

Jaguar Clubs of North America Profit and Loss Comparative

	Jan - Dec 2015	Jan - Dec 2014	\$ Change	
Income				
701-1 Club Dues	157,259.76	161,742.87	(4,483.11)	
701-2 Members at Large	36,076.27	17,962.03	18,114.24	An amount of \$5,413.19 increased this account due to MAL deferred revenue recorded from sitting on Balance Sheet
701-3 New Member Dues	5,382.50		5,382.50	Started tracking in June 2015
701-4 Event Registrations	370.00	764.14	(394.14)	
701-5 Life Member Income	1,500.00	500.00	1,000.00	3 New Life Members Items posted to this account include PayPal Fees for Regalia/MAL's/Trophy Sales/Publications and returns of Club Dues to various clubs. This was corrected in
701-6 Membership Dues-Pay Pal (deleted)		(4,531.56)	4,531.56	2015. Started recently to break out hard/soft regalia - hard being i.e., Grill Badges - soft being i.e., clothing/hats
702-4 Regalia Sales	8,048.38	12,087.80	(4,039.42)	
Hard Regalia Sales	3,374.98		3,374.98	
Soft Regalia Sales	1,108.26		1,108.26	
Publications	7,464.32	9,240.45	(1,776.13)	
Total 702-4 Regalia Sales	19,995.94	21,328.25	(1,332.31)	
703-1 Advertising	47,290.11	75,062.53	(27,772.42)	\$16,381.25 of 2015 advertising was billed in 2014
703-2 Jaguar Cars	22,500.00	31,500.00	(9,000.00)	Billed one additional time in 2014
703-3 Web Advertising	3,438.00	2,844.00	594.00	These are for Web Banner ads on Website Two billings for Coventry West @ \$375.00 qtr (3rd and 4th Qtr 2015) invoiced in
703-6 Tech Line Advertising	2,250.00	3,000.00	(750.00)	2016.
703-7 JJ Holiday Gift Guides	4,312.64		4,312.64	New for 2015.
704-2 Jaguar Journal Copies	7,016.00	6,088.88	927.12	
704-7 Trophies	13,926.89	17,672.88	(3,745.99)	
704-9 Archive Sales	171.96	367.14	(195.18)	
705-0 Interest Income	3,594.73	1,972.26	1,622.47	An adjustment to correct interest income in the Merrill Lynch account In 2014 - billed Jaguar \$24,500 (\$5,000 - 2014 Western State Sponsorship, Colorado Springs; \$7,000 - 2014 Annual GM Sponsorship, Boston; \$12,500 - 2014 Club Event Sponsorship. Also billed Jaguar \$25,973 (\$12,500 Club Event Sponsorship; \$973 for 1/2 of Farewell Party for Mike Cook; \$2,500 - 2014 Western States Add'l Sponsorship committed by Erik Johnston; \$5,000 - 2014 AGM Add'l Sponsorship committed by Jeff Currie; \$5,000 - 2015 AGM Sponsorship. 2014 TOTAL BILLED \$50,473 - PAID OUT TO VARIOUS CLUBS \$44,048 (See Sponsorship Events Expense). 2015 TOTAL BILLED \$15,000 - PAID OUT TO VARIOUS CLUBS \$25,840 (See Sponsorship Events Expense carried over from 2014)
706-0 Jaguar Cars Club Sponsorship	15,285.00	50,473.00	(35,188.00)	

707-0 Subscriptions	286.40	66.00	220.40
708-0 Other Income	4,107.90	135.00	3,972.90
709-0 Services (Jaguar)	3,844.00		
Total Income	\$ 348,608.10	\$ 386,947.42	\$ (38,339.32)
Gross Profit	\$ 348,608.10	\$ 386,947.42	\$ (38,339.32)

To record gain/losses on CD rollovers not recorded in prior year(s)
New for 2015 - Billed Jaguar for discretionary services

Expenses

800-1 Books - Expense	0.00	0.00	0.00
800-10 PTS Expense		126.06	(126.06)
800-5 Publication Expense	8,787.26	7,924.42	862.84
Publication Shipping	69.96		69.96
Total 800-5 Publication Expense	8,857.22	7,924.42	932.80
800-6 Regalia Expense	8,208.27	8,128.98	79.29
Regalia - Shipping	2,346.26	2,435.79	(89.53)
Total 800-6 Regalia Expense	10,554.53	10,564.77	(10.24)
800-63 Brochures		62.81	(62.81)
800-65 Publications & Regalia Contract	6,250.00	10,000.00	(3,750.00)
800-7 Trophies Expense	24,440.46	25,966.69	(1,526.23)
Trophies Shipping	42.90		42.90
Total 800-7 Trophies Expense	24,483.36	25,966.69	(1,483.33)
800-9 Other Expense		0.00	0.00
801-0 Accounting Expense	8,612.50		8,612.50
801-2 Legal	106.73	149.61	(42.88)
801-3 Processing PayPal Fees	950.92		950.92
802-0 Bank Charges	269.00	162.86	106.14
802-1 Credit Card Service Charges	4,914.63	4,231.41	683.22
802-2 Interest/Finance Charges	152.60		152.60
802-7 Sponsored Events	30,840.00	44,048.00	(13,208.00)
803-0 Insurance	12,476.14	17,585.21	(5,109.07)
804-0 License & Tax	4,768.88	25.00	4,743.88
805-0 Postage - Administrative	1,743.16	465.68	1,277.48
806-0 Printing/Copying	4,782.87	55.59	4,727.28
807-0 Office Supplies	800.13	1,080.19	(280.06)
808-0 Telephone	676.99	535.52	141.47
809-0 Web Site	28,539.00	13,164.90	15,374.10
809-2 Web Site Asst Mgr	250.00	500.00	(250.00)

4 payments in 2014 (2-George Camp \$2,500/2-Steve Kennedy \$2,500) versus
2015 (1-George Camp \$2,500/1-Steve Kennedy \$3,750)

New in 2015.

Grossed up sales and recorded cost of accepting PayPal

Cost of accepting Credit Card payments

See above income notes + 2015 Challenge Championship hosted 09/16/15 -
09/20/15

Recorded quarterly from Prepaid Insurance on Balance Sheet./In 2014 had JJ
Publisher's Liability in this account - Correct in 2015.

2015 IRS payment and Delaware Registrations

In 2015, paid \$1,258.91 for Deanie to ship accounting records to Gary
UPS Store Invoice for Brochures \$4,427.94

In 2015, upgrades and maintenance to website were paid

810-0 Other Administrative Expenses	1,287.07	402.27	884.80	Traveling Mailbox was added in 2015 - \$550.00 for annual fee + various billings to forward the mail.
811-0 Dues and Subscriptions	280.75		280.75	
820-1 Administrative Manager	36,000.00	36,000.00	0.00	
825-0 Donations		270.83	(270.83)	
830-1 Meetings-AGM	7,182.84	2,410.82	4,772.02	In 2015, \$3,845.56 was paid to Delaware Valley Jaguar Club for Director's events; \$2,500 was paid to Jaguar Club of Central Arizona for AGM.
830-3 Travel Expense	6,378.38	7,046.94	(668.56)	
850-0 Member Expenses	304.89	(48.88)	353.77	
850-1 Other Membership Expenses	1,148.96	122.99	1,025.97	In 2015, \$725.00 paid for help in setting up the 360 Online Office for tracking memberships.
851-0 Membership Card Mailing	3,529.55	4,206.20	(676.65)	
851-1 Membership Mailing Supplies	970.28		970.28	
851-2 Membership Postage	5,390.85	2,423.13	2,967.72	Not as much billed from IPM Colorado in 2014 versus 2015 - timing difference. An increase in 2015 from 2014 bill for Capital Printing \$1,640.95 in 2014 versus \$2,259.17 in 2015
851-3 Membership Card Printing	2,576.32	1,640.95	935.37	
851-4 Membership Contractor Services	5,736.00		5,736.00	
851-5 Membership Mailing List Service	20.00		20.00	
853-0 PTS Mailing Expenses		2.24	(2.24)	
858-0 Life Membership Expense	345.16	72.97	272.19	
860-5 National Events	5,000.00		5,000.00	Jaguar Club of Central Arizona - IFJ
860-6 National Event Trophies	215.00	509.80	(294.80)	
865-0 Tool Loan Program	(269.93)	1,880.32	(2,150.25)	Timing showing as (income) until tool refund issued when returned
865-2 Tool Loan Shipping	121.06	0.00	121.06	
Total 865-0 Tool Loan Program	(148.87)	1,880.32	(2,029.19)	
865-1 Tool Loan Deposit (deleted)		0.00	0.00	
870 JAGUAR JOURNAL EXPENSES	934.60	2,206.20	(1,271.60)	See JJ Profit & Loss for 2015 comparative to 2014
871-0 JJ Editor Expense	34,500.00	30,490.66	4,009.34	
871-1 JJ Contributing Editors	830.28	200.00	630.28	
871-2 JJ Associate Editor	4,900.00	4,200.00	700.00	
871-3 JJ Commission Expense	5,612.56	7,898.44	(2,285.88)	
872-0 JJ Mailing	35,735.20	29,684.81	6,050.39	
873-0 JJ Printing/Layout	57,954.10	54,490.09	3,464.01	
874-0 JJ Design Fee	1,625.00		1,625.00	
875-0 JJ Advertising Pay Pal Discount	8.91	11.22	(2.31)	
876-0 Publisher's Liability Insurance	1,996.00		1,996.00	
Total 870 JAGUAR JOURNAL EXPENSES	144,096.65	129,181.42	14,915.23	
Total Expenses	\$ 370,342.49	\$ 322,770.72	\$ 47,571.77	

Net Operating Income	\$ (21,734.39)	\$ 64,176.70	\$ (85,911.09)
Other Expenses			
999-0 Temporary Account	0.00		0.00
Total Other Expenses	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00
Net Income(Loss)	\$ (21,734.39)	\$ 64,176.70	\$ (85,911.09)

NOTES:

- 1) All reports are produced on the accrual basis of accounting not cash basis of accounting.
(Accrual - recognizing revenue when invoiced and expenses when entered as an accounts payable).
- 2) The Merrill Lynch CD accounts on the Balance Sheet did not reflect the cost value reflected in the statements received; adjusted in 2015.
- 3) There were several accounts on the Balance Sheet (i.e., deferred MAL revenue, deferred Club Dues) that have been adjusted in 2015.