



# **Tips and Tools to help you Manage your Regional Finances**

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Treasurer SGNA

- The Society of Gastroenterology Nurses and Associates, Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's (ANCC) Commission on Accreditation.
- I have No Disclosures to report.

# Today's Objectives

- Understand your *Role as Regional Treasurer* per the By-Laws
- List the *Activities* of a Regional Treasurer
- Describe *Strategies* to handle your finances successfully

# **Congratulations !**

**Today we will help you become a SUPER TREASURER**



# EFFECTIVE TREASURER

## Key Qualities

Good Communication Skills

Eye for Detail

Orderly Mind

Good Time Keeping

Enjoy working with Numbers

# BYLAWS : The Role of the Regional Treasurer (bylaws)

- Responsible for the Funds
- Bonded
- Accurate Records : of all Regional Society receipts and disbursements
- Present Financial Reports
- Present an Annual Report
- Serve as Chair : of the Regional Society Budget & Finance Committee.
- Sign Checks : issued in the name of the Regional Society

# TREASURER ACTIVITIES

- Plan and Prepare a Budget
- Handle the money : Provide a High Standard and set a Tone of Integrity
- Prepare timely financial reports
- Manage the filings with SGNA
  - > Regional Insurance
  - > Re-chartering of your Region

## 2 Step Process

### —1<sup>st</sup> Step : Due December


- Board Roster
- CE Listing

### —2<sup>nd</sup> Step : Due February 6<sup>th</sup>

- Annual Income/Expense Summary Report
- Sponsor Data Sheet if applicable

- Mentor the next treasurer

# Planning a Budget :



SGNA Store

LOGOUT

Q SEARCH

ABOUT






LEARN

ATTEND

PRACTICE

CONNECT

MY SGNA



Live Support >

Website sponsored by  
**OLYMPUS**  
Your Vision, Our Future

## Regional Toolkit

### Regional Society Resources

The following resources, templates and tools were compiled to assist SGNA Regional Society leaders. Please explore the various items available to encourage participation in a variety of activities and offerings at a local level.

### Marketing Toolkit


Introduction to Resources


Web Graphics

Download Templates

Resources

- [How to Download Your Regional Mailing Labels](#)
- [Regional Society Model Bylaws](#)
- [Sample Budget Template](#)
- [SGNA Membership Video](#) — Share on your website, social media or at events to show what SGNA membership is all about!





**about**  
store  
reach our members  
career center

**learn**  
elearning courses  
webinars  
the bottom line


**attend**  
annual course  
ginew  
train the trainer

**practice**  
standards & guidelines  
position statements  
infection prevention

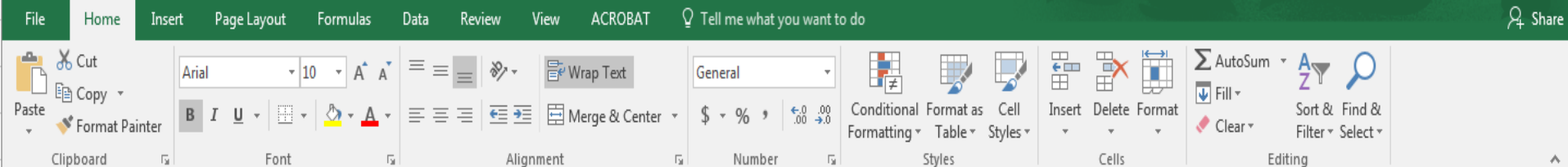
**connect**  
regional societies  
scholarships  
get involved

**join**  
membership  
my sgna  
special promotions

**contact us**  
**media**







A1	Consolidated Statement																	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Consolidated Statement - SAMPLE -																	
2																		
3		2003	2004	2005	2006	2006	2007											
4		Year End	Year End	Year End	Budgeted	Forecast	Budgeted	Hints										
5	Revenue																	
6	Operations - 110	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00											
7	Membership - 111	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00											
8	Fall Regional Course - 450	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00											
9	Total Revenue	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	insert formula to total up all revenues in column										
10																		
11	Expense																	
12	Operations - 110	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00											
13	Membership - 111	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00											
14	Fall Regional Course - 450	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00											
15	Annual Course - 490	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00											
16	Total Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	insert formula to total up all expenses in column										
17	Net Income (Loss)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	insert formula to equal: total revenue minus total expense to get Net Income (Loss)										
18																		
19	Notes:																	
20	1. It helps to break out total revenues and total expenses of programs to help balance the budget.																	
21	2. Show a negative amount as (\$1,000).																	
22	3. The Consolidated Statement shows the totals of all programs (all revenues and all expenses).																	
23	4. To get into the details, you need to create a program budget for each program needed - see next excel worksheet.																	
24																		
25																		

# Regional Course

Program 450 - Fall Regional Course								
Revenue								
		2003	2004	2005	2006	2006	2007	
GL#		Year End	Year End	Year End	Budgeted	Forecast	Budgeted	Assumptions
XXX-450-2030	Registration	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Registration revenue based on expected registration #
XXX-450-2040	Sponsorship	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Sponsorship for Regional Course
	<b>Total Revenue</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
Expense								
XXX-450-5100	Course Promotion	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	costs to promote regional course
XXX-450-5130	Audio Visual	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	audio/visual expenses
XXX-450-5567	Food & Beverage	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	F&B expenses
XXX-450-5680	Facility	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	expenses to rent location for course; other facility expenses
XXX-450-6400	Syllabus	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Costs to produce syllabus/handout materials
XXX-450-6410	Registration Materials	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Costs to register attendees (maintain records, print badges, mail confirmations, order ribbons, etc.)
XXX-450-6530	Entertainment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	entertainment expense (if needed)
XXX-450-6672	CE Application/certificates	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	costs associated CE
	<b>Total Expense</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
	<b>Income or (Loss)</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>Notes:</b>								
1. Add in all revenues you expect and expenses that you anticipate needing for the regional course.								
2. Best to assume slightly higher in expenses so that you are not caught off guard.								
3. Be as detailed as possible in assumptions so that you know what you meant in the budget line item.								
4. Only add in sponsorship revenue that you are certain that you will receive.								



Society of Gastroenterology Nurses and Associates, Inc.

**Please submit payment with  
invoice and contact  
information filled in below.  
Thank you!**

## 2018 Invoice

Date	Item	Amount
1/1/18	2018 Regional Insurance Fees	\$85.00

Balance Due:	\$85.00
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# Annual Income & Expense Summary Report Form

**Regional Society (Name/#):** \_\_\_\_\_

**Regional Tax ID #:** \_\_\_\_\_

**Regional Treasurer:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Daytime Telephone:** (\_\_\_\_\_) \_\_\_\_\_

**Fiscal Period:**      **January 1, 2016**      to      **December 31, 2016**

Beginning Bank Balance (01/01/2017)      \$ \_\_\_\_\_

Ending Bank Balance (12/31/2017)      \$ \_\_\_\_\_

## INCOME

Dues      \$ \_\_\_\_\_

Educational Meetings      \$ \_\_\_\_\_

Contributions      \$ \_\_\_\_\_

Other Income      \$ \_\_\_\_\_

**TOTAL INCOME:**      \$ \_\_\_\_\_

## EXPENSE

Committees      \$ \_\_\_\_\_

Educational Meetings      \$ \_\_\_\_\_

Printing & Postage      \$ \_\_\_\_\_

Other Expenses      \$ \_\_\_\_\_

**TOTAL EXPENSE**      \$ \_\_\_\_\_

Please complete and return to address below by **February 6, 2018**. If you have any questions regarding the above, please contact SGNA Headquarters, at 800/245-7462 or [sgna@smithbucklin.com](mailto:sgna@smithbucklin.com).

**SGNA Headquarters**  
**330 N Wabash, Suite 2000**  
**Chicago, IL 60611**



# TREASURER ACTIVITIES

## Passing it On .....

- > Keep records up to date
- > Choose a bank with multiple branches within your region
- > Use an external Hard drive for backup
- > Transfer all Records to new Treasurer in January

**SGNA COLLEAGUES**

**Sharing of Some  
helpful  
Tips and Insight**

# Chris Sarisley



Regional Society (9)



# Chris's Recommendations:

*A Balanced Budget is Key :*

Keep your eyes Open and Watch for Trends !!

Where is the money being spent ?

- > Template line item for Regional Course Conference
- > Template for the overall budget
- > Pie Chart showing each percent of \$ being allocated



# Regional Course Conference Template

[illegible]

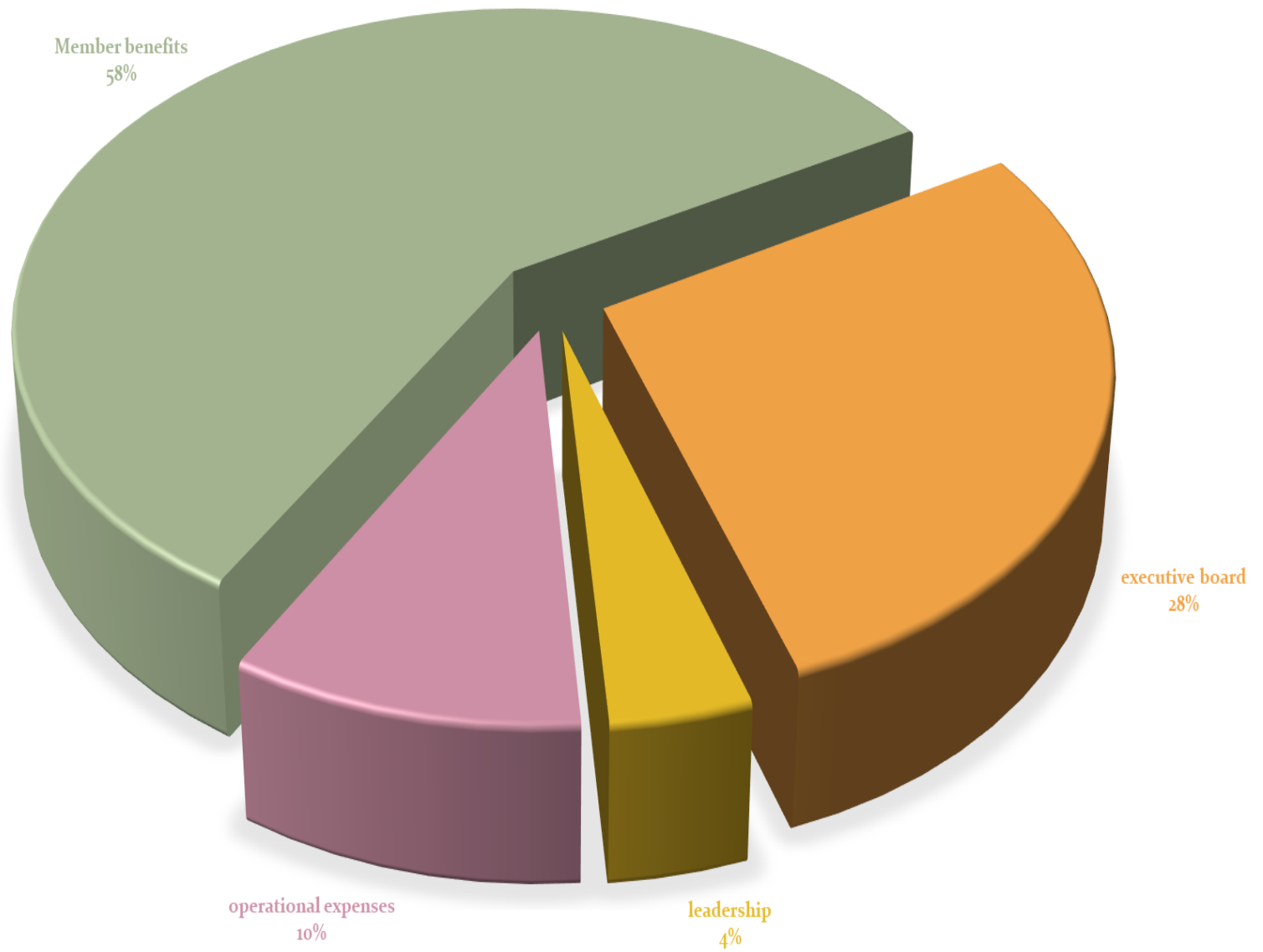
# OVERALL BUDGET TEMPLATE

	2016 Budget	Actual
Total Revenue		
Total Expense		
Net Income (Loss)		

# TRACKING

J7										
	A	B	C	D	E	F	G	H	I	J
1		2008	2009	2010	2011	2012	2013	2014	2015	2016
2										
3	Primary Checking account	\$ 37,013.85	\$ 29,931.29	\$ 24,326.12	\$ 39,675.57	\$ 40,288.61	\$ 47,971.69			
4	Secondary Checking account (paypal)				\$ 1,042.00	\$ 542.00	\$ 5,592.00			
5	CD				\$ 10,000.00	\$ 10,000.00	\$ 10,081.00			
6	total assets				\$ 50,717.57	\$ 50,830.61	\$ 63,644.69			
7										

# CTSGNA



# Kendall Yoshisato



California



Northern California Regional Society (6)

# Kendall's Recommendations :

## Conferences :

- Adjusting our prices to cover our costs for our conferences
  - > Flexibility to increase seating (200-350)
  - > 25 to 30 Vendors
    - Larger companies willing to pay more for their table when the financial support is needed (No flat rate)
- Sponsored Speakers
  - > Commercial free content
  - > The Sales reps may suggest speakers

## Grant Requests :

- Submit 8 weeks in advance
  - The major companies have grant committees
  - Be sure to submit before the deadline !
  - If denied be Brave and apply AGAIN
- Budget Worksheet Sample
  - > Submit with Grant request
  - > Keeps us ON Budget
  - > Reminder of added costs (AV, food service)

## Conference Budget Plan

Category	Estimated Quantity	Estimated Cost per Unit	Estimated Subtotal	Notes
<b>Location</b>				
Conference Space Fee	1	\$1,500.00	\$1,500.00	
Vendor Room	1	\$1,300.00	\$1,300.00	
Parking	1	\$0.00	\$0.00	
	1	\$0.00	\$0.00	
<b>Location Costs Total</b>			<b>\$2,800.00</b>	
<b>Board Expenses</b>				
Hotel Rooms	11	\$150.00	\$1,650.00	
Board Meeting Room	1	\$250.00	\$250.00	
Parking	1	\$0.00	\$0.00	
Board Diiner	1		\$0.00	
Food	1	\$600.00	\$600.00	
Food and beverage gratuity (20%)	1	\$120.00	\$120.00	
Tax (9.25%)	1	\$66.60	\$66.60	
<b>Board Costs Total</b>			<b>\$2,686.60</b>	
<b>Event</b>				
<i>Number of attendees</i>	<b>250</b>			
<b>Meal</b> (breakfast, lunch, or dinner)				
Food		\$65.00	\$16,250.00	
Food and beverage gratuity (20%)		\$13.00	\$3,250.00	
Tax (9.25%)		\$7.22	\$1,803.75	
<b>Meal Costs Subtotal</b>			<b>\$21,303.75</b>	
<b>List Services</b>				
Valet services	1	\$0.00	\$0.00	
Electrical Service	1	\$0.00	\$0.00	
Event Services	1	\$1,300.00	\$1,300.00	
Other services	1	\$0.00	\$0.00	
<b>List Service Costs Subtotal</b>			<b>\$1,300.00</b>	
<b>Audio/Visual Services</b>				
Basic PA system and podium	1	\$1,920.00	\$1,920.00	Provided by venue (usually)
Screen	1	\$0.00	\$0.00	Provided by venue (usually)
XGA data/video projector rental	1	\$0.00	\$0.00	
Wireless mouse	1	\$0.00	\$0.00	
Power strips	1	\$0.00	\$0.00	Provided by venue (usually)
Extension cords	1	\$0.00	\$0.00	Provided by venue (usually)
Lavalier microphone	1	\$0.00	\$0.00	Provided by venue (usually)
Labor and AV technicians	1	\$770.00	\$770.00	
AV Service Charge (20%)	1	\$384.00	\$384.00	
Tax (9.25%)	1	\$284.35	\$236.72	
<b>Audio/Visual Services Subtotal</b>			<b>\$3,310.72</b>	
<b>Additional Costs</b>				
Insurance			\$0.00	
Honorarium	7	\$150.00	\$1,050.00	
Syllabus			\$0.00	
<b>Additional Costs Subtotal</b>			<b>\$1,050.00</b>	
<b>Giveaways</b>				
Giveaway #1	10	\$85.00	\$850.00	<Conference Coupons>
<b>Giveaway Subtotal</b>			<b>\$850.00</b>	
<b>Event Costs Total</b>			<b>\$27,814.47</b>	
<b>Event Price per Person</b>		<b>\$111.26</b>		
<b>Advertising</b>				
Brochures (development and production)	1	\$450.00	\$450.00	
Postage	1	\$800.00	\$800.00	
<b>Advertising Costs Total</b>			<b>\$1,250.00</b>	
<b>ESTIMATED MARKETING GRAND TOTAL</b>			<b>\$34,551.07</b>	

# Ellen Fern



New England Regional Society (28)



# Ellen's Recommendations :

## Recent Changes :

- Conference Center vs. Hotel
  - > Better Package :
    - Breakfast
    - Lunch
    - AV person on site
    - Free parking
- 10 Vendor Goal per conference
- Passport to prizes
  - > To increase vendor/member interaction
- Changed to full day conferences
  - > Previously 4 ½ day conferences per year
  - > Total yearly attendance is unchanged

## Helpful Ideas :

- Group Collaboration
  - November Regional Conference
  - March Conference with CCFA  
4 speakers donated
- Website Sponsor
  - Supports of the NESGNA website
  - Changes needed with the web designer.
- Cancellation for snow  
(NESGNA Policy)
  - Only if Governor has declared a state of emergency

# Eileen Babb



Old Dominion Regional Society (62)  
Virginia



# Eileen's Recommendations

- Communication is Key
- Stay within your budget
- Directors of the Conference
- Assigned Tasks
- Conference calls are a Must !

# Eileen's Recommendations

- Joint Collaboration for Conferences:
  - > Twice per year has joint conferences
    - a. DELMARVIR – Tri-Regional Conference
    - b. Dominion SGNA and Virginia Gastroenterology Society and The American College of Gastroenterology
  - > Fall Old Dominion SGNA conference themselves per year
- Most recently had a Pulmonary –GI Conference
  - > Invited Respiratory therapists
- Technology Savvy
  - > Video Teleconferencing Option

# Maria Schollz



New England Regional Society (28)

# Maria's Recommendations: Things We Have Learned

- I. Two Names on all Accounts
  - > No Checks
  - > No Credit Card
  - No Access to Anything
  - > Passwords, PayPal account
- II. Website Contacts
  - > Two people now receive all communication from Web designer
- III. Previous Tax Documentation was not in hand
  - > Reached out to Nationals for previous years documentation

# **Maria's Recommendations:**

## **Overlapping of Responsibilities is extremely Important**

- Vendor Liaison – Judy Oaks
  - > Contacts all the vendors
  - > Has all the tax information
  - > Receives payments from all vendors-works with treasurer
- My Files :
  - > Has user name and password written in a secure location
  - > Prints out Bi-yearly reports from quick books to have on file
  - > Family is aware of the Treasurer File Box
- Detailed update at board meetings to be sure everyone is in the Loop on anything going on
- Regular contact with the president to keep her up to date of any issues or situations she may be working on

# STRATEGIES FOR SUCCESS

## Financial Success :

- Vendor Support (gold, silver, bronze)
  - > Different Levels of Sponsorship
    - Prime location of Table
    - Vendor Sign on the Screen during the Break
- Sponsorship of Meal or Breaks
- Vendor Passport
- Encourage members to visit the vendors
  - > Vendors will be more satisfied
  - > Vendor will want to participate at next conference



# STRATEGIES FOR SUCCESS

## Financial Success ... Income

- Raffle
  - > Use local business to donate
  - > Have facilities donate baskets
  - > 50-50 Raffle



## GOAL IS TO GIVE BACK TO MEMBERS

- > Give back to members
  - Scholarships
  - Prizes
- > Invest in CD's

# STRATEGIES FOR SUCCESS

- Membership Applications on the tables
- Conference fee – Discount to members
- Raffle Scholarships for next Regional Conference
- Board and Committee Members:
  - “Make it Appealing to Run for the Board”
  - > Free attendance to the Regional Conferences
  - > Pay the Yearly SGNA Membership dues
  - > Offer a stipend toward the SGNA National Conference

# STRATEGIES FOR SUCCESS

## Member Needs Survey

> Monkey Survey, or Attach to evaluation sheet

- Meeting Days
- Half day conference or full day
- ½ day the evening before
- Location suggestions
- Suggestions for Subject Topics
- Suggestions for Speakers

# STRATEGIES FOR SUCCESS

## Getting Message Out

- Email blast
- Save the Date
- Brochures
- Website banners



# STRATEGIES FOR SUCCESS

**Any  
Suggestions  
or  
Ideas  
from the  
AUDIENCE ?**