

OPPORTUNITY AV

KNOCKING ST


GOOD MORNING

***THE GALLOWAY
TOWNSHIP
BUSINESS
ASSOCIATION
WELCOMES YOU***

SPECIAL THANKS TO OUR HOSTS

AtlantiCare

CONTINENTAL BREAKFAST PROVIDED BY BAGEL GOURMET - LEEDS POINT SHOPPES



GTBA

GALLOWAY TOWNSHIP BUSINESS ASSOCIATION

GALLOWAYBUSINESS.COM



GTBA

GALLOWAY TOWNSHIP BUSINESS ASSOCIATION



The logo features the acronym 'GTBA' in large, bold, yellow letters with a black outline and a slight 3D effect. Below it, the word 'MEMBER' is written in a smaller, bold, dark blue font. The entire logo is contained within a yellow oval with a dark blue border. At the bottom of the oval, there is a dark blue banner with white text, and a curved banner below that with the website address.

GTBA

MEMBER

GALLOWAY TOWNSHIP BUSINESS ASSOCIATION

GALLOWAYBUSINESS.COM



GTBA

TILTON FITNESS

GALLOWAY TOWNSHIP BUSINESS ASSOCIATION

GALLOWAYBUSINESS.COM



Special Thanks



**Printing Services & Graphic
Design Provided by**



GTBA Logo Designed by Mike Mindish



Special Thanks



Website Design & Development Provided by

DYNAMIC
advertising and design

ATLANTIC CITY
web hosting

GTBA website created by Emily Gorman & Tim Downey Jr.



Meeting Agenda



- Introduction of GTBA logo
- Launch of GallowayBusiness.com web portal
- Final nominations for open Board positions
- Election of Officers and Directors for 2010
- Committee chair appointments
- New member survey results
- 2010 strategic initiatives & objectives
- 2010 events & meetings
- 2010 pro-forma and working budget
- 2010 membership outreach campaign



2010 Board of Directors Nominations



Officers

President
Vice-President
Secretary
Treasurer

Directors

Class I (expires 2010)
One open seat

Class II (expires 2011)
Three open seats



2010 Officers (elected)



President

Julianne Dods

Vice President

Tony Coppola Jr.

Secretary

Kapil "Kenny" Patel

Treasurer

Kristen Reed

Immediate Past President

Steve Moliver



2010 Directors (elected)



Class I

Ava Lewis
Wendie Fitzgerald
John Emge

Class II

Michelle Catrambone
Barbara Lang
Ben Petrovic



2010 Committee Chairs



Finance & Administration

Yogi Khatiwala
Don Purdy

Marketing & Communications

Steve Moliver
Kelly Coleman

Special Projects & Events

Ava Lewis
Michelle Catrambone

Membership & Member Programs

Wendie Fitzgerald
Whitney Ullman

Business Advocacy & Community Development

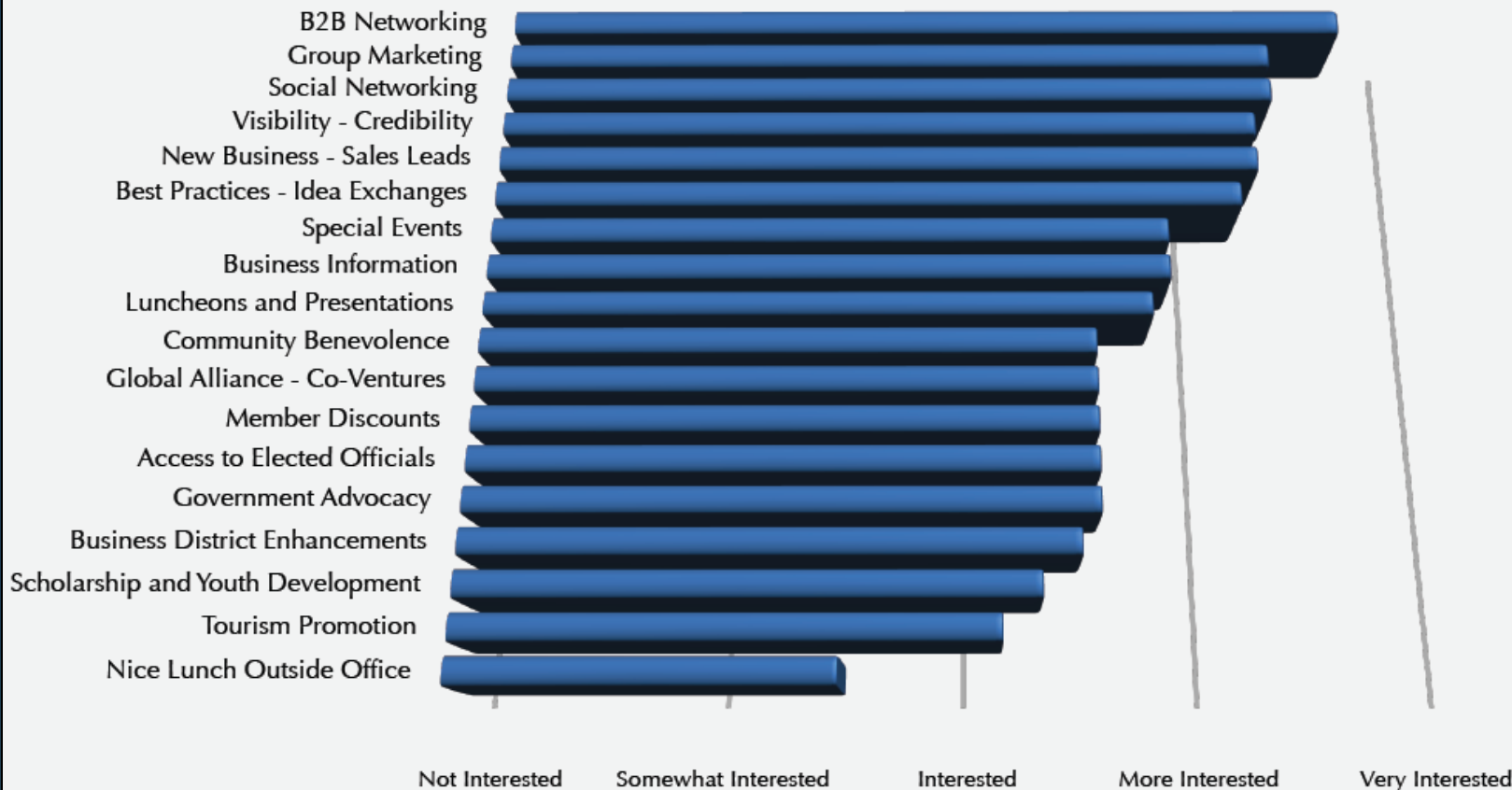
John Emge
Keith Hartman



New Member Survey Results



New Member Survey Results





2010 Initiatives & Objectives



Short Term Potential Initiatives

- Shop Rite LPGA partnership
- Pick-a-Picket for Imagination Station
- Strategic Alliances & Co-Ventures

(College, Hospital, LPGA, NextGen/FAA, GACCC, ACCVA, EDC, ACY)

Longer Term Potential Initiatives 2010 & Beyond

- Business District Enhancement/Beautification
(WHP, Town Center, Smithville, Hospital/College)
- Community wide Integrated Sponsorship & Advertising Program
 - Themed Week Tourism Events
(Eco-Tourism, Agri-Tourism, Special Interest Groups, Bike)



2010 Meetings & Events



1st Quarter 2010

January 13, 2010 – General Membership & BOD meeting

February 10, 2010 – Business, Brews & Bowling Mixer at Strike Zone

- Speed Networking – “Connecting Business 2 Business” Mixer

2nd Quarter 2010

May 12, 2010 – General Membership & BOD meeting

- ShopRite LPGA Classic

- Professional Development Seminar & Mixer

3rd Quarter 2010

September 15, 2010 - General Membership & BOD meeting

- Smithville July 4th Parade

- Business Networking Seminar & Mixer

4th Quarter 2010

November 10, 2010 - General Membership & BOD meeting

- Halloween in the Town Center

- Annual Membership Kick-Off Reception & Mixer

****SPECIAL EVENT DATES & TIMES WILL BE ANNOUNCED****



2010 Pro-Forma & Working Budget



GTBA Projected Statement of Income - Annual (Fiscal Year 1 & 2 Pro-Forma & Working Budget)											
	Most Conservative	% of Income	Conservative	% of Income	Moderate	% of Income	Aggressive	% of Income	Most Aggressive	% of Income	
Income											
Annual Memberships Sold	50		75		100		125		150		
Annual Memberships Trade	10		15		15		15		15		
Membership Sales (cash gross)	3,750.00	83.33%	5,625.00	83.33%	7,500.00	86.96%	9,375.00	89.29%	11,250.00	90.91%	
Membership Sales (in-kind value)	750.00	16.67%	1,125.00	16.67%	1,125.00	13.04%	1,125.00	10.71%	1,125.00	9.09%	
Sponsorship Sales (net)	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	
Special Project & Event Sales (net)	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	
Total Income	4,500.00	100.00%	6,750.00	100.00%	8,625.00	100.00%	10,500.00	100.00%	12,375.00	100.00%	
Expense											
Employee Expenses											
<i>(incl. salaries, commissions, taxes, incentives, health ins., workers comp., payroll service)</i>											
Total Employee Expense		0.00%	0.00	0.00%		0.00%		0.00%		0.00%	
Operating Expenses (variable)											
Postage & Shipping	500.00	11.11%	500.00	7.41%	500.00	5.80%	500.00	4.76%	500.00	4.04%	
Collateral Printing	1,000.00	22.22%	1,500.00	22.22%	1,500.00	17.39%	1,500.00	14.29%	1,500.00	12.12%	
Sign Printing	350.00	7.78%	500.00	7.41%	500.00	5.80%	500.00	4.76%	500.00	4.04%	
Amenities for New Business Openings	845.00	18.78%	900.00	13.33%	900.00	10.43%	900.00	8.57%	900.00	0.00%	
Speaker Fees & Honorariums		0.00%		0.00%		0.00%		0.00%		0.00%	
Facilities Rentals		0.00%		0.00%		0.00%		0.00%		0.00%	
Equipment Rental		0.00%		0.00%		0.00%		0.00%		0.00%	
Advertising		0.00%		0.00%		0.00%		0.00%		0.00%	
Donations		0.00%		0.00%		0.00%		0.00%		0.00%	
Operating Expenses (fixed)											
Rent		0.00%		0.00%		0.00%		0.00%		0.00%	
Repairs & Maintenance		0.00%		0.00%		0.00%		0.00%		0.00%	
D & O Insurance	0.00	0.00%	0.00	0.00%	1,000.00	11.59%	1,000.00	9.52%	1,000.00	8.08%	
NJ Business Registration	75.00	1.67%	75.00	1.11%	75.00	0.87%	75.00	0.71%	75.00	0.61%	
Cleaning Service		0.00%		0.00%		0.00%		0.00%		0.00%	
Permits & Licenses		0.00%		0.00%		0.00%		0.00%		0.00%	
Security & Surveillance Monitoring		0.00%		0.00%		0.00%		0.00%		0.00%	
Trash Removal		0.00%		0.00%		0.00%		0.00%		0.00%	
Utilities (gas, electric, water, sewer)		0.00%		0.00%		0.00%		0.00%		0.00%	
Telephone		0.00%		0.00%		0.00%		0.00%		0.00%	
Internet		0.00%		0.00%		0.00%		0.00%		0.00%	
Office Supplies	200.00	4.44%	300.00	4.44%	400.00	4.64%	500.00	4.76%	600.00	4.85%	
General Liability Insurance		0.00%		0.00%		0.00%		0.00%		0.00%	
Domain Name Registrations		0.00%		0.00%		0.00%		0.00%		0.00%	
Website Hosting (FatCow)	75.00	1.67%	75.00	1.11%	75.00	0.87%	75.00	0.71%	55.00	0.44%	
Online Contact Tracking (salesforce.com)	60.00	1.33%	60.00	0.89%	60.00	0.70%	60.00	0.57%	60.00	0.48%	
Website Template (joomla)	145.00	3.22%	150.00	2.22%	150.00	1.74%	150.00	1.43%	150.00	1.21%	
Other Professional Consulting Fees		0.00%		0.00%		0.00%		0.00%		0.00%	
Professional Legal Fees		0.00%		0.00%		0.00%		0.00%		0.00%	
Professional Accounting Fees		0.00%		0.00%		0.00%		0.00%		0.00%	
Total Operating Expenses	3,250.00	72.22%	4,060.00	60.15%	5,160.00	59.83%	5,260.00	50.10%	4,440.00	35.88%	
Total Expense	3,250.00	72.22%	4,060.00	60.15%	5,160.00	59.83%	5,260.00	50.10%	4,440.00	35.88%	
Less Trade Memberships Value	750.00		1,125.00								
Net Operating Income (EBITDA)	500.00		2,690.00		3,465.00		5,240.00		7,935.00		



2010 Pro-Forma & Working Budget



GTBA Projected Statement of Income - Annual (consolidated)

Fiscal Year 1 & 2 Pro-Forma & Working Budget

Income			
Annual Memberships Sold	50		
Annual Memberships Trade	10		
Membership Sales (cash gross)		3,750.00	83.33%
Membership Sales (in-kind value)		750.00	16.67%
Sponsorship Sales (net)		0.00	0.00%
Special Project & Event Sales (net)		0.00	0.00%
Total Income		4,500.00	100.00%
Expense			
Operating Expenses (variable)			
Postage & Shipping		500.00	11.11%
Collateral Printing		1,000.00	22.22%
Sign Printing		350.00	7.78%
Amenities for New Business Openings		845.00	18.78%
NJ Business Registration		75.00	1.67%
Office Supplies		200.00	4.44%
Website Hosting (FatCow)		75.00	1.67%
Online Contact Tracking (salesforce.cor)		60.00	1.33%
Website Template (joomla)		145.00	3.22%
Total Operating Expenses		3,250.00	72.22%
Total Expense		3,250.00	72.22%
Less Trade Memberships Value		750.00	
Net Operating Income (EBITDA)		500.00	27.78%



2010 Membership Outreach Campaign



- Networking Events & Mixers
 - PR & Media Relations
 - Targeted Mailing/s
 - Viral Email Campaign/s
- Web Linkage w/Like Minded Groups
 - Targeted Email Campaign/s
- Strategic Partnerships w/Like Minded Groups

YOU!



Special Thanks



**TO YOU
FOR ATTENDING
HAVE A GREAT DAY!**

AND SPECIAL THANKS TO OUR HOSTS

AtlantiCare

CONTINENTAL BREAKFAST PROVIDED BY BAGEL GOURMET - LEEDS POINT SHOPPES