

## 2010 World Beef Expo Operating Statement

As World Beef Expo continues to move toward a self-sufficient business, the Executive Board has chosen to publish the show financials. We have made great strides in reducing expenses and maximizing the organization's assets. An example of efficiencies include negotiating with a local business to haul away and compost manure and bedding versus paying to send it to a landfill. Even with all the changes in place, we did operate at a deficit in 2010.

Though this is possible for the short term, we continue to look for ways to increase revenue and reduce expenses while still offering a top-quality event. Please contact any member of the World Beef Expo board with your comments or suggestions. Donations are always welcome.

### Expenses

Administrative Expenses <i>(includes staff salary, misc. supplies, postage, etc.)</i>	\$23,250.57
Advertising	\$4,975.02
Awards	\$5,902.76
Educational Seminars	\$995.98
Event Staff	\$5,023.20
Exhibitor Dinner	\$1,815.00
Miscellaneous Expenses	\$1,291.92
Prospect Show Premiums	\$950.00
Sales <i>(includes auctioneer, catalogs, payouts, etc.)</i>	\$101,519.11
Show Expenses <i>(includes judges, bedding, photographer, etc.)</i>	\$23,687.81
Supreme Champions - Junior Show	\$1,950.00
Supreme Champions - Open Show	\$3,000.00
Website	\$1,212.49
Wisconsin State Fair Park Rental <i>(includes facilities, event staff, electrical, etc.)</i>	\$10,553.25
Youth Sweepstakes Premiums	\$3,110.00
	<b>\$189,237.11</b>

### Income

Entries <i>(includes all shows, feed &amp; bedding, parking, etc.)</i>	\$53,149.00
Exhibitor Dinner Donations	\$617.41
Sales	\$108,404.70
Silent Auction	\$3,390.00
Sponsorships	\$13,921.00
Trade Show	\$5,400.00
Youth Sweepstakes Entries	\$490.00
	<b>\$185,372.11</b>

Note: No breed show premiums are listed. World Beef Expo distributes every dollar of breed show premium sponsorship money, regardless of amount.