

The Gesneriad Society 2016 Annual Report to the Board

Date: 6/02/17

Name: Julie Mavity-Hudson

Position/committee: Internet Communications

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Committee Members/Advisors: Paul Susi, Peter Shalit, Jeanne Katzenstein, Susie Coleman. Back up person to Chair: Paul Susi

Current properties: n/a

How my committee process works Maintain website as needed.

The job description/committee process is up to date: yes/no Yes

If no, I plan to have an update completed by _____ and sent to Susan Grose.

Current Suppliers and Contact Information: GoDaddy.com for the domains and as host. Shopify for the Susie Coleman is consultant (susieco@comcast.net)

Activities/accomplishments during past year (2016):

- Prepared and posted the pages for the 2016 convention activities and show.
- Kept website up to date, made changes as needed.
- Continued updating and adding photos to the Registered gesneriads page.
- Posted Gleanings every month.
- Posted Gesneriads quarterly
- Maintained website for the Tennessee society.
- Consulted with consultant as needed
- Caught up on all registered gesneriad listings
- Dealt with the hacking of the website and moving to a new server

Green activities/possible actions: All green all the time

Future plans/goals:

- Will continue to maintain and update website and help as needed with the Gesneriad Reference web site.
- Will continue to try to keep site updated in a timely manner.

- Will post the photos from the convention in a timely manner after they are submitted by the photography chair.
- Will work on fixing all the old convention pictures.

Last year's expenses (2016):

99.00	Dropbox (Communications for webmaster)
312.00	Shopify (Store)
111.80	GoDaddy (for GRF)
807.18	GoDaddy (for Gesneriadsociety.org)
1455.00	Fee for restoring website after hacking
<u>425.00</u>	Consultant annual fee
\$3209.98	

The GoDaddy expenses were for services lasting 3 years. Expenses were especially high this year due to the website hacking. All the GRF funds were budgeted for several years ago, but I am not sure where the funds were placed.

All either reimbursed or paid by Society credit card.

If donated, designate fund:

(Undesignated donations will be applied to EMREF)

Proposed budget for next year (2018): \$ 1500 Expenses: \$1500

Income: The main income from the website is our sales in our Shopify store. While the expenses for those sales come from other budgets, those committees may not be reporting the income. Please see below for breakdowns of the sales, which totaled \$11,478.23.

Expected convention arrival and departure dates: Sunday July 3 - Sunday July 10

Store statistics 2016

Sales by Product:

Apparel - t-shirts: 3 (\$45)	Know and Grow (print) - pack of 25 + 2 single (\$155)
Pins - 1 (\$5)	Know and Grow (PDF) - 8 (\$40)
Pin set - 2 (\$90)	Pubs total: \$711
Label sets (B&W) - 5 (\$26)	
Merchandise total: \$166	Entry Program: 4 - \$200
Back journal issues: 21 (\$143)	Appraisal - 45 (\$321)
DVDs - Alpine: 1 (\$10)	GHA - 60 - \$825
Convention: 10 (\$124)	
Gesn in Wild: 1 (\$10)825+622	Webinars - 624 - \$6228.75
Calendars: 14 (\$213)	Webinar (free) - 227
Registers (print) - 1 (\$8)	
Registers (PDF) - 2 (\$8)	

Donations - \$2835

Award Sponsorshps - \$191

Total receipts: \$11,478.23