

Special points of interest:

- Annual Conference
- Past Due Memberships
- Annual Surveys
- IEA New web address
- ELMD New Website

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ELECTRI...FYI

2010 Upstate Electrical Show Huge Success!

After much consideration last summer, the Trade Show Committee and Board of Directors of the Electrical Association of Rochester decided to take a chance with the downed economy and hold their tri-annual trade show in 2010. The primary goal of the show was to provide the service to the community, in accordance with the Association's bylaws, while not taking a loss for the event. They kept the booth price the same as the 2006 show and reviewed every line item expense noting where costs could be reduced without reducing value to the exhibitors and attendees. They budgeted a worst-case scenario of breaking even.

After many months of planning, Electri...FYI, the 2010 Upstate Electrical Show, was held on March 31st at the Monroe County Fair and Expo Center at the Dome in Henrietta, New York. Needless to say, it proved the committee and board were right to follow their instincts. The economy didn't appear to



affect the show participation at all.

About the show:

- Eight local distributors each participated as hosts, helping to cover the costs of the Hospitality Area
- The show floor was sold out with 127 manufacturers filling 113 booths [we budgeted break-even with 85 booths sold]

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Taxability of Advertising Income

Taxability of advertising income is complex, and many organizations pay taxes they shouldn't.

There are a few key areas that can help reduce the unrelated business income taxation burden associated with advertising income.

First, determine whether your publication is "regularly carried on". If not, that general exemption to unrelated business income should eliminate any liability for taxes.

Next, be sure that you have allocated all the internal and external direct costs of your

publication properly and also that you have allocated a reasonable portion of your indirect costs to this income as well. IRS specifically states that revenue should not be the basis of allocating indirect costs, but payroll, time spent, or another reasonable basis can be used as long as it is appropriate and is used consistently. Internal direct costs are usually things like payroll and supplies. External direct costs include things like outside printing and mailing.

Finally, if you have profits from advertising, determine whether you have losses from

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Executive Director's Message



ILEA
Executive Director
Kirstie Steves

I want to thank everyone for their patience while I finished up my local Association's Trade Show held on March 31st. This was the first show I've ever managed and was quite overwhelmed by all the details of the event. I want to thank the many members who offered guidance as it was greatly appreciated.

I would like to encourage all Association/Leagues to feel free to submit articles for the newsletter. Feedback from many of the past several months indicate the desire to hear

from you first-hand on your events. Deadline for submitting articles is the 10th of every month.

The 2010 Operations and Compensation Surveys have been sent via email to all those who have paid their 2010 ILEA dues. My intent was to have the surveys available to be completed online but, alas, time constraints did not allow for it this year. It would be most appreciated if you could complete the surveys and return to the ILEA office by the deadline of April 30th. Once received, the results will be

made available to those members that participated.

Conference Manager, Skip Morris, has been quite busy ironing out all the details of our upcoming Conference on July 21-24th in Kansas City, MO in. The Conference Registration packets are expected to be sent out this month. Details will be updated periodically so make sure you have the ILEA website at www.ileaweb.org bookmarked and check it regularly.

Kirstie Steves
ILEA Executive Director

Upstate Electrical Show continued...

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- Over 2000 registered to attend the one-day event
- 311 seats were filled in the 8 seminars offered, two of which were sold out due to the capacity of the rooms. 4 seminars provided CEUs or PDhs.
- Seminar income brought in an additional \$3000. New this year was the decision to charge a token fee of \$25 to attend any one or all seminars. Originally there was no income budgeted for this category.
- New this year was the added Exhibitor Lounge which was catered for breakfast and provided beverages throughout the day at no additional cost to the vendors.
- Over 2000 people were served either breakfast, lunch or afternoon hors d'oeuvres throughout the day
- Final figures show the 2010 show to be the most profitable show on record [more than double the income from the 2006 show!]

Although we are currently in the process of collecting and tabulating the exhibitor, host and attendee evaluations, preliminary responses prove most positive with several vendors claiming "This was the best show ever!" and a personal favorite, "I've been to dozens of shows around the country over the years and this was one of the better shows... if not the best".

*As submitted by Kirstie Steves
Electrical Association of Rochester*



"I've been to dozens of shows around the country over the years and this one was one of the better shows... if not the best!"

Records Retention Recommendations

Given the timing of the year, the following information is for your guidance in developing your document retention policy. Your accountant or attorney can help assure your policy meets all requirements.

Records retention for a not-for-profit organization is affected by many requirements and factors, not the least of which is common sense and closet space.

Your policy should not only document how long you retain records, but how they will be destroyed or disposed of, and what documentation to keep regarding destruction.

Consider the following useful lives:

Accounts payable ledgers and schedules.....	7 Years
Accounts receivable schedules.....	7 Years
Bank reconciliations.....	4 Years
Bank Statements.....	4 Years
Charts of Accounts.....	Permanent
Checks (cancelled, but see exception below).....	4 Years
Checks (cancelled for important payments, i.e., taxes, purchases of property, special contract, etc.); (Checks should be filed with the papers pertaining to the underlying transaction).....	Permanent
Contracts, mortgages, notes and leases:	
* Expired.....	7 Years
* Still in effect.....	Permanent
Correspondence.....	2 Years
CPAs or PC as advisors.....	Permanent
Deeds, mortgages, and bills of sale.....	Permanent
Depreciation schedules.....	Permanent
Duplicate deposit slips.....	2 Years
Employment applications.....	3 Years
Employee personal records (after termination).....	3 Years
Expense analyses/expense distribution schedules.....	7 Years
Financial statements	
* Year-end.....	Permanent
* Other	Optional
Garnishments.....	7 Years
General Ledgers.....	4 Years
Insurance policies (expired).....	3 Years

Insurance records, current accidental reports, claims, policies, etc.....	Permanent
Invoices to customers.....	4 Years
Invoices from vendors.....	4 Years
Journals (receipts, disbursements).....	4 Years
Minute books of directors and stockholders, including by-laws and charter.....	Permanent
Notes receivable ledgers and schedules.....	7 Years
Payroll records and summaries, including payments to pensioners.....	7 Years
Personnel records (terminated).....	7 Years
Petty cash vouchers.....	3 Years
Property appraisals by outside appraisers.....	Permanent
Property records - including costs, depreciation reserves, end-of-year trial balances, depreciation schedules, blueprints and plans.....	Permanent
Purchase orders	
* Purchasing department copy.....	7 Years
* Other copies.....	1 Year
Retirement and pension records.....	Permanent
Sales records.....	4 Years
Subsidiary ledgers.....	4 Years
Tax returns and worksheets, examination reports, revenue agents' and other documents relating to determination of income tax liability.....	Permanent
Time sheets/cards/books.....	7 Years
Vouchers for payments to vendors, employees, etc. (including allowances and reimbursement of employees, officers, etc. for travel and entertainment expenses).....	4 Years
Withholding tax statements.....	7 Years

This checklist is for your guidance and should be supplemented to accommodate any special requirements of funders or regulators.

Paper and electronic records are normally subject to the same requirements.

Not-for-Profit Resources can be found at www.nfpnet.org.

Taxability continued...

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readership. This is based on a comparison of the direct costs of readership-to-readership income. If you have a gain on the advertising but a loss on the readership, they can be offset, reducing or eliminating tax. There are special rules about how readership income is calculated based on whether and how your organization charges for publications.



Intermountain Electrical Association
has a new home on the web.
www.ieautah.org



WOW!
Check out Maryland's
new website at
www.elmd.org



International League of Electrical Associations

The ILEA Office is located in the Greater Rochester Area in New York State.

39 Harmon Road
Churchville, New York 14428

Phone: 585-538-6350
Fax: 585-538-6166
E-mail: info@ileaweb.org

The mission of ILEA is to promote, advance and unify the electrical industry by strengthening its representative organizations.

The International League of Electrical Associations, created in 1936, has grown to become an organization of professional electric association and electric league managers from more than thirty US and seven Canadian cities. In most cases the membership base and services offered by ILEA member organizations are consistent throughout the continent.

Generally, ILEA member organizations are supported by electric utilities and offer membership to contractors, manufacturers, distributors and manufacturer's representatives. In a few cases, the organization has a membership that is restricted solely to electric utilities.

Services offered by membership organizations often include monthly meetings, educational programs and networking opportunities. Many organizations offer discount programs for items such as health care insurance, general liability and workers compensation coverage, bonding, cellular phone, automobile rental and leasing and courier services.

To learn more about which programs and services are offered in your area, contact the closest ILEA member office, visit the ILEA web site or contact Kirstie Steves, Executive Director at the ILEA Office.

www.ileaweb.org

Calendar of Events

2010

April 14-15 Upper Midwest Electrical EXPO
North Central Electrical League , Minneapolis, MN

May 3 Consulting Electrical Engineers and
Technical Forum & Trade Show
Electric Association of Chicago

July 21-24 Annual ILEA Conference
Kansas City, Missouri

September 22-23 Lights of Philadelphia
2010 Lighting Exposition & Educational Conference
Electrical Association of Philadelphia

October 27th Electric Expo
Electric League of Indiana

2011

March/April Electrical Expo
Electrical Board of Missouri & Illinois

April 20-21 Trade Show
Nebraska Iowa Electrical Council

October 12-13 Electrical Expo
Electrical Association of Philadelphia

2012

April 18-19 **Upper Midwest Electrical Expo**
North Central Electrical League , Minneapolis, MN

To have your events listed in the newsletter and on the web site, please email kirstie@ileaweb.org