

REF # GENERAL FUND DETAIL

PAGE 1

- 1-1 Please refer to page 4 for detail.
- 1-2 Please refer to page 5 for detail.
- 1-3 Please refer to pages 6 and 7 for detail.
- 1-4 Please refer to page 8 for detail.
- 1-5 Please refer to page 9 for detail.
- 1-6 Please refer to pages 10 and 11 for detail.
- 1-7 Please refer to page 12 for detail.
- 1-8 Please refer to page 13 for detail.
- 1-9 Please refer to page 14 for detail.
- 1-10 Please refer to page 15 for detail.
- 1-11 Income earned on excess operating cash invested with Banc of America and Wachovia Bank.
- 1-12 Income earned from rental of the conference center.
- 1-13 Estimate of the cost to market adjustment as required by financial reporting standards.
- 1-14 Income received from miscellaneous non-budgeted income.
- 1-15 Please refer to pages 2 and 3 for detail.
- 1-16 Transfer from the Reserve Fund, per 2007 Board Action, to cover expenses related to the Alignment Project.
- 1-17 Transfer from the Computer Fund, per 2004 Board Action, for completing the membership association management system (AMS).
- 1-18 Transfer from the Grants and Awards Fund to cover awards given from the Bender and Research & Development Awards Funds specifically.
- 1-19 Transfer from the Subsidiary Funds for administrative costs.

Ref # GENERAL OPERATIONS DETAIL

PAGE 2

- 2-1 There will be no staff salary increases for 2009. SLA will award very small bonuses for a limited number of super stars, but not across the board.
- 2-2 No anticipated overtime costs for 2009.
- 2-3 No anticipated temporary staffing costs for 2009.
- 2-4 To provide for the costs associated with recruitment for staff positions, averages three positions a year.
- 2-5 Provision for salary expenses allocated from general operations to General Fund programs, based on a percentage of staff time relating to individual programs.
- 2-6 To cover the employer portion of Social Security tax at the projected rate of 6.2% of each employee's base salary up to the federally mandated level for FICA and 1.45% of each employee's base salary for Medicare as required by Federal law.
- 2-7 To cover State Unemployment insurance.
- 2-8 To cover the Worker's Compensation premiums.
- 2-9 To cover health and dental premiums which increased 13% over 2008.
- 2-10 To cover Life Insurance premiums and annual premiums for Travel Accident Insurance.
- 2-11 To cover the employer's retirement plan contribution for full-time employees enrolled in the Association retirement plans.
- 2-12 No need for this item.
- 2-13 No need for this item.
- 2-14 No employee tuition reimbursement for 2009.
- 2-15 To cover the annual premiums for Standard Insurance disability insurance for eligible employees.
- 2-16 To cover the costs incurred for professional dues and staff development activities for staff. All training and professional development is included in this line item. For 2009 SLA will maintain the ASAE Circle Club offerings only.
- 2-17 Provision for benefits allocated from general operations to General Fund programs, based on a percentage of staff time relating to the program.
- 2-18 Annual costs for local and long distance telephone calls; mobile phones, SKYPE, WebEx conference calls, facsimile usage; and maintenance.
- 2-19 Annual costs for general postage meter charges; maintenance; permit fees; software upgrades; mailing supplies.
- 2-20 Annual cost of express deliveries not related to specific program operations (i.e.: tax or other required filings).
- 2-21 Annual cost of supplies, paper, and meter usage for photocopiers.
- 2-22 Annual cost for letterhead, envelopes, business cards, other stationery, and general supplies. Includes direct transfers to program budget lines for actual usage.

- 2-23 Annual cost for equipment maintenance agreements and repairs other than copiers and postal equipment.
- 2-24 Projected costs of minor equipment purchases under \$500 (such as calculators, electric staplers, etc).
- 2-25 Cost of archiving and storing materials.

Ref # GENERAL OPERATIONS DETAIL

PAGE 3

- 3-1 To cover the annual HVAC maintenance agreement and supplies.
- 3-2 Annual cost of janitorial supplies and services for maintaining the Association's headquarters to include cleaning, maintenance, lighting supplies, window cleaning, carpet cleaning, and other maintenance projects.
- 3-3 Annual cost of electrical power for the Association's headquarters.
- 3-4 Annual cost of insurance premiums for building and office operations: Commercial Package, Umbrella, and Fidelity Bond are estimated.
- 3-5 Annual cost of elevator maintenance agreement, inspections and certifications, and repairs.
- 3-6 Annual cost for maintaining burglar and fire alarm equipment systems, including inspections and certificates.
- 3-7 Cost of all taxes, including the property tax assessment of the building and land. Taxes are assessed at the full value of the property. Includes property and income taxes (New York, Virginia, and the City of Alexandria, Virginia).
- 3-8 Annual cost of providing pest control for the building.
- 3-9 Projected potential costs for miscellaneous building repairs, renovations, or improvements and monthly condo fees. 2008 included a special assessment from the condo association to cover major electrical/lighting, elevator, and utility repairs.
- 3-10 To provide maintenance/support contracts, spare components and labor for replacement when necessary for server and desktop hardware and software.
- 3-11 To cover the costs of computer supplies to include paper, labels, electronic media, toner/ribbons, laptop cases, desktop publishing, and miscellaneous items.
- 3-12 Expenses for Internet Services including communications lines and equipment, outsourced Internet services including credit card verification, secure server certificates, domain renewals etc.
- 3-13 To cover the cost of minor software/hardware (less than \$5,000 each) purchases and upgrades to current software/hardware.
- 3-14 Expenses for consultants to perform analysis, development, and installation of new products and services and provide advanced technical support and troubleshooting when necessary. These funds are also used for assistance with and upgrades to the AMS. This item also includes staff training funds.
- 3-15 To provide to the Association Board of Directors and Management a financial report representing fairly the financial position of the Association for the year ending December 31, 2008 to include Annual Audit Report, Management Letter, and tax returns. Includes full unit consolidation in audit and taxes.
- 3-16 To provide to the Association sound legal counsel regarding the operations of the Association, tax exemptions, non profit status, contracts, partnership agreements, and postal regulations.
- 3-17 To maintain bank accounts in an efficient, cost-conscious manner. To include monthly charges for corporate standing fees, advisory fees, lockbox service, on-line banking, foreign currency fees, and volume credit card processing fees.
- 3-18 To expense fixed assets as used in accordance with Generally Accepted Accounting Principles and Internal Revenue Service rulings. To include assets in service as of December 31, 2008 and purchases made in fiscal year 2009,
- 3-19 To provide for the cost of utilizing an independent payroll processing company. The service shall include semi monthly payroll processing and the related tax filings and reports.

- 3-20 To provide for any fiscal-related costs incurred for IRS rulings advice, reporting requirements, systems review, collection advice, and internal controls.
- 3-21 Provision for allocating overhead from general operations to General Fund programs, based on a percentage of staff time relating to the program.
- 3-22 Administrative expenses not associated with specific program or operation line items, such as donations.

Ref # MEMBERSHIP DEVELOPMENT PROGRAM DETAIL

PAGE 4

- 4-1 Dues income from active, retired, student, and organizational members.
- 4-2 Extra chapter or division dues.
- 4-3 Allotments paid out to units per formula.
- 4-4 Allocation to the *Information Outlook* activity as required by the Internal Revenue Service standards, estimated at 9%.
- 4-5 Development of membership renewal notices and membership marketing materials.
- 4-6 Covers electronic communications to students and student groups.
- 4-7 Retention and recruitment activities to include:
 - Recruit a member campaign (prizes)
 - Two plea emails to Universities
 - Student brochures emailed in response to the plea
 - Student-to-student membership campaign (web and prizes)
 - Marketplace items for promotions
 - Bellyband on *Information Outlook*
 - Exit survey to non-renewing members
 - SARAC conference calls (12/year)
 - Student Awards at annual conference
- 4-8 Credit card processing fees for membership applications via credit card.
- 4-9 Provision for salaries allocated from general operations, based on a percentage of staff time relating to membership.
- 4-10 Provision for benefits allocated from general operations, based on a percentage of staff time relating to membership.
- 4-11 Provision for overhead allocated from general operations, based on a percentage of staff time and square footage relating to membership

Ref # INFORMATION OUTLOOK PROGRAM DETAIL

PAGE 5

- 5-1 Income generated from 300 domestic subscribers at the subscription rate of \$160 and 160 international subscribers at the subscription rate of \$175.
- 5-2 Income generated by advertising in *Information Outlook*, and from *Information Outlook* online Web pages.
- 5-3 Income generated from royalties.
- 5-4 Allocation from membership dues to the *Information Outlook* activity as required by the Internal Revenue Service standards.
- 5-5 To cover the costs of printing, freelance writing costs for Member Profiles, costs of licensing graphic images for magazine and for supporting member blog platforms, adding one new platform in 2009. Reduced the number of issues for 2009 from 12 to 8.
- 5-6 Bringing advertising in-house for part of the year while an RFP is being conducted.
- 5-7 To cover increased foreign and domestic postage costs for mailing 8 issues of *Information Outlook* to members/subscribers in the U.S. and other countries, plus the cost of bulk land shipments to SLA headquarters, advertising sales offices, and annual conference.
- 5-8 N/A
- 5-9 To cover the costs of fulfilling subscription claims to include postage.
- 5-10 Provision for salaries allocated from general operations, based on a percentage of staff time relating to *Information Outlook*, including production and advertising.
- 5-11 Provision for benefits allocated from general operations, based on a percentage of staff time relating to *Information Outlook*, including production and advertising.
- 5-12 Provision for overhead allocated from general operations, based on a percentage of staff time and square footage relating to *Information Outlook*, including production and advertising.

Ref # CONFERENCES AND EXHIBITS PROGRAM DETAIL
PAGE 6

Conference

- 6-1 For 2009 we have increased pricing to cover more activities at conference and increased pricing for goods. Our price model for 2009 will continue to make it more economically advantageous for non-members to become members before signing up for conference. We have also continued our early-bird rate to end 1 April 2009.
- Exhibitor registrations are included in the Exhibits income portion of the Events budget.
- 6-2 Income generated from sponsorships including Major Conference Partner, First Time Attendee's Reception, SLA Salutes! Leadership and Awards Reception, CEO/Exhibitor Reception; Tech Zone; Cyber Connection; city bus tour; lanyards; Conference Information Booth; wireless access in convention center; division welcome banners, SLA Board of Directors Meetings; Hot Topic Series; online conference planner; pre and post conference newsletter (Conference Connections); SLA blog; pocket guide; notepads; Opening General Session; Closing General Session; Spotlight Sessions; sponsorship for the awards (minus the cash award which goes to the Awards line in Marketing).
- 6-3 Income generated from the sale of advertising space in the preliminary and final conference programs.
- 6-4 Our goal is to produce the audio recordings and/or podcasts again; we do not anticipate royalties from the sales.
- 6-5 To cover the costs of mailings and materials to program planners and A/V costs, supplies, and expenses for 2009 and 2010 conference program committees and groups. Audiovisual costs in Savannah and Washington, DC are covered for planning meetings. Lunch also needs to be served due to time blocks.
- 6-6 To cover the costs of the general session to include the fees for speakers and travel. This cost has gone up due to the Wednesday Closing Session which will be a panel.
- 6-7 To cover the costs of equipment for the general sessions and annual business meeting.
- 6-8 To cover the costs of SLA hosted events including: alumni reunion, first timers reception, badges, holders and ExpoCards; registration costs including confirmations, on-site equipment, personnel, pre-registration badge mailing, and advanced/web registration; conference administration costs that include onsite forms, ADA requirements, office equipment and supplies, computers, return freight, telecommunications and electricity costs. Changes from 2008, include more self-check-in kiosks at conference registration. There is a small amount of income (less than \$3,000) that is brought in by the schools participating in the Alumni reunion. This item also includes the cost of the box lunch in INFO-EXPO; we hope to offset the cost through sponsorship. This year to reduce this cost and continue with our greening efforts, we will be offering a coupon to use at one of the exhibit hall food kiosks. It will be valued up to a certain amount for the attendees to purchase what they choose for lunch. We have also included more technology upgrades for the online planner and calendar feature. The closing reception and opening reception as part of our Centennial event, is a significant part of this line item. There is a significant cost for busing in DC. Some of the hotels are too far for attendees to walk and shuttles will have to be provided. Several costs have increased as part of the "greening" of the SLA conference.
- 6-9 This includes hiring of temps on-site for registration.
- 6-10 To cover the cost of meeting insurance and certificates of insurance. To protect SLA for lost revenue and increased costs associated with the cancellation, curtailment, postponement, or abandonment of its convention or trade show.
- 6-11 This cost is for staff travel to conference. While the conference is in our geographic location, staff will still need to stay at hotels near the center. We would like to continue taking the SLA staff members to make up the core group of personnel needed. This amount also includes future site visits as well as Leadership Summit travel for an events staff member. This also includes special guest (guests of the association) hotel rooms that have previously not been accounted for in this budget. This cost could be lower depending on airline costs and amount of hotel comps that we accumulate. Airline and fuel prices continue to go up, leaving a little bit of uncertainty in pricing.

- 6-12 To cover the costs of printing, producing, and mailing preliminary and three-color final programs. We have also budgeted to include a spiral bound notebook and a pocket guide for conference. Some cost may be offset by sponsorship of the notebook or the conference-at -glance pocket guide. To cover the costs to promote the annual conference to members, non-members, and international attendees. To include production and mailing of a sneak preview brochure, promotional mailings/emails throughout the year; purchase of mailing lists and postage for list mailings and ongoing advertisements in other publications and local newspaper advertisements. Increase due to paper prices increasing, transportation cost increases, and more promotions. New for 2009 would be a fold out city map, that also includes exhibit hall layout. Again, this could be offset, if we get sponsorship dollars. These costs have gone up from 2008, due to increased postage, more promotions for the Centennial Conference and providing conference attendees with a special coin to honor our Centennial event.
- 6-13 To cover the credit card processing fees related to the conference registration payments. The decrease is due to a shift of the costs for the real time credit card processing to the General Costs line (6-8).
- 6-14 Salaries allocated from general operations, based on staff time relating to registration and advertising.
- 6-15 Benefits allocated from general operations, based on staff time relating to registration and advertising.
- 6-16 Overhead allocated from general operations, based on a percentage of staff time and square footage relating to registration.

Exhibits

- 6-17 Income generated from the rental of exhibit booths (\$1,540,457). All island booths rates have increased \$100 from \$12,670 to \$12,750. Corner booths are in high demand and they remain at \$3,150. We have budgeted for 2009 equal to actual 2008 revenue as the Seattle conference did very well and we anticipate Washington, D.C to be the same if not better. We have added a member (\$2,850) and non-member (\$3,350) rate for booth fees again this year. Other sources of income will come from the function space (\$12,350) and the Strategic Technology Alliance Series (\$19,800). We have also added exhibitor registration, which increased from \$35 to \$40 (\$20,000) and exhibit only passes are \$50 per day (\$5,000) which adds to the exhibit income line.

Income generated from the Virtual Info-Expo Center is also included. The Virtual Info-Expo Center is managed in-house for maintenance only. The price of the virtual info-expo is included in the booth prices above.

An additional source of income will be a rotating message banner that will be offered to exhibitors for \$200 and giveaway ads for \$200. Great changes are in the works for 2009.

- 6-18 Income generated from sponsorships to defray the overall costs of the INFO-EXPO hall activities. This line item is shared by the exhibits and business development departments for sponsorship of the wine bar reception, exhibit hall water stations, the INFO-EXPO Guide and the relaxation station. In addition, there is an increase in expense to cover the Celebrity Robot for centennial purposes. Staff hope to obtain sponsorship for the Robot as well as for the relaxation station.
- 6-19 To cover the costs of decorating services to include booth installation, signage, carpeting, entrance units, and hall rental. The hall rental fee is \$120,886 for Washington, D.C. Champion is our show decorator and we have contracted not to exceed \$40,000 in expenses for their services for conference. Since we will give away big prizes for the centennial (SmartCar), we have included shipping as well flags, storage, and specialty signs for the outside convention center display. Labor cost from our outside vendor will be higher for the literature rack, 360 degree theater, and segways in 2009.
- 6-20 To cover the cost of paramedics for emergencies and security and cleaning the exhibit hall. Security is an important and costly item. The Walter E. Washington Convention Center outsources their services so we located the most economical and most secure company.
- 6-21 To cover the costs of promoting exhibit sales to include the production and mailing of 1,000 copies of the exhibitor prospectus; 2,000 postcards for potential exhibitors, exhibitor information kits; Exhibitor Advisory Council; and exhibitor follow-up. In addition, we have added a conference survey for all attendees at conference. Exhibitors

request and find this survey information very valuable in order to reach their ROI. The exhibitor education and new floor plan upgrade will enhance our outside presence.

- 6-22 To cover the costs of promoting attendance in the INFO-EXPO hall to include: food and beverage for 4 days as well as entertainment. Entertainment is planned in the hall to attract attendees in the hall as well as the car giveaway game where attendees will have to collect 50 stamps (verses 15 in 2008) in order to win the grand prize. This line also includes two sites visits and annual conference travel. The food and beverage costs are much higher than previous years as the convention center anticipates a 5% increase from current prices. Also, this line item includes many giveaways and two hotel stays for our guest speakers. Also included is an additional \$38,500 for our centennial celebration at the opening of the exhibits.
- 6-23 To cover printing for promotions and brochures.
- 6-24 To cover the credit card processing fees related to the exhibitor booth payments.
- 6-25 Provision for salaries allocated from general operations, based on a percentage of staff time relating to exhibit booth sales.
- 6-26 Provision for benefits allocated from general operations, based on a percentage of staff time relating to exhibit booth sales.
- 6-27 Provision for overhead allocated from general operations, based on a percentage of staff time relating to exhibit booth sales.

REF # CONFERENCES AND EXHIBITS PROGRAM DETAIL
PAGE 7

Billbacks

- 7-1 Income generated from SLA and division sponsored events requiring additional charges over and above registration fees. Events are usually meal functions or tours, but not limited to such. No profit is made on these events.
- 7-2 To cover the costs of SLA-sponsored and division-sponsored ticketed events to include catering, room charges, bus fees, tour fees, etc.
- 7-3 Provision for salaries allocated from general operations, based on a percentage of staff time relating to ticketed events.
- 7-4 Provision for benefits allocated from general operations, based on a percentage of staff time relating to ticketed events.
- 7-5 Provision for overhead allocated from general operations, based on a percentage of staff time and square footage relating to ticketed events.

Ref # PROFESSIONAL DEVELOPMENT PROGRAM DETAIL
PAGE 8

Conference Education

- 8-1 Revenue generated from both full day and half day courses. Breakdown: 14 courses with an average of 12 participants = 168 participants X \$229 = \$38,472
- 8-2 Revenue generated from the sponsorship of refreshment breaks, lunches, and leadership forum programs.
- 8-3 Instructor fees for individuals leading the various courses.
- 8-4 Travel and expenses for instructors.
- 8-5 To cover the cost of lunch and breaks for the courses attendees.
- 8-6 To cover the costs of promoting the Conference CE courses through a special insert in the preliminary conference program which is also a stand alone brochure to be marketed on its own.
- 8-7 To cover the costs of A/V requirements including overhead/ slide projectors, microphones, computers, and projection systems.
- 8-8 Salaries allocated from general operations, based on a staff time relating to Conference CE courses.
- 8-9 Benefits allocated from general operations, based on staff time relating to Conference CE courses.
- 8-10 Overhead allocated from general operations, based on staff time relating to Conference CE courses.

Click U Live!

- 8-11 There will be no charge for Click U offerings in 2009. While it may seem counter-intuitive to be turning away revenue during a sagging economy, being able to significantly increase the real and perceived value of SLA membership during this period of global economic turmoil should have a direct impact on the ability of current and potential members to justify membership to their employers and to themselves. Thus, this relatively small investment , which should be offset by increased sponsorship, should have a direct impact on our ability to retain current membership and increase new membership. In addition, offering free professional development opportunities and continuing education with demonstrated value will establish the Association as a valuable partner during this time of economic crisis.
- 8-12 Revenue generated from the sponsorship of the Click U Live! offerings. This figure includes \$50K from a Platinum Sponsor for the entire Click U Live! series; \$15K for sponsorship of 5 individual programs; \$10K for sponsorship of the Click U Live! library of 75 replays.
- 8-13 The expense to pay instructors who present the online sessions.
- 8-14 Travel expenses for staff.
- 8-15 To cover the cost of fees to conference provider for the virtual seminars.
- 8-16 There is no cost associated with this line item for 2009. The Click U Catalog is being produced as a PDF file and will be distributed electronically.
- 8-17 Salaries allocated from general operations, based on a staff time relating to Click U Live.
- 8-18 Benefits allocated from general operations, based on staff time relating to Click U Live.
- 8-19 Overhead allocated from general operations, based on staff time relating to Click U Live .

Click University

- 8-20 There will be no charge for Click U offerings in 2009. While it may seem counter-intuitive to be turning away revenue during a sagging economy, being able to significantly increase the real and perceived value of SLA membership during this period of global economic turmoil should have a direct impact on the ability of current and potential members to justify membership to their employers and to themselves. Thus, this relatively small investment, which should be offset by increased sponsorship, should have a direct impact on our ability to retain current membership and increase new membership. In addition, offering free professional development opportunities and continuing education with demonstrated value will establish the Association as a valuable partner during this time of economic crisis.
- 8-21 Revenue generated from sponsorship of Click University programs and pages.
- 8-22 There will be no LMS fee for 2009.
- 8-23 The funds included are for staff travel.
- 8-24 This figure represents \$6,500 for the eBrary libraries and the execuBooks offering.
- 8-25 There is no anticipated license fee for 2009.
- 8-26 There is no expense associated with this line item for 2009. The Click U Catalog is being produced as a PDF file and will be distributed electronically.
- 8-27 This figure represents the credit card fees associated with all of the professional development's department transactions.
- 8-28 Salaries allocated from general operations, based on a staff time relating to Click University.
- 8-29 Benefits allocated from general operations, based on staff time relating to Click University.
- 8-30 Overhead allocated from general operations, based on staff time relating to Click University.

Certificates

- 8-31 Revenue generated from online courses and onsite sessions to be presented at annual conference. Estimate is based on
 - 1) Competitive Intelligence - 13 courses with an average attendance of 12 students at a cost of \$495/course;
 - 2) Knowledge Management – 13 courses with an average attendance of 12 students at a cost of \$495 per course;
 - 3) Copyright Management – 1 course with an average attendance of 12 students at a cost of \$195 and 6 courses with an average attendance of 12 students at a cost of \$395 per course.
- 8-32 Revenue to be generated from sponsorship of online pages, promotional material, courses and sessions at conference and Leadership Summit. The estimate is based on \$10,000 per program.
- 8-33 Fees to instructors, per agreement, to develop and/or teach certificate courses.
- 8-34 There is no expense associated with this line item.
- 8-35 Funds allocated to advertise the program and to promote specific events.
- 8-36 Represents per-minute charges for live sessions and charges for the recording of the sessions.
- 8-37 The expense for the costs of A/V requirements for three onsite sessions including overhead/ slide projectors, microphones, computers, and projection systems.
- 8-38 There are no anticipated expenses for this item.
- 8-39 There are no anticipated expenses for this item.
- 8-40 Salaries allocated from general operations, based on a staff time relating to the Certificates program.

- 8-41 Benefits allocated from general operations, based on staff time relating to the Certificates program.
- 8-42 Overhead allocated from general operations, based on staff time relating to the Certificates program.

Ref# CAREER & EMPLOYMENT SERVICE DETAIL

PAGE 9

- 9-1 No need for this line item.
- 9-2 Income generated from sponsorship opportunities.
- 9-3 Income generated from postings to the Career Center by employers.
- 9-4 To cover the costs of outsourcing the maintenance of the Career Services On-Line (CSO) website.
- 9-5 To cover the costs of promoting CSO [Career Connections has been moved to Events Department budget] to include design, and postage.
- 9-6 Provision for salaries allocated from general operations, based on a percentage of staff time relating to Career Services.
- 9-7 Provision for benefits allocated from general operations, based on a percentage of staff time relating to Career Services.
- 9-8 Provision for overhead allocated from general operations, based on a percentage of staff time and square footage relating to Career Services.

Ref # MARKETING, PUBLIC RELATIONS & COMMUNICATIONS PROGRAM DETAIL
PAGE 10

- 10-1 Awards reception sponsorship revenue, cash awards from sponsors, Connections/Banner ads sponsorship revenue, income from banner ad sales, sales from SLA logo merchandise in the online store, and revenue from sales at the SLA Marketplace at SLA 2009 including the book "SLA at 100."
- 10-2 To cover the cost associated with the following ongoing activities: producing marketing collateral including, but not limited to conference merchandise for sale and distribution, advertisements, brochures; to purchase mailing lists to target specific audience for SLA products/services; to administer promotional campaigns for annual conference and professional development; to obtain and maintain current subscriptions to stock photography libraries; to cover expenses related to the Exact Target e-mail broadcasts system; upgrades to design software and additional stock photography subscriptions; print and electronic ads for the 2009 Annual Conference, Click University, and the Career Center; and routine Web development for the SLA Web site. The following new activities and costs are now also budgeted for in this section: Transitional Web development in anticipation of a move to a new Content Management System and the co-sponsorship with Exhibits of the Relaxation Station in the INFO-EXPO hall. Production, printing and distribution expenses for the "SLA at 100" book by Guy St. Clair.
- 10-3 To cover the cost associated with the following ongoing activities: trophy/awards production, shipping of awards, award recipient photography and creation, shipping and ordering of Certificates/Frames. The following new activities and costs are now also budgeted for in this section: Increased estimated cost for 2009 (based on the actual cost from 2008) for the creation, editing and production of a multimedia presentation to improve the Awards Ceremony and the VIP Champagne Reception at conference.

Scholarship and DLDP costs to this budget are as follows: costs associated with SLA scholarship program including: scholarship brochure (15,000 color tri-fold), certificates, mailings, SARAC conference calls, notification of recipients/non-recipients/alternates, annual conference registrations, scholarships, Awards Reception tickets. To cover costs associated with DLDP programs, including: annual conference diversity breakfast, annual conference speakers, scholarships, Awards Reception, ribbons, lapel pins, and Diversity Reception.

- 10-4.1 To cover the costs associated with the following ongoing conference-related activity: press room refreshments, general photography for conference, tech costs for press room and conference signage, Information Ethics Advisory Council meeting, Ethics Summit/Program and 3 media roundtable lunch events. The following new activities and costs are now also budgeted for in this section: Face of SLA project.

To cover the costs associated with increased, new and improved, as well as ongoing PR Campaigns and Program Expenses. The following activities are ongoing: PR Advisory Council Conference Calls, PR Newswire distribution and the production/shipping/distribution of materials for press outreach and PR activities and retaining freelance writers (PR campaign and case studies). The following activities are ongoing with increased expenditures: Vocus PR software (increased functionality and access to international data raises costs) and creation of tools and technology to promote Global Information Ethics Day. The following new activities and costs are now also budgeted for in this section: Information Ethics Advisory Council Calls and development of Ethics Tools for members, The creation of a photo- archive project, centennial PR outreach tools (traveling exhibit and Oral History) and video crew at Leadership Summit in January as well as other centennial related multi-media requirements and the development of content for a Tactical TV channel for all SLA videos and vodcasts and tools to create and manage them.

The increase in the 10-4 budget line for 2009 is due to the high costs associated with the enhancement or addition of tools such as Tactical TV channel, video recording capabilities. Additionally, the activities surrounding the promotion of International Ethics Day and Ethics Training tools as well as the realization of the Faces of SLA and many of the SLA Centennial Activities (Video crew at Leadership Summit, 100 years in Photos Project, Traveling Exhibit and Oral histories)

- 10-5 To cover the costs of communications and outreach for the Public Policy Program. The cost includes expenses for collaborative efforts with the Library Copyright Alliance (LCA), the Information Access Alliance (IAA), and Americans for Fair Electronic Commerce Transactions (AFFECT), Alliance for Taxpayer Access (ATA). The expense also includes technical maintenance of SLA's legislative action center, and tools and materials for efficient promotion of SLA legislative activities.

- 10-6 To cover costs associated with exhibiting at non-SLA trade shows. The following shows are included in the 2009 rotation: Computers in Libraries in Arlington, VA; Internet Librarian in Monterey, CA; SCIP 2009 in Chicago, IL; Information Online in Australia; and Online Information in the UK. Included in these expenses are staff travel and accommodations, set up expenses, and shipping costs for booth materials. The following costs are also included: Refurbishing the look of the exhibit booth based on results from the alignment project.
- 10-7 Provision for salaries allocated from general operations, based on a percentage of staff time relating Marketing, Public Relations, and Communications.
- 10-8 Provision for benefits allocated from general operations, based on a percentage of staff time relating to Marketing, Public Relations, and Communications.
- 10-9 Provision for overhead allocated from general operations, based on a percentage of staff time and square footage Relating to Marketing, Public Relations, and Communications.

Ref # MARKETING, PUBLIC RELATIONS & COMMUNICATIONS PROGRAM DETAIL
PAGE 11

Alignment Project

- 11-1 Funding for the alignment process comes from Association reserves, approval for which was given by the Board in June 2007 and contained in board documents.
- 11-2 Expenses associated with the alignment project are primarily for consulting services provided by Fleishman Hillard in 2009. Additional costs may be incurred in the event SLA implements a new identity, i.e. signage, marketing materials, stationary etc.

**REF # MAILING LIST RENTAL AND FUNDRAISING DETAIL
PAGE 12**

Mailing List Rental

- 12-1 Income generated from the lease of the mailing lists by MGI, Inc.
- 12-2 To cover royalties due to MGI on the sales of SLA's mailing list.
- 12-3 Income is in the form of royalties that are not taxable.
- 12-4 Provision for salaries allocated from general operating, based on percentage of staff time relating to Mailing List Service.
- 12-5 Provision for salaries allocated from general operating, based on percentage of staff time relating to Mailing List Service.
- 12-6 Provision for overhead allocated from general operating, based on a percentage of staff time and square footage relating to the Fundraising.

Fundraising

- 12-7 Income generated from special projects to include sponsorship of SLA's website and President's Circle. The residual is reflective of income that benefits the entire Association and not transferred to a specific activity.
- 12-8 Income generated from current affinity program agreements in place, such as Bank of America, Newstex Blogs and Multiview Search.
- 12-9 Income generated from contributions to the Campaign for Tomorrow campaign, i.e. Professional Development, donations from individual members, such as Membership Campaigns or bequeaths, and the Gallery Wall.
- 12-10 To cover travel expenses to meet with potential vendors and partners; gifts, and other expenses necessary to recruit and retain our sponsors and partners, and the costs of promoting partnership programs and developing new revenue sources. Also, to cover the cost of signage and other recognition as required by contract for major donors.
- 12-11 Provision for salaries allocated from general operating, based on a percentage of staff time relating to the Fundraising.
- 12-12 Provision for benefits allocated from general operating, based on a percentage of staff time relating to Fundraising.
- 12-13 Provision for overhead allocated from general operating, based on a percentage of staff time relating to Fund raising.

Ref # LEADERSHIP SERVICES PROGRAM DETAIL

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- 13-1 To cover the costs of two in-person Board meetings to include equipment rental, room fees, and food and beverage.
- 13-2 To cover the travel costs of Board members to the Board meetings, excluding the President and President-elect, up to \$4,500 per US and Canadian members and \$5,000 per member from other countries. The full amount is not budgeted as Board member ability to have their expenses covered by their employer or themselves is unknown.
- 13-3 No expense is budgeted for 2009 as all documents are posted to the COP and sent by email.
- 13-4 Insurance is covered in the General Operations budget.
- 13-5 To cover the cost of travel for the President and President-Elect to attend Board meetings, Annual Conference, meetings, Chapter visits, and other official functions.
- 13-6 To cover the cost of travel for staff to attend meetings of the Association, professional events, conferences, briefings, and focus groups. Travel costs to meet with Chapters is an important component of this line item.
- 13-7 To cover the costs of minimal travel expenses and WebEx costs for two teleconference AOOO meetings and three teleconference Finance Committee meetings.
- 13-8 To cover the costs for IFLA meetings.
- 13-9 Income generated from registration fees at Leadership Summit. Centennial Reception and Sinclair honorarium included as a contribution from the Centennial Fund. Tabletop exhibits at Leadership Summit are also included.
- 13-10 Income received from corporate sponsorships of the Leadership Development Institute and Leadership Summit.
- 13-11 All promotional costs for LDI have been deleted and will be covered via magazine, e-mails and e-bulletins.
- 13-12 To cover the cost of the keynote speakers' fee and travel.
- 13-13 To provide for the cost of sending staff to the Leadership Summit. Seven staff, responsible directly for the Summit programming are included. There is an extended stay due to the additional time for Board orientation and meetings.
- 13-14 To provide for the cost of refreshment breaks, meals and reception at both leadership meetings. Annual Conference leadership reception is combined with the awards reception and borne in conference budget.
- 13-15 To provide for the cost of A/V requirements for the meetings.
- 13-16 To cover the cost of printing last-minute handouts at governance meetings. Onsite printing is reduced because of "green" initiative. Also included are costs of signage at Leadership Summit and shipping costs.
- 13-18 To cover the costs of expanded, "live" unit officer training via WebEx for chapter presidents, division chairs and other officers. Updates to Click University.
- 13-19 To cover the costs of communications to Chapter and Division leaders to include monthly mailings, reports, etc. Survey software, unit tabletop exhibit return postage, balloting software is being provided for the units to use. It is not anticipated that we will need to purchase new Quicken software this year as units will be able to use free Quicken Online.
- 13-20 To cover the requests for special projects from units or grant applications.
- 13-21 To cover the costs of meeting room fees and audio/visual equipment rental for the Annual Meeting.
- 13-22 To cover the cost of online balloting software and printed ballots upon request. Also covers the cost (\$7,500) to video-tape the candidates' speeches at conference.

- 13-23 To cover the cost of SLA's organizational dues in information and library-related organizations.
- 13-24 To cover the cost of meetings and communications with associations, government agencies and other organizations that can assist SLA in advancing issues of importance.
- 13-25 For various meetings with members. None are budgeted.
- 13-26 No focus groups are planned except in other program areas.
- 13-27 Now accounted for in public affairs budget.
- 13-28 Provision for salaries allocated from general operations, based on staff time relating to Leadership Services.
- 13-29 Provision for benefits allocated from general operations, based on staff time relating to Leadership Services.
- 13-30 Provision for overhead allocated from general operations, based on staff time and square footage relating to Leadership Services.

Ref # RESEARCH PROGRAM DETAIL

PAGE 14

- 14-1 Income from sales of the 2008 SLA Salary Survey and other SLA publications. This reflects the fact that we will be returning to a biannual salary survey and therefore not surveying members in 2009. Reflects decrease in price for non-members for the 2008 survey. Small sales are anticipated for Network PDF version of the salary survey and the SLA Europe salary survey results. Sales of the remainder of SLA publications not out-of-print have been kept low because of the age of the publications.
- 14-2 To cover the costs of the Research program. It includes the cost for presentations at Annual Conference on the results of the 2007 SLA Research Grant and an update on the IMLS funded Future of Librarians in the Workforce study, royalty payments, and marketing of publications. All publications are now prepared and delivered electronically as well as in print. The royalty are now reduced to very small amounts for two books which have minimal sales.
- 14-3 To cover the additional marketing costs associated with promoting the 2008 SLA Annual Salary Survey and Workforce Study for an extra year.
- 14.4 To cover the credit card charges allocated to research program.
- 14-5 Provision for salaries allocated from general operations, based on staff time relating to Research.
- 14-6 Provision for benefits allocated from general operations, based on staff time relating to Research.
- 14-7 Provision for overhead allocated from general operations, based on staff time and square footage relating to Research.

Ref # INFORMATION CENTER PROGRAM DETAIL

PAGE 15

- 15-1 To maximize the value of Information Center resources, PDFs of recently out-of-print publications and videos for unit events are planned. Because of the uncertainty of the date when the PDFs of recently out-of-print publications will be available, anticipated income has been reduced for 2009. The scanning of the books, being undertaken by Carnegie Mellon University under its Million Book Project, was scheduled for completion in June 2006. They have experienced difficulties in transferring the scanned files from Asia and it is difficult to establish when our publications will be available, if at all.
- 15-2 To cover the cost of the maintaining Microform reader/printer as well as various supplies.
- 15-3 To cover the cost of design of promotional ads for Information Center services and products.
- 15-4 To provide funds for the purchase of various serial publications to help staff keep abreast of changes within the industry or for SLA board and management CI purposes. Increase due to increase in serials prices.
- 15-5 To provide funds for the purchase of various industry reports and books on information management, web and personal development and the subscription to Copyright Clearance Center. Increase due to active collection development in the area of research reports.
- 15-6 To provide access to electronically delivered resources for CI and association management purposes, and provide industry news sources for members and staff. Factiva sponsors the Information Center, providing Factiva.com and Factiva Alerts for members on our site free of charge. Were the Factiva resources not underwritten by sponsorship it would cost the Association at least \$100,000, and probably much more. Nexcerpt.com also provides us a web-based news service free of charge, and offers SLA members a discount for their service.
- 15-7 To cover the costs associated with fulfilling interlibrary loan requests. With most publications being available electronically in 2008, the costs have been maintained at a minimal level for 2009.
- 15-8 To cover the costs of archiving various association documents as necessary. As more archival material is available electronically, we can save outside scanning costs by saving to CD-ROM in-house.
- 15-9 To cover costs of maintaining and developing the SLA Web site taxonomy. Reduction in costs due to use of new Web statistics software that does not require use of web consultant..
- 15-10 To cover the costs of Information Center mailings.
- 15-11 Provision for salaries allocated from general operations, based on staff time relating to Information Resources.
- 15-12 Provision for benefits allocated from general operations, based on staff time relating to Information Resources.
- 15-13 Provision for overhead allocated from general operations, based on staff time and square footage relating to Information Resources.

10/31/08