

ADVERTISING, MEDIA, ENTERTAINMENT

	American Advertising Federation	American Advertising Federation	American Gaming Association	American Marketing Association	American Philatelic Society
	\$6.5 million trade association with ~26 staff in Washington, DC	\$21.1 million trade association with ~96 staff in New York, NY	\$10.8 million trade association with ~24 staff in Washington, DC	\$17.4 million trade association with ~82 staff in Chicago, IL	\$6.2 million professional society with ~40 staff in Bellefonte, PA
Chief Executive	James E. Datri	Nancy Hill	Geoff Freeman	Russ Klein	Ken Martin
Hired	2008	2008	2013	2014	2010
FINANCIALS (MAIN ORGANIZATION)					
	6/30/15	3/31/15	12/31/14	6/30/14	12/31/14
REVENUE	\$6,519,695 (-1.8%)	\$17,456,759 (+9.2%)	\$10,698,052 (+6.3%)	\$17,383,381 (+3.4%)	\$5,470,256 (+22%)
Programs	\$4,619,650	\$14,831,083	\$10,680,083	\$16,347,376	\$1,751,415
Investments	\$2,724	\$1,212,019	\$17,969	\$239,401	\$70,481
Contributions/grants	\$1,897,321			\$23,577	\$3,359,677
Other income		\$1,413,657		\$773,027	\$288,683
REVENUE SOURCES	Meetings 66%	Membership dues 66%	Meetings 80%	Publications 34%	Membership dues 23%
	Membership dues 29%	Meetings 15%	Membership dues 19%	Meetings 27%	Products & services 15%
				Membership dues 18%	Meetings 8%
EXPENSES	\$6,423,598	\$18,150,158	\$9,235,166	\$16,703,472	\$3,936,165
Advocacy	\$129,512	\$311,378	\$1,216,456		
Occupancy	\$623,540	\$1,440,660	\$365,441	\$1,548,463	\$115,055
Meetings	\$1,056,696	\$617,119	\$204,453	\$2,174,243	\$67,724
Salaries	\$2,563,385	\$10,173,392	\$4,062,724	\$6,370,101	\$1,607,718
NET ASSETS	\$1,021,931	\$8,423,430	\$14,240,577	\$8,370,633	\$5,235,970
Assets	\$2,780,185	\$19,602,031	\$15,407,513	\$12,424,823	\$7,914,372
Liabilities	\$1,758,254	\$11,178,601	\$1,166,936	\$4,054,190	\$2,678,402
CHIEF EXECUTIVE COMPENSATION					
CHIEF EXECUTIVE	James E. Datri	Nancy Hill	Geoff Freeman	Dennis Dunlap	Ken Martin
TITLE	CEO & President	CEO & President	CEO & President	CEO (former)	Executive Director
TAKE-HOME PAY	\$582,108 (+12.3%)	\$690,226 (-0.3%)	\$1,078,846	\$448,361 (+2.1%)	\$83,900 (-5.6%)
Base & Bonus	\$581,748 (+12.3%)	\$683,013 (-0.2%)	\$1,078,846	\$443,973 (+1.9%)	\$83,900 (-5.6%)
Base	\$406,748 (+10.5%)	\$483,013 (-0.3%)	\$778,846	\$373,373 (+2.7%)	\$83,900 (-5.6%)
Bonus	\$175,000	\$200,000	\$300,000	\$70,600	
Other	\$360	\$7,213		\$4,388	
DEFERRED		\$24,700	\$135,795	\$15,226	
NONTAX	\$8,763	\$14,169	\$9,459	\$10,578	\$10,966
			\$117,500 toward SERP		
ADDITIONAL STAFF COMPENSATION					
	Constance Frazier COO \$309,927	Laura J. Bartlett EVP, COO & CFO \$377,965	Judy Patterson SVP (former) \$515,750	Bob Panger Chief Technology Officer \$185,142	
	Lisa J. Rubin EVP, Events/Corp \$161,260	Richard O'Brian EVP \$323,691	Chaka Burgess VP \$324,039	Elizabeth Taylor CFO \$174,775	
	Laurel Penhale CFO \$153,321	Thomas Finneran EVP, Management Services \$316,143	Sara Rayme SVP, Public Affairs \$288,462	Nancy Costopulos CMO \$174,161	
	Clark Rector EVP, Government Relations \$133,609	Michael Donahue EVP \$289,237	Whitaker Askew VP \$239,223		
		Gerald McGee EVP \$243,508	Ronald Rosenbaum COO \$207,692		