

COLORADO NURSES ASSOCIATION

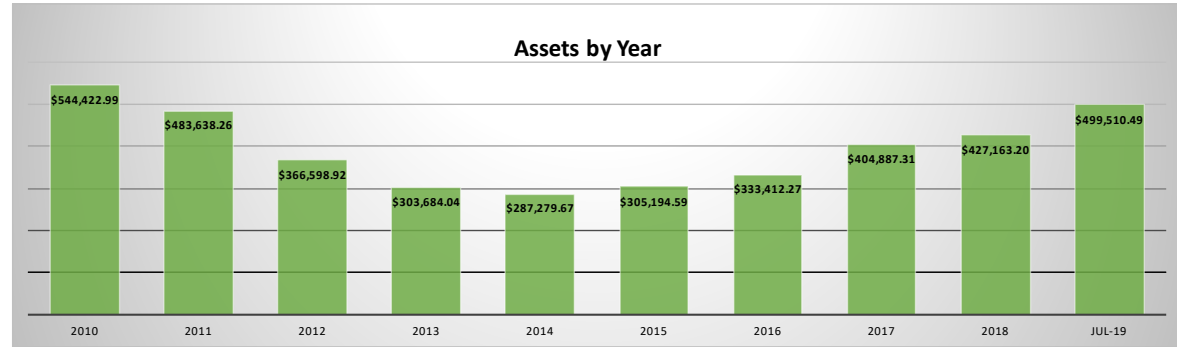
MANAGEMENT DASHBOARD (ver: 09/16/2019)

Financial Assets

Year	Net Assets
2010	\$544,422.99
2011	\$483,638.26
2012	\$366,598.92
2013	\$303,684.04
2014	\$287,279.67
2015	\$305,194.59
2016	\$333,412.27
2017	\$404,887.31
2018	\$427,163.20
Jul-19	\$499,510.49

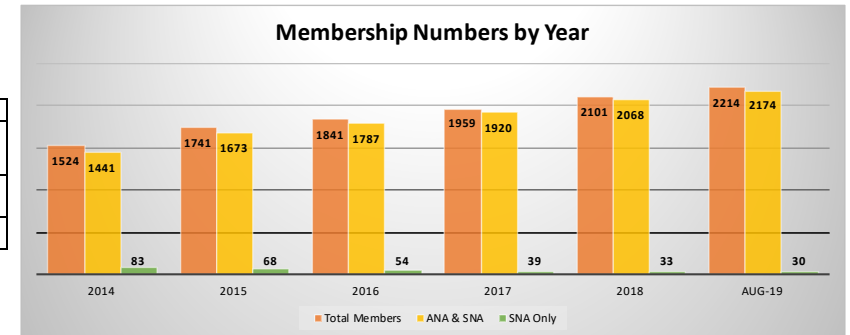
Percent of 2018 Net Assets **116.94%**

* DNA & SIG Assets Excluded



Membership Numbers & Revenue by Year and Type

Membership Type by Year	2014	2015	2016	2017	2018	Aug-19
Total Members	1524	1741	1841	1959	2101	2214
ANA & SNA	1441	1673	1787	1920	2068	2174
SNA Only	83	68	54	39	33	30



Colorado- RN's, Members Versus Non-Members

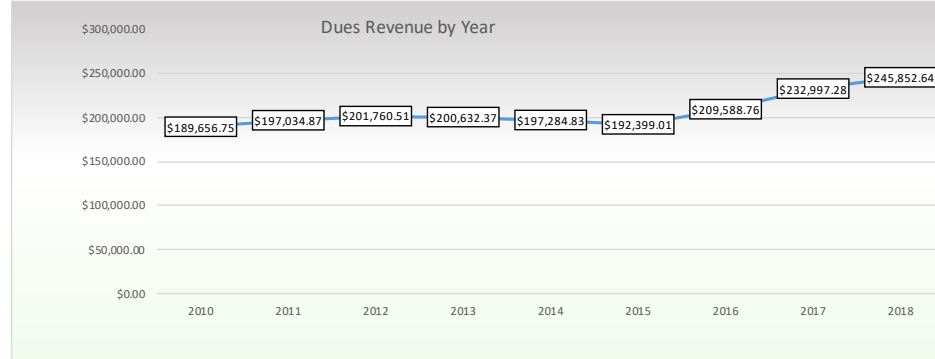
** Excludes Retired RN's

Colorado Numbers- 08/31/2019	Overall	Members	Non-Mem	Percent that are Members
Total RN's Registered that live in Colo.	68458	2214	66244	3.23%

Membership Revenue by Year (Does not include Associate & Affiliate Dues)

Year	Revenue
2010	\$189,656.75
2011	\$197,034.87
2012	\$201,760.51
2013	\$200,632.37
2014	\$197,284.83
2015	\$192,399.01
2016	\$209,588.76
2017	\$232,997.28
2018	\$245,852.64

Budget Goal is \$237,000
 We reached 104 % of our 2018 goal.



Approval Board - CE

Year	Income	# Providers Approved	Individual Activities Approved
2018	\$13,940.83	2	35
Aug-19	\$16,150.00	3	33

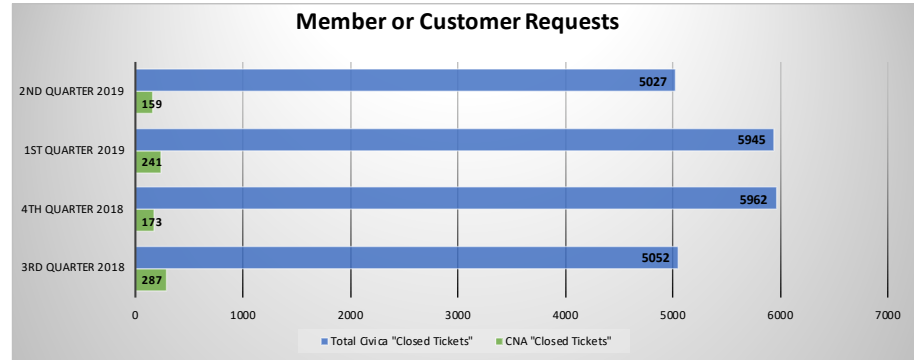
CNA Assembly/Convention Revenue Data

Year	% Profit **	Net Income	Total Income	Total Expenses
2011	14.90%	\$1,652.14	\$11,089.65	\$9,437.51
2012	33.99%	\$8,464.43	\$24,900.75	\$16,436.32
2013	23.01%	\$3,606.15	\$15,675.00	\$12,068.85
2014	45.69%	\$13,439.71	\$29,413.00	\$15,973.29
2015	37.08%	\$14,908.75	\$40,205.00	\$25,296.25
2016	16.13%	\$4,559.09	\$28,257.50	\$23,698.41
2017	32.40%	\$9,856.26	\$30,420.70	\$20,564.44
2018	63.44%	\$14,610.07	\$23,029.00	\$8,418.93

** % Profit (Net Income vs. Gross Income) Goal 42%

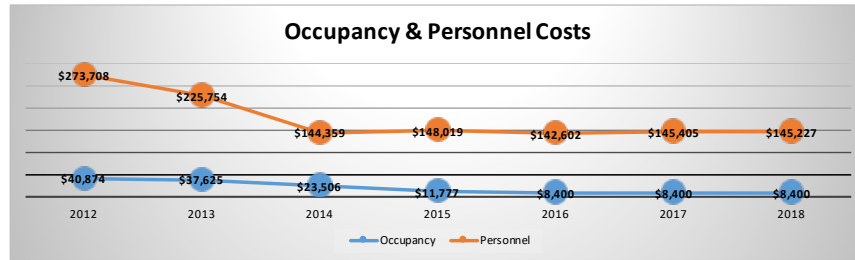
"Zendesk" Requests to the CNA Office

	3rd Quarter 2018	4th Quarter 2018	1st Quarter 2019	2nd Quarter 2019
CNA "Closed Tickets"	287	173	241	159
Total Civica "Closed Tickets"	5052	5962	5945	5027



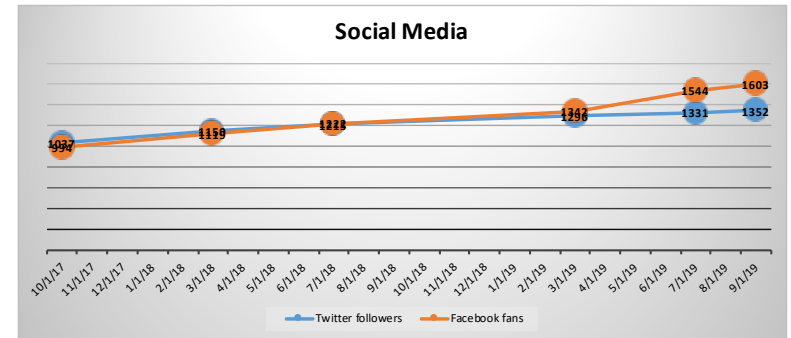
Association Occupancy & Personnel Costs Through Time

Year	Occupancy	Personnel
2012	\$40,874	\$273,708
2013	\$37,625	\$225,754
2014	\$23,506	\$144,359
2015	\$11,777	\$148,019
2016	\$8,400	\$142,602
2017	\$8,400	\$145,405
2018	\$8,400	\$145,227



Social Media

Platform	10/20/17	3/30/18	7/31/18	3/26/19	7/1/19	9/16/19
Twitter followers	1037	1150	1215	1296	1331	1352
Facebook fans	994	1119	1222	1342	1544	1603



Search-Term Results as of 09/16/2019 (After Paid Ads)

Term	Google	Yahoo	Bing
Colorado I Nurses	1st	1st	1st
Colorado I Nursing	5th	<10th	<10th