129,475	(129,475)
TOTAL THIRD PARTY CENTER	-	357,256	(357,256)
18000-SPORTS VISION SECTION	11,500	13,704	(2,204)
16000-CLCS COUNCIL ACTIVITIES	257,670	124,465	133,205
17000-VISION REHABILITATION COUNCIL ACTIVITIES	11,500	11,960	(460)
TOTAL SECTIONS/COUNCILS	280,670	150,129	130,541
94500-RENT-ALEXANDRIA	261,869	357,483	(95,614)
TOTAL ALEXANDRIA RENT	261,869	357,483	(95,614)
TOTAL ADVOCACY GROUP	924,587	7,109,931	(6,185,344)
CLINICAL CARE GROUP			
91200-CLINICAL CARE SUPPORT	-	353,893	(353,893)
42410-HEALTH PROMOTION COMMITTEE	-	700	(700)
41140-CGCC CLIN GUIDELINES REVISION	-	199,080	(199,080)
TOTAL CLINICAL CARE	-	553,673	(553,673)
15500-COUNCIL ON RESEARCH ACTIVITY-EXPENSE	-	45,000	(45,000)
TOTAL COUNCIL ON RESEARCH	-	45,000	(45,000)
TOTAL CLINICAL CARE GROUP & COUNCIL ON RESEARCH	-	598,673	(598,673)
ACOE			
15000-ACOE ACTIVITIES	10,000	207,179	(197,179)
15050-ACOE VA VISITATION	142,134	15,744	126,390
15100-ACOE OD VISITATION	210,650	43,725	166,925
15150-ACOE OT VISITATION	5,284	2,244	3,040
15200-ACOE RESIDENCY VISITATION	271,170	26,240	244,930
90200-ACOE SUPPORT	-	522,274	(522,274)
TOTAL ACOE	639,238	817,406	(178,168)

**American Optometric Association
2019 Budget By Group
For the Twelve Months Ending December 31, 2019**

	REVENUE	EXPENSE	NET
COMMUNICATIONS AND MARKETING			
92000-COMMUNICATIONS SUPPORT	40,000	212,803	(172,803)
22200-AWARDS	-	9,910	(9,910)
22250-PR SUPPORT	-	344,470	(344,470)
92150-MARKETING/MEDIA SUPPORT	150,000	-	150,000
11970-OPTOMETRIC AWARENESS CAMPAIGN	1,641,992	2,443,296	(801,304)
92300-AOA INTEGRATED CONTENT SUPPORT	300,000	993,018	(693,018)
TOTAL COMMUNICATIONS AND MARKETING GROUP	2,131,992	4,003,497	(1,871,505)
AFFILIATE RELATIONS & MEMBERSHIP			
19555-MEMBER SUPPORT AFFILIATE VISITS	-	13,875	(13,875)
19600-MEMBERSHIP ACTIVITIES	70,000	279,075	(209,075)
19650-SCHOOL VISITS	-	56,720	(56,720)
40000-STUDENT MEMBERSHIP	-	48,500	(48,500)
40390-FACULTY EDU PRGRM AT OM®	5,000	9,800	(4,800)
91100-MEMBERSHIP SUPPORT	-	607,347	(607,347)
92350-OS.COM WEBSITE	-	44,700	(44,700)
TOTAL AFFILIATE RELATIONS & MEMBERSHIP GROUP	75,000	1,060,017	(985,017)
ADMINISTRATIVE			
01000-MARKETABLE SECURITIES	720,000	69,360	650,640
02000-MISCELLANEOUS-ASSOCIATION LEVEL	121,200	200,000	(78,800)
49770-MISCELLANEOUS-APS	37,200	-	37,200
02500-TRANSFERS-OTHER-ACOE INDIRECT ALLOCATION	-	(40,000)	40,000
02680-AOA OVERHEAD	2,080	(276,000)	278,080
49300-ABO ADMINISTRATION	12,000	-	12,000
21900-AOAEXCEL ADMINISTRATION	120,000	-	120,000
TOTAL ADMINISTRATIVE	1,012,480	(46,640)	1,059,120
ED, LEGAL, & FINANCE			
90000-EXECUTIVE DIRECTOR SUPPORT	-	1,028,091	(1,028,091)
95000-OFFICE OF COUNSEL SUPPORT	-	469,524	(469,524)
94000-FINANCE SUPPORT	-	1,027,329	(1,027,329)
TOTAL ED, LEGAL, & FINANCE	-	2,524,944	(2,524,944)
DUES ACCOUNTING			
00010-MEMBERSHIP DUES	16,905,912	277,550	16,628,362
94100-DUES ACCOUNTING SUPPORT	-	228,934	(228,934)
TOTAL DUES ACCOUNTING	16,905,912	506,484	16,399,428
BOARD OF TRUSTEES			
10000-BOARD OF TRUSTEES	-	1,114,550	(1,114,550)
11150-STATE VISITATIONS	-	62,454	(62,454)
26000-INTERNATIONAL AFFAIRS CMTE	-	41,766	(41,766)
TOTAL BOARD OF TRUSTEES	-	1,218,770	(1,218,770)
MAIL, RENT, & PRINT			
94550-RENT-ST. LOUIS	9,492	1,253,702	(1,244,210)
91000-MAIL DEPARTMENT SUPPORT	-	41,693	(41,693)
94700-AOA MARKETPLACE	499,600	342,366	157,234
94800-FULFILLMENT CENTER	-	65,494	(65,494)
TOTAL MAIL, PRINT, & RENT	509,092	1,703,255	(1,194,163)

**American Optometric Association
2019 Budget By Group
For the Twelve Months Ending December 31, 2019**

	REVENUE	EXPENSE	NET
HUMAN RESOURCES			
90700-HUMAN RESOURCES SUPPORT	-	13,350	(13,350)
90850-EMPLOYEE ACTIVITIES COMMITTEE	-	16,700	(16,700)
TOTAL HUMAN RESOURCES	-	30,050	(30,050)
INFORMATION TECHNOLOGY			
94200-INFORMATION TECHNOLOGY CENTER SUPPORT	-	1,019,486	(1,019,486)
49250-IT TECHNOLOGY DEVELOPMENT	86,600	1,142,192	(1,055,592)
49270-I T OVERHEAD	-	256,860	(256,860)
90750-RESEARCH AND INFORMATION SUPPORT	-	314,494	(314,494)
TOTAL INFORMATION TECHNOLOGY	86,600	2,733,032	(2,646,432)
INDUSTRY RELATIONS			
14500-INDUSTRY RELATIONS CMTE	-	86,050	(86,050)
90100-INDUSTRY RELATIONS SUPPORT	-	472,944	(472,944)
TOTAL INDUSTRY RELATIONS	-	558,994	(558,994)
EDUCATION CENTER			
61000-OM EDUCATION	100,000	579,955	(479,955)
47410-EYELEARN & GENERAL EDUCATION	-	344,189	(344,189)
TOTAL EDUCATION	100,000	924,144	(824,144)
17500-PARA MEMBERSHIP ACTIVITIES	55,800	169,423	(113,623)
17800-CPC ACTIVITIES	644,200	392,237	251,963
TOTAL PARAOPTOMETRIC	700,000	561,660	138,340
TOTAL EDUCATION & PARAOPTOMETRIC CENTER	800,000	1,485,804	(685,804)
MEETINGS			
18500-FEBRUARY VOLUNTEER MEETING	100,000	137,073	(37,073)
18530-HOTEL REBATES OTHER THAN OM	37,000	-	37,000
18550-OM VOLUNTEER MEETING	-	153,500	(153,500)
23000-OM	3,850,000	2,427,269	1,422,731
TOTAL MEETINGS	3,987,000	2,717,842	1,269,158
GRAND TOTAL - NET	\$ 27,071,901	\$ 27,022,059	\$ 49,842

American Optometric Association
2019 Budget by Category
For the Calendar Years Ending December 31, 2019 and 2018

	BUDGET 2019	BUDGET 2018
OPERATING REVENUE		
MEMBERSHIP DUES	\$ 18,529,492	\$ 18,259,598
AMS FEES	86,600	61,767
OTHER MEMBER DUES	53,783	60,935
INDUSTRY FUNDING	2,598,600	2,375,491
ADVERTISING	342,048	350,547
MARKETPLACE SALES	519,600	582,000
RENTAL INCOME	271,361	273,483
ACOE SITE VISITS/FEES	629,238	589,271
REGISTRATION INCOME	1,782,700	1,460,900
EXHIBIT BOOTHS	1,045,000	995,000
OTHER INCOME	488,300	370,494
TOTAL OPERATING REVENUE	26,346,722	25,379,486
OPERATING EXPENSE		
EMPLOYMENT	10,129,397	9,629,139
POSTAGE/TELEPHONE/COPY	420,075	457,419
TRAVEL	1,978,859	2,040,366
MEETING	1,461,145	1,716,133
OUTSIDE SERVICES	5,312,821	4,649,887
PURCHASES/MATERIALS	236,810	292,220
FOOD FUNCTIONS	914,014	731,402
SUPPLIES	41,923	45,482
UTILITIES	118,340	114,000
INSURANCE	140,600	143,100
PROPERTY TAXES	138,600	138,600
INTEREST	305,400	304,100
SOFTWARE/MAINTENANCE	820,239	800,741
ADVERTISING/PROMOTIONS	1,205,811	1,175,811
OTHER	2,225,681	2,136,664
TOTAL OPERATING EXPENSE	25,449,715	24,375,064
EARNINGS BEFORE INVESTMENTS & DEPRECIATION	897,007	1,004,422
INVESTMENT INCOME	725,179	724,065
DEPRECIATION EXPENSE	1,572,344	1,678,704
NET INCOME/(LOSS)	\$ 49,842	\$ 49,783